

Frequently Asked Questions About Business Videos

Why should I make a video for my business/organization?

The short answer is, your customers no longer want to read to educate themselves before they buy. They want to see and learn about you and your product or service before they decide who to buy from and prefer to be entertained while being educated. Video is the easiest and most effective way to accomplish this. Video is responsible for 90% of all online consumer traffic, so you need to be on this information highway so you can be found easily. Visitors stay 4-5 times longer on a website with video. The longer they stay, the more likely they will buy from you. A website with video can have a 53% higher Google ranking, making your site easier to find. Consumers are 85% more likely to buy when a video explains the product or service.

What type of video should I do?

It depends on the type of business you have, but the fastest growing segment on YouTube is the “How To” segment. If you can educate your customer about how to use your product or service, you just became an expert and someone they can trust. This makes the sale that much easier. If you have a new product on the market, you could do a demonstration of its features and benefits, from the customer’s perspective of course! Maybe your customers don’t understand what you do. In this case, a simple “explainer” video would tell your customers how you can help them solve problems in their business (all in non-technical language – right?).

How long should the video be?

There is no clear cut answer to this one because your video has to be long enough to tell your story or demonstrate your product effectively without missing any key points, but not too long that you’ll lose them before the video is finished. However, because almost all video is destined for the tiny attention span of the web visitor, the general guideline is 1 to 2 minutes because most web viewers won’t watch for any longer than that. If your video can’t be completed in that time frame, break into several 1 or 2 minute segments (you know, part 1, part 2 etc.)

Do I need to be in the video?

You can be in all your videos if **you** want, but you don’t have to be in them. The only time you need to be in the video is if your business brand is **you** or if **you** want your brand to be **you**.

How long will the video take to make?

Every video has different requirements so there is no way to determine how long a video will take to make before all the details about the video's requirements are determined. Making a video is a collaboration between the production company and the customer so the time to create and complete the project is dependent on both teams doing their respective parts.

Will the video play on my website and mobile devices? Yes. Video formats and codecs used today are compatible with all current computers and mobile devices [gdlr_tab title="How many videos should I make?"]As long as you have new and relevant content to share with your audience, you should keep making videos. There is no rule as to how many you should do

Will video make it easier to find me on the web?

Yes. Google owns YouTube so all internet searches now automatically include video results. YouTube is now the 2nd largest search engine in the world so the more video you have on your web site, the easier it will be to find you.

How much will the video cost?

Most videos are custom made based on the product or service that is being demonstrated, so a definitive price can only be obtained once all the "options" have been defined. It's like buying a car, you can't get a firm price until you've decided exactly what you need in the car. If you can't decide how to get started, Infinity Video has pre-defined packages (with prices) to choose from to make it easier