

Tips for Producing Successful Client Videos

Videos catch people's attention. Moreover, it can be easier to watch and listen to robust or complex topics through video than email or on a website. Because of that, videos have the power to gain more traction and help you potentially reach more clients.

Producing Successful Client Videos

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

Whether you're a DIY'er or you plan to hire someone to make videos for you, it's important to understand the role video plays in a marketing strategy:

- **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'll want to consider who, precisely, you are trying to reach with your video content. Delivering content to one specific persona, addressing their needs and interests, allows you to tell a more authentic and relatable story. When you try to be everything to everybody, you are nothing special to anybody. Your authenticity is a great way to get your viewers on board with your brand.

Convey a Clear Message

You likely offer a range of different services and strategies to clients, but when it comes to video, don't try to cram too much into one video. Instead of trying to explain everything your firm can do for clients in one video, opt for a tailored, targeted video with a specific message and goal that will be much more effective at conveying your value.

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 in any marketing initiatives including developing videos. If you're thinking about cutting costs and creating a quick video on your smartphone, make sure the quality is still high; poor quality video is sometimes 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 and share it with your compliance team for approval.

Make an Immediate Impact; Keep it Short and Sweet

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

Choose the Right Location

What kind of impression are you trying to convey? If it's a more professional vibe, you will want to stick with your office or a business setting. If you're trying to appeal to the emotional side of viewers, you might consider a more personal location. Keep in mind that some location shoots could drive up production costs and make sure you survey the chosen location prior to your actual video shoot to eliminate surprises.

Rehearse

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

Promote

Once you have your final video, be sure to promote through your website and all 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.

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