



The ultimate field guide for
creating results-driven video.



Table of Contents

Chapter 1

Why Video:
The Statistics

Chapter 2

Why Video: How
Our Brains Absorb
Information

Chapter 3

Why Video: The
Different Types of
Video Available to You

Chapter 4

Step 1: Prepare

Chapter 5

Step 2: Plan

Chapter 6

Step 3: Produce



Introduction

Prospects and existing clients frequently ask the Cross & Crown team the following question:

“Why should I use video on my website or in my pitch?”

While there are a variety of answers that could be given, we will focus on three primary reasons.

This field guide is intended to give you a closer look at using video in your marketing portfolio and what you need to know to create videos that not only look great, but also generate meaningful results.



CHAPTER I

Why Video: The Statistics





The statistics say...

The answers the team could give to the introductory question, combined with the supporting analytics covering the ROI of video are voluminous.

LOOK AT THE FOLLOWING STATISTICS PROVIDED BY HUBSPOT:

- Placing a video on a landing page can boost conversion rates by up to 80%
- 92% of mobile video consumers will share a video they enjoyed with others
- 64% of all consumers are more likely to purchase a product online after seeing a video about it
- 80% of video consumers can recall the specifics of a video that they've seen within the last 30 days
- Video ads increase purchase intent by up to 97%, and positive brand associations by up to 139%

In February, Small Business Trends reported that video is [THE hottest trend for marketing](#) in 2017. YouTube still dominates the video market, but Instagram, Facebook, Snapchat, and Periscope have joined in the video trend, and small businesses are jumping in. Small Business Trends states that:

[“over half of marketers responding to the 2014 Video Statistics study by Invodo said that video offers a higher ROI than any other type of content.”](#)



CHAPTER 2

Why Video: How Our Brains Absorb Information



Our brains on video:

Dr. James McQuivey says [the value of a 1-minute video is 1.8 million words](#).

Video is much easier to mentally digest. Visual information is processed up to 60,000 times faster than text. This allows the brain to mostly shut down – there's no interpretation required when watching a video. You simply watch what's shown to you.

The added benefit of this “mental-power-saver-mode” is that your brain's processing power is freed up for emotional connections. It's easier for us to connect to an image shown to us on-screen than it is when we're reading text, and that emotional connection aids a consumer when they're making a buying decision.

For example, who can forget the iconic Volkswagen Passat commercial that aired during the 2011 super-bowl? (click the image below to play the video).





It featured a young Darth Vader attempting to levitate a variety of objects using “the Force.” He traveled through his “Outpost” (i.e., his home), using the Force unsuccessfully on unsuspecting objects such as the high-chair, a doll, and his lunch. Young Vader had almost given up on the Force when he approached his arch nemesis, the Volkswagen Passat. He stretched out his arms, willing his nemesis to power up. Much to his delight, the lights beeped and the car roared to life! (Young Vader didn’t know that it was his dad in the kitchen pushing the auto-start button)

Describing this video doesn’t create even half the emotional connection with the VW brand as watching the video. Reading the paragraph above takes 60,000 times more mental processing power. Who wants to spend 60,000 times more energy just to be convinced to buy a car? (that process is difficult enough!)

VIDEO IS A TYPE OF COURTESY TO YOUR VISITOR.

Including video on your website, in your e-blasts, and in your other marketing campaigns says to your prospect “let us make this buying journey less painful and more enjoyable for you.”

Video helps you tell a compelling story that engages more of the viewer’s senses, it allows prospects and customers a way to digest information that is less mentally straining, and with some of the new video technology, customers can now

PERHAPS A BETTER QUESTION IS, WHY NOT USE VIDEO?

Our team has tried to [answer that question for you here](#).



CHAPTER 3

Why Video: The Different Types of Video Available to You



Types of video available:

Hopefully you are at least slightly more convinced of the power of video. We hope you have started asking the question:

“Ok, video works. But what TYPE of video is most effective for my needs?”

Great question!

Cross & Crown recommends 6 different types of videos explained below that can help you grow your business. The type that is right for one season of your organization may not be the right choice for a different season. This is why discovery is important (see the next section for details). Adequate discovery at the front end of the video engagement ensures that you have chosen the right type for your organization’s needs.

6 TYPES OF VIDEO

Brand Video: This type of evocative video is focused on explaining the brand of a company – rather than the products that the organization sells.

Explainer Video: Explainer videos are a fantastic way to introduce a consumer to a new or foreign concept, or emphasize on how your product is different from other products on the market.

Product Video: Product videos are purpose-built to give consumers a better look at a product that they want to buy. Product videos are centered around promoting and showing off a product – its features, abilities, and special aspects that make it worth the consumer’s time and money.



Interview Video: Interview videos are essential for good storytelling. Consumers don't just want a polished look at the brand and corporate image of a small business – they want to become more intimate with small business owners and employees, and see what makes a small business more special than their monolithic, corporate giant competition.

Testimonial Video: It's one thing to get a written review or testimonial about your product or service – it's another thing entirely to produce a slick, well-made video about the experience that a consumer had with your company.

Event Video: Event videos are somewhat more specialized, but can help you expand your audience when done well and posted on social media websites – consumers like knowing that the companies they buy their products from are active in their market, and attending the events and conferences that they would be expected to.

[If you want to see what some of these different types of videos “look” like, click the image to the left. It will take you to our 2016 video reel that includes a short demo of each different video type.](#)

Once you have determined that you definitely want to incorporate video into your marketing outreach, the next 3 steps outlined in this field guide will help ensure that you create a video that will grow your business or nonprofit.



CHAPTER 4

Step 1: Prepare



Preparing For Your Video

Benjamin Franklin once said, “By failing to prepare, you are preparing to fail.” If you have been in business any length of time, you know the importance of preparation, discovery, and analysis in reaching your objectives.

BEFORE YOU AND YOUR TEAM EVEN THINK ABOUT STARTING A VIDEO, DEVELOP A SET OF QUESTIONS.

Use the questions as qualifiers when you sit down to talk with a video producer. Our team regularly asks the following standard questions during a discovery interview:

1. What is the purpose of your video?
2. Have you established a creative vision for your video?
3. Who do you hope to target with this video?
4. What do you want people to think, feel, or do as a result of watching your video?
5. Where will you be using the video?
6. What is your budget?
7. Do you have actors lined up for your video?
8. Have you roughed out a video script?
9. Does your video need a script?

Here are some actual questions we've received from clients that might help you as you plan your video strategy:

1. Do I have to be in these videos or do you hire actors?
2. None of our staff has any acting background, will that matter?
3. Who sets the creative vision for the video?
4. Will the video be used on multiple channels?



5. Are we just going to do a “talking head” video, or will your firm provide something unique and memorable?
6. What video trends should we pay attention to as a business, and which should we ignore? Why?
7. Do we have a different video strategy for each of the business stages we are in? (startup, growth, expansion) And if so, should we do all the videos at once so that as our business expands, we can just change out the videos?
8. Can you show me some examples of videos that you’ve made for clients that have a good ROI?
9. How will video fit into our overall communication strategy and how can you ensure that it does?
10. Where is your research to support video works for a myriad of different generations, business sector leaders, etc.?
11. Does video impact the click-through rate, and if so, by how much?
12. Do you recommend we include video in our email marketing? If so, do you have any statistics on subscriber-to-lead-conversion marketing rates with emails that have video vs. those that don’t have it?
13. Will you create a script for the video, or is the video all ad lib?
14. What is the formula that you use to ensure that every video you do for your clients is successful?
(e.g., what is your repeatable process)
15. How long does it take to produce a video?
16. Do I get the copyright to the video?
17. What is the production process?
18. What kind of videos are there? Are these like Vlogs or are these like mini-documentaries or something in between?
19. Will video slow down my site on computers?
20. Will video slow down my site on mobile devices?
21. What is the point of using video anyway? How will that help me get more leads?
22. Does having a video on my website really make that much of a difference?
23. Will video really differentiate my organization if everyone else is using it now?
24. I’m a baby boomer and my clients are too -- does video really make that much of a difference for my prospects?
25. I don’t have a huge budget. Can we still afford video?
26. How long should the videos be? (do you have research to back this up?)
27. How much does it cost?
28. Can I shoot the video myself on my phone? It shoots in HD.



Case Study: KirbTech, LLC

Cross & Crown had the privilege of helping KirbTech, an Information Technology firm, build and execute a cohesive brand that communicates the range and value of the services they provide to their customers.

THE CHALLENGE

What started in 2007 as a one-man shop has grown into a fully staffed team of information technology experts working to provide the highest level of on-site, strategic, and on-demand IT services to businesses that lack in-house support. They approached us in need of help expanding and differentiating their brand to better reflect their complete suite of services.

To accomplish the goals Kirbtech presented to our team, we provided them with a full suite of services:

- Branding
- Website Design & Development
- Photography
- Video

OUR SOLUTION

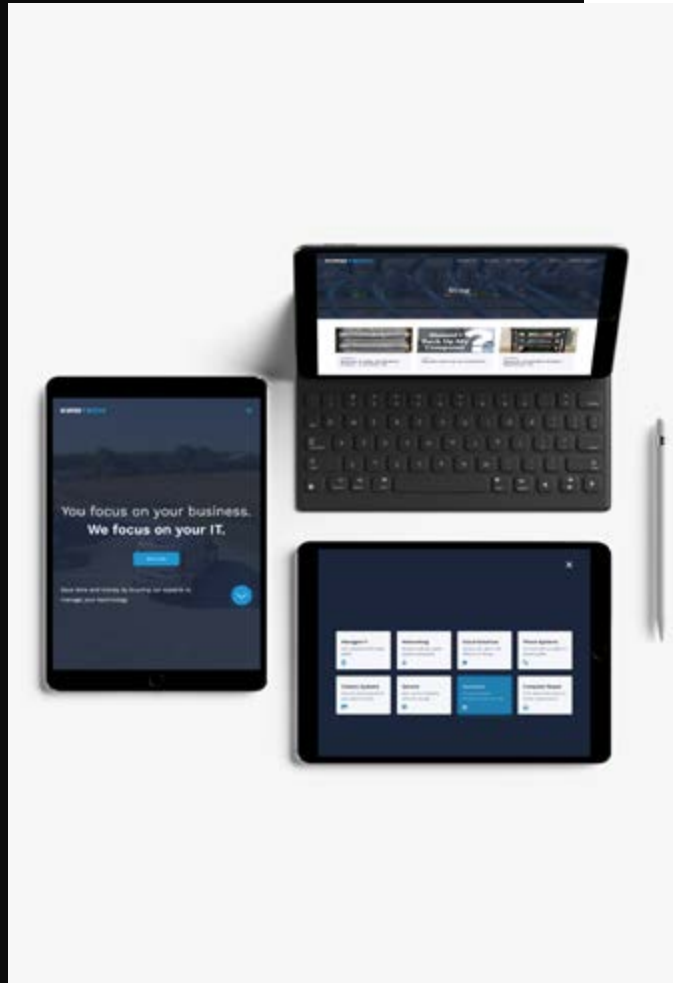
Part of our solution for KirbTech started with adding depth to the brand by including testimonial and brand videos on the website. From pre-production to execution, we worked with the team to produce high-quality videos that support the brand with an in-real-life representation of the value KirbTech offers to their clients.

The header video for the website gives visitors an immediate visual of what to expect from the KirbTech team and additional brand and testimonial videos interspersed throughout the site underscore the level of trust their clients have in their skills.



THE RESULTS

The goal of the rebrand and website refresh was new client acquisition. With these marketing elements in place, KirbTech is well positioned to communicate the value they add to small and medium-sized businesses by providing outstanding IT services to their clients.





CHAPTER 5

Step 2: Plan





Planning For Your Video

Preparing and planning are not the same thing, but it is important that you accomplish both. Preparing has to do with asking the right questions PRIOR TO selecting a video team. Planning happens once you have selected a video team and have agreed to the high-level project parameters. The most important steps for planning your video are outlined and described below.

DETERMINE THE CREATIVE DIRECTION

The video team and key stakeholders at your organization will jointly determine the creative direction for the video. This will vary based on the type of video you have chosen (discussed earlier). A creative vision may be metaphorical or literal, it may have many participants or only one, it may be shot in one location or only one. The creative vision can be as broad as your imagination, but must be appropriate to the overall purpose of the video. Creative Direction and concept will also determine the style and format of your video.

LENGTH OF VIDEO

In conjunction with determining the driving concept of the video, the team will establish the video length. Generally, videos should not be longer than 5 minutes, as you will lose your audience's attention. The sweet spot for product, explainer, or brand video is about 1 minute. Testimonial, interview, and event videos can be longer.

OUTLINE THE SCRIPT

At least at a high-level, the team should create an outline for the video. Don't leave what



the participants will say to chance, prepare a script. A script is necessary for videos with voice-over narrations, hosts, and scenes with character dialogue. Parts of the script may be personalized to the participants, as long as they practice those customized sections prior to entering the videoing location.

DETERMINE ACTORS/PARTICIPANTS

Who within your organization is great on camera? Who is a natural in front of people? You might consider them to be a part of the video. If you don't have any in-house talent, consider hiring someone, although this adds to your production cost. Not sure how any of your in-house staff might perform? Consider requiring a "screen test" for the key stakeholders you identify as possible actors in the video.

SCOUT VIDEOING LOCATIONS

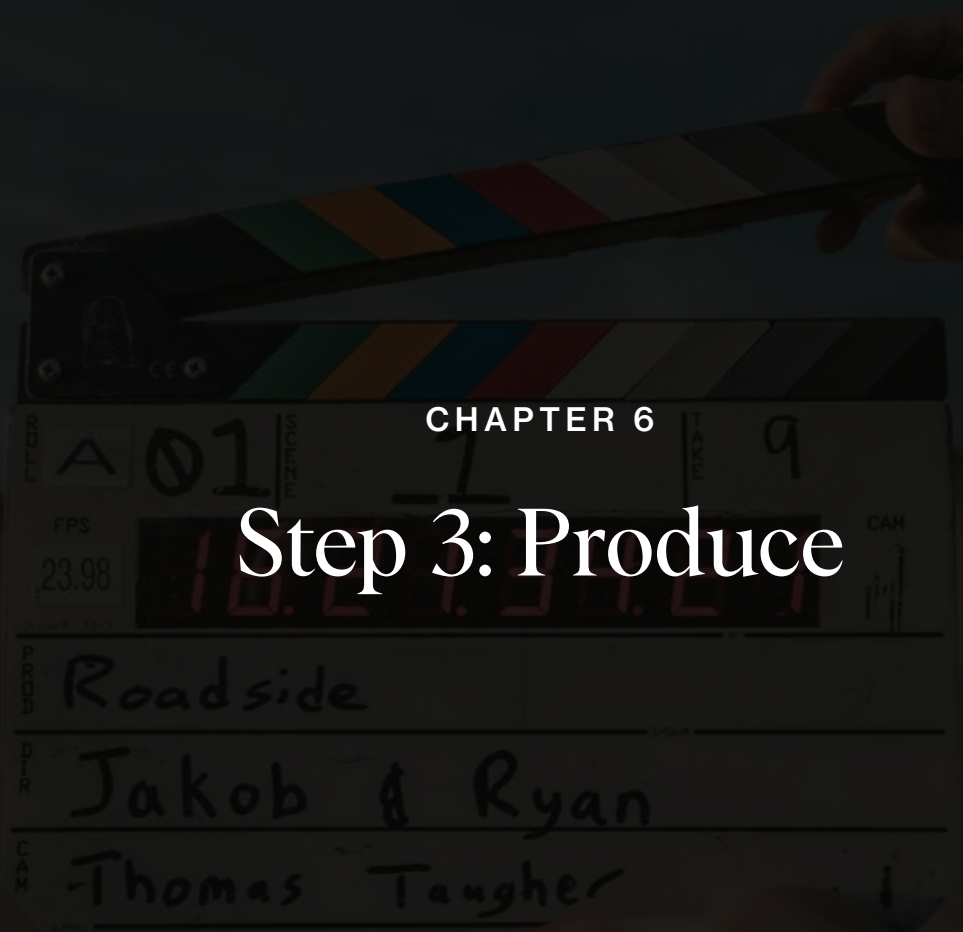
Prior to producing the video, your team may need to scout where you will be shooting, determine the guidelines for using that location, research if there will be any conflicting events at that location during the times that you want to shoot, and arrange the necessary permissions to use that location. If your video team says, "Oh, we never go to a location before we shoot there, we just wing it and rely on our creative inspiration," make sure that they have at least a high-level understanding of the location and its rules and regulations. There are many times location scouting is not necessary or possible, so in these cases, make sure that you and your video team have had at least a discussion about the location.

Once you have accomplished each of these segments of your video plan, examine the plan holistically to ensure that every aspect is "on brand" with your core identity.



CHAPTER 6

Step 3: Produce





Producing Your Video

Congratulations! You have made it to the final (and most enjoyable) step of the video process – the production phase. This is where you finalize a couple of logistical details with your team to ensure they are “picture perfect” for video day, and then turn it over to your video team and watch the magic happen!

In this phase, you will need to accomplish the following prior to the actual video day.

WRITE A CREATIVE BRIEF

It is important to share a creative brief with each of your participants. It doesn't have to be long, but it does have to familiarize them with the “big idea” behind the video and what it is trying to achieve.

FINALIZE THE SCRIPT

If you have already written the script, now is the time to fine tune it and make sure it has a green light from the key stakeholders in your organization. Each of your video participants should receive a finalized copy of the script so that they can practice their parts before their scheduled practice date (see next paragraph).

PLAN PRACTICE TIMES OR DRY RUNS WITH PARTICIPANTS

To ensure that your participants run through their script prior to the day of shooting, we recommend 2-3 scheduled practice times. The objective of these “dry runs” is to give



participants time with the materials so that when they get in front of the camera, they will be at ease. Dry runs should not be the first time your participants see the material. Rather, they should come to the practice time having read and memorized (if necessary) their parts.

FINALIZE THE VIDEOING SCHEDULE WITH YOUR VIDEO TEAM

Make sure to work closely with all the key participants in the video schedule: your actors, the video team, location sites, and any key stakeholders. Obtain advanced permission in writing from locations and participants. If the videoing is going to occur outside, start watching the weather at least a week in advance and make sure to check the night before and morning of the shooting. Keep in close contact with your video team and all participants if, let's say, snowmageddon threatens to disrupt your scheduled shoot!

PRODUCE THE VIDEO

Though you will undoubtedly be on site while videoing is happening, this is the point of the process where you can exhale and let your video team take the lead. You'll be there as coach and advocate, to encourage staff behind the camera, but you won't have to direct each piece. That is your videographer's job at this point.



Final Word

Phew! All that work just to produce a 1-3 minute video?

Well, yes, if you want your video to turn out the best it possibly can, stay on scope and budget, and create an engaging product. The more you prepare and plan at the front end, the better your end results will be!

Still have questions? Or would you like to see a sample of our work? [Check out our 2019 video reel](#) on Vimeo, or visit us [online](#) to learn more about our services, our past clients, and how we can help you add video into your business and marketing strategy.

ABOUT CROSS & CROWN

Cross & Crown is a team of creatives who are passionate about solving problems through design and technology, taking what is there and making it better. Based in Chambersburg, PA, we strive to help educate, advocate, and thrive in a digital world.

[Contact us today](#) to see how we can help!

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