

The Mansfield Area Chamber of Commerce

# Video Promo



Digital  
Launch





# What is a promotional video?

A promotional video is a short video created to raise awareness of or bring attention to a product, service, event, sale, or business. Think of it as a movie or book trailer—you don't want to give away the whole story or bluntly tell someone to watch or read it—you want to inspire your potential customer to take the next step and give them the information to do so.

It could highlight particular products or services, introduce your business, tell your brand story, share your expertise, or set the scene to help people picture your product or service in their own lives.



# Promotional video tips to make you stand out

## KEEP YOUR BRANDING CONSISTENT

Use the same colors and fonts you've already chosen for your brand. Keeping these consistent will improve brand recognition and keep your videos looking professional and polished.

## CREATE A STRONG INTRODUCTION

Grab attention with a compelling story, fact, or statement that will keep your viewers watching and let them know what problem the video will solve if they keep watching.

## GET TO THE POINT

You know that your product or service is fantastic, so let your viewers know that too in a concise and engaging way. Keep your video short and prioritize the most important information.

## GOOD AUDIO IS KING

It's funny, but in a video, quality audio is almost more important than the video itself in getting your message understood. Quiet rooms and/or good microphones are so important.

## QUALITY VIDEO

Sometimes the video from your smart phone can be just what you need for social media updates and quick online channel posts. All companies or nonprofits should have at least one high-quality video for promotion or fundraising.

## LENGTH

Shorter is better in most situations. Keep it to the point and your audience will appreciate your efforts. Audiences tend to click off of a video around 45 seconds if it is not compelling.

**Video has emerged as THE way to make yourself stand out from your competitors.**

## TARGET AUDIENCE

Who is your target audience and what do you want them to do.

This is always a great place to start when you begin brainstorming with your team.

## WHAT'S THE MESSAGE?

Clarity of message is key. Concise, simple messaging with reinforcing graphics or photographs help drive your point home.

So remember, you don't want to spend majority of your time talking about the features of your product or service. Your focus should be on how you are going to help your viewers. Whether it is that you are helping them solve a problem, or accomplish a new thing.

For achieving this, you should always focus on the end result. This will give you an insight on how to connect with people emotionally. And that is what people want.

### **Problem (What):**

Introduce the problem your product or service solves. What is the one core problem or pain point your target audience is experiencing and can deeply relate to? The best practice is to incorporate this in the start of your video. Your customers are likely dealing with a problem. As you open up your video actually talking about that problem, you immediately bridge the gap between what they're feeling and struggling with to where they actually want to be.

### **Solution (How):**

Introduce your product and explain how it can help solve this problem in an easy-to-understand way. Again, be sure to share it from their perspective.

They're not worried about the backend or the logistics of what you have to offer.

All they really care about is the outcome they will get by working with you.

### **Unique benefits and values (Why):**

Why should they choose you over your competitors? What's the one unique value you provide that would motivate them to choose you? Talk about these unique/main benefits and values you offer.

**Call-to-action:** End the video with an action you want them to take. Ask yourself, what is the first step that they need to take in order to engage with you?

