

Successful Video Content

What do you need to know?

October 2014

Humans are visual creatures.

A short video can do more to promote your product, enhance your brand or educate your audience than reams of web copy. But producing effective video content can be challenging. We asked our video partners for their top tips to help you get started.

The beginning:

Identify the intended outcome of your video

What would you like to happen as a result of someone watching your video?

Do you want to educate, encourage a booking, communicate key messages, change opinions or clarify key sales benefits? Defining this outcome will tell you and the production company a lot about the content and style of the video. - *Duncan Souster, Sous Productions*

Find some inspiration

If you are not sure what video you would like, ask a recommended production company for examples of their work. This can help stimulate ideas for your video. Use YouTube or other company websites to research ideas too. - *Duncan*

Obtain a suitable quote

The more detailed the brief the more accurate the quote. Costs will depend on the duration of the video, what is to be filmed and how. If you know a production company you can trust, you can start off with a limited brief to help with obtaining initial estimates. You can then add detail as your project and ideas develop. Always add in some contingency! - *Duncan*

The middle:

Tell a story

As people, we are naturally drawn to stories. They engage us in a subject and keep us hooked. Even the most inaccessible product or service can be made intriguing if the right story is told.

- *James Rattee, Filmmaker*

Keep it simple

Think about what is central to your business and how best to communicate it. - *James*

Make it personal

People tend to relate to individuals rather than abstract concepts. Think about how your business affects your clients/customers and how you can turn that into a story that packs a visual punch.

- *James*

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Remember the importance of music

When choosing music for your video it is important to consider your project's overall message. A soundtrack shapes the narrative and mood of the film, and a good soundtrack should intensify your message. - *Robert Sword, Contour Chromatic*

Choose a composer

Finding a composer shouldn't be a quick decision! Listen carefully to portfolios, with attention to their compositional quality and standards of production. Are the tracks mixed and mastered well? Do the synthesisers and instrument samples sound dated or basic? It's important to ensure that the final product will be of industry standard. - *Robert*

Brief your composer

Perhaps the most daunting part of adding music for many companies! Part of a composer's skill, however, lies in translating your overall project vision into music so, once you have an experienced composer on board your project, there should be no need to worry! Descriptive words - 'upbeat' or 'reflective' for example - are helpful and easy to interpret for composers. Additionally, referencing a particular era or style of music, as well as the instruments you want (or don't want!), is an efficient way of setting a framework for the soundtrack. - *Robert*

And the end:

Host your video

You might not have the capacity to host videos within your own web server so will need to host the video externally. There are a number of video hosting sites, some better known than others, but are they the right hosting service for your company? Do some research and consider paying for a pro-level service to avoid your video sitting in among inappropriate or competitor content. - *Duncan*

With thanks to:

Duncan Souster, [Sous Productions](#)

James Rattee, [Filmmaker](#)

Robert Sword, [Contour Chromatic](#)