

10 ESSENTIAL RULES TO MAXIMIZE THE EFFECTIVENESS



OF YOUR
MARKETING
VIDEOS

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10 Essential Rules to Maximize the Effectiveness of Your Marketing Videos

It is a simple fact that videos are the most powerful form of communication today. A properly produced video can accomplish basically any marketing goal you have—from educating your customers, to generating leads, or even promoting the perfect sales pitch. Ultimately, your videos should cause your prospects and customers to draw this simple conclusion, *“I’d have to be an absolute fool to do business with anyone else but you regardless of price.”*

With this in mind, videos should unquestionably be used in many different parts of an effective marketing campaign. Today, these videos can take the form of TV ads, online videos, and DVD/Blu-Ray productions. To ensure that you are getting the most value and effectiveness from your marketing videos, be sure to follow these 10 rules:

Rule #1 - Anticipate How Your Video Will Be Used

This rule seems somewhat obvious, but with the proliferation of inexpensive video equipment and video production companies, this rule is violated more often than it is not. In short, before you create your video, you must consider how, where, and why the video will be used.

Inexperienced video companies today will simply write a script for your video based on what they know about your company. Most of them follow antiquated video script creation techniques that they found online or picked up from a “guru” or seminar that they attended which taught them how to “start their own video production business.”

The script usually amounts to nothing more than a spoken version of your company’s brochure, and it is usually created to post on your company’s website, (and hosted on YouTube). All of these factors contribute to the overall ineffectiveness of the video itself.

You see, before you produce your video, you must think about your overall sales cycle. In other words, what is the process that your typical customer or prospect goes through before they actually make a purchase from you (or a competitor)? Think about this sales process as a line from 1 to 100 where the number 1 represents the moment they begin to think about buying what you sell. The number 100 represents the point at which a purchase is made. Usually there is a lot that goes on in terms of consideration, timing, research, referrals, etc. before a decision is made to actually make a purchase.

So here’s the point. Take a look at that line from 1 to 100 and ask yourself (while considering your product/service and industry), at what point along that line from 1 to 100 would it be best to insert a video in the marketing/sales process? Once you’ve thought about it, consider how the content of the video might best be used in the overall sales process. Here are some examples:

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1. Video can be used to generate *interest* in a product.
 2. Video can be used to *educate* clients about a product or service.
 3. Video can be used as a *marketing tool* to support the efforts of your sales team.
 4. Video can be used to “close the deal” or shorten the duration of the sales cycle.

The manner and timing in which the video will be used in the overall sales cycle will drive the development of the content.—which brings us to rule #2:

Rule #2 – Consider Which Hot Button to Use

While developing the script for your video, you must choose which hot buttons to use to powerfully affect your target market. These 3 Hot Button categories are:

1. **Benefits of Ownership** – this explains what benefits a prospect or customer will get when buying what you sell. For example, a Lasik Eye Surgeon would say things like, “You can see without glasses,” or “Never deal with the hassle of contacts again!” etc.
2. **Objections to Ownership** – these hot buttons deal with reasons that prospects have to *not* buy what you sell. Sticking with the Lasik Eye Surgeon example, this would be things like *fear* and *cost*. In this case, the video should anticipate these objections and the script should overcome those objections directly.
3. **Vendor Selection** – this is where a business gives specific and quantifiable reasons why someone should do business with them instead of someone else.

At Power Marketing, we use a custom scientifically-based analytical process which allows us to craft scripts based on these 3 hot button categories for any industry imaginable. It doesn't matter if you sell business to business, business to consumer, retail, wholesale, etc. Our process works on any size business in any industry.

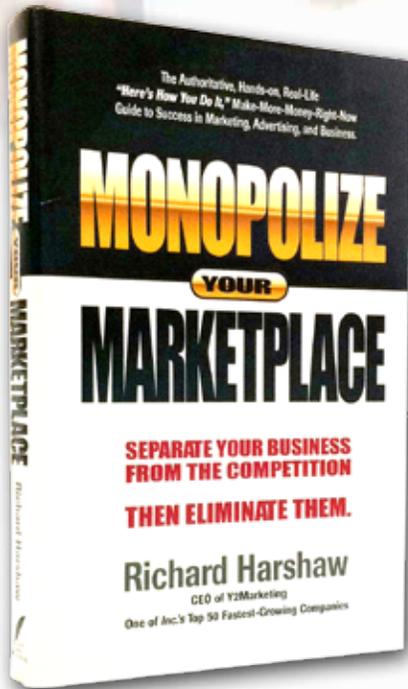
Once you've determined how your video will be used and which hot buttons to script your videos with, you will be able to determine what you'll need to have in your video in terms of people (or actors), scenes, evidence, etc.

Rule #3 - Eliminate the 3 Forbidden Phrases

If you know anything about Power Marketing, you know that we are always teaching businesses about the “3 Forbidden Phrases.” In reality, there aren't really 3 phrases, there's really only *one kind* of phrase, but we use 3 evaluations to find them (okay, so we actually use 6 evaluations, but we only share 3 of them with the public).

The 3 forbidden phrases that you should never use in your video script (or other advertising) are phrases or statements that include **platitudes**. A platitude is defined as “*words or phrases that are dreadfully commonplace and predictable that lack power to evoke interest through overuse or repetition, that nevertheless are stated as though they were original or significant.*”

These are words and phrases like: highest quality, biggest selection, largest inventory, best



service, been in business since 1776 BC, family owned, gets the job done right the first time, fast, residential and commercial, free estimates, locally owned and operated, #1 in satisfaction, we're better, why pay more, lowest prices, we care, conveniently located, professional, experienced, affordable, board certified, we're different, advanced techniques, call today, dependable, etc.

I'm not saying that you shouldn't actually be these kinds of things, but I am saying that they are all platitudes. Every one of these statements and phrases are drearily commonplace and predictable, they lack power to evoke interest through overuse or repetition, and they were nevertheless stated as though they were original or significant. In modern day advertising (and especially in videos), platitudes rule the roost. In fact, if you've ever created a marketing video for your website or a commercial for TV, I can guarantee you that it was loaded with platitudes.

You can read a more detailed analysis about why platitudes like these are so damaging to your business by reading the groundbreaking book "Monopolize Your Marketplace" by Rich Harshaw. I was personally trained by Rich, and at Power Marketing, we use his methodology to eliminate platitudes and meaningless marketing content from our client's advertising. Now, let me give you the 3 evaluations straight from his book so you can check for yourself and see if your advertising messages are plagued with platitudes:

PLATITUDE EVALUATION 1 – Well I Would Hope So!

I want you to take a look at a statement in your video (or other advertisement) and ask yourself if a customer or prospect could or would automatically respond with the statement, "Well I would hope so." Here's a perfect example—how about a TV commercial for a personal injury attorney that says "We help you when you've been injured" Well, I would hope so—you're a personal injury attorney, right? What else would you do? Or how about this web video for a CPA where his clients give testimonials that say "we really like our CPA." Well, I would hope so! What are they going to say, "Our CPA stinks and he never calls us back or has our stuff ready on time!" Everybody is going to say great things about themselves if they can get away with it. Examples like these are infinite, but I think you get the point by now.

PLATITUDE EVALUATION #2 – Who Else Can Say That?

Pay close attention to this one because the question is not *who else can do what you do*, but *who else can say what you say*. The answer is usually anyone and everyone.

I'm checking out a video on YouTube from a local bank who says that they make you "a member of the family." Who else can say that? How about every single bank on the planet—that's who! What about this other bank who says that they "care." Really, you care? I'm so

impressed that you care because the other banks say that they “care” and that they “work with me to make me feel at home.” Who else can say these things? Anybody can!

See, these statements are drearily commonplace and predictable and they lack power to evoke interest. And you know what, they were nevertheless stated as though they were original or significant. Now look at any video you’ve ever seen. Listen to a few lines and then ask yourself this, “who else can say that?” If any competitor can say it, then the video failed the evaluation.

PLATITUDE EVALUATION #3 – The Cross Out Write-in Test

For this evaluation, I’m going to have you cross out the name of your company in your video (or video script) and then write in the name of your competitor. Now tell me this, is the ad still valid? If so, you’ve just failed the test. Another way to illustrate this is to do it in reverse. Cross out your competitor’s name and replace it with your company’s name. Now tell me, is the ad/video still valid? I mean really. I don’t care if you absolutely know that you have higher quality than your competitor because your competitor can still say that they have higher quality than you even if it’s not true.

I can give you a million examples of this in videos, but go ahead and check for yourself. If you’ve never created a marketing video for your company, then start analyzing commercials on TV for yourself, or watch some videos on YouTube, and you’ll find that they’re *all loaded with platitudes*. If you’ve already created videos for your company, go ahead and put them through the 3 evaluations and see how you do.

Rule #4 - More is More with Online Videos

If your intended output for your videos is the internet, then note that it’s best to make multiple short videos instead of one long video. One thing that YouTube has taught us is that people will easily watch 10 sixty-second videos, but they usually won’t watch 1 ten-minute video.

So, the point here is to take what you know that you need to say in your script (as determined from Rules 1 and 2) and then create multiple short video scripts that can be placed on your website instead of one long video.

This same technique can be used for companies with larger budgets who are running TV campaigns. Instead of running one commercial repeatedly that says the exact same thing (and can’t cover much since it’s only 30 or 60 seconds), you should create multiple commercials that each cover different hot buttons that you run in sequence throughout your TV campaign.



YouTube has taught us that people will spend a lot of time watching short videos one after another.

Rule # 5 – Use FAQs, SAQs, and Testimonials

Without getting into advanced marketing techniques, one of the easiest ways to create multiple effective short videos is to use *FAQs, SAQs, and Testimonials*—especially when creating online videos.

FAQs are Frequently Asked Questions. The reason you want to create videos with FAQs is because these short videos draw visitors into deeper interaction with your website since users prefer videos over reading. Additionally, if you use your own employees (which is not always preferable—see Rule #10), it can help develop more trust with your prospects since they'll feel like they already are acquainted with your company before they do business with you.

SAQs are Should Ask Questions or questions a prospect should be asking before buying what you sell. The easiest way to develop these is to ask yourself the following question: if your aunt who lives out of state was going to buy your product or service and couldn't buy it from you, what questions would you tell her to ask before she buys the product or service from another company? The answers to these questions should be captured on video and placed on your website. These are powerful questions, which, if appropriately scripted and answered, cause your prospects and customers to have unshakable confidence in their decision to do business with you.

Testimonial videos – everybody knows what these are and lots of people use them, but they typically do them wrong. The reason they're usually done wrong is because they're always filled with platitudes! The most common testimonial sounds something like this, *"I did business with Acme and I just love them. They are the best company and they have the best quality and value. I recommend them to all of my friends."* Blah, blah, blah. If you've heard this once, you've heard it a million times.

So, let me give you some tips that will increase the value of your testimonial videos a zillion fold (or at least a gazillion-fold):

Tip #1 - First of all, never script testimonials. They need to be answered honestly and naturally by the customer. People can tell when you're reading a script. And while that's okay for other videos, it's not okay for testimonials.

Tip #2 – Don't ask the same old antiquated questions that video companies always ask to generate these lame, platitude-filled testimonials. These are questions like: "What do you like about Johnson Dental?" or "How does Dr. Johnson make you feel?" or "Would you recommend Smith Chiropractic to a friend?"

Tip #3 – Get the client to give you a testimonial that is based on one of the three hot button categories: Benefits of Ownership, Objections to Ownership, or Vendor Selection (from Rule #2).

Tip #4 – You can get customers to say exactly what you want them to say without scripting the response by acting like a bad lawyer. You simply ask "leading questions." This is

not allowed in a court of law, but it's a necessity when creating testimonial videos. For example, let's go back to the Lasik Eye surgeon and talk about the "fear" hot button in the Objections to Ownership category (in Rule #2). To get a great testimonial about this, you'd simply ask the client this leading question, "I understand that you had some fear about getting Lasik Eye Surgery, can you tell me how Dr. Anderson and Vision Eye Care alleviated those fears for you?" The response will be golden because now you have an actual client on film overcoming another prospect's objections for you.

Rule #6 - Why You Should Not Use YouTube to Host Your Videos

When posting videos online, 9 out of 10 businesses use YouTube as their video hosting provider. This is a bad idea. Yes, we believe that you *should* post all of your videos online, even if your video is being produced for television or for final output to DVDs—because it's free and useful advertising. However, you should not use YouTube as a video hosting provider (to embed your videos on your own website) for the following 4 reasons:

1 – If you use YouTube as a video host, then it means that your website visitors are just one click away from YouTube which could cause your visitors to actually use your website as a portal to YouTube—and within minutes, they're watching funny cat videos, and they forgot all about you! At Power Marketing, we can show you how to use YouTube to send traffic to your website, instead of sending traffic from your website to YouTube.

2 – Mobile Users who are using an iPad, iPhone, or other mobile device will often be forced to the YouTube App on their mobile device when they click to play your video. Again, this drives your customers and prospects away from you. This is even worse on a mobile device because they've actually left their mobile web browser and opened up another app (the YouTube app). So, they can't just push the "back" button to go back to your website—they have to close the YouTube App and go back to the web browser app.

3 – Unless you manually disable the feature (and most people don't), once your video is done playing, YouTube will display multiple thumbnails of other videos to entice viewers to watch something else. Oftentimes, the videos on display could actually be your competitors since they would likely be using similar keywords. In other words, using YouTube to embed videos on your website can actually drive your visitors to your competition (seriously, it happens).

4 – Believe it or not, the most important element of your video, in terms of getting people to actually click "play" is the thumbnail (aka posterframe). This is the still image that is displayed on the video before someone presses play. YouTube simply does not allow you to create a customized thumbnail. More often than not, you have to choose between 3 thumbnails that look ridiculous (especially if the thumbnail is a freeze-frame of you in the middle of speaking). Your thumbnail needs to contain a headline that captures the prospect's attention and makes them want to press play. YouTube simply doesn't allow this. Take a look at the example on the next page. The image on the left is an actual



The YouTube App on your mobile device often activates when users visit your website from their mobile device and watch a YouTube embedded video.

thumbnail of one of our videos on YouTube, and the one on the right is the same video with a *customized thumbnail* on our website. Which one would you be more inclined to click and watch?



This is the actual thumbnail for one of our videos on YouTube (find the video on YouTube by searching for "Boise Web Design")



This is the EXACT SAME video hosted on our website. This can be found at powermarketing.net/boise-web-design. (Yes, it has rounded corners on the video.)

At Power Marketing, we host our client's videos for them and triple encode all of our videos for our clients so that they play back seamlessly in HD (High Definition), SD (standard definition), and on mobile devices without forcing visitors to leave the page. And yes, they work perfectly on iPads and iPhones, everytime—even when streaming over cellular networks. Additionally, we always custom create a video thumbnail so that visitors to your website will want to push play and actually watch your video.

Rule #7 – Don't Use Flash®

There's been more written about this topic than anything I can think of in recent years. Rather than repeat everything that's already been said, let me just make it really simple for you: *don't use Flash on your website anymore*. It's old and outdated technology. Period.

The only people who want to use Flash are those who have invested time and energy into learning the platform for years. However, it simply won't work with the fastest growing segment of the internet economy—mobile users.

Here's the bottom line when it comes to Flash: Flash is dead. Steve Jobs killed it. Stop using Flash. Now. 😊

Rule #8 – You Shouldn't Always Use HD

If your videos will be output specifically for web use, then you really should not use HD. Your best bet is to output the video in 640x360 format so that it matches the HD aspect ratio, but is not actually HD video.

The reason for this is simple—there are still a lot of people out there with slow computers and slow internet connections. And, HD video doesn't always play back well on older computers or computers with slow internet connections. Even if you have a perfect script and a perfectly produced video, it won't make much of a difference for somebody on an old computer with



a slow internet connection that can only watch 1 second at a time and then has to wait while the computer buffers the video stream and tries to decode the HD video.

Here are a few simple rules on how to output your video for various formats:

- Videos on your website: 640x360
- Videos on YouTube: 1280x720 HD (YouTube will create multiple versions for you)
- Videos on TV: 1920x1080 HD (so you can have maximum resolution for viewers with 1080p TV sets)

Rule #9 – Don't Neglect the Most Valuable Production Element

You've already learned that the most important part of your video is the script. Content is always going to be king! However, in terms of the actual video production, most people assume that the quality of the video image itself is the most valuable element of the video production. However, this is not the case.

The industry secret concerning powerfully crafted videos is actually the *audio*. That's right—sound quality is actually more important than video quality. Unfortunately, small startup video production companies (like those common in the web video production market) are not experienced in capturing audio properly or creating soundtracks.

True professional video production companies have just as much invested in their audio equipment as they do in video equipment. And, they usually have a professional audio engineer on staff to ensure that your video doesn't just look good, but that it sounds good too.

We can show you samples of videos shot on cameras that cost over \$10,000 with poor sound quality that cannot compare to videos with great audio that were shot on a cell phone camera. Seriously.

Additionally, your audio soundtrack will make a big difference in terms of affecting emotions during your video. While there are a lot of resources to find royalty-free music backgrounds, it's best to find a video producer who uses customizable software like SmartSound™ that actually allows your video producer to customize pre-recorded soundtracks to match your video's emotional intensity in perfect sync.

At Power Marketing, not only do we use SmartSound™ technology on our video productions, but we are also one of the only production companies that can produce a completely customized audio soundtrack for your video. You can work directly with our music composer to create a customized soundtrack that is yours and yours alone.

When it comes to quality audio for your video, make sure your video production company is doing at least the following:

1. Using microphones that are not built in to the camera itself. Professional audio production requires the use of higher quality microphones (usually shotgun or lapel)

that are either plugged in directly to the camera, or are connected to a secondary audio capture device.

2. Providing customizable soundtracks from royalty-free audio or
3. Providing completely custom audio soundtracks for your exclusive use.

Rule #10 – Hire Professional Actors When Necessary

For smaller, local companies, it is usually best for the owner of the business to star in his own marketing videos. It helps to build credibility and confidence in the company and makes the prospect feel more “connected” with the business since watching the video(s) makes them feel like they already know the owner.

However, sometimes it is important to project a more professional image—especially with larger companies—and, in these cases, it is best to hire professional actors.

Also, it is true that some people are just so uncomfortable in front of a camera that the video never turns out right because the person on camera looks too wooden, stiff, or awkward, and can't remember the script, or has trouble reading from the teleprompter. In these cases, it is best to just hire a professional actor.

Power Marketing has searched, found, and contracted with the most professional actors and actresses both locally and around the country, so we can provide our customers with a professional video spokesperson for only \$399 per 60 second block of time! Yes, hiring a professional actor or actress is now within reach of any business. Contact us today to see sample reels of our contracted actors and actresses.

Bonus Tip - How to Dominate Google Search Results Using Online Video

Dominating video searches on Google is actually pretty simple, but admittedly, it's a lot of work. Here's how you do it in a nutshell:

1. Create a lot of videos (5 to 10).
2. Create titles, tags, and descriptions for your videos using your most profitable keyword phrases.
3. Create accounts with at least 10 of the free video hosting providers online (there's more than that available).
4. Submit all of your videos to all of the video hosting providers and stagger their submissions throughout a month (or longer if you have more than 10 videos). If you have 10 videos and 10 hosting providers, then you'll have 100 videos on the internet with your keywords attached to them. That alone is usually enough to help you dominate.
5. Take your most valuable video on YouTube and create backlinks to it scattered all throughout the internet. If you don't know what backlinks are, check out the videos and FREE report on our Search Engine Optimization page on our website.



Conclusion

When you're ready for a true, professional video production, that is free from platitudes and that is properly scripted using our advanced scientific process, then call Power Marketing today for your initial consultation with an Account Executive.

Your Account Executive can show you case studies and examples so that you can see exactly what we do, how we do it, and how it will work for your business. Additionally, you can see how many of our customers are not only dominating Google for video searches, but actually have their videos showing up on page one of a regular Google Search in addition to their website (meaning that they show up twice on page one). We do this for all of our customers.

Don't wait because we can only work with one company in your industry in your local market. So, if your competitor gets this report and calls us first, we simply won't be able to work with you in the future. Call Now!



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