

**What Every CEO
Needs to Know About
Corporate Video Production
(but was afraid to ask)**



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If you are a corporate executive (CEO, CMO, or Sales) and you are thinking about using video to increase sales, increase customer conversions or communicate your business philosophy, you need to ask yourself what are the most important things you need to consider before creating your next corporate video production. If you are not sure why you should use video you can get our guide “Why you need to use professional video in corporate communications and marketing,” [here](#). We will assume that you have already decided video is what you need, defined the goals you want to reach and that you want your video to be successful. Aside from finding a competent, professional, video production company (who has successfully worked with hundreds of other corporations), what are the important points you need to consider? What can be done to insure success? After all, the world is inundated with bad video, with crappy production value, and concepts that make no sense. Certainly most corporate executives are not interested in wasting time, or creating something they will never release. This guide will focus on a proven method of creating a corporate video production conceptually and not focus on technical aspects.

We will detail the three main areas you need to focus on and understand about corporate video production. Those areas are the message (sometimes called story), the style and the distribution of your video. These three things, in their order of priority are the most important things any corporate executive needs to understand before creating your next video. Whether you are doing it to recruit new talent, market your business, increase sales or educate you customers. Furthermore it does not matter if you are using this video internally, on television, on the Internet or running on monitors in your business location. The message, style of production and distribution of the video is paramount.

**Your Corporate Video Production Should Make
Your Prospects Draw One Simple Conclusion:
“I’d Have To Be An Absolute Fool To Do Business
With Anybody Else
But You.... Regardless Of Price!”**

The Message

Most marketing and advertising messages are made up of axioms, platitudes and unsubstantiated claims. People cannot respond to that type of information without skepticism. For Example if you are a Medical Facility that has a specialized procedure that achieves 95% success rate - don't just say it - SHOW IT - use patient testimonials that deliver full patient stories, give detailed information about the procedure, actually tour the facility - talk about the history and place this all in an interactive CD Rom or DVD and get people actively involved in your message increasing their retention rates and involvement.

We believe to differentiate your company you need to focus on educating your customer on your company, your philosophy, why they should use your product or service over the competition, regardless of price. Your customers need to be engaged and educated based on what is important to them, not you. As the old adage says, "Don't sell life insurance, sell what life insurance can do." We have used this system over and over again, using our 21-question discovery process, and have been able to increase sales and conversion for our client as much as 200%.

In order to understand this proven method and the three main areas to focus on it is first important to explain a little bit of history. Advertising sucks! That's right, we said it! Marketing and advertising is frustrating and often expensive. We are sure you have heard horror stories about some company advertising or marketing their product or service and spending more money then they received. The average person in North America sees or hears about 500 ads per day. Cutting through the clutter is part of the problem, the competition is fierce, and the Internet has only made this more difficult. This is a major issue you must be aware of, which has created a system in which he who spends the most money advertising wins. The question is what can we do about it and why did this happen?

Competition has been steadily increasing in the USA since the 1970s and where there used to be one grocery store, one butcher shop and one bakery to serve a neighborhood, by 1978 there were also three supermarkets competing in the same area. This increase in competition is one of the major issues corporate America faces and it is important that the video (and other collateral material) you create separates you from the competition from the beginning. If you do not believe me – look at three Car Dealers websites - they all look the same, say the same things and only use price to differentiate themselves, not to smart. Rarely do businesses explain what makes them special different and unique and why you should use their product and service over the competitions.

Since we are all inundated with those 500 messages a day, and most are catch phrases and gimmicky ideas, it is difficult for most corporate executives to think of creating corporate video or marketing materials without mimicking advertising. What they need to do is create something different. Something that actually gives the information that your prospects want. Your customers do not want to "Fly the Friendly Skies." They want to know they can get value from purchasing your products or services.

What we suggest is to use the tried and true approach of the educational sell. Be different. Before all of these silly branding techniques that have nothing to do with a product or service, all advertising used to be educational. It explained what was special, different or unique about the product. What were the benefits to the consumer, and almost always offered a free low risk offer. Whether a free catalog or demonstration or sample – they all ended with a low risk call to action.

The message then needs to be crafted in a way that takes into consideration the following:

- 1) Who is the target audience?

- 2) What are the important things that concern this audience when buying your product or using your service?

- 3) And how much information do you have to give them to make them feel like they can make an educated decision?

We have had the most success with clients that allowed us to use our interrupt, engage, educate and offer philosophy. While we do not want to go into too much detail, the main point is that you need to educate your customers and the education needs to be based on what they are interested in. If you give a prospect all the information that is important to them upfront, they will feel like they absolutely have to do business with you! This is not a complex idea, your customers have been asking you the same questions over and over, that is the content that needs to go in the video. For example, when we work with medical clients, often their prospects main concerns are fear, fear of something going wrong and fear of pain. They want to avoid pain and downtime. Additionally, they want to know the treatment (procedure or surgery) they will be receiving is going to get them the results they want and will be performed by a competent professional. By creating a video that addresses these questions upfront, the sales process becomes simple. The video message you create needs to leave your prospects with one thought . . . They would be a fool to do business with anyone else.

We also believe that your message will be more successful if it is opened up to more people. Again, looking at the automotive industry, every ad is always about buying a car now. But what about the person who is just starting to think about getting a second car? What about the person who is almost at 100,000 miles and wants to upgrade? What about those individuals that want to research the best car for their needs? These other individuals are not prepared to buy this week. They will purchase a car somewhere in the future. However all of the ads are designed around “this weekend only.” Leaving these other buyers out of the equation. If you can both educate and open your message to more than those who have already decided to buy now, then you can reach more people, and work more leads. Most humans are lazy, and most people rather use a shotgun and knock off the low hanging fruit. However, if you are like us you want a large share of your market, so create a system that can massage those leads until they are ready to buy what you sell.

Style

When thinking about style or the style of your production, we find that creating corporate video in a style that is relaxed, casual and candid most effective. Prospects (all audiences) are most engaged with the documentary (reality) style of production, usually based on interviews. There is reason that reality shows and documentaries have continued in popularity. People believe documentary style productions must be real! Creating your video using these common techniques will help to establish credibility and most of all draw the viewer in. The unseen interviewer, off camera, asking questions we never hear, is accepted. When we see a person on camera talking to someone behind the camera, we accept this as the truth. However, when we see business owners and representatives directly address the camera it is often a catastrophe. We are sure you have seen that dear in the headlights look that people get. Most of all we are sure that your audience becomes immediately skeptical when being addressed directly.

Additionally, this popular style offers many other benefits. When a viewer sees your office, store or business, they are getting messages about you and your business. From the color of the wall, to the furniture, to who is sitting in your waiting area. Whether it is a CEO being interviewed at their desk or action shots of someone waling in your reception area, these images tend to draw viewers in and they start making buying decisions. Furthermore, documentary styled interviews of past customers, customers that represent a cross section of your demographic, help prospects identify. This is what we mean by turning your inquiries into referrals. Your prospects then, are being educated by your past customers who have had successful experiences. Using these techniques lends credibility, makes businesses stand out as an authority and give the prospects what they want education and information in a candid and relaxed (uncontrived) way. By creating the content in such a way that it clearly sets you up as an expert in your field, educates the prospect, and makes you look like the company that deserves all the business in your marketplace and then using the media within your existing strategy, your marketing will be much more effective. If your materials do not look like you deserve all the business – why would you expect to get all the business?

Distribution

The distribution of your video is the final important thing to understand. It is not limited to one channel or even one type of medium. Corporate video production, being a significant investment in time and money needs to be used across multiple channels and multiple mediums. We need to consider this when creating the message. In general, we believe that the three main areas of distribution are the Internet, interactive DVDs and on a loop in your reception area or store.

Internet

The Internet has been offering the opportunity for businesses to narrowcast their message to a specific audience for many years. We have been taking advantage of this opportunity with our clients since 1999. Current statistics and trends show that as much as 80% of all Internet traffic is being used to watch video. Not taking advantage of this seems unusual, since the cost of distribution is pennies on the Internet.

Furthermore, the message and style we spoke of earlier also supports distribution on the Internet, because many people spend hours on the Internet trying to get an education, looking for information and researching. Why not offer them educational videos? If you give each prospect exactly what he or she wants you cannot fail! We think Internet distribution is an incredible opportunity if you follow the distribution pathway of first releasing on your website, then 60 days later on your social networks. Many people make the mistake of using Youtube as a hosting and distribution platform, but this only drives traffic to Youtube, not your site. You want to drive traffic to your web site using VIDEO Search Engine Optimization (SEO) strategies, which can only be achieved by waiting at least 60 days before releasing video to social networks (like YouTube).

Chamberlain Research conducted a survey on the effectiveness of video on websites. Their Research consisted of one on one interviews regarding opinions and reactions to video on business web sites. Amazingly, 82.6% of consumers said they would be more likely to buy from a company whose web site had video. Additionally, 73.4% of consumers said that seeing video on a Company's website increased their comfort level in doing business with those companies. A study done by Real Networks (a pioneer in video streaming) showed that visitors spent 78% more time on websites that use video than websites that had no video.

Interactive DVDs

The inclusion of DVD/CD media as collateral materials to convey marketing messages has increased significantly in recent years. DVD players are everywhere, and the cost for replication and shipping are negligible. We have written a companion guide "Growing your business using interactive DVDs," that explains everything you need to know about the benefits of using DVDs in your marketing and sales process. You can get it here –

However, for the purposes of this guide let us just state the following:

1. You can create a team of DVD sales guys and send them out my the hundreds as they pave the way for you to close the deal. Done correctly, they are non-obtrusive, hold a captive audience, and can be ignored if not interested.
2. DVDs work 24/7, never screw up the script, never call in sick, never complain about bad leads and don't care if they hear the word "No"!
3. The statistics prove that DVDs increase response rates. Surveys indicate that the addition of discs to a package of printed materials yields response rates that are 50% to 600% greater than traditional direct mail rates.
4. Conversion rates are also significantly higher with programs that include discs. The likelihood of a prospective buyer ordering a product or service after receiving a promotional disc approaches 19% (nearly 1 out of 5 recipients of a CD or DVD placed an order!).

Basically, DVDs as a free giveaway, included in your information kit, used as a referral tool and used to generate leads works.

Your Reception area or Establishment

Finally, we believe that you should use all of the videos you create for your corporation on a loop in your reception area or in your store. The benefits of this cannot be adequately measured, however, it does the following:

1. It re-engages your customers and often educates them areas of your business they did not know about.
2. It changes the perception of your business, not only to customers, but employees and vendors.
3. It actually creates more referrals, either through friends and family accompanying your clients, or through heightened awareness.

Finally, we always ask our clients to leave copies of their professionally produced DVD prominently displayed in the waiting area so that customers can take them home and pass them on. The value of this aspect alone is worth the entire cost of production.

Conclusion

We hope that the information we have supplied in this guide has been helpful. We realize that it is a lot to absorb, and you may have many questions. We suggest hiring a professional writer, producer and director to help you in this endeavor. The message, style of production and distribution of your corporate video can either increase your results by 200% or be a giant disappointment. Because of this you need to find a company that has a track record of success with clients. Specifically, that the videos reached the intended goals. Anyone can press the record button on a camera, but few people can craft engaging and educating materials that motivate your prospects to the next stage of the buying process.

You can see many samples on our corporate video production page, where we utilized all of the ideas listed above to create successful happy clients. If you have any questions our producers are available to answer any of questions either by email or by calling 1-877-267-4111. We are the only production company in the world with a 100% money back guarantee if you are not satisfied with our work. We are so confident we offer this to all our customers. During the last 20 years none of our clients has ever asked for their money back. Instead we have hundreds of referrals, high praise, awesome recommendations and a lot of repeat business.



Writer, Producer, Director, Edward Isin on-location: Clockwise, On location in Naples, Florida, On Location with Sho Zoe, with Imani Lee and Dave Batista, with John Travolta, with Amber Lee and on Documentary location with Steven Bauer.

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