

SO, YOU WANT A CORPORATE VIDEO?

By Rick Davis



TO BEGIN, this article is tailored for companies that have never produced a video. However, for those of you who have, perhaps you'll learn something that will help you on your next video project.

I'm writing this article because we've seen a surge in interest from many companies over the last few years requesting videos, primarily due to the explosion of YouTube.

But, more on that later.

In the past 30 years, Rick Davis Productions, Inc. has produced more than 100 videos from concept to completion for companies large and small. And while we have produced projects from one minute point-of-purchase videos to 30 minute shows, the majority of videos we produce are of two types:

The Corporate Video-This type of video tells the company's story. This includes its history, its longevity, expertise and who they have done business with. In short, it communicates to prospects the brand and culture of the company.

The Product/Sales Video- This video focuses on a specific product of a company. It highlights the features and benefits while demonstrating the product. The bottom line: it engages prospects and tells a persuasive story of why they need your product.

But no matter what type, we've found companies wanting to produce a video commonly ask us the following three questions:

1. How do we get started?

We've discovered many companies who haven't produced a video had actually considered it for some time. They just weren't sure how to get the project off the ground. However, an initial consultation will help cut through the myriad of ideas and focus on a clear objective.

During this process we interview you with a series of questions that ultimately come down to two basic elements:

What are you trying to communicate? And, who are you trying to communicate to?

Once the company is comfortable with the objectives and elements of the video, the outline and scripting process can begin.

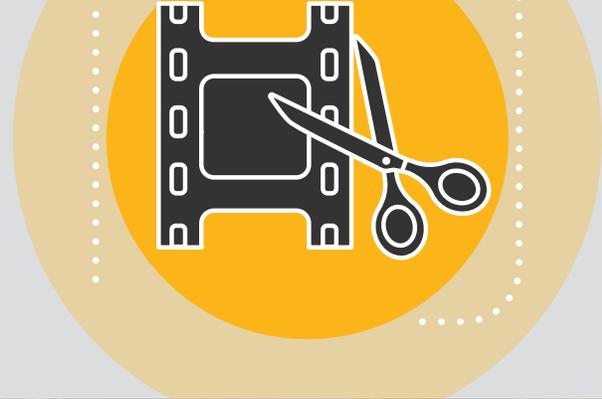


2. What is the right length for a video?

Our answer to that is, as long as it takes to effectively communicate your message! In other words, if it takes three or four minutes to tell your story, great, if it takes 10 minutes, that works too.

Many companies seem more focused on the length of the video than its content for fear of boring the viewer. The truth is, if the video is compelling enough the viewer won't realize how long it is anyway.

That being said, our experience has found videos around five to seven minutes usually work the best. For those of you who think that isn't very long, you may be surprised how much visual information can be communicated in that amount of time.



3. How much will our video cost?

That's the \$64,000 dollar question, not that a video will cost that much to produce! But seriously, even though video technology has evolved over the years, the cost perception of producing a video remains somewhat of an enigma.

We've had companies think it takes \$50,000 to produce a video, while others have thought just \$2,000 will get the job done. Actually, the answer typically lies somewhere in between, but that's a big in between.

To begin, let's dispel the myth that the longer the video the more it costs to produce. While the length of the video is a factor, the ultimate cost is based on how long it takes to produce, i.e. the time it takes to shoot the video and for post production editing.

Therefore, a three minute video may cost more than a seven minute video, while a ten minute video may cost less than a five minute video.

While this may seem confusing, think of producing a video like buying a house. How many square feet do you need? How many rooms do you want? And remember, the video script like the blue print for a house.

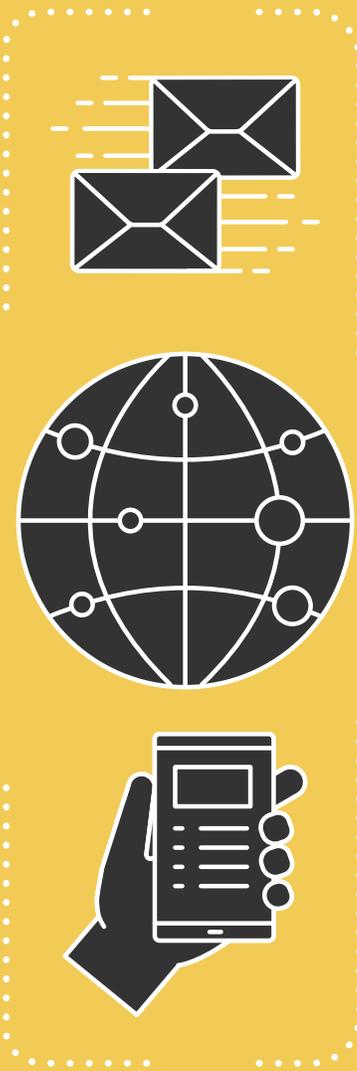
Once the video script is written and approved we determine how long it will take to produce and edit the video. We then can provide a detailed project cost estimate.

However, beware of anyone who attempts to quote how much a video will cost without a script, or detailed outline. Bottom line, you're likely to find the cost estimate that will not be accurate.

Final thought, if you can't justify the investment to professionally produce a video that effectively communicates and engages your prospect, you are better off not producing the video at all.

Simply put, a poorly or a cheaply produced video will not represent your company or product well and could negatively effect your brand.





This brings us back to the beginning of the article

when we touched briefly on YouTube. This phenomenon when strategically utilized allows companies to market their organization or product video anytime and anywhere for free!

Why YouTube?

Here's a summary of YouTube statistics you need to know in 2021:

- ***Everyday people watch one billion hours of video on YouTube!***
- ***400 hours of videos are uploaded to YouTube every minute world-wide!***
- ***62 percent of businesses use YouTube as a channel to post video content!***
- ***90 percent of people say they discover new brands or products on YouTube***

But, did you know YouTube is much more than just a place to post videos? Many companies benefit from YouTube. Here's how:

Brand your YouTube Channel First, create a YouTube channel (URL) name that reflects your brand or product. We research to see where your company site is positioned for keywords. If it doesn't rank for some competitive keywords, place a YouTube video there to optimize it by integrating those keyword titles and tags.

Improve your Google search position Second, position your company to potentially dominate page one of Google search for that brand name. Because **YouTube is a Google property,** it's often easier to get a YouTube

video a higher Google ranking than a corporate web site!

Plus, when you combine YouTube with other brand web properties such as your corporate web site, blog etc. you will surpass the Google position of your competitors!

Increase web site traffic

Third, you'll increase traffic to your company web site by adding a link in the text on the right-hand side of the YouTube video. You can also place your video on various other video hosting sites to maximize its exposure.

So, there you have it! We hope this article has helped shed some light on all the considerations

needed to produce an effective company video.

Rick Davis is Founder and President of Rick Davis Productions, Inc., a Full-Service Production and Media Company.

We invite you to view our latest demo [CLICK HERE](#).

Or, give us a call at 402-596-1115 to set up a no-obligation consultation!