



Video Best Practices Guide

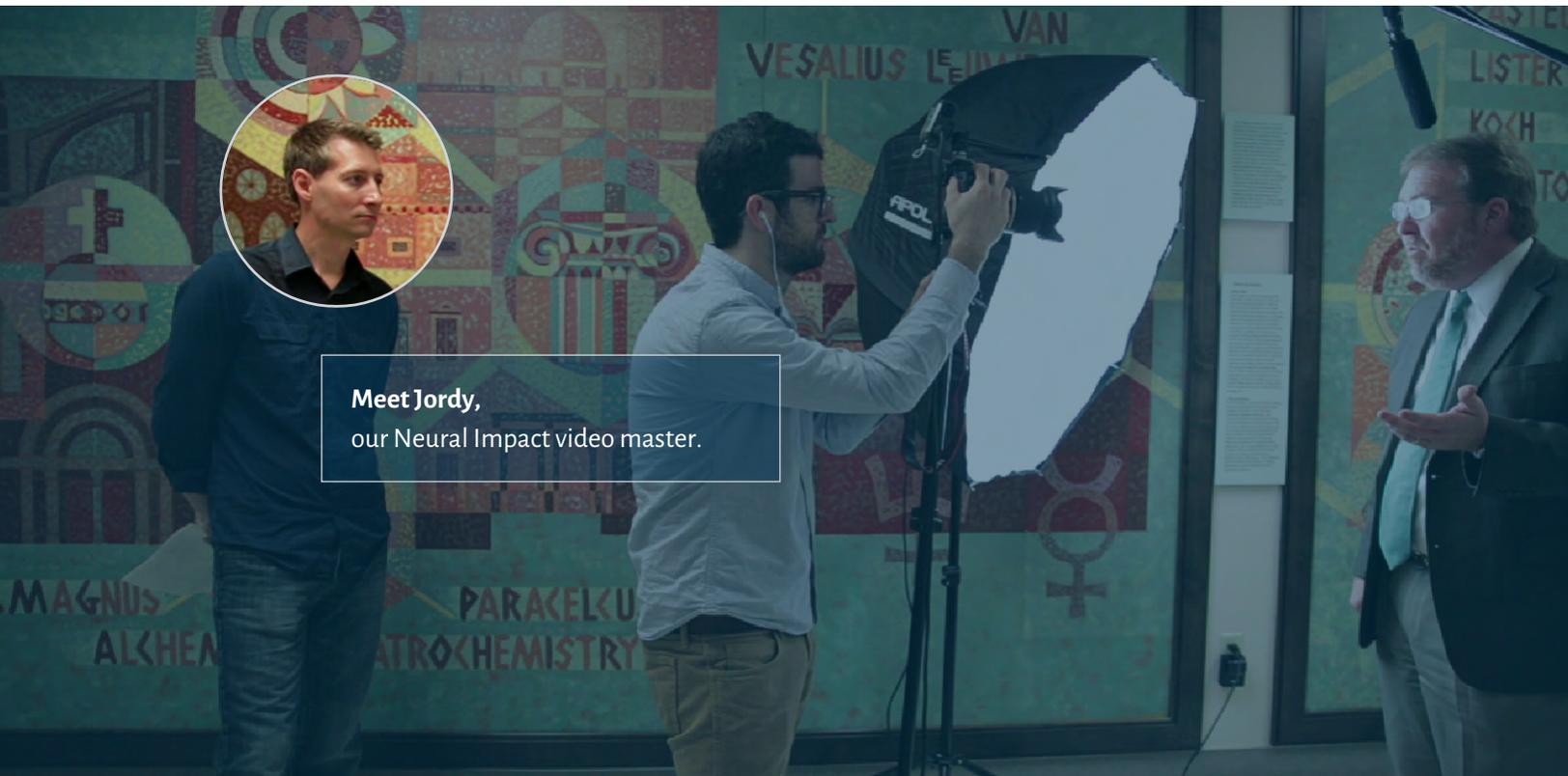
Expert guidance for creating engaging marketing videos for your business

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Meet Jordy,
our Neural Impact video master.

Introduction: Why Video?

Video online is no longer just for entertainment purposes. It is taken seriously in a business environment and offers a very rich, stimulating communication medium that involves multiple senses. Video engages the mind and triggers emotions, which makes it much more compelling than text-based content. Our brains have an easier time processing visual stories than bullet points or straight facts. It is important to invest time and resources into creating marketing videos to tell your story in a compelling way.

Why video helps you deliver your value proposition and engage new customers:

- Hubspot's 2018 video marketing statistics showed that landing pages with video increased conversion rates by 80%. (Source: Hubspot)
- UK video production firm, Hyperfine Media, confirms that 59% of executives would rather watch video than read text. 50% of executives look for more information after seeing a product/service in a video.
- In 2014, a Demand Gen survey indicated that 58% of B2B buyers purchase video content. (Source: Demand Gen, Content Preferences Survey, June 2014)

Emotional Engagement

Content without emotional engagement will have no impact. Thought leadership (business insights) and customer case study (social proof) videos are about creating content, not ads. The goal is to inform and educate, not to sell. Lead with a story, not with your app or the technology. Your narrative should have a beginning, a middle, and an end. As B2B marketers with limited resources, we think we need to turn our videos into thinly veiled product pitches. Resist that urge. You'll build more brand affinity and trust by shedding light on a problem your prospects care about than by pitching your solutions to them directly.

How to maximize content through emotional engagement:

- **Make your video tribal.** Use industry-specific vocabulary and visuals. If possible, film onsite at a customer's location rather than in your office or in a studio.
- **Speak directly to prospects in the second person.** Do not use the 3rd person and avoid using terms like "our clients" and "companies"; instead, use "you" language.
- **Do not speak about you and your company.** The prospect should be the hero of the story. Don't sell yourself; sell a story of how their work life can be better.
- **Speak to a particular persona.** Do not try to appeal to everyone at once, as you may not fully engage anyone with this approach. Identify your specific audience.
- **Ask rhetorical questions that stimulate pain and anxiety.** This will demonstrate you understand their business problems (pain is the most compelling motivator for action). You could ask: Are your margins decreasing? Having cash flow problems because you can't collect payments sooner than 90 days? Had another large write-off? Lost an important customer recently due to a late delivery?
- **Use visual and auditory language to help the prospect imagine a new possible future.** For example, "imagine seeing", "picture yourself", "how would you like to hear your clients say...", etc.
- **Use contrast whenever possible.** Compare the prospects' experience now to what it could be after implementing your solution. How will things change for them?
- **Surprise and delight them.** Use humor to make them smile. Be warm, memorable, and unique.
- **Call out your competitive differentiators.** And anchor your solution in prospects' minds, so they can compare all others against the bar you set. What do they get from you that they won't get elsewhere?



- **Make sure the first and last ten seconds are compelling, memorable and interesting.** The brain is on alert at the beginning of the video and at the end. In between, we gear down in mental focus and often tune out.
- **Where possible, use tangible, concrete language.** Include quantifiable proof in the form of data or visual pictures. No vague claims or non-emotional statements like “transform your business with the Cloud”.
- **Give your product and company a personality.** Your prospects are real people and they want to see, hear and interact with other real people. Don’t use actors. To build trust you need to be authentic and genuine. The connection to your company becomes much more emotional if prospects connect with someone in your organization. Don’t just offer a cold, objective and emotionless product demo video like everyone else does.
- **Let others speak for you.** A customer testimonial/case study (social proof) video will always be more believable and compelling than a video of you saying the same thing. Providing customer references and testimonials is much more effective than selling your company or product



Content Structure and Flow

To maximize sustained engagement, we recommend structuring your video like this:

1. **Gain attention in the first 10 seconds by stimulating curiosity.** Ask questions about the prospect's core pains or ask them about something they would like to do but can't accomplish today. *E.g., "Want to learn 5 ways technology can double your revenue in 9 months?"*
2. **Highlight the prospect's problems.** Use an empathetic approach when describing their current situation and demonstrate you understand their current business pains and challenges. They must relate to this if they are to continue watching. *E.g., "Tired of making decisions blind?"*
3. **Teach them something they don't already know.** Demonstrate how you have expertise and knowledge about their business or industry that they might not. Show you can offer them strategic value. *E.g., "5 ways AI will disrupt your business."*
4. **Paint a picture they will desire.** Highlight the benefits, rewards, and value they will enjoy after they purchase from you. *E.g., "Here's how you can rest easy at night."*
5. **Prove what you're saying is true.** Prospects don't trust us when we say our products are great. Include objective and credible proof in the form of data, charts, graphs, quotes, statistics, or testimonials as evidence of your claims. *E.g., "20% of companies that deploy CRM increase revenue by 25%."*
6. **Let the visuals tell the story.** If you need to use text or bullets, keep it short: just a simple title and let the speaker do the rest.
7. **Speak to the lens.** The camera lens is the viewer, and this is a 1-to-1 conversation to connect on a more personal and casual level. Think fireside chat. Be authentic.
8. **Ask them to take action.** Tell them what to do next and include an interactive link to the next step in the buying cycle, if possible.

Style and Production Best Practices

When it comes to the quality of your video, research shows that the more authentic and natural your video is, the longer the viewing time, and the higher the engagement. When your video is too scripted, and your delivery is too polished, your viewers won't trust the message or content, and they will feel like you are selling to them.

To maximize sustained engagement, try these recommendations on how best to structure your videos:



Make it easy for buyers to find your site and engage with more content. Include a call to action at the end of all videos. When viewers watch your videos, they should feel inspired to take the next step toward purchasing. Make sure to indicate what that step should be.



Don't over-produce your video; this distracts the viewer from your message and does not instill trust. Speak directly to the prospect as if you were having a fireside chat. Casual and well-produced, authentic content with value will convert best. A balance between strong strategic messaging and production quality that represents your brand is where you want to aim.



Track views and attention span. Observe and measure viewer patterns, so you can learn from prospects' actual behaviors and improve future content.



Make your video easily shareable via email, LinkedIn, or YouTube.



Human attention span has decreased from 12 to 8 seconds in the last five years alone. The ideal length of videos is usually 90 seconds (minimum 30 seconds and maximum 2 minutes). Make sure your audio is high quality. Add interactivity where possible, overlay text, charts, animation, questions, etc. Visually call out key messages.

Speaking to Specific Buyer Personas

Requiring prospects to listen to irrelevant data or information will only create frustration and lead them to form a negative bias toward your company. We recommend creating videos for each of the three core personas: WHY, HOW, and WHAT. A horizontal generic message that attempts to speak to everyone will likely not reach anyone in an emotionally engaging way.

WHY Persona (Business Owner/Executive/Leadership)

Here are the questions you must answer: WHY should prospects invest the time and money to buy your app? What will they get out of it? They have limited time and financial resources as well as many competing priorities and requirements. Why should they spend money on a new system now? Can't they put it off? You need to elevate the discussion to a strategic level, focusing on market share, competitiveness, profitability, differentiation, revenue loss, and more. WHY messaging teaches; it's results-oriented and industry-specific as well as memorable. It engages the emotional/limbic brain and leads to meaningful action.

HOW Persona (Business Line Manager)

Speaking to the HOW persona separates you from the pack. HOW focuses on the operational benefits your solution will provide and HOW your organization will support the implementation. HOW messaging appeals to the limbic brain because it is focused on emotional business pains and problems. HOW content is visual in nature and action oriented. It allows your prospects to connect with you and identify at a functional business level. HOW messaging provides evidence that your organization has relevant industry experience. Tribal acceptance increases while risk in choosing you decreases.

WHAT Persona (IT Buyer/User)

You must survive the "WHAT inquisition" and provide product-related feature and functionality information, so prospects clearly understand your solution offering. Unfortunately, this will seldom trigger an emotional response; therefore, there will likely be little or no emotional engagement with your content. Logical WHAT content is a necessary evil because many prospects initially go looking for it but stopping here means remaining relevant only to WHAT personas. WHAT is binary. WHAT is a commodity. WHAT is unemotional. WHAT people are often important influencers tasked with finding a solution, but they are not the financial decision makers, and their opinions are easily overturned by HOW and WHY people in the organization. Don't invest all of your marketing time, money, and effort into providing content just for them. Briefly highlight what your solution does but focus on how it helps and why they need it.

For more understanding of buyer personas, see the Neural Impact online assessment tool:

<https://neuralimpact.ca/buyersonaprofile/>

How We Can Help

Need help creating videos?

Producing emotionally engaging strategic videos does not have to be expensive. In a post-COVID world, more than ever, you don't need a huge crew, professional actors, or expensive studio location — just an authentic, knowledgeable team member, customer/topic expert, and proper post-production.

Neural Impact Video Success Packages

Neural Impact has created the following video packages to help you during every stage of your video marketing journey. We recommend starting with our 3-hour Video Strategy Workshop. Please reach out with any questions regarding these packages.

Video Strategy 3 Hour Remote Workshop

- ✓ Video strategy goals and outcomes
- ✓ ROI review – current video approach, results and asset mapping
- ✓ Target audience – persona's and mediums
- ✓ Content strategy – messaging that engages, identifying emotional triggers
- ✓ Driving engagement and conversion – headlines, structure
- ✓ Best practices – What works and doesn't
- ✓ AppSource/Azure marketplace conversion and engagement videos needed
- ✓ Enabling remote selling and accelerating the sales cycle with video
- ✓ Video execution plan – internal resources, priorities
- ✓ Next steps – specific target customer case studies, content specialists, timeline, etc.
- ✓ 2 Facilitators

USD \$2,800

Remote Sales Video Production and Consulting Services

Neural Impact will manage and produce each of these video asset packages with help from your marketing department and sales reps.

Goals of these remote projects:

- Help support remote selling by having a credibility-building customer story to share with prospects during the sales process
- Have effective nurture assets to send to leads and current customers
- Reduce buyer risk by communicating why we are the right choice
- Provide leads with educational content that adds value and builds trust

Remote Sales Packages

Sales Rep Credentialing	Social Proof (Case Study / Testimonial)	Business Insights (Thought Leadership)	Product Insights
<ul style="list-style-type: none"> ✓ A recommended templated video in which each of your sales reps can “earn the right to the conversation” by speaking on camera ✓ This is an anchoring video for the beginning of the sales conversation ✓ This video can be updated regularly to maintain a relevant and current message ✓ Repeatable for each of your sales reps ✓ Neural Impact helps with developing the “script”, directing the shoot via webcam, and editing the final video ✓ 1 x 60-90 seconds 	<ul style="list-style-type: none"> ✓ This video consists of an interview with the project manager and customer operations or manager persona ✓ This will be a remote directed interview recorded with whatever the customer is comfortable with for a camera ✓ Each interview will be edited together to tell the story ✓ Insert graphics and animation to explain the product results ✓ 2-3 minute final video 	<ul style="list-style-type: none"> ✓ This package creates 3 final videos that give valuable industry insights that help any viewer in the industry ✓ There is no obvious agenda, but these videos build trust and continuing high-touch nurturing of the prospect or customer ✓ Inserts of supporting graphics and text ✓ 2-3 minute final videos (3) 	<ul style="list-style-type: none"> ✓ A package of 3x 60-90 second short key feature product demonstrations that show the competitive differentiation of your product and how the prospects business will benefit ✓ We recommend that one video is a visual dashboard demonstration that shows reporting ✓ The other demonstrations should be highly visual features such as visual scheduling or planning features
\$3,200 USD	\$4,500 USD	\$5,900 USD	\$3,200 USD
* Additional sales reps will cost \$1000 US per rep for editing			*ad-lib screen capture with rep on webcam
			\$6,700 USD
			*script writing, voiceover, and custom editing

Video Shoot and Editing Training

This remote training workshop by senior Neural Impact video director and trainer focuses on the foundational knowledge required to prepare for scripting, setup, shooting, and editing videos.

Video Shoot and Editing Training

Content includes:

- ✓ Briefing call to discuss partner objectives, resource requirements, and process
- ✓ Video equipment recommendations
- ✓ Identifying and selecting optimal shoot locations
- ✓ Lighting, camera, and audio set up and testing
- ✓ Directing subjects for optimal engagement and authenticity
- ✓ Shooting test topics with each team member (from both in front of and behind the camera)
- ✓ How to shoot insert (b-roll) footage
- ✓ How to log and archive shoot data
- ✓ Aligning titles and transition assets that match your brand
- ✓ How to insert footage, rough edit, add text and images, add music, adjust audio, and export video

What partners will come away with:

- ✓ Ability to setup, direct, and shoot engaging sales and marketing videos
- ✓ Lower cost of video assets development
- ✓ Lower the barrier to continuous development of video assets to accelerate the remote selling process
- ✓ Ability to edit and deliver internally-developed, high-quality videos quickly and inexpensively
- ✓ A detailed setup and shoot checklist to guide future videos

Get This Remote Training for Only \$3,800 US

If you film your own videos in-house but want help with video editing, adding visual graphics, post-production, or best practices training, **email us at engage@neuralimpact.ca**.

Video Customer Success Managed Services

Once you have the skills to produce videos and a solid, repeatable video practice in place, it is important to develop and maintain a strong video strategy. Organizations often lack the guidance or confidence to stick with their video goals, and all the expense and time put into video training efforts are wasted. Adopting an effective video culture within your organization requires a high level of accountability to strengthen that culture, ensure ownership, build trust from your executive team, set expectations and performance indicators, and breed excellence by empowering your team.

To maintain this accountability, Neural Impact has a variety of packaged managed service offers to help you get your internal video department off and running — and keep them running! Fundamentally, we will help adapt your strategy every step of the way, conceptualize projects, and give guidance. In our more comprehensive packages, we will jump in deeper with your team to support and grow your internal video department. We are committed to seeing you succeed on your video journey.

“Accountability is probably the single most important element fueling truly successful organizations.”

~FORBES

Customer Success Video Managed Services	Take-Off Support	Co-Pilot Management	Pro Focus Management
	For strategy and support to streamline your video production	For deeper strategy, topic development, and skill improvement	For accelerated content creation and technical skill improvement
Weekly meetings to discuss and solve challenges in project management, content messaging, and technical production skills to ensure quality, accountability, efficiency, and emotional impact of video content	✓	✓	✓
Monthly analytics review and strategy discussion for faster course correction and strategy implementation		✓	✓
Review and recommendations of up to 3 video assets in production to ensure improved emotional viewer engagement and production standards, including script input, storyboard input, and video edit reviews		✓	✓
Monthly Pro-tip Program: receive 1 tutorial video each month that gives tips on how to improve & add more professionalism to your videos PLUS review and recommendations for another 3 video assets (6 total)			✓
	\$650/month US	\$1,300/month US	\$2,600/month US

If you want to get started creating your own thought leadership or customer testimonial videos, we have a number of remote services at various price levels to kickstart your content creation and production. We can help as much or as little as you need, so you can be off and running on your own when you are ready.

Happy video producing!



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