

# DIY videos for your business

How to use video online to increase sales and brand awareness

■ **Suni Golightly**

VIDEO can help you increase sales and give customers a clear view of what you can offer them.

With modern technology, almost any small to medium business owner can create their own videos that are engaging, entertaining, informative and most of all, effective. But getting it right isn't as simple as it seems; a successful video requires planning, focus and attention to detail.

**Have an idea**

Your video needs to have a purpose. Decide exactly what information you want to impart and keep this in mind throughout the process. If it is an introduction to your business, decide if you want to discuss the entire business or just a certain aspect of it.

**Know your audience**

Make sure your video will resonate with the people you want to reach. Keep the tone and content relevant to this audience. This will help the customer identify with your brand.

**Understand the elements**

Your video will comprise of elements such as videoed content, graphics, music, speaking to camera and other content. Ensure all of these elements are considered and work on a plan to use them cohesively.

**Break it down**

Just like the big Hollywood movies, your video should have scenes that you pre-plan. Scene one may be a video of your premises with a voiceover stating what you do. Scene two may be you speaking to camera; scene three a close up of the product you are discussing. Planning these scenes before you begin will help you have a clear idea of what you need to do.

**Get the details right**

Make sure at all times the video represents you in a professional way. If you are filming your premises make sure they are clean and all employees are in uniform. Practice different lighting and ensure the sound is strong. These small differences will make all the difference to the quality of



**ACTION:** Producing engaging videos for your website can help grow your business.

PHOTO: THINKSTOCK

the end product.

**Keep it natural**

While professionalism is a good thing; be sure to maintain a human aspect. Keep it real. Where possible have yourself and/or key employees speak directly to camera (script their words and practice so the end result is natural and smooth).

**Keep it short**

Your video should be under two minutes long or you are likely to lose your audience. When you are planning your content you can assign time frames to each element to help keep track of time (for example; 'Dave speaks to camera, 25 seconds').

**Call to action**

At the end of the video

ensure your viewers have somewhere to go or something to do. It might be 'call us now' or 'for more information go to', it may even be a special offer connected to the video content.

**Share**

Once you have your whizz-bang video, don't just leave it languishing on your

website. Share as far and wide as you can. Have employees, friends and relatives do the same.

🔗 To learn more about digital marketing and how it can help your business grow, take a free digital health check at [armdigitalmarketingsolutions.com.au](http://armdigitalmarketingsolutions.com.au) or phone 1300 853 769.

ADVERTORIAL

**CTC**

is committed to

servicing and growing the Rockhampton community. As a business that cares about the future of this region, CTC strives to invest in resources that have a sustainable focus. This is reflected in the recent addition of solar panels to its Rockhampton office, installed by Eco Smart. Creating solar energy has a lot of natural benefits for the community. It is sustainable, renewable and as long as there's light, it will never run out. CTC aims to be leaders in paving the way for others to take on this approach and ensure

Rockhampton remains environmentally maintainable.

CTC General Manager, Darryl Lapworth says that this is only the start of CTC's evolution of services.

*"It's an exciting step for us towards a fully sustainable office. We've already started to introduce a paperless system, cutting costs to printing and now have high quality solar panels being added. Creating an environmentally sustainable office and progressive way of working is reflected in the services we provide to the community."*



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