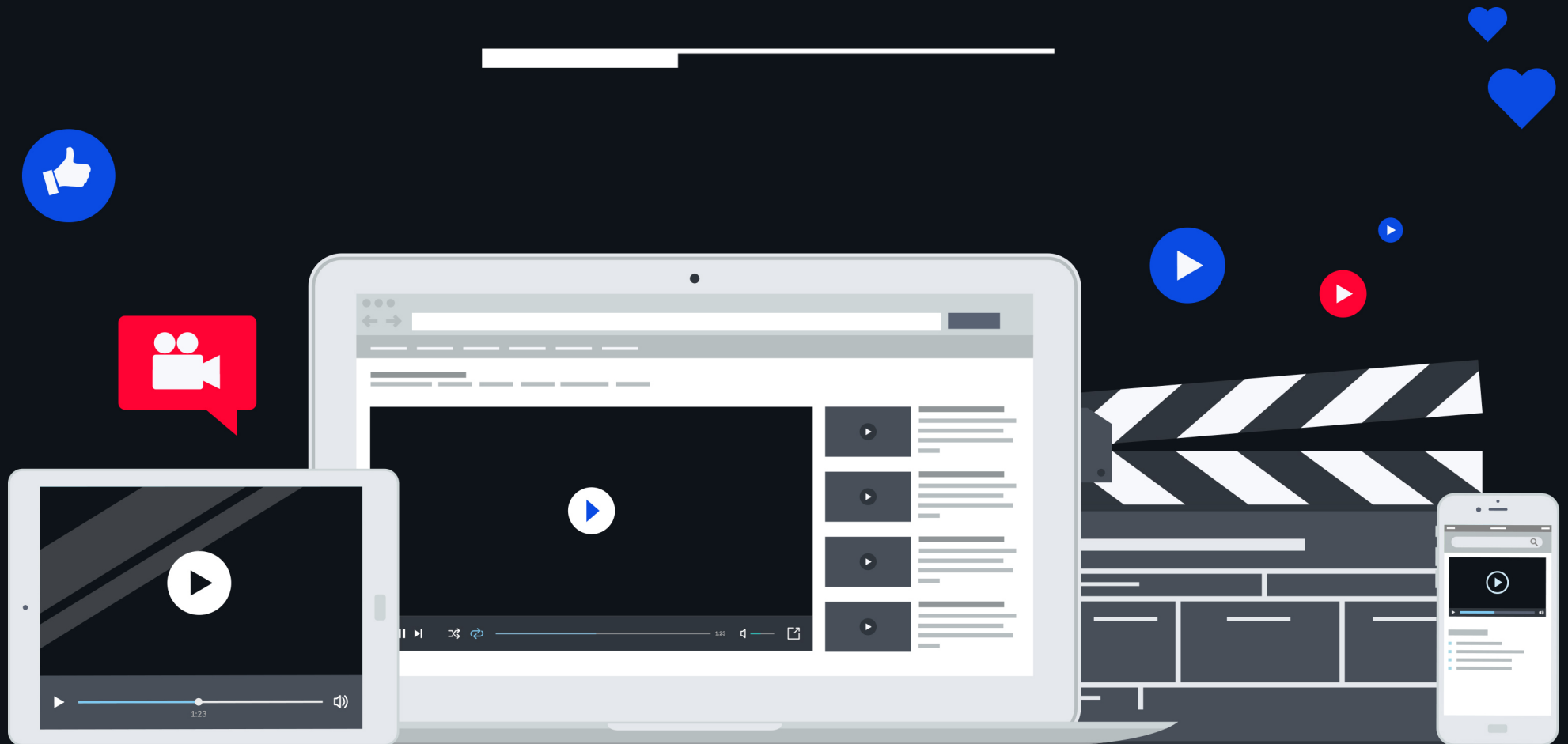




5 THINGS YOU NEED TO KNOW

BEFORE CREATING AN **ANIMATED EXPLAINER** VIDEO





INTRODUCTION

Welcome to the biggest thing to enhance conversion and help drive traffic to business since the Internet started, Animated Explainer Videos.

Good news is it's only just started and we have seen the trend only taking off just a year or two ago. As any champion business knows the importance of being first to market this includes your marketing tactics. So between you and your competition who is going to be first to capture and capitalise on a limited market that your in?

Exciting fact is your about to take a journey to understand a little more in depth about the process and recipe that makes an ideal Animated Explainer Video.

WARNING :

Only 20% of web visitors will read text

BUT 80% will watch the same content in the form of **VIDEO**



1

CHOOSE YOUR CONVERSION WEAPON

When it comes to the online content your consumers want, it's video that stands head and shoulders above the rest. Internet users on average spend 88% more time on sites with video, with over six billion hours of video being watched monthly on YouTube alone. In fact, YouTube is the second largest search engine behind Google. The simple reason for video potency is that our brains are hardwired to pay more attention to the movement and activity of video. Rather than other stagnant forms of visuals, videos have the capacity to stimulate with images, create emotion with music and use voice to deliver our desired message. Get these three things right and it's easy to see why video is the ultimate conversion tool. Four times as many people would rather watch a video about a product than read about it, and 25% of customers actually lose interest in a company who don't utilise video!

See for yourself!

Head to a website and it's almost second nature to hunt around for the video to find out what it's all about. You will also notice how quickly you turn off when there is no clear message and there is just a bunch of moving images with no story and no emotion.

You see creating a video isn't just making it look pretty it's a science and a marketing recipe that you will need to perfect. You need to provide **"QUALITY"** in the visual and audio elements of your video to really cut through the noise of all your competitors efforts to steal your business.

The secret here is to break it down to these main attributes and focus on delivering once again **"QUALITY"** across each segment of media.

VISUAL Keep it simple, less is more. Try not to over complicate the animation.

VOICE OVER This is your chance to tell a great story about your business.

MUSIC Here is where you create emotion!



2

EXPLAINER VIDEO BLUEPRINT

You have just seconds to make a connection and create emotion with your audience and with today's constant noisy marketing efforts, you need to stand out from the crowd. Animation is not easy to do, it's highly technical and takes hours if not days to complete a final product. However, this is no reason to have a sloppy looking video. The key to success is to keep it simple and focused on the 4 main actions.

Quick Tip: Try writing down the complete story in just a few sentences this is a great place to start.

Here is the Blue Print

- | | |
|---------------|--------------------------------------|
| STEP 1 | Create problem |
| STEP 2 | Create solution |
| STEP 3 | How it works |
| STEP 4 | Call to action |
| STEP 5 | Create enquiry form |
| STEP 6 | Place the video next to enquiry form |
| STEP 7 | Distribute |
| STEP 8 | Collect enquiry |
| STEP 9 | Call enquiry |



3

DISTRIBUTION

The key to distribution is exactly that... **DISTRIBUTE IT!**

Put it every where you can possibly imagine. The common practice is to just put it on your web site and cross fingers that people come wondering along. You are now in control of a extremely engaging tool so use it.

Our top recommendations are these in no particular order:

- YouTube
- Vimeo
- Web Site
- Facebook
- Twitter
- Instagram
- Vine
- Snapchat

So you think that's job done? Think again...

There is a recipe that you need to understand to create the best possible outcome for your videos being everywhere and thats the SEO capabilities.

TOP TIPS SEO:

Firstly enter in the **http://yoururl** into the description of the video providing a great back link. Next make sure you have all your keywords your currently associating with your web site and put in the effort of writing a great description.



4

PERFECT LENGTH OF VIDEO

There is no perfect time for a explainer video, however the experts recommended the video runs between the 60 to 120 seconds. Now you maybe stressing on how minimal amount of time that is but don't forget that you can fit a lot of information into that amount of time.

Also remember your using the three elements of video to help push through the message.



VISUAL

+



VOICE

+

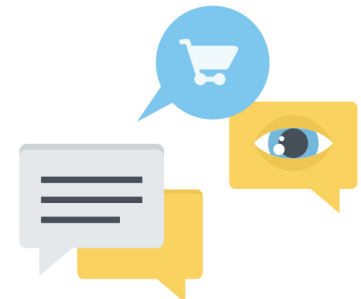


MUSIC

HERE IS THE JUICY STUFF

This is the time recommended on designing your script:

- 20 SECS** to create the problem
- 05 SECS** to create the solution
- 25 SECS** on how your business works
- 10 SECS** on the final Call To Action



5

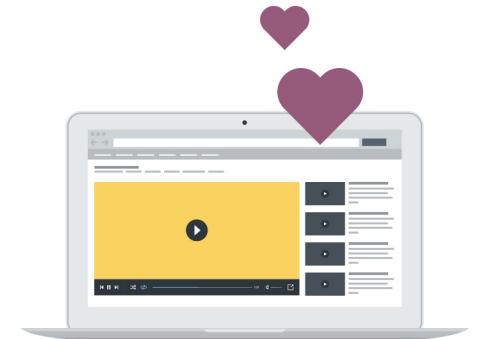
MEASURE RESULTS

So you did it! You have your video on your web site, you have even distributed it to the local Chamber of Commerce Facebook page...

Well done!

Finally it's time to sit back and analyse the improvement in conversion/enquiry you are getting. If you have done a great job on the video this should be noticeable. The key in business is to measure everything and all the time. Most importantly be measuring the results of your marketing. Count how many leads you where getting pre-explainer video then count once your live and driving traffic to your page and video. Look at your views and social engagement but all ways remember you still need to drive traffic to your videos to get the desired result.

TIP: The more videos you can produce the better the SEO and conversion you will get. Big companies use a series of these videos as their weapon of choice to systemise a series of processes your clients maybe going through.



VIDEO **ATTRACTS** 3x TIMES AS
MANY MONTHLY VISITORS



IT ALSO DOUBLES THEIR TIME ON
YOUR WEBSITE AND INCREASES ORGANIC
TRAFFIC FROM SEARCH ENGINES BY **157%**

VIDEO CONVINCES CONSUMERS TO BUY -
VISITORS WHO WATCH VIDEO FOR PRODUCT
AND SERVICES ARE **MORE ENGAGED** WITH YOU
AS A BUSINESS AND MORE ENGAGED WITH
YOUR PRODUCTS AND SERVICES



85%

MORE
LIKELY
TO BUY

52%

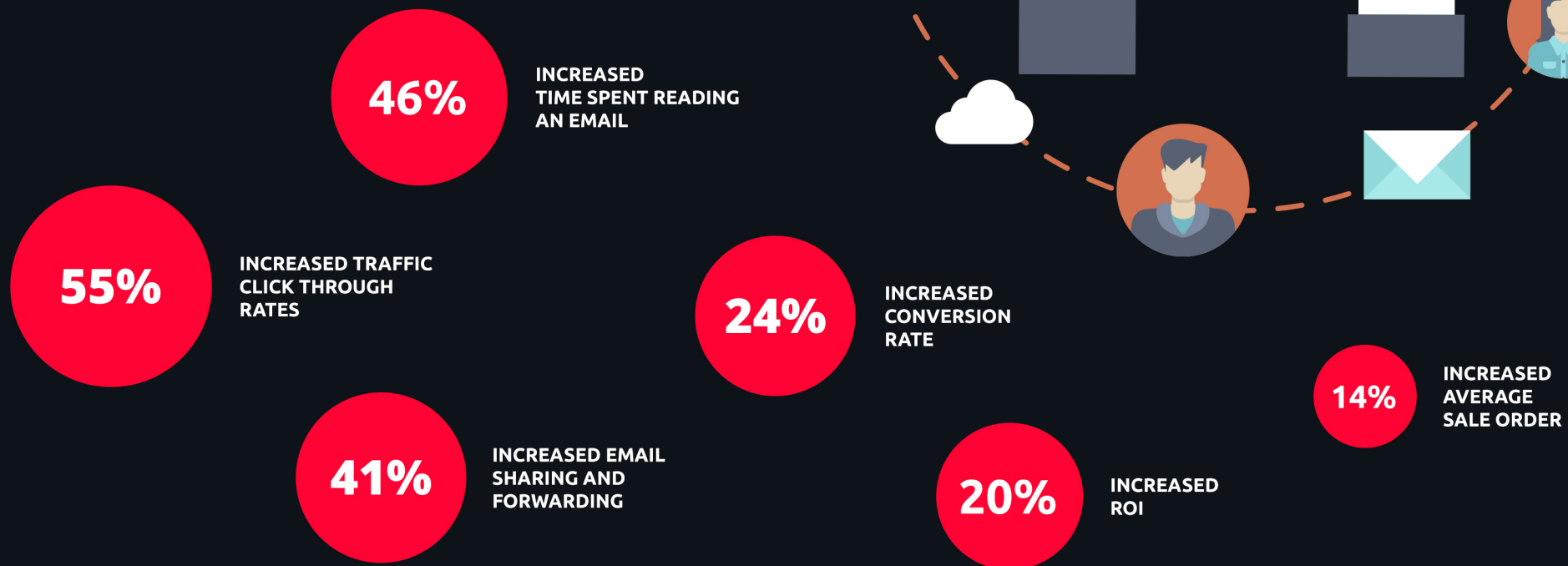
MORE
CONFIDENCE
IN PURCHASE
DECISION

144%

MORE
LIKELY
TO ADD TO
SHOPPING
CART

HOW EFFECTIVE IS VIDEO ?

COMPANIES THAT INJECT VIDEO INTO THEIR EMAIL MARKETING **GENERATE 40% HIGHER MONTHLY REVENUES** THAN THOSE WHO DO NOT USE VIDEO.



WANT TO KNOW HOW BROADCAST CAN HELP DRIVE **CONVERSIONS AND SALES** FOR YOUR BUSINESS ?

Having worked with hundreds of small to medium-sized businesses we have had the privilege of understanding the dynamics and potentials of most industries and what makes their consumers tick.



FREE STRATEGY SESSION VALUED AT **\$297**

CLICK HERE!
GET MY FREE SESSION ✓

STRATEGY SESSION 1-ON-1 CALL INCLUDES:

- ✓ MARKETING CONCEPTS & IDEAS TO GENERATE LEADS
- ✓ VIDEO CONCEPT PLAN FOR YOUR BUSINESS
- ✓ UNDERSTAND THE POWER OF VIDEO TO CAPTURE YOUR MARKET
- ✓ STRATEGY PLAN FOR DISTRIBUTION



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