



# 10 TIPS TO CREATE COMPELLING VIDEO

## WHY IS VIDEO SO POPULAR?

**Video creates trust.** And it can help strengthen your brand message, much faster than other marketing tactics can. Videos are also memorable; in fact, 80% of customers remember a video they've watched in the last month.

In the Forbes' article "[Video Marketing: The Future of Content Marketing](#)", Matt Bowman discusses the personal aspect of video content, and why it's a smart part of content marketing: "Thanks to its viral nature, simple accessibility and built-in value, video marketing stands out as a smart way to approach content marketing in 2017 and beyond. Video marketing is an incredible way to create content that is personal and has a real impact on your audience."

Here are 10 tips for creating the most compelling video for your audience:

### 1. FIND OUT WHAT YOUR AUDIENCE WANTS TO SEE

Your video won't do much for your ROI and overall goals if you don't do a little research first. What does your audience want to see? What would entice them? Review what other recruiting and staffing agencies are doing to attract rock star candidates. Then, come up with your unique way of portraying your company.

### 2. BE A STORYTELLER

Storytelling is at the base of any great video. Find out what story you are trying to tell and focus on forming your video around that. "When you want to motivate, persuade or be remembered, start with a story of human struggle and eventual triumph," says [Hootsuite](#). A great story should have a beginning, middle and end, a setting and a conflict to overcome. Creating a script could be extremely beneficial in formulating your video.

### 3. USE GOOD LIGHTING

Look around your shot and identify shadows or areas that are too dark, experiment with adding supplemental lighting. Avoid filming in overhead light, pay attention to light placement position light in front of the camera and just above the subject's eyeline. A good thing to remember is softer light is more flattering. For a deeper dive visit [Wistia](#).

#### 4. KEEP THE CAMERA STEADY

Find a way to brace yourself while shooting or use a tripod to ensure your video is smooth. Settings on your smart phone can help the video look smooth. Don't use the digital zoom, it can make your video look grainy, and do turn on exposure lock to keep a sharp focus on your subject. If you need to handhold your camera, keep it close to your body, and if possible, rest your elbow on a nearby object and hold it with two hands. For more information on stabilizing your camera check out [Wistia](#) or [Hisypix](#) blog's.

#### 5. CATCH ATTENTION QUICKLY

You have five seconds to capture a viewer's interest. Use a relevant and compelling thumbnail, tell them exactly what the video is about. You could also try asking a question in your video that you are attempting to answer. Make eye contact and consistently feed great information.

#### 6. KEEP THINGS SHORT

Consider your platform to determine the best length for your video. According to HubSpot, the ideal length for the top video platforms are: 30 seconds for Instagram, 45 seconds for Twitter, one minute for Facebook and two minutes max for YouTube. Sticking to these lengths will help you get the best engagement.

#### 7. INCLUDE A CTA

A call-to-action (CTA) lets your viewers know what they should do next. A CTA should be clear and concise. Decide the point or points in the video to place it or repeat it, some platforms support different types of CTA's. The description is also a great place to include any CTA's and additional links.

#### 8. ADD SUBTITLES

According to [3Play Media](#) adding subtitles can benefit your SEO rankings, make your video accessible to a wider audience and let people watch in more places.

#### 9. BE PERSONABLE

Look natural, choose people and talent who are comfortable being recorded. Sit up straight, make eye contact and watch your body language. Pay attention to how you look and sound and practice ahead of time. All of this will help your video come across more personable, giving your audience something to relate to. [Mashable](#) has some more great tips.

#### 10. MEASURE RESULTS

After creating an awesome video, you're going to want to measure its effectiveness. Review the analytics to get a sense the interaction from viewers. Pay attention to stats including likes, comments, engagement, watch time and demographics. Then figure out which video topics and lengths perform best and use that information to guide what videos you create in the future. Visit [YumYum Videos](#) for how to measure your video marketing impact.

With video projected to claim the majority of web traffic by 2019 and boosting your email click-through rates by 200-300%, this is great time to start creating compelling videos and set your agency apart from the competition.