

Communicating with Purpose

Tips for Producing Successful Client Videos

Videos catch people's attention! Moreover, it is easier to watch videos than read email or website content. Because of that, videos have the power to gain more traction and help you potentially reach more clients.

Tips for Producing Successful Client Videos

Videos add interest and creativity to your website and social media pages, they can help you connect with both new prospects and existing clients and can more effectively position your services and enhance your brand.

Whether you are a DIY'er or you plan to hire someone to make videos for you, it is important to understand some of the basic techniques of video editing. And as a reminder:

- **78%** of people watch online videos every week; **55%** view online videos every day
- By 2022, online videos will make up more than **82%** of all consumer internet traffic
- YouTube is the second largest search engine after Google
- **81%** of businesses use video in their marketing strategy
- Users spend **88%** more time on websites that have videos
- **97%** of marketers report that video helps users understand their products or services better - and also helps increase sales

Source: <https://www.singlegrain.com/video-marketing/20-pre-production-steps-to-video-content/>

Determine Your Target Client

Defining your target client is the first step in the video content creation process. It is important to remember that not all clients want to see the same content, so you will want to consider who precisely you are trying to reach with each video vignette. Writing to one specific persona allows you to tell a more authentic and relatable story. As we say, when you try to be everything to everybody, you are nothing special to anybody! Authenticity is a great way to get your viewers on board with your brand.

Convey a Clear Message

You likely offer a number of different services and strategies to clients, but when it comes to video, don't try to cram too much into one video. Don't try to explain everything your firm can do for clients. A tailored, targeted video with a specific message and goal will be much more effective.

Set a Budget

Video production costs can range significantly, so be sure to define your budget. Based on industry research, financial advisors typically spend roughly 3-5% of their annual firm revenue on marketing. It's important to keep that range in mind when engaging with any marketing initiatives including developing videos. But, if you are thinking about cutting costs and creating a quick video on your smartphone, poor quality video is typically worse than no video at all.

Write a Script

You might be eager to get started on your video, but it helps to write out a script beforehand. The script will help you figure out how to structure your video, what you should say, and what kind of footage you'll need. Draft a script before you begin filming, share it with your team, as well as your partners at AssetMark, for review and edits. And as always, share with your compliance team for approval prior to use.

Make an Immediate Impact; Keep it Short and Sweet

Don't save your best for last. Unfortunately, the average attention span these days is 8 seconds. Therefore, you need to make an impression immediately or you may end up losing viewers. Additionally, the shorter the video the greater the likelihood a viewer will stick with you. (Try to keep under two minutes.)

Choose the Right Location

Don't underestimate this one! What kind of impression are you trying to convey? If a more professional vibe, you will want to stick with your office or office like location. If you are trying to appeal to the emotional side of viewers, you might consider a more personal location. Keep in mind, location shots could drive up production costs and you will want to survey the chosen location prior to your actual video shoot, to eliminate surprises.

Rehearse

Don't underestimate the power of a well prepared and rehearsed presentation. In addition to adding to your confidence, it will reduce the need for hours of production time as well as editing costs.

Promote

Once you have produced and edited your video, be sure to promote through your website as well as all of your social media outlets. Encourage clients to forward to friends, family and colleagues who might be interested. If your videos are more timely in nature, consider a calendar reminder to remove and/or rotate based on current market environments.

AssetMark, Inc.

1655 Grant Street
10th Floor
Concord, CA 94520-2445
800-664-5345

Important Information

AssetMark, Inc. is an investment management and consulting firm that helps independent financial advisors build great businesses. This is for informational purposes only, is not a solicitation, and should not be considered investment or tax advice. This information has been drawn from sources believed to be reliable, but its accuracy is not guaranteed, and is subject to change.

AssetMark, Inc. is an investment adviser registered with the U.S. Securities and Exchange Commission.

©2020 AssetMark, Inc. All rights reserved.
83590 | M20-84916 | 03/2020 | EXP 03/31/2021