

The Essentials of Great Sales & Marketing Videos

Video
Sherpa



Video Works!

74% of B2B marketers say video converts better than any other type of content

Hubspot

84% of marketers say video directly increases sales

Wyzowl

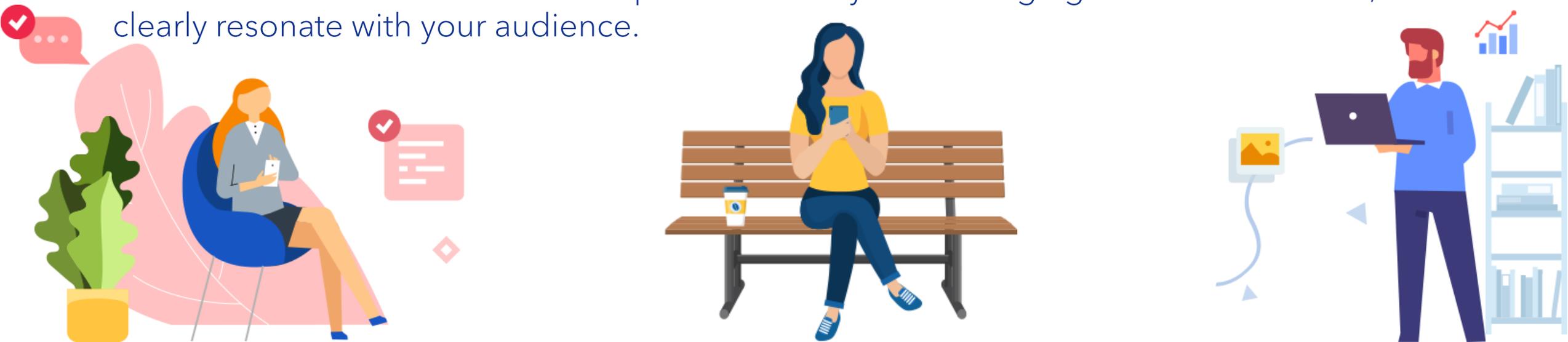
85% of people want more video from brands in 2021

Wyzowl



1. Identify Target Audience

- Be clear about who EXACTLY you are targeting with each video. A one-size-fits-all approach rarely works. It's more effective to create a series of targeted videos that speak directly to different target segments.
- What does your audience know about your company/product/service & how much do they NEED to know? For B2B customers you may need to include more company info to build trust and confidence in your brand.
- What do they REALLY care about? What motivates them? What worries them? What drives them? What scares them? What inspires them? If your messaging can hit these notes, it will clearly resonate with your audience.



2. Have a Clear Objective

- Increase Audience Engagement?
- Building Trust in Your Brand?
- Driving More Traffic to Website?
- Boosting Enquiries / Leads / Sales?
- Driving Awareness & Brand Position?



3. Use Storytelling

Use stories to relay your message - it's easier for your audience to relate to real-life examples than abstract corporate messages.

Don't dive straight into your product/service. Far better to start by referencing your typical clients, stacking the problems they have had and the impact those problems had on their business/life.

Then you can introduce your product/service and clearly outline how you solve the problems. Spell out the benefit to your audience.

Always end with a clear CALL TO ACTION, telling your audience what to do next, e.g. book a call, sign up for a free trial etc.



Seth Godin-

“Marketing is no longer about the stuff that you make, but about the stories you tell.”

4. Prepare A Script

Ensure all key messages are included

Use a conversational tone

Avoid jargon, acronyms or technical terms

Short, concise messages are more punchy

Keep a logical flow - don't jump over and back

Unnecessary details dilute the core message

Ask yourself - is this NB for this audience?

Read it aloud. Listen for awkward phrasing

Read it to someone else - does it make sense?

Tweak & re-edit as needed

5. Plan Your Shot-list

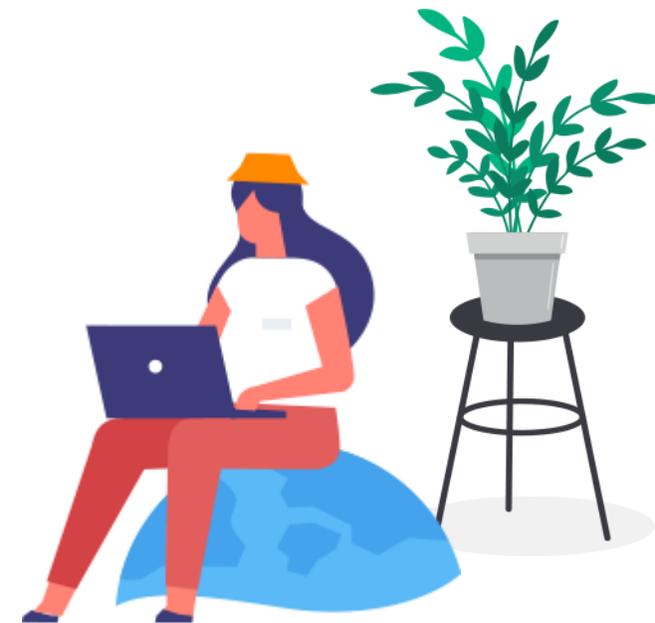
Strong visuals will reflect & enhance your message

Include a mix of Wide, Medium & Close Up shots

Film 'Over The Shoulder' shots, street level or from heights

Plan locations in advance

Subtle company branded better than pull-up banners

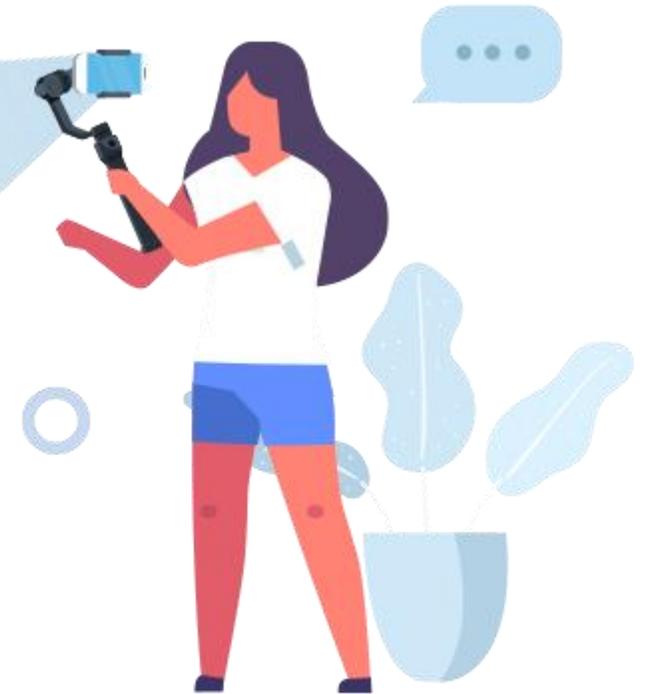


6. Filming Tips

For novice filmmakers, knowing WHAT SHOTS to film can be daunting, so watch [this short video](#) to get some inspiration and get your creative juices flowing.....

Shooting a good mix of Wide, Medium & Close Up shots, and following this [5 Shot Rule](#), will give you plenty of great footage to choose from.

With Video Sherpa, our unique, step-by-step Filming Workflow gives you exact guidance on what content you need for every video.



7. Edit For Impact

Editing should be seen as a surgical procedure to remove unnecessary waffle, with a laser focus on the strongest visual & audio content to communicate your message and move your audience to take action.

Hook them from the start – you only have 3-5 seconds to draw the audience in so start with your best shot.

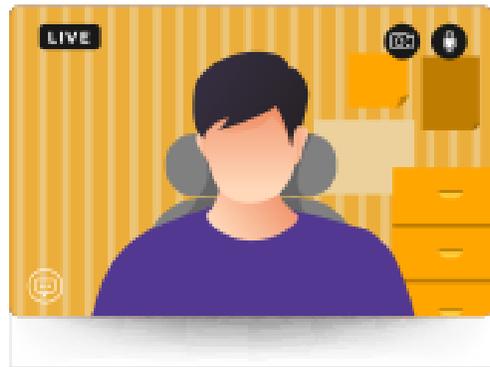
Keep the action moving, trimming most of your clips to less than 3 seconds, interspersed with a few longer shots.

Spend some time watching award winning short videos online to get ideas and inspiration and then use the best ideas in your own videos.



8. Personalisation

Video Sherpa makes it easy to film short introductions to specific individual or groups of clients, or to email the video privately before releasing to social channels.

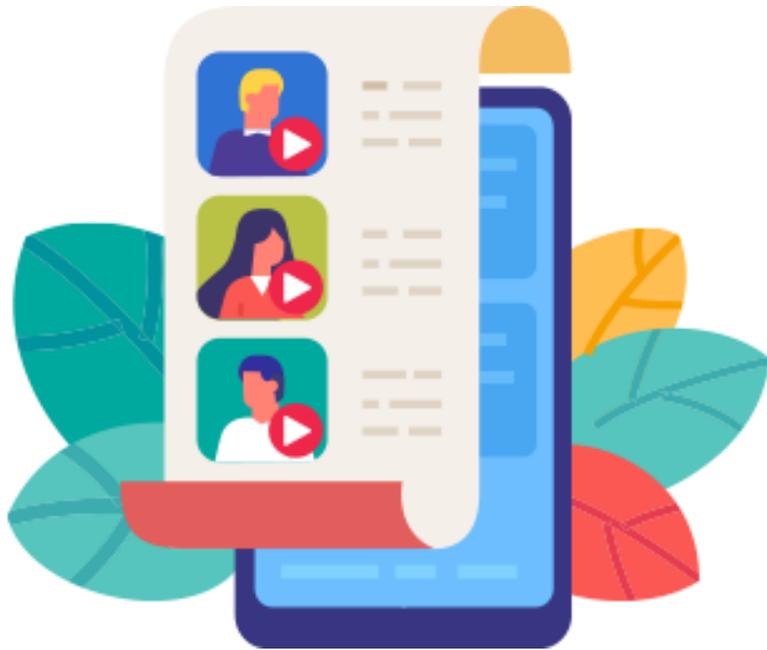


With one click you can duplicate your original video, add client-specific intros or messages while retaining the main content of the video.

This approach lets you tailor your messaging to specifically boost engagement among target groups.

8. Publish & Engage

Videos get most audience interaction immediately after they've been published, so take advantage of this & be ready to interact right back with your audience in the moment.



Consider gating your video behind a lead generation form, or releasing a shorter teaser trailer on your social channels to entice your audience onto a specific landing page where you can gather contact details for follow up.

This way, you'll maximise the opportunity video presents to really engage with new audiences and drive them to take an action.

Content Ideas For Every Business



For Audience Engagement....

- Repurpose Popular Content
- “Ask Me Anything”
- A Day in the Life
- User-Generated Content
- Event Videos – BTS, Vox Pops, Preview, Overview
- Customer Giveaways / Special Dates



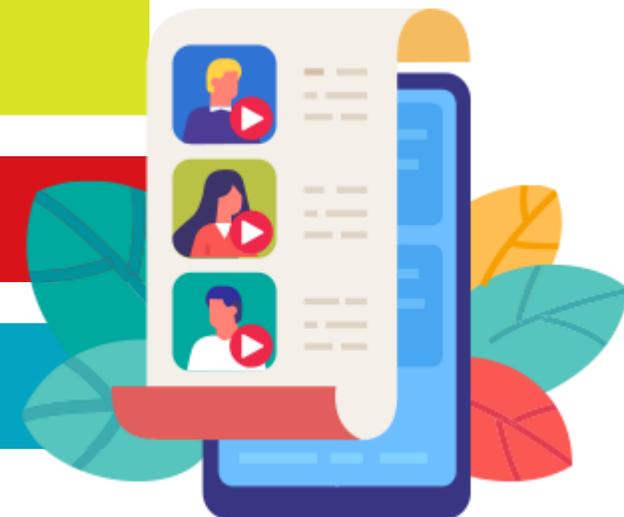
To Build Trust in Your Brand...

- Celebrate Company Milestones
- Introduce Team Members
- Demonstrate Expertise / Experience
- Share Founders Story
- Case Studies



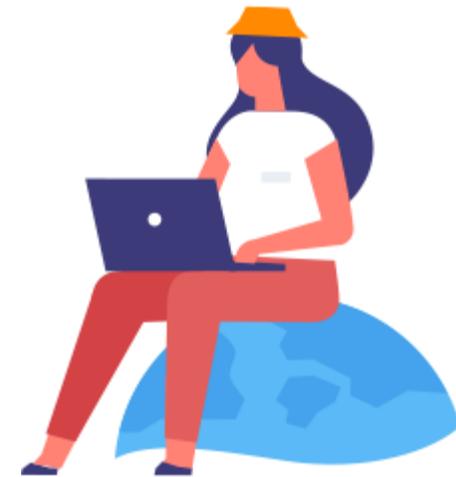
To Drive Website Traffic...

- Offer Free Resources
- Comment on Relevant Breaking News
- Share Survey Results
- Recruitment / Company Culture
- Productivity Hacks
- Vlogs



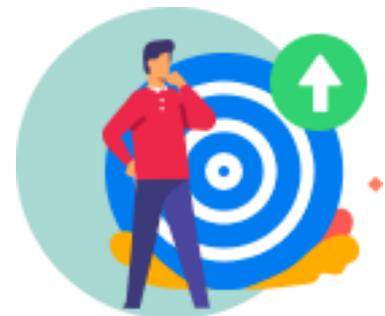
To Boost Conversions / Leads / Sales

- Product Demos
- Product Comparisons
- Product Reviews
- Customer Testimonials
- Case Studies
- FAQ



For Brand Positioning...

- Share / Comment Industry News
- Future Trends
- Industry Webinars
- Share Knowledge
- Interview Industry Leaders



Maximise Value

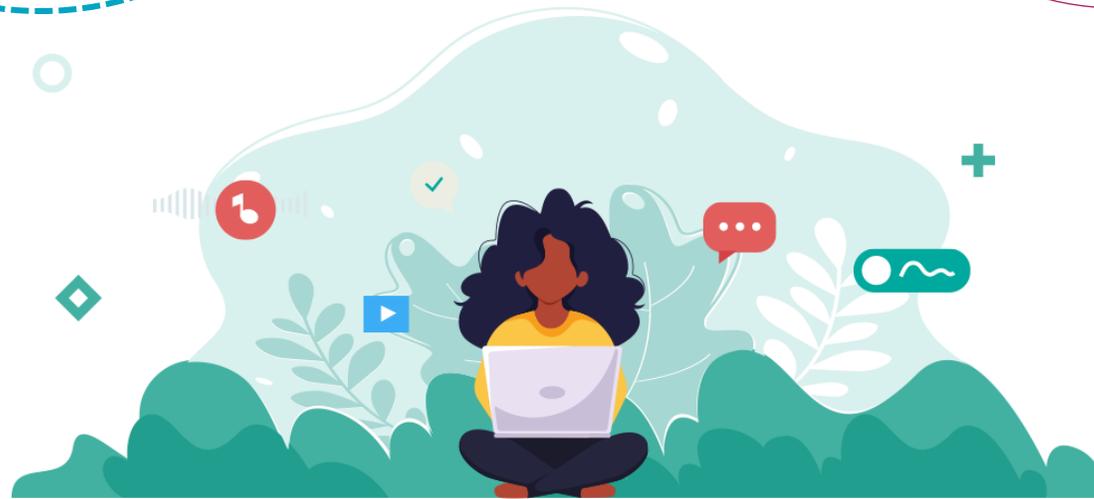
Plan
Content
Outline for
3-6 months

Identify
footage
suitable
for multiple
projects

Save this
valuable
content to your
Video Sherpa
library

Re-use for
different
audiences
& video
projects

Regularly
publish new
content to
keep
engagement
flowing



Common Mistakes to Avoid

Poor Quality Audio is almost impossible to fix during the edit, so it's important to get it right during filming.

- ✓ Always use a microphone to record interviews
- ✓ Always do a sound check first
- ✓ If filming outdoors, close your eyes and just listen – can you hear traffic, sirens, alarms, kids playing nearby, dogs barking. If so, move.
- ✓ If filming outside, the wind may not seem very strong but can be picked up on the mic so pay attention in the sound check.



Common Mistakes to Avoid

Shaky Footage looks really unprofessional and is so easy to avoid. Invest in a modestly priced gimbal or tripod and you will be ready for any situation.

There are so many on the market, but we supply our clients with the DJI OSMO 3 Gimbal, that comes with its own mini-tripod.

If you are filming on a DSLR, you'll need a larger tripod, but there is plenty of choice available.



Common Mistakes to Avoid

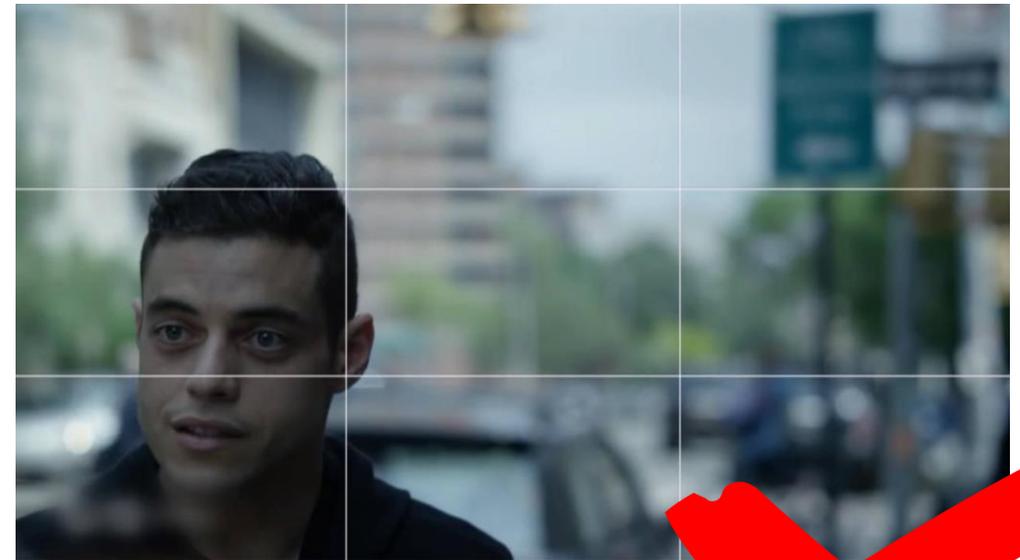
Bad lighting is another element of filming that you need to pay attention to. In almost all cases, natural light is best.

- ✓ Position your interviewee with the light falling onto their face, rather than from the side, which will create strong shadows, or behind, which is create a silhouette.
- ✓ The light will change as the day goes on, so be alert to this and move position if necessary
- ✓ If filming outdoors, make sure the sun isn't shining into your subjects eyes, causing them to squint.
- ✓ If filming indoors, beware of harsh overhead lights, which cause unflattering shadows or fluorescent lights which can create discolouration.



Common Mistakes to Avoid

Poor Framing is visually distracting. Use the gridlines to position your subject and pay attention to anything in the background of the shot that will detract from your message.



Get in touch to learn how you can achieve amazing audience engagement that drives sales, with in-house video.



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