Explainer video: seeing is believing

The age of Web 2.0 dictates us new rules. We have to invent new ways of catching customer’s eye and being recognizable. The text is not enough anymore. The latest researches show that more than 80 percent of responders confirm that video is more powerful than written content. Why? Scientists have proved that 90% of the information picked up by our brains is visual, because such content is processed 60,000 times faster than text.

People are more likely to remember what they see, than what they read. Still not convinced?
Consider this:

- Video is about emotions. Video helps people to understand your message fully and adds an emotional connection.
- Video helps to influence and engage your audience on a personal level. Video gives an opportunity to build a face-to-face connection with the responder. Such messages have bigger impact and impression.
- More than 90% people who shop online say that videos help them to make purchase decisions.
- There are a lot of advertising platforms to share your video with the bigger audience.

Today’s marketing competition is to gain the attention of a potential customer. It’s important to know, that according to a study about web users, the average attention span in 2016 is 6 seconds, down from 12 seconds in 2000. So in reality, you have only 6 seconds to get your customer interested in your product. A video should begin with a powerful message, which will engage the target audience to watch the whole video and furthermore to visit your web page, stay there longer and to get interested in your company.
Innovative Solution.

But to make your business more effective it is just not enough to create a video. That’s where explainer videos come in. The most effective way to tell about your product is to create an explainer video. An explainer video is a quite short (2-3min) animated video, which is used usually by businesses to tell brand’s or start-up’s story. It includes the most important information and gives it to the viewer in the most approachable and creative way. Such video explains, introduces and at the same time advertises your company or product. Explainer videos has become popular over the past year and now have proven their effectiveness. According to researches, 85 percent of people say that explainer video increases the level of loyalty to the company. Everyone knows that people gain a better understanding of a product or service once they see and hear someone explaining it. An explainer video is the best way to tell your potential customer what your business can do for them, how it works and why they should choose you.

EXPLAINER VIDEO: THE BEST WAY TO TELL ABOUT YOUR PRODUCT

Stand Out.

There are a lot of variations and styles. It can be done in cartoon style, hand drawing, whiteboard animation, motion graphic or digital drawing. The style of the video depends on your corporate style, targeting audience, your product. Explainer video really can help you to stand apart from your competitors, because it’s unique and personalized to your company. The more creative and memorable your video is, the more people will remember your company and recognize it the next time.
Explain Briefly

We have already mentioned the importance of a first customer’s impression and how to keep their attention. In most cases, the average person needs less than 60 seconds to make a purchasing decision. An explainer video will get their attention immediately. Explainer videos get your customers to learn more about your business, but also they are great at keeping attention. And here you should take care about the video’s script. With the right script, you can maintain attention every 8 seconds which is approximately every 20 words. It must be the whole story, which keeps intrigue till the last second.

YouTube has more than 1 billion unique users monthly and uploads more than 6 billions hours of video each month. So only this case proves that video has become one of the most popular way to share information and advertise.
Three Things to Avoid in Videos.

If the arguments above have persuaded you, here are some important things you should avoid in explainer video:

• Explainer video is not a product overview. You shouldn’t tell all technical aspects, because at first time you should give a customer understanding about what the product is about.
• Remember, that explainer video shouldn’t be longer than 3 minutes. Keep your message clear and short.
• Do not ignore the quality of the video. Maybe, you will pay more money, but your script, design, effects and audio will be much more professional and will make a good general effect.

The key moment is the creation of a video. It begins with the concept of a video, then it transforms to an accurate script. After that artists and animators realize it into a video. Don’t be afraid to discuss some aspects, corrections, confidently say about the goals of the video and what result you want to get in the final.

Are you still hesitating? Time is running out!