

# Create

# Corporate Video Content like the Pros

So You've Decided To Create Some Video Content

Incredibly there are now 4 billion video views every single day and video is expected to account for 57% of all internet traffic by 2015



Wise Move

This is a guide to prevent you from falling for the mistakes of many others who've invested good money in what would seem like a perfectly decent video - only for it to join the barrage of forgettable corporate videos that clog up the web.

Follow these five golden rules and you'll create video content like a pro.

## THE FIVE GOLDEN RULES REVEALED

### ONE

## DON'T SELL. EDUCATE.

Audiences don't want to be told how great your service or product is, they'll decide for themselves.

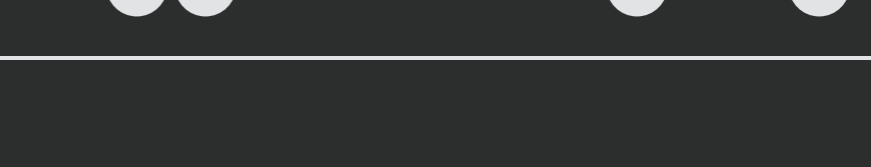


Done well, video is the perfect opportunity to help your customer or business partner organically grow trust in your brand.

A huge 61% of consumers said that they felt better about a company that delivered custom content



Custom Content



### TWO

## KEEP IT SHORT

0 mins | 1 mins | 2 mins

2 Minutes is ample.

60 seconds even better.



Make your content practical, useful and concise.

### THREE

## The most important rule of all and one that most companies overlook.



People aren't inspired to act through logic and reason: a story engages with emotions and emotions sell.



Marketing is no longer about the services you sell, but the stories you tell.

### FOUR

## BE TRUE TO YOUR BRAND

Once you've identified your company's culture, tone of voice and brand identity - stick with it. It will distinguish you from other brands and help build brand loyalty. Be consistent and package your video with your company branding.



29% of internet users 'follow' a brand.

58% of Facebook users have 'liked' a brand

41% have shared a link, video or story about a brand.

Social Media users want to talk about your brand - so give them a reason to.

### FIVE

## LASTLY INCLUDE A CALL TO ACTION.



Highlight your contact details, offer more detailed information, a free quote, or no strings chat.

Like this ...



Check us out or give us a shout

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