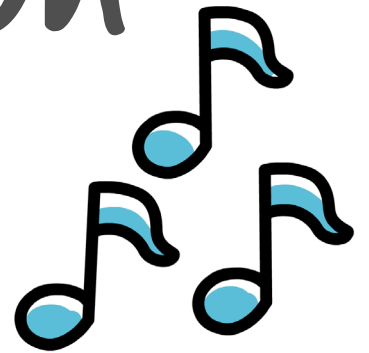




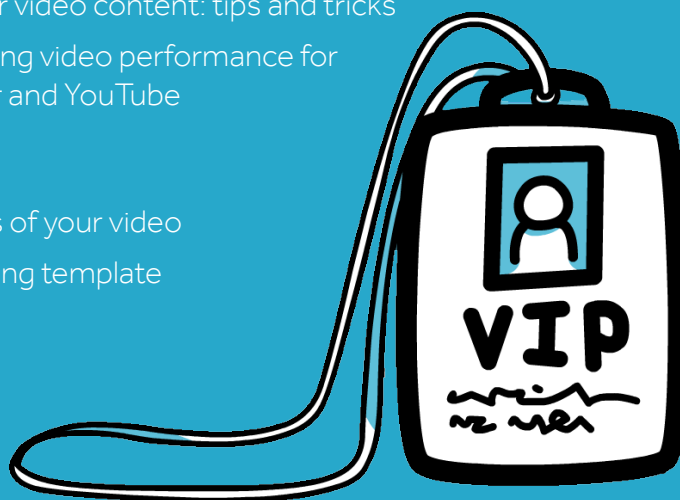
The ultimate guide to video creation

From script creation to scaling your video content, this guide covers everything you need to know to sky-rocket your VideoScribe creation!



What's in this guide?

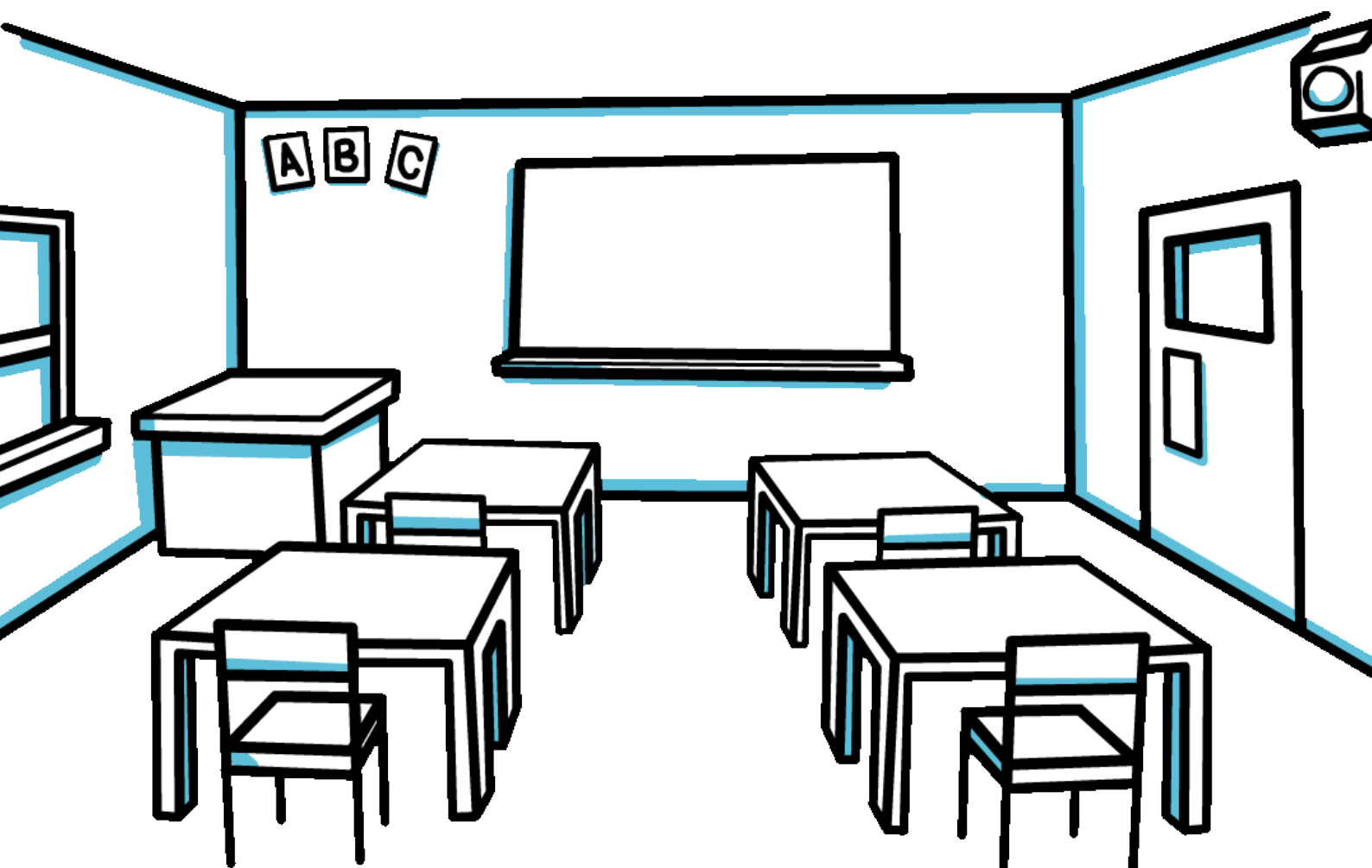
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1. Introduction

In the Introduction chapter, you'll learn the fundamentals behind video creation. From understanding its effectiveness in the latest statistics, to learning the crucial elements to explainer video production with VideoScribe.

After reading this chapter, you'll be ready to start planning out your masterpiece.

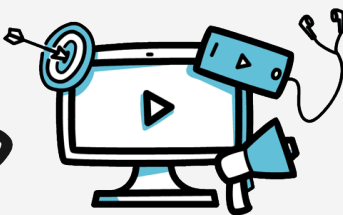


Video facts and stats


We can thank the accessibility of the internet along with the rise of social media for giving video such a vast platform. Because of sites like Facebook and Twitter, 45% of people watch more than an hour of Facebook or Youtube videos a week and 82% of users watch video content on Twitter. And incredibly, 1,200% more shares are generated by social videos, than text and images combined. With these enormous statistics in mind, you need to ensure video marketing plays a vital part in your overall digital strategy. A great way to start is by repurposing written content into video marketing content.

82% 

of users watch video content on Twitter

45% 

of people watch more than an hour of Facebook or YouTube videos a week

1,200%  more engagements are generated by social videos than images and text combined!

Videos are memorable and persuasive

It's common for large, B2C companies to use product videos, demos and how-to explainer style videos in their video marketing strategy. Big tech companies such as Apple, Dyson, and Samsung have been advocates for a long time, however retailers are now capitalizing on them. Take ASOS for example - you can see product videos showing the user what its clothes look like on living models.

All successful product videos are memorable because they tell a story and tap into the viewer's emotions and needs. Video marketing statistics show 80% of users recall a video ad they have viewed online in the past month. According to Forbes, the average user spends 88% more time on a website with video. Consequently, statistics say that including video on your homepage can increase conversion rates by 20% or more.

Video marketing = huge return on investment

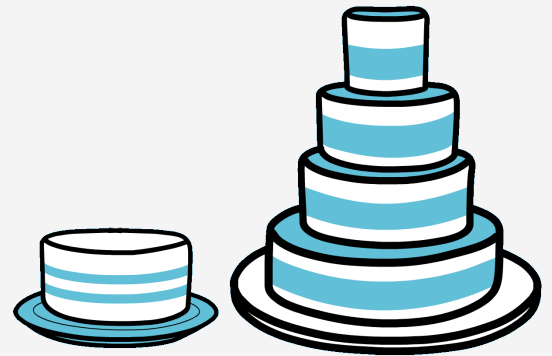
The main (and obvious) reason why video marketing has blown up in recent years is because of the satisfying return on investment (ROI) it provides. 88% of video marketers are satisfied with the ROI of their video marketing efforts on social media. Research also suggests another 80% of video marketers claim to be satisfied by their ROI from posting video adverts to social media. Video marketing is not only proven to increase sales, but also builds brand awareness and trust, keeps current users up to date, as well as reaches out to a wealth of potential customers.

5 fundamental elements required to create an explainer video

When creating an explainer video, we believe there are 5 fundamental elements that can make videos great. Think of it as a chocolate cake - it's fine with just cocoa, flour, eggs, sugar and milk, but even better with real chocolate and a smooth layer of icing. These 5 elements will help take your video from 'basic-chocolate-cake' level to 'ultimate-triple-layer-fudge-chocolate-cake-with-silky-ganache' level. Oh boy...

1. The script

The script is the first, most fundamental element of an explainer video - it's the cake tin to your ultimate triple-layer chocolate cake. A script must explain your message and your video supports your wording. In chapter 2, we cover off the techniques to write and create an effective script.



2. The shorter, the better

Like most things in life, the quicker it's over the better. Focus your attention on swiftly and effectively explaining your message using the script and video. Keep your message simple and to the point to give your audience a stronger chance of retaining your message and taking action.

3. FAB - Features, Advantages and Benefits!

Your video should highlight what's FAB about your business, service, or product. The characteristics of your product or service are your features. Then the advantages look at what your 'feature' does and how it helps your audience. Lastly, round it all off by showcasing the benefits - the simple answer of why your viewers would ultimately choose you.

4. Invest in a good quality mic for your voice-over

Creating an explainer video that doesn't include a voice-over is a big no-no in our books. Visuals can only do so much - using a voice means the message comes across exactly how you want and removes the need for visual interpretation from your viewers. When you are creating a voice-over, use a good quality microphone. Better yet, outsource the voice-over to a professional, send them your script and they can do all the heavy lifting for you.

5. Use related illustrations and visuals

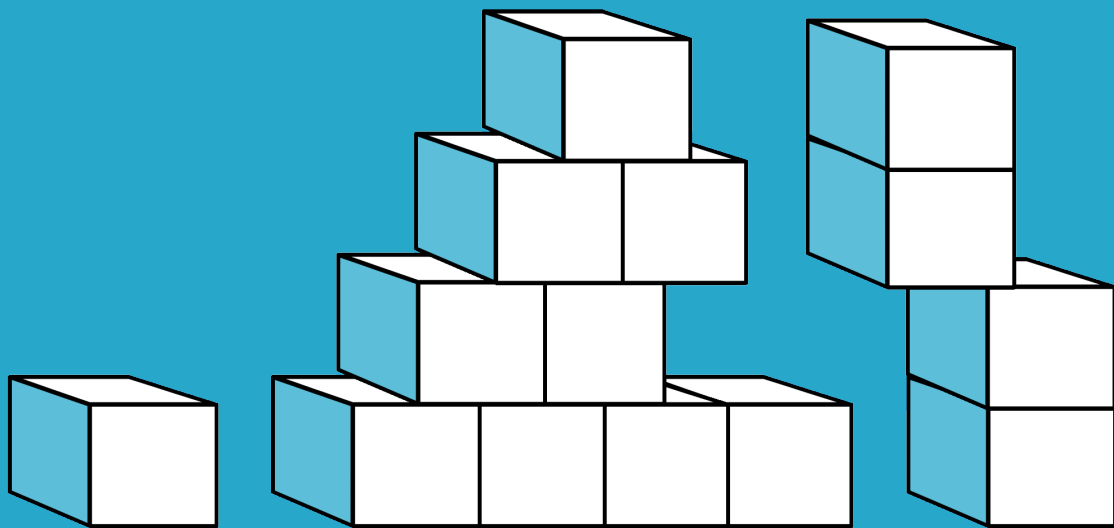
With VideoScribe, you have access to thousands of pre-animated illustrations in our ever expanding image library. Use your script as your guide to choosing the visuals for your explainer video. For example, you might want to show how your product has helped other businesses grow their business review. A money bag or growth chart illustration could be a great visual pairing here.

Using these 5 fundamental elements in your explainer video will help you share your message with your audience and increase the likelihood of your prospects making a purchase. In fact, 64% of consumers who have watched a video online are more likely to complete a purchase. Read on to find out more about planning out your explainer video.

2. Video planning

So now you know the foundations of what makes a video great. Now, we need to take our idea - our story - and plan it all out. In the Video planning chapter, you will learn the skills that we use here at VideoScribe to create our video content. Move over Steven Spielberg, another superstar is on the rise!

After completing the video planning chapter, you're ready to get creating.



How to plan out your video

Use our explainer video planning worksheet

Start by downloading our explainer video planning worksheet. This worksheet is your guide to structure your thoughts and ideas to start creating your video. By completing our worksheet, you'll ensure your video delivers against your objectives and gets to the heart of your audience's pain points and motivations.

Write your script

Once your worksheet is completed, it's time to focus on writing your script. Read through our storytelling techniques to find the best option for you to tell your story. Then, use our Perfect Script Checklist to guide you through the creation process.

Create your storyboard

Download our Storyboard Template to plan out how your video will unfold using a series of digital or hand drawn images with your accompanying script, text and any directions.

Prepare to create the perfect voice-over

Follow our guide on creating the perfect voice-over. Use our tips and tricks to get your voice (or a professionals) ready for the video creation stage! Download our voice-over checklist to make sure you cover everything off.

End of video planning. Time to start creating!

6 steps to start planning your killer explainer video

Step 1: Define your purpose

Before you get into the script creation, you need to summarize the purpose of your explainer video. One of the easiest mistakes to make at the very start of your planning process is losing sight of why you're making a video. Take the time to really consider what you want to achieve with your explainer video and detail one or two measurable objectives. Good examples include:

- Influence a new audience with video ads
- Recruit new members of staff through LinkedIn
- Increase conversions on your website
- Generate new leads from social media
- Improve workplace wellbeing and safety

Step 2: Define the target audience for your video

Next you need to understand who you're speaking to in order to craft the most persuasive message. An existing customer or someone who's completely unfamiliar with your business? Maybe they're a new employee or a student at a recruitment fair? Building a quick profile of your target audience with simple factors like age, background and existing knowledge of the topic will help you tailor your message later on. Don't forget to think about the size of your audience too, is this video for one person, an audience at an event, or for thousands of people online? This will impact the style of video you choose later on.

Step 3: Consider your audience's pain points

To make your messages irresistible in such a short time you have to make it personal. By that we mean really understanding what drives your audience - it could be a concern, pain point or a motivation to achieve something. Once you know what makes them tick you can create much more valuable video content that's memorable and makes people listen. To help, ask yourself the following questions from sales and marketing author Dan Kennedy:

- What keeps them awake at night?
- What are their 3 daily frustrations?
- What or who do they secretly admire the most?

Step 4: Decide on the message you want to convey

For simplicity best practice is to focus on sharing one key message you want your audience to take away. You can stretch that to three smaller messages but don't go beyond three ideas in one video. The best explainer videos follow this simple structure:

- The problem: highlight your audience's pain points and their impact
- The solution: introduce your product or service as the answer
- How it works: briefly describe how it works with evidence of successes
- A call to action: tell people what they need to do next

This is also a good time to think about the tone of voice you'll be using. If it's suitable, a more light hearted and fun approach is a safe option for most audiences as people love to be entertained. Just be aware of humour that doesn't translate internationally. If in doubt, go back to step 2 and remind yourself of your target audience profile.

Step 5: Think about the context in which your video will be used

What your video will be used for greatly influences how you design it. For instance, if it's going to be posted on social media, consider adding subtitles as the sound does not automatically play and people might switch off. Similarly, is the video a stand alone piece of content or does it require further written or verbal explanation? This will affect how it's presented at events and whether it's accompanied by text on your website or emails. Ensure that when your target audience watches your video in the intended context/format, they'll be able to enjoy it without any difficulties and be able to hear or read your message.

Step 6: Choose a consistent style for your video

Now let's think about the visuals as there are a number of different video styles to choose from. Deciding which to go with early on gives you time to use the best explainer video software for your video or source the most suitable video production agency to help. Here are three common styles to choose from:

Whiteboard animation:

This is one of the most popular and preferred styles. Whiteboard animation videos are often simpler in design but develop in front of your eyes to reinforce your message, allowing the key points to shine through and capturing attention with the constantly changing graphics. They're also really easy and cost effective to make with VideoScribe.

Animation:

More traditional animation is a great choice if you want to evoke emotion and encourage people to share the video. Again the animation shouldn't be complicated but having more detail in characters and images can be a powerful tool to convey feeling and stories.

Live-action:

Live-action videos are recorded using a camera and so if you want to build a more personal relationship between your organisation and your audience, showing real people in real situations can be the best option. Of course you can also add animation to live-action videos for further depth and personality.

Click to download
the Explainer Video
Planning Worksheet



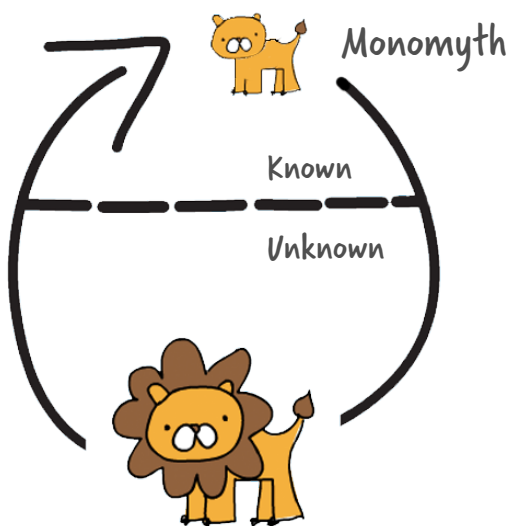
Once you've reached the outcomes these 6 steps, fill in our Explainer Video Planning Worksheet to keep your vision clear and in one place for you to refer back to in future. You're now ready to move on to your script creation.

7 storytelling techniques for engaging animation videos

A good video takes their audience on a journey, leaving them informed and feeling inspired. And when you're creating your own explainer video, you need to consider the technique you'd like to get your message across. Structuring your video to get your ideas across and keep your audience engaged all the way through is tricky. Read over these 7 storytelling techniques to find one that works for you.

1. Monomyth

The monomyth (also called the hero's journey), is a story structure that is found in many folk tales, myths and religious writings from around the world. In a monomyth, the hero is called to leave their home and sets out on a difficult journey. They move from somewhere they know into a threatening unknown place.



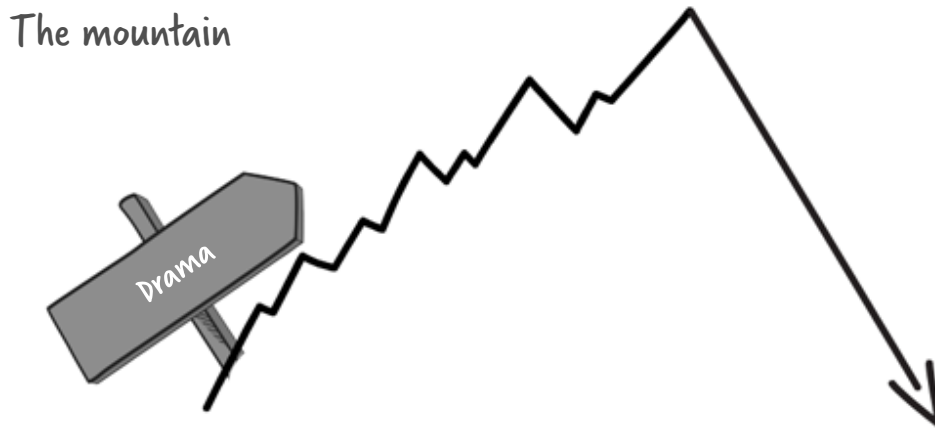
After overcoming a great trial, they return home with a reward or newfound wisdom – something which will help their community. Lots of modern stories still follow this structure, from the Lion King to Star Wars. Using the monomyth to shape your video can help you to explain what has brought you to the wisdom you want to share. For example, this storytelling technique is brilliant for showcasing how you got your business to where it is today. It can bring your message alive for your audience.

Good for:

- Taking the audience on a journey
- Showcasing how your business or service solved a problem
- Demonstrating how you learned some newfound wisdom

2. The mountain

The mountain structure is a way of mapping the tension and drama in a story. Mountain structures share the monomyth's ability to help plot certain events in a story, but it doesn't necessarily have a happy ending. The first part of a mountain structure story is given to setting the scene, followed by a series of small challenges and rising action before a climactic conclusion. It's a bit like a TV series – each episode has its ups and downs, all building up to a big finale at the end of the season.

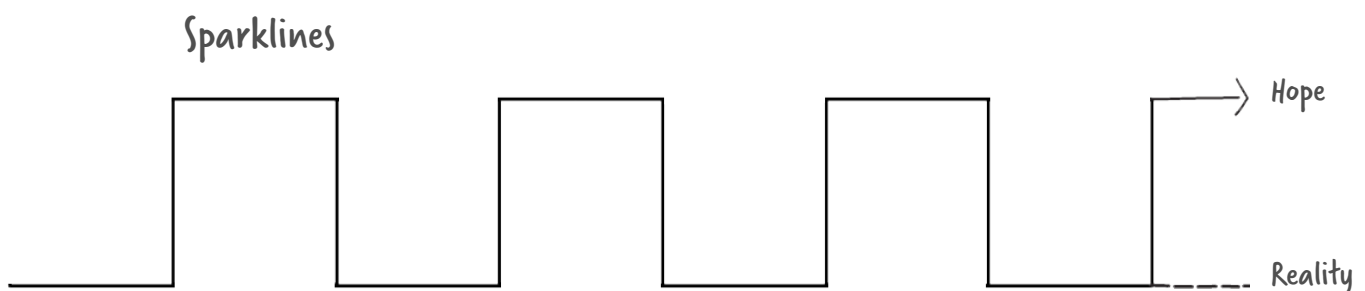


Good for:

- Showing how you or your business overcame a series of challenges
- Slowly building tension
- Delivering a satisfying conclusion

3. Sparklines

Sparklines are a way of mapping story structures. Graphic designer Nancy Duarte uses sparklines to analyse famous speeches graphically in her book *Resonate*. She argues that the very best speeches succeed because they contrast our ordinary world with an ideal, improved world. They compare what is with what could be.



By using this structure, the presenter draws attention to the problems we face in our society, our personal lives, and our businesses. The presenter creates and fuels a desire for change in the audience. It's a highly emotional technique that is sure to motivate your audience to support you.

Good for:

- Inspiring the audience to action
- Creating hope and excitement
- Creating a following

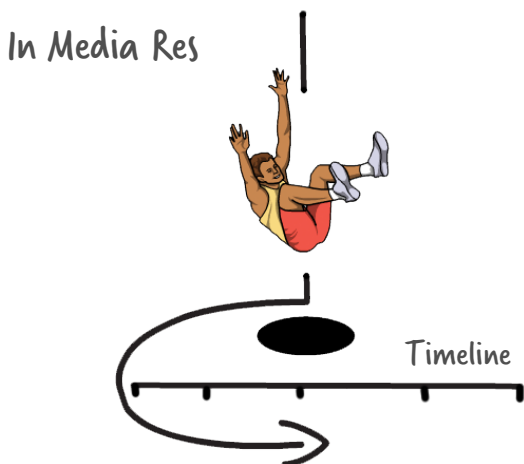
4. In media res

In medias res storytelling is when you begin your narrative in the heat of the action, before starting over at the beginning to explain how you got there. By dropping your audience right into the most exciting part of your story they'll be gripped from the beginning and will stay engaged to find out what happens.

But be careful – you don't want to show too much of the action straight away. Try hinting at something bizarre or unexpected – something that needs more explanation. Give your audience just enough information to keep them hooked, as you go back and set the scene of your story. This structure tends to work best for shorter videos because if you string it out too long, your audience will get frustrated and lose interest.

Good for:

- Grabbing attention from the start
- Keep an audience craving resolution
- Focusing attention on a pivotal moment in your story



6. False start

A 'false start' story is when you begin to tell a seemingly predictable story, before unexpectedly disrupting it and beginning it over again. You lure your audience into a false sense of security, and then shock them by turning the tables. This format is great for talking about a time that you failed in something and were forced to 'go back to the start' and reassess. It's ideal for talking about the things that you learnt from that experience. Or the innovative way that you solved your problem. But best of all, it's a quick attention hack which will disrupt your audience's expectations and surprise them into paying closer attention to your message.

Good for:

- Disrupting audience expectations
- Showing the benefits of a flexible approach
- Keeping the audience engaged

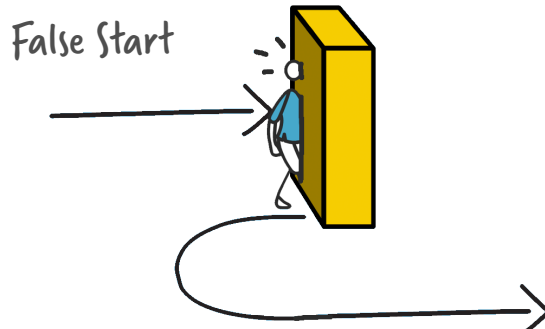
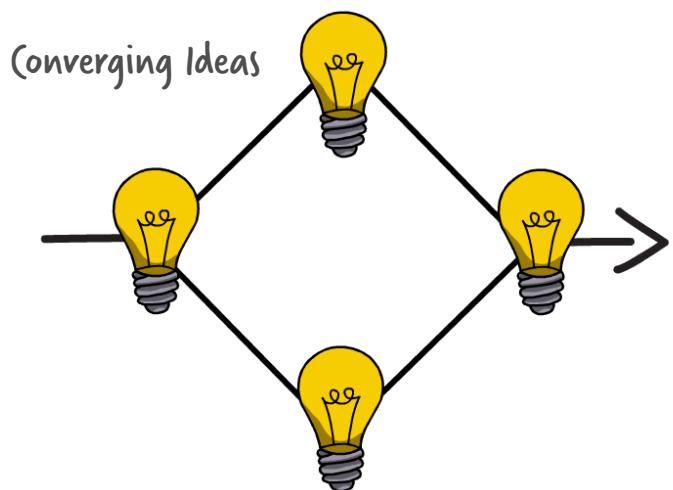
5. Converging ideas

Converging ideas is a story structure that shows the audience how different strands of thinking come together to form one product or idea. It can be used to show the birth of a movement. Or explain how a single idea was the culmination of several great minds working towards one goal. This technique could be used to tell the stories of some of the world's greatest partnerships – for example, web developers Larry Page and Sergey Brin. Larry and Sergey met at Stanford's PhD program in 1995, but they didn't like each other at first.

They both had great ideas, but found working together hard. Eventually they found themselves working on a research project together. A research project that became Google.

Good for:

- Showing how great minds came together
- Demonstrating how a development occurred at a certain point in history
- Showing how symbiotic relationships have formed



7. Petal structure

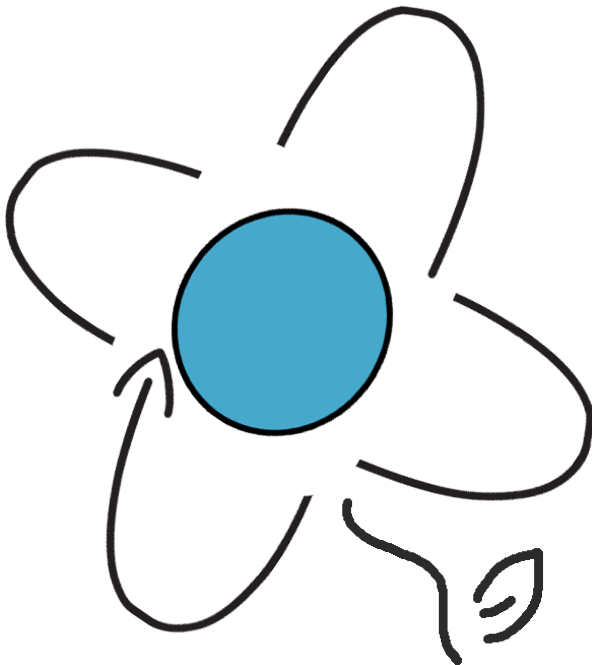
The petal structure is a way of organising multiple stories around one central concept. It's useful if you have several unconnected stories you want to tell or things you want to reveal – that all relate back to a single message.

You tell your stories one by one before returning back to the centre. The petals can overlap as one story introduces the next but each should be a complete narrative in itself. In doing so, you can weave a rich tapestry of evidence around your central theory. Or strong emotional impressions around your idea. By showing your audience how all these key stories are related to one another, you leave them feeling the true importance and weight of your message.

Good for:

- Demonstrating how strands of a story or process are interconnected
- Showing how several scenarios relate back to one idea
- Letting multiple speakers talk around a central theme

Petal Structure



Top Tip time - from oliver in our design team

"Different stories naturally lend themselves to specific storytelling techniques but no matter what technique we use, the journey for our viewer is always in the forefront of minds."

How to create the perfect script

You've chosen your storytelling technique, you've planned out the creation of your explainer video. Now, it's time to start thinking about the script. Work through our checklist below for the perfect script!

1. Decide on your ideal video length

How long would you like your explainer video to be? 30 seconds, 1 minute or 5 minutes? Once you have this decided, you can calculate roughly how many words are needed in your script. As a rule, we speak 140 words per minute. So, if your ideal video length is 30 seconds, aim for a script of 70 words.

2. List out the key points

What are the main points you want to get across in your video? Start by listing them out and then placing them into a flowing order. Don't forget, your explainer video should look at the features, advantages and benefits of your product or service.

3. Write your call-to-action first

A call-to-action (CTA) is an essential part of any script and explainer video - even though it's often the last thing we say. What we don't want is to use up our word count before we get to the CTA and lose the chance for a great impact. Once you've listed out your key points, write your CTA first - even if it's only a few words - and then crack on with the rest.

4. Start writing

Your script should do all the heavy lifting and the visuals within your video support your words. It's much easier to explain complexities using words - the visual elements will help the viewer retain the information that you're highlighting. You've listed out your key points, you've written your CTA, now you just need to fill in the gaps. Once you've written your first draft, move on to the next, then go between Step 4 and 5 until you're satisfied with the script's outcome.

5. Read your script out loud

Reading your script out loud quickly shows you whether you're using the right language and helps you identify improvements. Go one step further and record yourself reading the script aloud. While you're listening back, make notes on areas you could improve. Plus, it always helps to get a second opinion - is there something you could share the audio recording with to get their opinion? Is the message clear? Does it make sense? If not, go back to Step 4, refine your script and start Step 5 over again.



Once you think you've finished your script, go back through and consider removing the filler words. Filler words are any meaningless sound, word, or phrase used during speeches to fill the silence - they add no depth to what you're saying. Words like: okay, like, right, so, you know, Well (as a way to start sentences), Actually/Basically/Seriously, You see, I mean.

How to storyboard for an explainer video

A storyboard is a simplified visual representation of how your planned video will unfold. It's usually a sequence of images or drawings with an accompanying script, text and directions that represent each scene. Your storyboard can be sketched by hand or on a computer. Just bear in mind, choosing the latter lets you make amends easier, improves the range of images you can add from the internet or animation software, and also makes sharing your storyboard easier.

The undeniable benefits of storyboarding

- By planning your video scene by scene you'll be able to spot any potential problems or gaps and resolve them before you invest more resources
- When you have set time-constraints, a storyboard helps your explainer video stay on track
- If you'll be working with an agency or video production company, your storyboard is a perfect brief
- Your storyboard is a great framework for colleagues to provide feedback on before you move to production, ensuring everyone is happy with the end product
- Storyboards give you a better idea of pacing and how the video will develop
- Cut the fluff, a storyboard forces you to focus and be on message

Step 1: Draft and add your script for the voiceover or subtitles

Start with the star player in your video - the script. The script determines how long your video will be but try to stick to between 1-2 minutes which usually works out to 500 words or less. Your script tells the persuasive story of the pain point your target audience has and how your organisation solves it.

Depending on whether your video is designed to be played aloud or needs to make sense on mute will determine whether your script has a voiceover, subtitles or combination of both. Once you're happy with your script, simply chunk it up into scenes that will need separate visuals and add it to column two of our storyboard template (you can download this on the next page).

Step 2: Make a note of supportive on screen text needed

While your script can explain your message in full, having some text that supports your point on the screen can help reinforce your story. Use column three in our template to detail any key words or additional information you want to share. Just be careful not to overwhelm your screen with too much text and make sure any words you do add give extra value to your audience.



Top Tip time - from Ash in our marketing team

"I always draw out a storyboard before I get creating in VideoScribe. If I'm tight on time, it might just be a series of sketches but regardless, storyboards really help me think through exactly what I want and need to achieve."

Step 3: Consider what visuals you'll need to tell your message

Your script is only half the story, now's the time to complete it with imagery. For this, head back to your planning to remind yourself what style you'll be creating the video in. Will it be an animation, a whiteboard animation or a live action video?

Then it's just a case of adding your ideas to the storyboard. You could sketch stick figures or insert images from the internet, your computer or design and animation packages. There are really no rules for this but these tips can help:

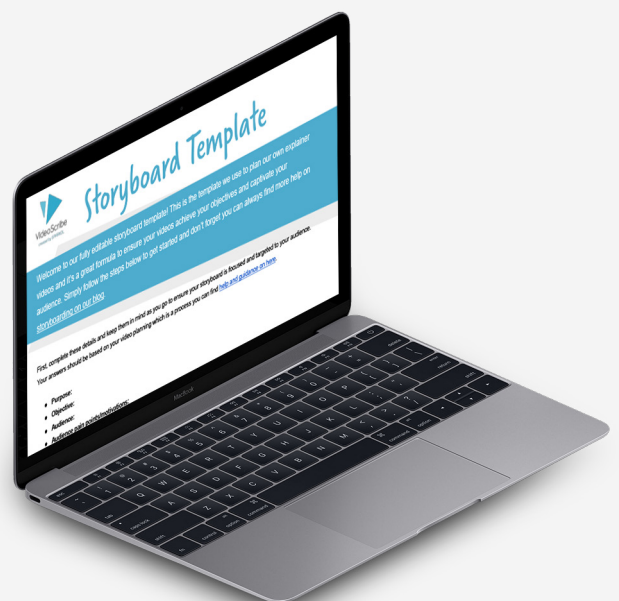
- Keep it simple: remember that this is a very short video and so any overly complicated visuals might work against you and leave your audience confused.
- Consider visual metaphors: often the most powerful explainer visuals are based on a metaphor or theme that communicates your offering or business in terms your audience already understands well.
- Don't give your video an expiry date: to ensure you get maximum value from your video, avoid using screenshots of products, prices or information that changes regularly as you don't want to have to update the whole video every time. Instead use cartoons, illustrations or symbolic versions to ensure it's always up-to-date.

Step 4: Bring your video together with animation, directions and effects

Next, plan how your images will appear on the screen and in what order. Focus on which sequence is most logical and will make most sense to your audience. In VideoScribe your images can be drawn with or without a hand, or there's a variety of animation options like fade, appear and bounce.

If there are any visual effects required for emphasis then make a note of these here too. That could include GIFs or moving parts as well as additional graphic design. Now your beautifully slick storyboard is complete, you're ready to start creating your explainer video!

Click to download the storyboard template



Creating a perfect voice-over

Bad audio can be worse than having none at all, so how do you ensure your voice-over is not only right for your video but high quality? Here's why we think voice-overs are so important and how to record your own.

Why is a voice-over such an important part of your video?

In many cases, your video just won't make sense without a voice-over. It's the other half of your production, there to complement your animations or on-screen action without overwhelming the audience with lots of on-screen text. They help you guide your audience through the video and highlight the information you want them to take away, they support different types of learnings, and can also help your video to stand out. Just think, David Attenborough's wildlife documentaries do feature beautifully filmed animals but would they be as popular without Attenborough's famous voice narrating them?

Which voice you choose to record your voice-over can give your video the edge and make it more memorable. include GIFs or moving parts as well as additional graphic design. Now your beautifully slick storyboard is complete, you're ready to start creating your explainer video!



What makes a great voice-over?

Clarity and volume: the main purpose of your voice-over is to help viewers easily absorb the information you're sharing. If they can't actually hear the audio because it sounds like you're talking through a chip packet or it's at a volume only audible to dogs then it's not doing its job. If nothing else, ensure your voice-over is clear and easy to understand with minimal background noise.

Pace: while some of us can process information much faster, most of us need to hear things at a slower pace to really take it in. With that in mind, make sure your script is read at a suitable pace, not too slow that it bores your audience, and not too fast that they can't keep up. Around 75 words per minute is an average speed to record your voice-over. But adjust this depending on how complex your topic is and where it'll be used.

Tone: just because you're reading from a script doesn't mean you should sound robotic. It's important to consider your vocal tone to make sure your voice-over still sounds natural and engaging so check that you're not accidentally becoming monotone.

Should you record your own voice-over or hire a professional?

The answer really boils down to your budgets, and the purpose of the video i.e. what do you want the audience to feel when they view it? For example, do you want the audience to come away feeling inspired to take action; reassured about their choice of product; concerned about an issue; or angry about something causing harm to others?

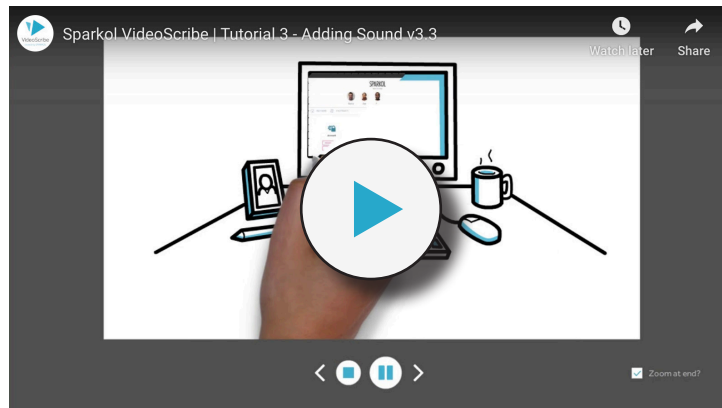
The reason why a professional voice-over artist is used, rather internal staff is because a professional knows how to engage the audience emotionally by setting the tone of the content. If your project is for personal use, or is being seen by a smaller audience then it's probably not worth the expense of hiring professional voice talent.

But where you want to influence how people feel about your message, the cost of a voice-over can pay for itself with the increased levels of audience engagement. For instance, through voquent.com, users can search for samples in 12 distinct tones: Angry, Authoritative, Comedic, Conversational, Eloquent, Enticing, Inspiring, Nurturing, Playful, Sad, Scared, and Unorthodox. Whatever you're trying to say, it will be in one of these tones!

How to record and edit your own voice-over?

Before starting to record your voice-over, make sure you have your script ready. This is key to remove those unwanted "umms and ahhs". Next, choose your microphone. It goes without saying that having a good quality microphone makes a massive difference to your voice-over. If your video is just for internal use or will be shared with smaller audiences, you can often get a good recording from a headset microphone. But if your video will be shared widely, it's worth investing in a USB microphone. These don't have to cost a fortune and you can get good options starting at around \$60.

Finally, you need to decide what software you'll use to record your voice-over. With VideoScribe, you can record one voice-over in the software directly. It's just a case of clicking the microphone icon, choosing the microphone you want to record from and then hitting the play button to talk as your video plays. You can see this in the tutorial below.



Set yourself up for voice-over success

To make sure your recording is crystal clear and your voice is engaging and friendly, consider the following factors:

- Where you're recording - is it quiet and have you turned off any air conditioning units? How big is the space, do you need to reduce echo?
- Your voice - have you warmed your voice up? Is your posture and position right?
- Do you have the right equipment - have you got good headphones to listen back to your recording and is your microphone set up right?

Record your voice-over

Once you're satisfied with your set up, it's time to record the real thing! Some tips to bear in mind here are:

- Focus on your tone and smile while you talk to help you sound friendly and approachable.
- Don't stop if you mess up. If you're recording your voice-over using external tools, you can edit those bits out later.
- Be patient with yourself, if you're struggling to get a couple of lines right stay calm, take a quick break then get back into it.

You can find our full list of tips and tricks to improve the quality of your voice-over in our downloadable checklist. This list is designed to be used before any voice-over recording to ensure you sound like a pro. Now that your voice-over is recorded and ready to go, it's time to start creating your video!

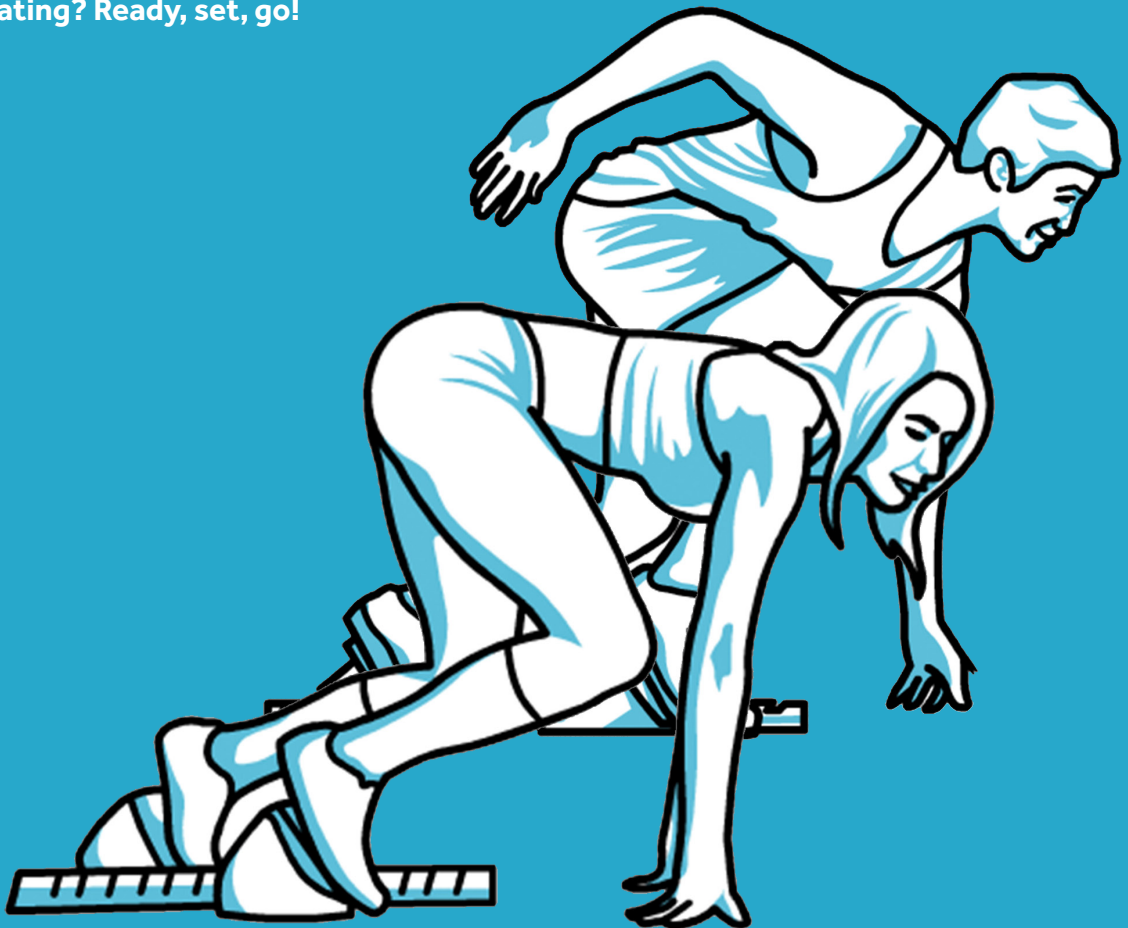
Click to download the perfect voice-over checklist



3. Video creation

Video planned? Check! Now comes the fun part where you get to unleash your inner creative child. In this chapter, we're going to show you how to create engaging explainer videos with VideoScribe but also, how you can scale your video creation into more than one asset (think images, video infographics and realistic mock-ups).

Time to get creating? Ready, set, go!

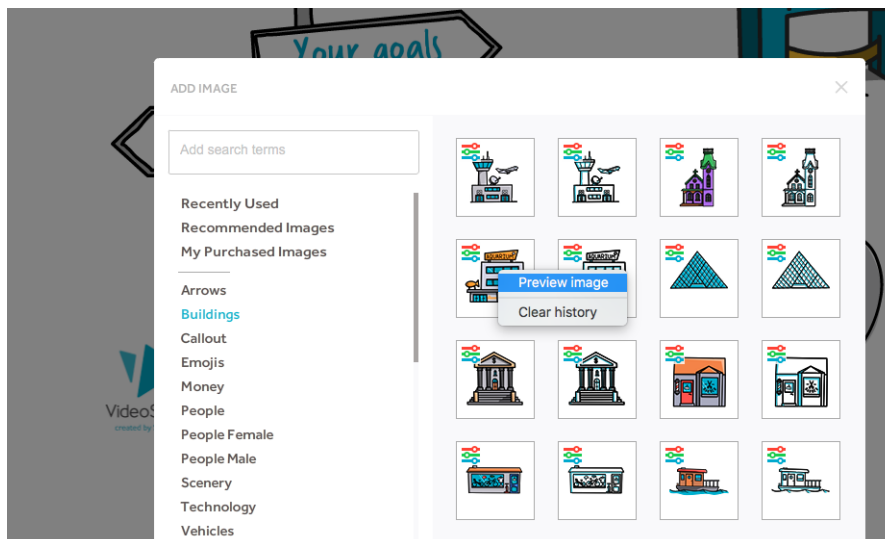


10 helpful VideoScribe features you might not know about

Turning your story and ideas into a visual masterpiece is the fun part! But before you get stuck in, we wanted to show you 10 helpful VideoScribe features that you might not've known about...

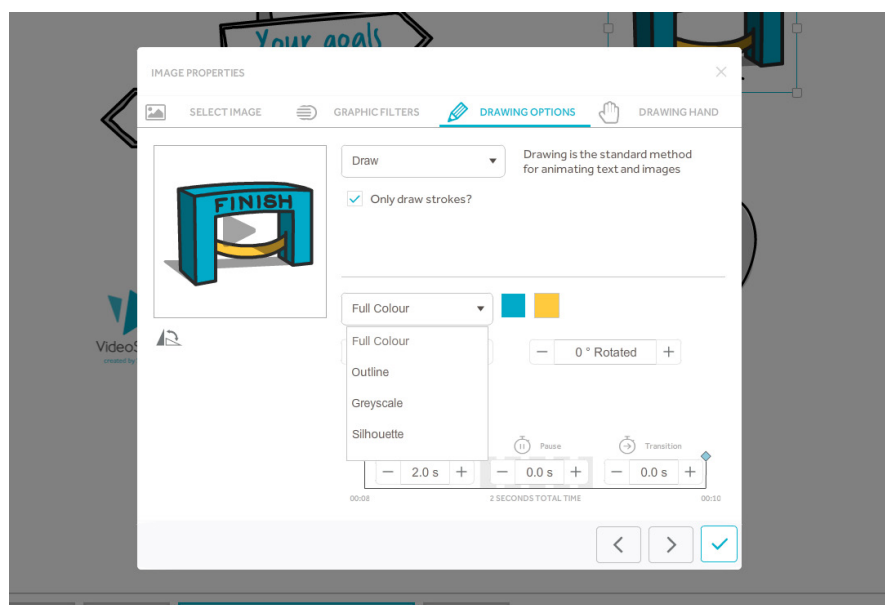
1. Right click to preview an image

First things first, have you ever scrolled through our image library and wanted to see how a graphic would draw before you add it to your canvas? This deceptively simple feature is your time-saving best friend. When deciding what images work best for your video, just right click on the image and select the 'Preview Image' option to see how it'll come to life. You can see this in action below.



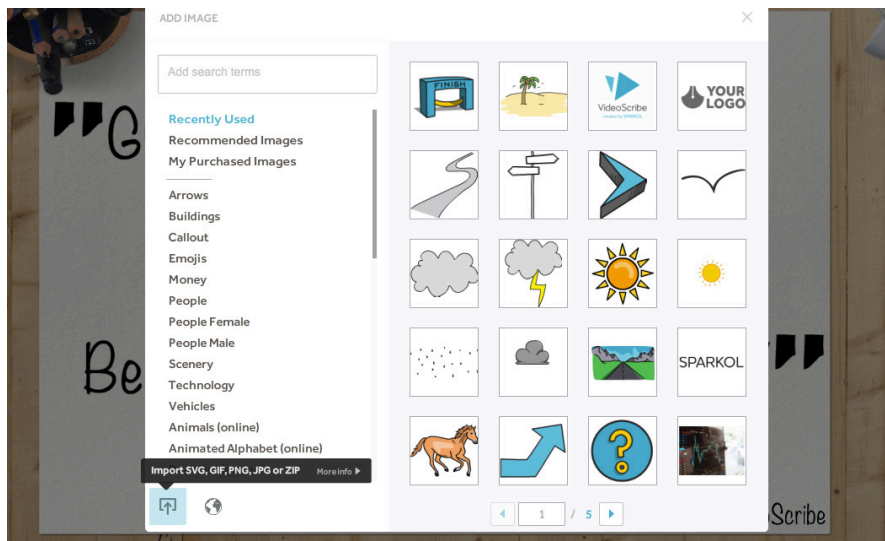
2. Customize our images by changing their colors

While we're on the topic of images, don't forget that what you see doesn't have to be what you get. You can customize the colors of our library images to suit your topic or brand. This is a great option for boosting brand recognition!



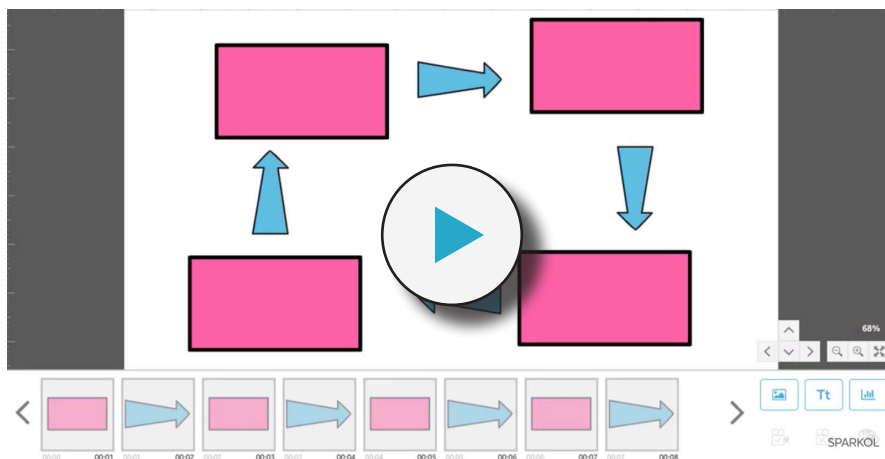
3. Upload your own images from a URL or file

If you have ready-made assets, logos, photos or images that you'd love get more value from by using them in a video, follow these steps. Click the 'Add New Image' button in the bottom right-hand corner and then use the buttons in the corner of this tab to upload an image from a file or from a URL. Just like that your video potential became unlimited!



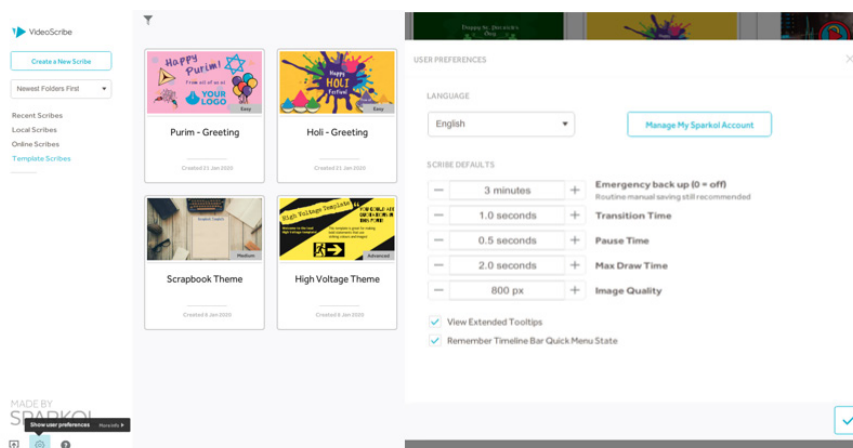
4. Use guidelines to get the perfect finish

To make sure all your striking images and text elements are aligned and precisely where you want them, use our guidelines. Watch this quick tutorial to learn how.



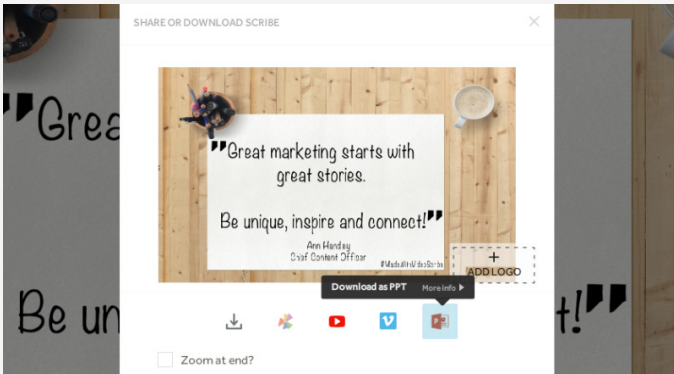
5. Edit your default time scribings

Save time editing your video timeline by setting your VideoScribe timing preferences. This can be done in under a minute and if you ever want to change it you can by following the same process. Simply head to your VideoScribe login screen and click the cog icon in the bottom left-hand corner. From here you can edit the different timing options. You can see this below.



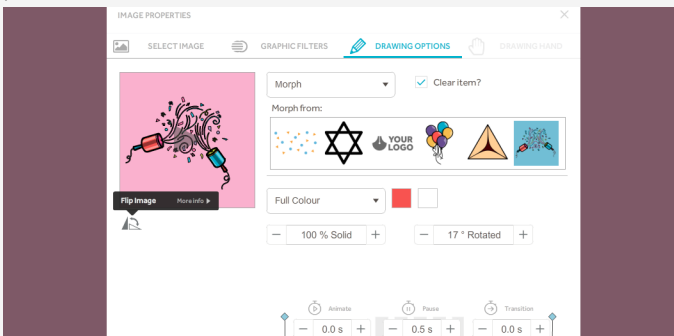
6. Export your video straight to PowerPoint

Save time by publishing your video straight to PowerPoint. Your video will be embedded in one slide with a player for ease of use. Then all you have to do is add the rest of your slides around it. Now your video is guaranteed to play properly, even without Wi-Fi!



7. Flip an image

To make your image fit perfectly with your scene, you might need to flip it. The good news is that this is really easy to do in VideoScribe. Just double click on the image you want to edit and then use the flip icon under the preview to flip it into the right position. You can see this below.



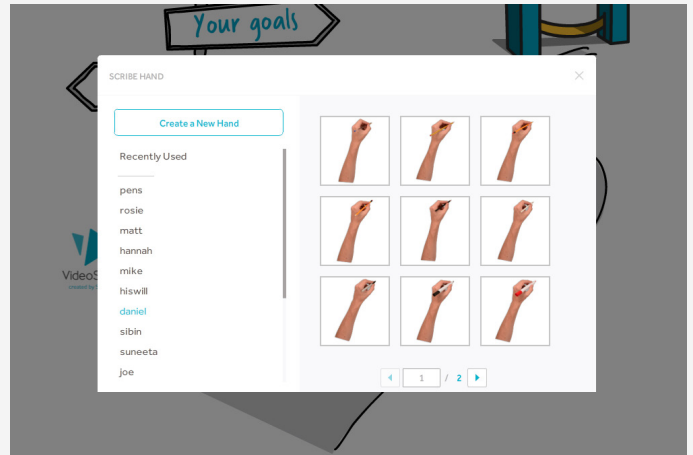
8. Lock background examples

If you've created a background by layering different images and you want to add extra text and elements on top, use the lock tool to fix it in place. Just select the elements in the timeline and click the little lock icon. If you want to move these elements again later, simply unlock them again.



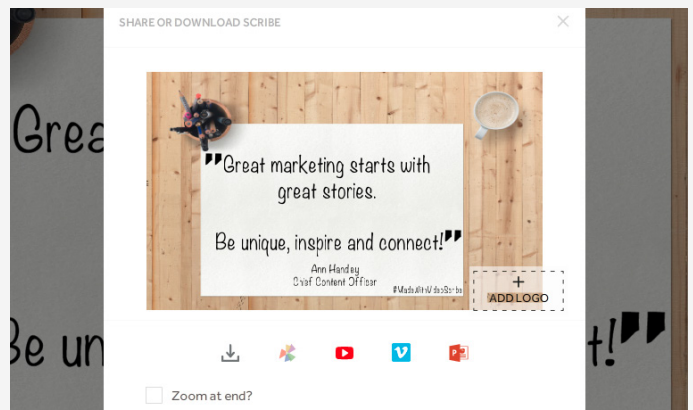
9. Change the drawing hand or upload your own!

Having your video drawn by a pencil, chunky marker or fountain pen can drastically change the look and feel of your video. Switch out the hand that draws your videos to suit your topic and the style of your animation. We have loads to choose from, just pick your favorite from our library by clicking the hand icon in the top right-hand corner.



10. Add your logo

For the final touch, did you know you can add your logo to the bottom right-hand corner of each video. Not only will this help with brand recognition but it also gives your video a professional edge. You have this option when you click the publishing icon in the top right-hand corner. You can see this below.

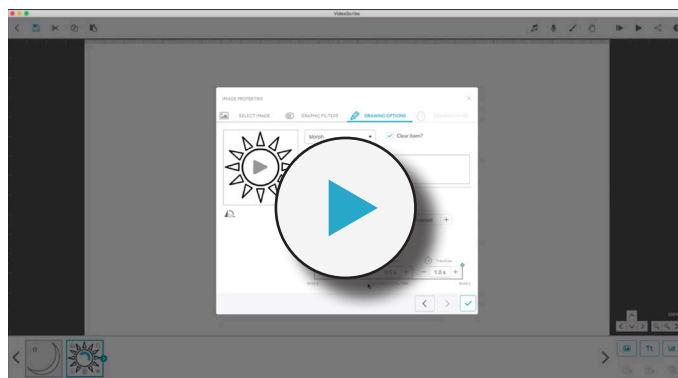


Exploring the 'morph' feature

Now you know about our 10 helpful features, let's look at our morph feature. Morph is one animation technique that's particularly effective and can give your video an extra dimension. With that in mind, video morphing is all about transforming one shape into another by blending them together. Or using the same shape multiple times in a sequence to create an effect of movement. Let's look at some examples of this technique in action in VideoScribe and how you can implement the same technique in your explainer video.

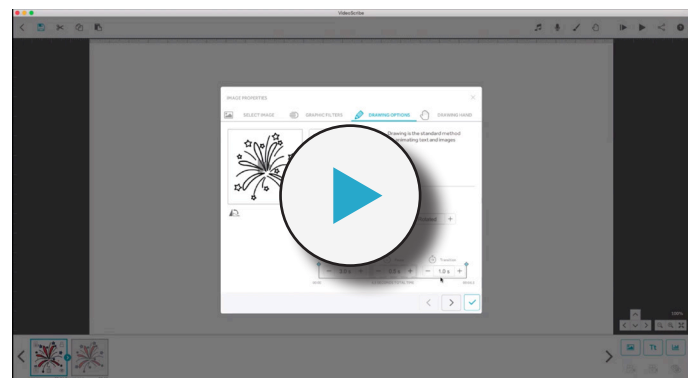
1. Morph an image into something new

This first morph animation technique is the most traditional option in which the lines of one shape come apart and move to form a new shape. It's a particularly effective style to communicate change in videos. That could be day to night, fall to winter, or even transformations like caterpillar to butterfly. See our example and learn how to easily achieve this effect in our tutorial below.



2. Use morph to change the size of an image

Morph can also be used to show an image growing or shrinking by overlapping two different sized versions of the same image and gradually transitioning between them. This technique is great for subjects that develop like blowing up a balloon, a child developing into an adult, or even a beating heart. Find out how to create this animation in our tutorial.



Top tips for success:

- Use simpler images set to the outline style in VideoScribe.
- Pick images that are similar in shape and size to morph between to ensure the effect is clear and professional-looking.
- Keep the transformation relatively fast to avoid confusing your audience as to what the shape is turning into.

Top tips for success:

- Alter the animation time to make your image grow or shrink at your desired speed.
- Put your smaller image first or last depending on whether you want your image to start small and grow big or shrink down.
- Simpler images in outline mode work best for this.

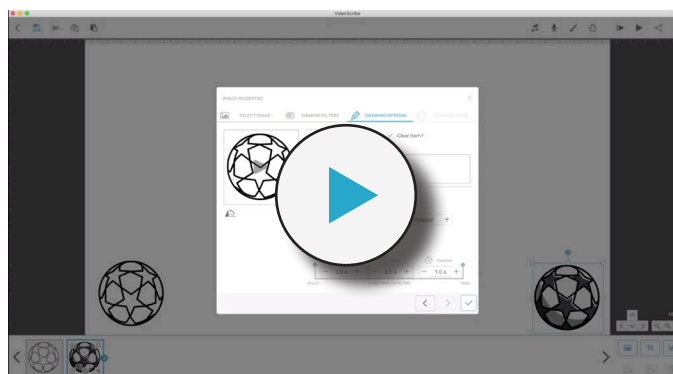


Top Tip time - from Louis in our creative team

"The morph feature is a really slick way to incorporate different animation styles. With the one feature, you can use these combinations to make your explainer video visually exciting for your audiences."

3. Move or rotate an image using morph

If you've ever wanted to make your image rotate and/or move across the screen then morph is the perfect animation technique. Think of a golf ball rolling towards a hole in one, a spinning wheel of offers to promote a sale, or wheels turning on a train. Learn how to create this effect following this tutorial.



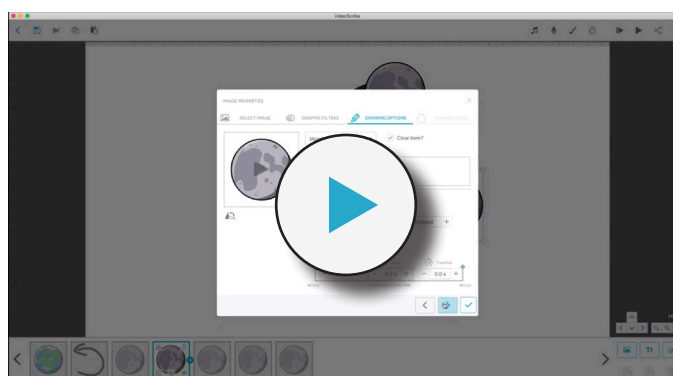
Top tips for success:

- Set your camera in VideoScribe to ensure your animation is focused and the canvas stays still.
- Adjust the animation time to control the speed of your image moving/rotating across the screen.
- Outline images are most effective for this type of animation, so edit your images to be in the outline style.

4. Creating a stop-motion effect with morph

Lastly, with morph you can also create stop-motion effects. If you're not familiar with stop-motion animation, it's a technique used to bring static images to life on screen. It's done by moving an image in small increments so that when the video is played in full, the image moves in that path. In this animation you can also switch between different versions of the same image, for example to change the emotion or position of a character.

With that in mind, it's the most flexible way of using morph because you can adapt it to almost anything. In our example below we show you how to plot the rotation of the Moon around the Earth but you could also use it to plot a journey on a map or a hot air balloon rising in the sky.



Top tips for success:

- For the best effect, make sure your camera stays still on your VideoScribe scene by setting it.
- Keep the pause time between images really low (around 0.3 seconds) and change the animate time to zero to ensure the overall movement between the images is fast enough.
- If you want a smoother animation, add more images in the sequence to make the jumps smaller.

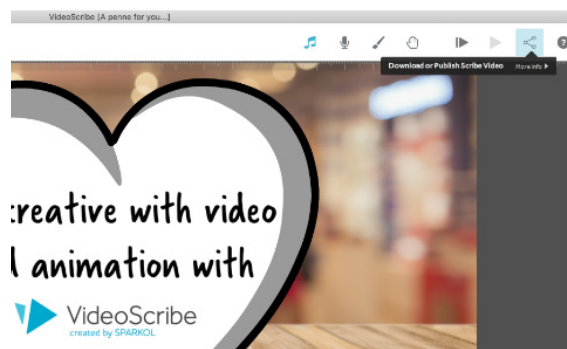
How to: Create JPEG or PNG image sequences from your video

Before we get into how to create JPEG or PNG image sequences, we're going to explain the difference between the two. Both a JPEG (.jpg or .jpeg) and PNG (.png) are two types of image files however, a JPEG uses lossy compression whereas a PNG uses lossless compression. This basically means a PNG image is higher quality than a JPEG (and supports a transparent background - JPEGs do not!).

Why would it be useful to transform your video into an image sequence? Well, generally in situations where you want to use alpha channels, image sequences enable you to capture this. Equally, if you weren't completely sure on the required frame rate, you can export to an image sequence and put it back together yourself. Our in-house creative team can't even remember the last time they exported anything other than an image sequence when using VideoScribe!

So, you now know the difference between the two and you know the reasons why... how can you transform it into a series of PNGs or JPEGs? The process to generate your images has been made incredibly straightforward with VideoScribe.

Step 1: Once you're ready to publish your video, click the 'Download or Publish Scribe Video' button.



Step 2: Click on the dropdown and choose 'Image Sequence (PNG) or Image Sequence (JPG)' depending on the image type you're after.



Step 3: Choose your size and frame rate, then click the Tick button. Now your video will render into individual image frames. Easy as that!

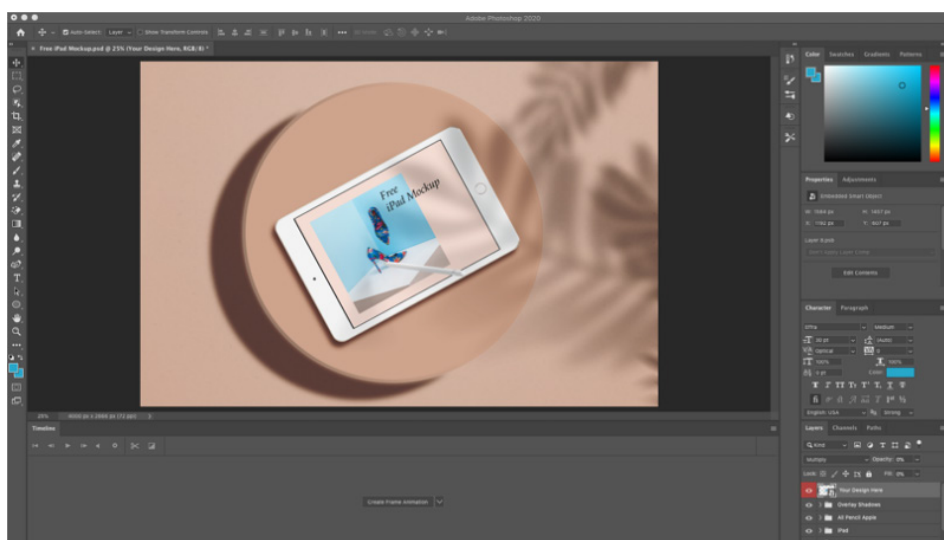
How to: Create animated photo-realistic mock-ups with Photoshop

Mockups are a great way to showcase a website, app or design without going through the laborious build process. It helps you picture a concept and puts them in the perspective of a user with the chosen device or collateral. Please note that this is written with an assumption that you have a basic understanding of Adobe Photoshop and of course, an active Photoshop subscription.

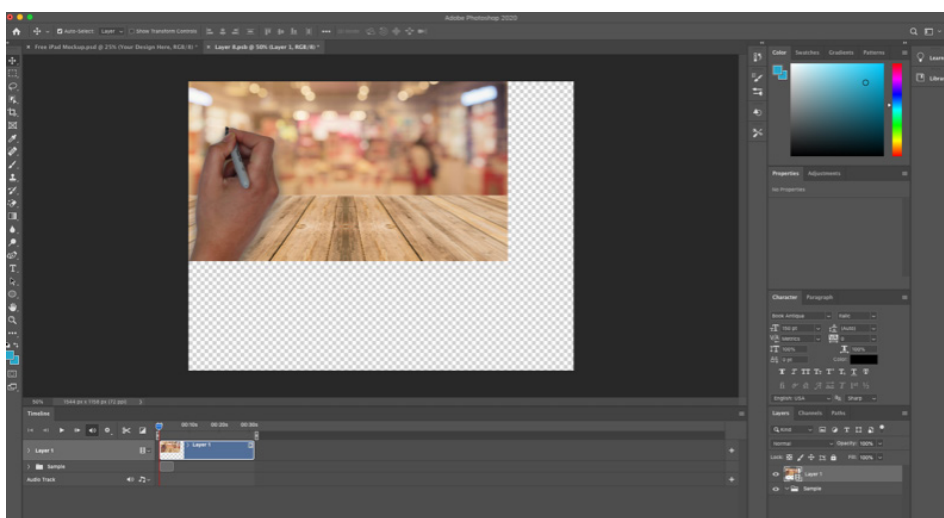
In this example, we're going to show you how to make your video 'play' on a device.

Step 1: Find a .psd mock-up design that you're happy with. We searched 'iPad' to find our mockup.

Step 2: Open your downloaded .psd file in Photoshop and locate the editable screen layer.

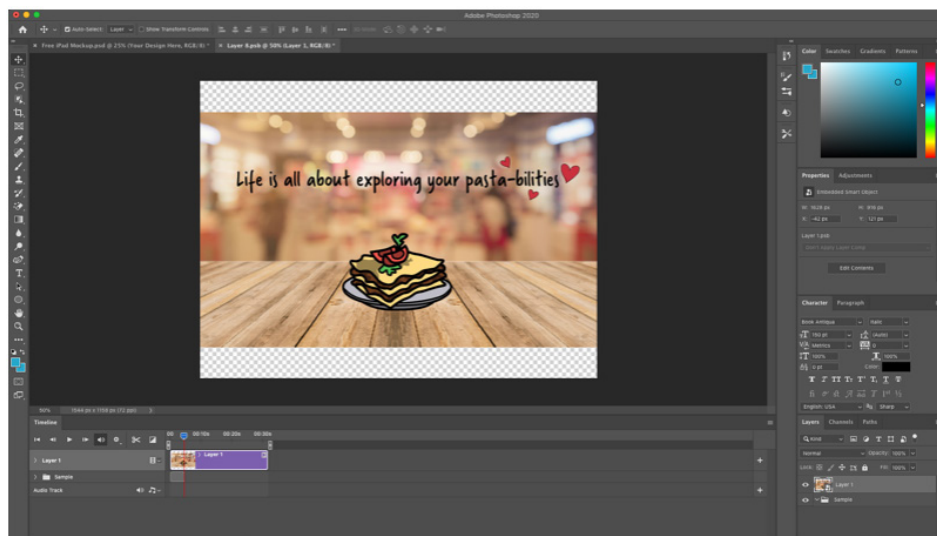


Step 3: Double click on the layer and clear the placeholder content. Once you have a blank canvas, you add in your video file. Click 'Layer', scroll down to 'Video Layers' and select 'New Video Layer From File...'. Locate your video and import.

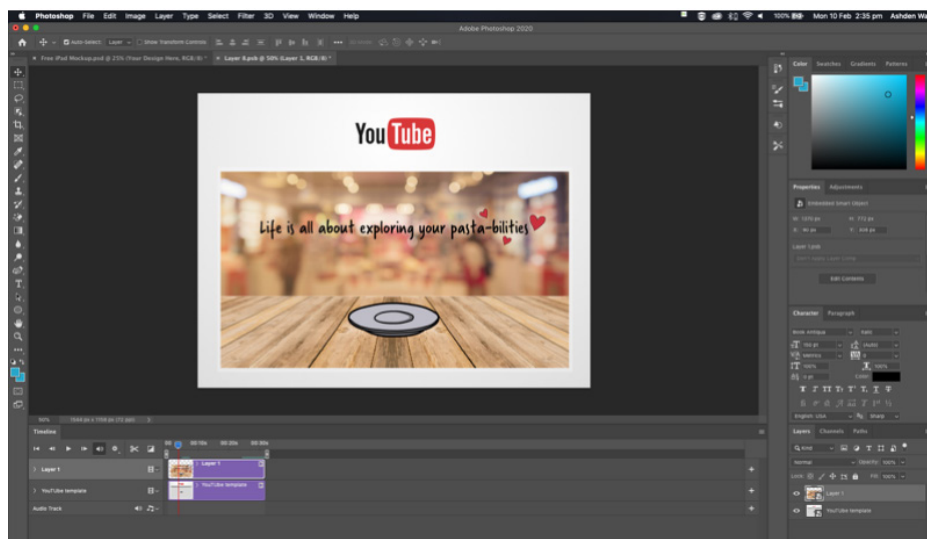


Step 4: Once your video layer has been imported, adjust the size of the video so it fills the canvas. Because our video doesn't perfectly fit the canvas size, we're going to add in a generic iPad background so it looks as though it's playing through YouTube.

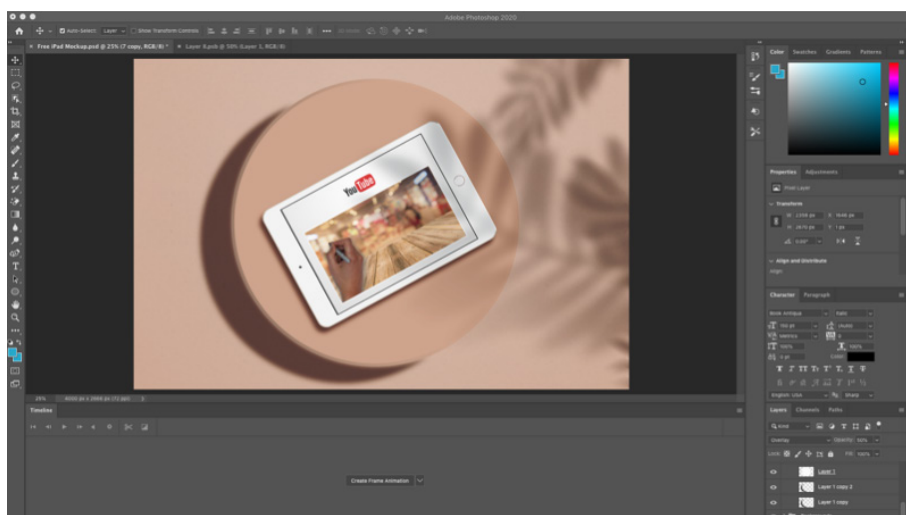
Before:



After:

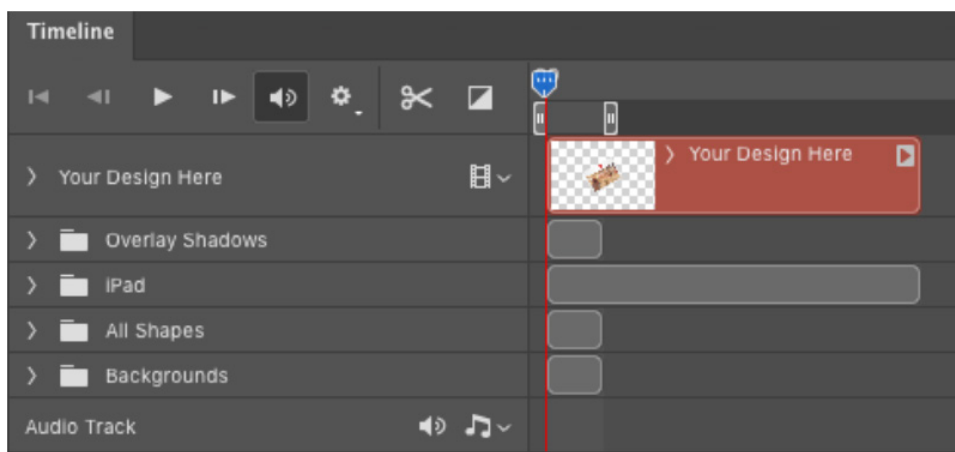


Step 5: Once you are happy with the positioning of your video, click 'Save' and then head back to the master mockup. Here, you'll see the video in situ of the mock.

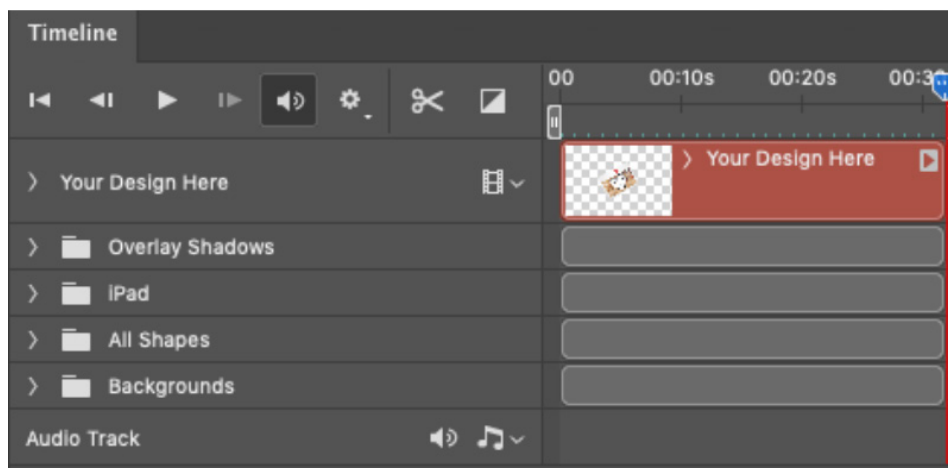


Step 6: Make sure your Timeline view is visible on your master mockup screen and adjust all of your assets "run length" to the full length of your video. That way all layers - including the iPad mock, background and shadow - will be visible for the length of our video. Here's our before and after:

Before adjusting:



After adjusting:



Step 7: With these timeline adjustments, the video and mockup will now play alongside each other. With a few additional tweaks to the primary colors (to make it more in line with our VideoScribe brand), we're now ready to export. Click 'File', 'Export', 'Render Video...', make your preferred adjustments then click 'Render'. That's it.

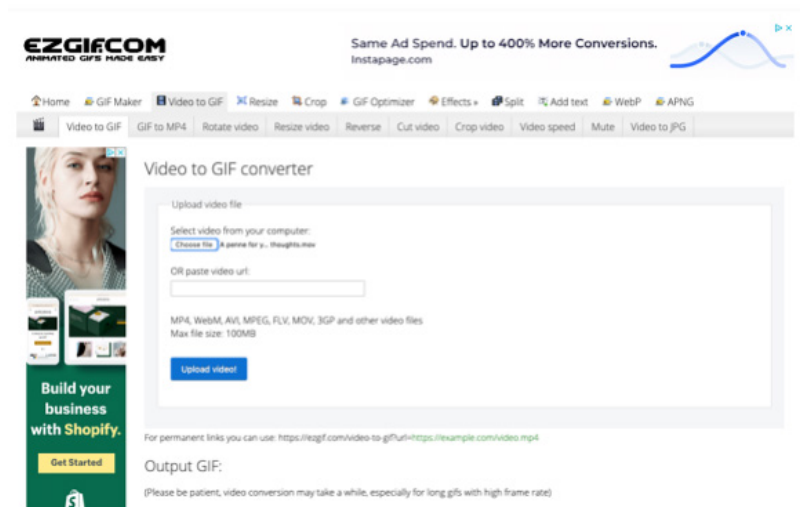


Regardless of how you choose to use your animated photo-realistic mockup, the main thing is, now you know how to do it!

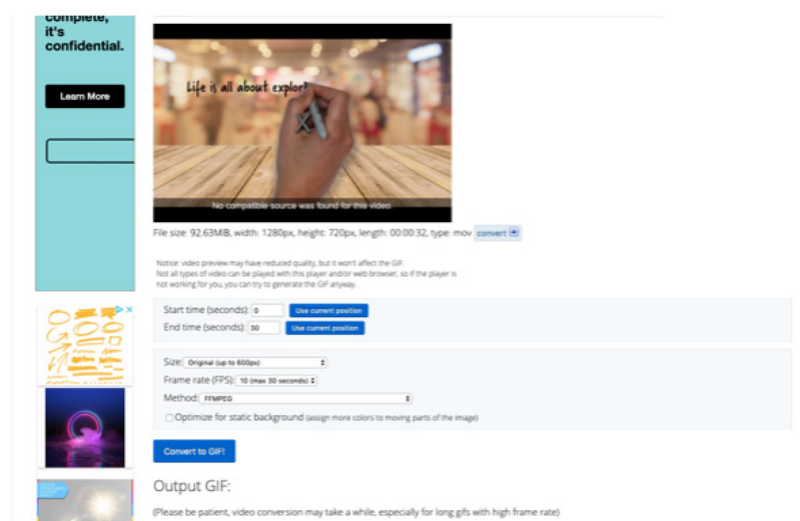
How to: Create an animated GIF from your video

Our preferred free, web-based tool to create an animated GIF from a VideoScribe video is [EZGIF](#). These guys have a range of solutions for video editing and transformation. All you need to do is head to their website, upload your video and get customizing.

Step 1: [Head here](#), choose your video file and click the 'Upload video!' button.



Step 2: Customize the start and end time, adjust the output size and click 'Convert to GIF!' to see the finished result. If you're happy with the output, you can save the GIF directly to your device.



Now that your video has successfully converted to a GIF, we recommend you share it with the world. Where? On your social media channels, your website and through email marketing.

Your social media channels

We love video. You know that. We say it all the time! But sometimes GIFs have their place over video and social media can often be that place. Animated GIFs are ideal for promoting online and can quickly and effectively show your brand personality and creativity.

Email marketing

Like we mentioned above, not all providers support video playing within emails but most support GIFs. Use your GIF to highlight your key message and make your emails memorable. Check out our recent write-up that talks specifically about how we personalized our GIFs within email to improve our performance. Our key tip with GIF creation is to load the last frame first to avoid unsupported email providers loading your first (incomplete) frame. We've made this mistake before so take our word for it!

Before and after (when a GIF doesn't animate and the first frame loads first vs final frame loading first):



By adding the last frame (or another completed frame) to the start of your GIF, this safely ensures that all recipients will see whatever message you want them to see regardless of whether or not their email provider supports animated GIFs.

Website and Landing Pages

Looking to host animated content on your website but don't want to jeopardize your page load speed? GIFs can be a suitable alternative. Often people aren't aware of the factors that come into play when embedding video onto a website. And if you're not up to speed with the technical executions, GIFs can be a safe alternative. They're another alternative to showcase your message, they play automatically and can display a mixture of live-action, animation and text.

However, when you use GIFs on your website or landing pages, make sure they're optimized and compressed to reduce the file size and enhance your page performance. Moz published an article specifically on [how to improve your site's performance when using GIFs](#) which is worth a read if you're considering taking this route.

Regardless of how you choose to use them, GIFs and video are two great ways to get your message online for the world to see.

How to: Make video infographics

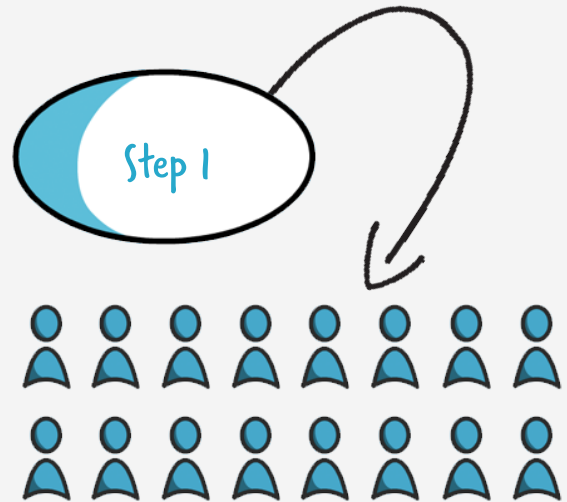
Static infographics can be powerful but do you ever feel like you've been hit by a wall of numbers? It can be difficult to piece together each bit of information to get a feel for the overall trends the data shows. With video infographics, you can take your audience on a journey and hold their hand through the data. Let's look at how you can create your own video infographic in 5 easy steps using VideoScribe.

Step 1: Outline your objectives and target audience

First things first, you need to determine what you want to achieve with your video infographic. Without a firm goal in mind, it'll be difficult to create a targeted video that packs a punch. Your aim could be any of the following:

- Increase website visits
- Convert prospects into customers
- Boost social media engagement
- Enhance your brand with market leading content

Similarly, while all the research you've collected is interesting to you, your audience might not feel the same way. To create maximum impact, keep your specific audience's motivations and interests in mind at all times and position this at the start of your video. If you're not entirely sure what their true pain points or motivations are. Try using the 'five whys' technique to hone in.



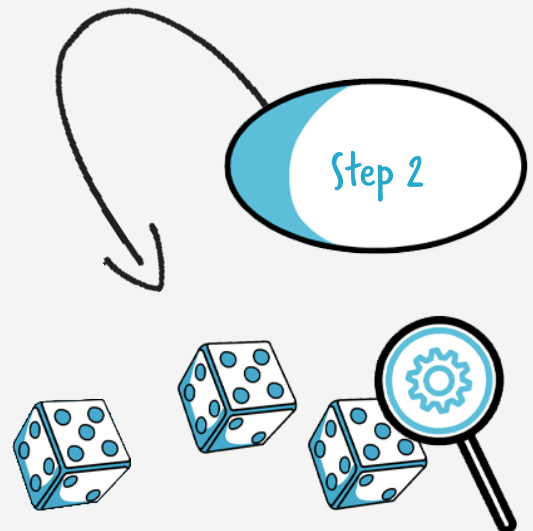
Step 2: Collect and analyse your data

Now you know who your video is talking to and the outcomes you want to drive, gather your data. This could be from:

- Primary research (interviews, surveys, focus groups and business reports)
- Secondary research (industry reports, competitor content and other third party research)

Once you've organized the information and analysed it for key trends, findings and correlations, ask yourself these three questions to determine what the main focus of your video will be:

- What's the core message/trend you want to convey?
- What do you want your audience to leave knowing?
- Which of your results is going to grab your audience?



Step 3: Plan and storyboard your video

Like how you've done with your explainer video planning, the next step we recommend is to plan out your video infographic in full. This doesn't have to be a long process, but mapping out how your video will start, progress and end will make creating your video easier and ensure you don't miss any key information.

The main video elements to plan are:

- What your call to action will be based on your objectives
- Whether there are any brand guidelines you'll need to follow i.e. colors, fonts and styles
- Whether you'll need subtitles or translations into multiple languages that might require additional time to produce

How long you want your video to be - consider the fact that if your video is for social media attention spans are much shorter.

Step 4: Write your script and record your voice-over

It's time to talk voice-overs. You don't necessarily have to have a voice-over at all but consider the fact that your audience is likely to be made up of lots of different types of learners and while visuals help most of us learn, audio can be a fantastic reinforcement.

A script that supports your key points and helps to guide your viewer through the information will help your video to be more memorable and easily understood. We recommend recording your voice-over before you start creating your video as it often determines the pace of your animations and helps you stay on track.

Step 5: Produce your video

Bring on the fun part! Now's your chance to get creative with images, charts, animation and music. You can choose from the thousands of graphics in our library or import your own. But don't miss...

- Adding geographical statistics to our latest map images covering continents and countries
- Creating your own animated graphs and charts to display data
- Making your video even faster with our ready-made templates
- Changing the color of our images to suit your topic or brand

Just like that, you have your own video infographic that delivers results for your organization!



Top Tip time - from Naomi in our marketing team

"Unless your audience is used to reading research papers, they're unlikely to respond well to lots of text. Personally, I think infographics - especially video ones - are one of the most meaningful ways to represent statistics."

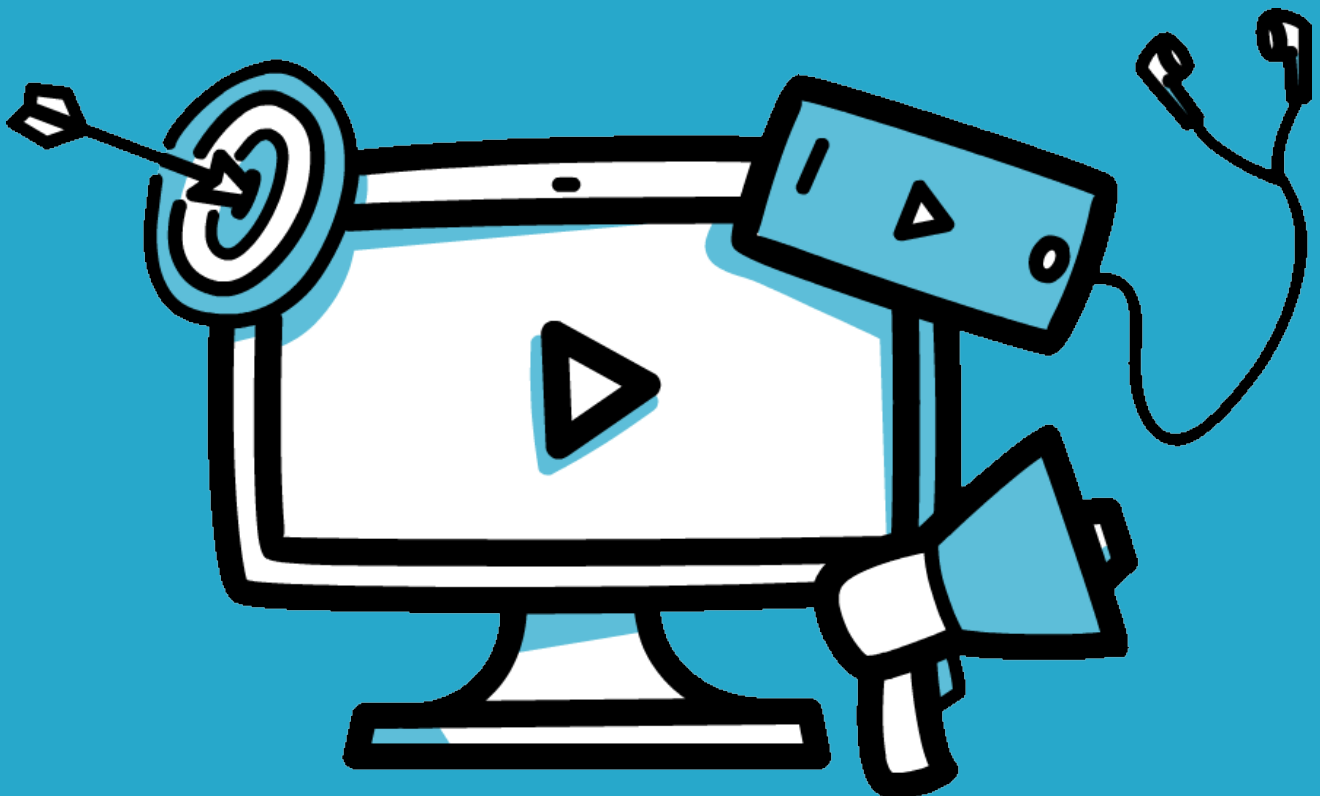
Click to download
the video infographic
template



4. Video sharing

Welcome to the Video Pro club! You have successfully planned and created your video masterpiece. You could just keep it to yourself watch it on an infinite loop. Or (and this is probably smarter), read this chapter on video sharing to see how you can best optimize your videos performance.

Social media, email, website or all? The choice is yours!



Repurposing and scaling your video content: tips and tricks

Like we said at the start of our Video Creation chapter, we believe that for too long, a video was being created for one purpose, on one channel. Now, attitudes to video creation have changed and there's been a significant shift towards scaling and repurposing one piece of video content. In this section, we're covering off how you can scale and repurpose one video asset across 8 different channels - for browser page viewing, emails and social media networks.



Browser pages

Website

Your full-length video is perfect on your website pages. Websites are no longer static brochure sites and visitors expect a compelling brand experience when they go there. Your video can help deliver this by allowing them to consume content quickly and answer any questions they may have about your product or service. In fact, by including video on your website, you are 53x more likely to appear on the front page of Google.

Landing Pages

Now, unlike website pages, landing pages are designed for intent and getting your message across quickly to drive action, which is exactly how your repurposed video should be. For example, if the landing page is about making customized video animations, a viewer wouldn't expect to see a full promotional video that showcases customer testimonials, and multiple features.

They'd be interested in viewing short videos that specifically highlight the customizable features. We strongly recommend having videos under 90 seconds in length on landing pages, especially if you're showcasing a few different videos on the page.

Blog

Blogs aren't too dissimilar to landing pages in the sense that it's about repurposing your video to suit the content of the blog post. Where a landing page is about driving action – perhaps by converting sessions into leads – a blog is about connecting with the reader and increasing ongoing readership levels. The first step is to repurpose the video content to complement the blog. If the blog is about customizing background colors, you wouldn't include a showcase video about adding in custom fonts. Repurposing video content for your blog is all about relevance.



Email

Embedding video within emails isn't as straightforward as you may have initially thought. Surprisingly, the major email providers like Gmail, Outlook, or Yahoo don't support embedded videos with playback. That means, even if you put a video in your email, your subscribers won't be able to watch it or they won't be able to read it at all because it'll go straight to spam. So, what's our workaround? We transform our videos into GIFs because, unlike video, animated GIFs are supported by some of the major email providers. Plus, HubSpot has found that by adding video to your emails, you have the potential to increase your click rates by up to 300%! The animation of the GIF captures the attention of email subscribers and encourages them to click and find out more. We've already covered off how you can create an animated GIF from your video back on page 27.



Social media

When it comes to repurposing video for social media, there are two main considerations: the video length and nature of each channel. When repurposing video content for social media channels, you need to think about adapting your video to suit each channel and the type of content that's expected. Our natural habits on social media are to consume content quickly, by scrolling through limitless feeds for our updates. Because of this, we recommend social media stay within 30-60 seconds, with the exception of YouTube. Let's take a look at some key social channels:

Facebook

Taking the video and adding a community focus is key. Facebook is about encouraging conversations and building engagements with your audience. The more engagements you can generate, the more Facebook loves you! If you do have a voice-over in the video, make sure you add subtitles. The majority of us consume video content on Facebook with sound off.

Twitter

Most of us go to Twitter for news or quick and instant updates so it's essential that the video is stripped back to highlight the main point you're trying to convey. Hashtags are your best friend when it comes to Twitter videos - make use of hashtags and awareness days to feature in the Trending topics section.

LinkedIn

LinkedIn is ultimately a network for professional conversations, workplace advice, and building relationships. When pushing video content out on LinkedIn, be sure to add a professional stance to make it feel native to the LinkedIn channel.

Instagram

The unique thing about Instagram is that it's so much more visual. Content needs to grab the attention of the user almost immediately so make sure your repurposed video has a more "artistic" approach first, followed by the rest of your message. These first few seconds are key to grabbing the eye and attention of the users, encouraging them to watch more and ultimately find out more.

YouTube

YouTube is the second largest search engine after Google so it's a no-brainer to add your video content here. What's interesting is, unlike other social networks, videos over 10 minutes in length can perform better over shorter form videos. Why? Because typical YouTube visitors are there to 'learn' something new so here, your longer-form content could work wonders. Don't overlook the description box - you're missing something if you're not putting links to related content in the first line of the description box. That's where you're going to drive traffic back to your website and hopefully, get people making more purchases.



Keen to find out more? Watch our 30 minute on-demand webinar which talks about how you can scale and repurpose your video content across all these channels.

[Click here to watch the webinar](#)

Social media videos: optimizing your video performance for Facebook, Instagram, Twitter and YouTube

So you've repurposed and scaled your existing video content. Now it's down to understanding how you can optimize the performance of your video across the main social networks. Let's start with Facebook...

Facebook

According to TechCrunch, Facebook's 2 billion users nearly all watch video with an average of 8 billion daily views. Not only that, Facebook's algorithm gives preferential treatment to videos over content that only features text and images, meaning your videos are likely to be seen by more people.

For example, businesses can use social media videos to build relationships with customers by wishing them seasonal greetings. We used VideoScribe to wish a Happy Easter and a Happy Independence Day in both the US and India. Best practice for social media videos on Facebook:

- Plan for silent playback. 85% of Facebook videos are viewed without sound. If your video has dialogue, make sure it has captions.
- Ensure your social media videos relate closely to your brand. Facebook recommends using colors, themes and imagery that evoke your brand at the start of your video so people quickly connect it to your brand.
- Make sure it's suitable for mobile. There's 1.15 billion daily Facebook mobile users which means your social media video needs to suit mobile. Your video needs to have the correct framing and dimensions that work well on a small screen.



Top Tip time - from Leigh in our marketing team

"Social media is an essential channel in the marketing mix and optimizing your videos for each platform should never be overlooked. At the end of the day, your audience can always tell so make sure you put the effort in at the start for the benefits in the end."

Instagram

Perhaps the most visual of all social networks, Instagram, has long been a popular place for video and allows videos to be up to 60 seconds long. There are 1 billion active on Instagram so if you haven't already, consider whether your target audience are active users of the channel and how you can engage them.

Instagram stories are seen by more than 250 million users every single day. Stories are only available for 24 hours which makes them great for showcasing time sensitive offers and deals. One limitation of Instagram is that website links aren't clickable on posts in your feed. Clickable links can only be added to Instagram paid ads, stories or your Instagram profile. Therefore, it is essential that you include your website link in your bio so customers can navigate to your site.

Best practice for social media videos on Instagram:

- Avoid important audio at the start of the video or use subtitles. Video automatically plays on silent when a user scrolls over your video, just like Facebook. Once a user turns on the sound of a video clip, it remains on until they leave the app or turn it off. This setting means that users may not hear the start of the video.
- The ideal length is 30 seconds. According to HubSpot's research 26 second videos received the most comments on Instagram. We scroll quickly through Instagram, so make sure videos are brief to fit with user expectations and behavior.
- Open your video with an eye-catching frame. You're competing with an entire feed jam-packed with visual content. Think about striking colors and movement that quickly grab attention.
- Be creative with different formats. Time-lapse videos are great as they allow you to tell a longer story in the same short video. While boomerang videos are popular because they're often more fun and show personality.
- Post consistently. According to an article from bulk.ly, the ideal number of Instagram posts for a brand is 1.5 per day. But that doesn't mean you have to create brand new content every time. Take your learning from our repurposing section of this guide and consider how you can scale your existing video assets.
- Make the most of hashtags. Use as many relevant hashtags as possible to maximize visibility of the post. Hashtagify is a great tool to find popular hashtags related to your keyword or message.
- Use the correct video specs for stories and posts. Instagram stories should be portrait while stories are square.

[Click here to find out more about the figures referenced above in our blog post](#)

Click to download the
social media strategy
checklist

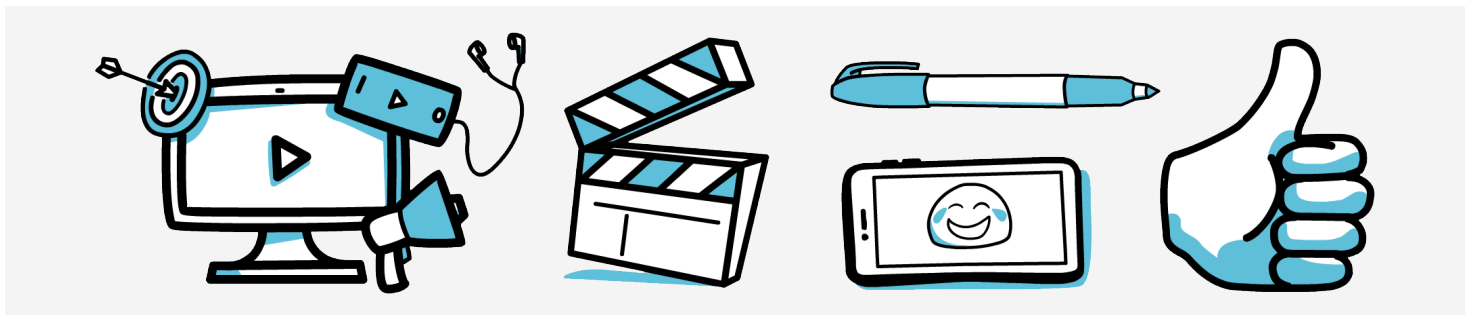


Twitter

There may be fewer Twitter users than other platforms but that doesn't mean its social media video engagements aren't thriving. Users who view Twitter videos are 50% more likely to become aware of the brand. When it's done right, videos on Twitter can increase brand awareness, improve brand sentiment and increase purchase intent.

93% of Twitter's video views are watched on mobile devices so it's really important that your video is optimized for mobile viewing to grasp its full potential. Incorporate captions so users can watch a video on mute and ensure in-video text is large enough for small screens. Best practice for social media videos on Twitter:

- Always think trending. Twitter is arguably the fastest moving platform that's centered around trending content and topics. When creating social media videos tap into popular hashtags, get involved in breaking news and focus on adding valuable and informative content.
- The ideal length is 45 seconds. Just like a 280 character Tweet, Twitter users are used to short updates, in fact, Twitter's #VideoOfTheDay averaged 43 seconds. There is less visual competition on Twitter than Instagram so slightly longer videos work well here. But don't forget how quickly a Twitter feed moves with trending updates.
- Again, use captions. Twitter videos are automatically muted when played, so make sure captions and visual cues are displayed whenever necessary.



YouTube

With nearly 2 billion users worldwide, YouTube is hard to ignore as a social media platform. You can find a video on pretty much anything and it's easy to get immersed in your recommended videos. This makes your social media video strategy on YouTube a little different from the other channels. YouTube is great for creating playlists of 'how-to videos'. Offering viewers valuable information related to your product or company can help foster trust and nurture engagement. Best practice for social media videos on YouTube:

- Create a YouTube video playlist. Consider YouTube as a digital library where you can categorize topics into various playlists. For example VideoScribe uses YouTube to categorize helpful tutorials and tips, new features and inspirational scribes so that our followers can find them easily.
- The ideal length is 2 minutes. Hubspot found that a 2 minute video is the optimum length for engagement as users are used to watching slightly longer content.
- Research keywords. Focus each video on one or two keywords, making sure that the word features in the title, description, metadata and tags. This helps your video be found on YouTube and in Google search results.
- Include links to your website. Including links back to your website in your description as well as other relevant links to your YouTube channel will also increase your chance of retaining views.

5. Measuring video performance

What makes a video "good"? Is it the number of views, or perhaps the level of engagements? In this chapter, you'll learn how you can measure the success of your videos.

This is your final chapter of our ultimate guide to video creation!



How to measure the success of your video

You've made it to the final chapter of our guide! At this point you're probably wondering how you're going to measure your video's performance and what you can do to make your next video even better. With a wide range of digital touchpoints available to share video content to your target audience, it can be hard to tell what's working and what's not just by quickly scanning video views. That's why we've created a list of important video performance metrics that'll help you understand the success of your video. To make it easier for you, we've created a free downloadable video reporting template. Just add in your figures and it'll do the calculations for you!

Begin with a goal

A well defined goal is critical for any marketing strategy, including developing a video campaign. Your goals could include increasing brand awareness, brand engagement, more website views or more conversions. When choosing your goals it's important to pick just one or two goals for each video. More goals may leave your video feeling unfocused making it difficult for viewers know what they should do next. You also need to understand your target audience when creating your goals. It's essential to build a profile of your target audience with factors like age, background, existing knowledge of the topic and audience size. Now it's time to talk about metrics. We've broken it down into two categories that'll help you gain an understanding of video performance: engagement and conversions.

Measuring video engagement

Video engagement is critical for revealing how many people are responding and interacting with your video content. It can tell us if viewers will learn from the material and absorb the information. If a video is engaging, we'll want to share it with friends and colleagues. It's also a determining factor with Facebook's algorithm for boosting your videos reach. Here are some metrics to track your video's engagement:

View count

View count, also known as reach, is the number of times your video has been viewed. This metric is great if your goal is to increase brand awareness as you may want your video to be seen to as many people as possible. However, if you are trying to reach a niche audience, a high view count may not be important to you. It's also important to note that video views are reported differently on each social platform - i.e. a view is counted as 30 seconds on YouTube, 3 seconds on Facebook, 3 seconds on Instagram.- so make sure to check out what counts as a view before you start tracking.

Play rate

Play rate is how often your video was played in comparison to how many times your video was shown. The percentage can be worked out by looking at the number of people who played your video divided by the number of impressions it received.

A higher percentage is desirable, as it determines how relevant or appealing your video is to your audience. A low play rate could mean that the content is not relevant for your target audience.

Likes, shares and comments

You're probably familiar with social media's likes, shares and comments. All of them together are a good indicator on how popular your video has been. If a viewer has taken the time to like your video, it's probably a great piece of content which is relevant to them. Comments can show the emotional effect that the video has had on the viewer. Shares are equivalent to word of mouth marketing. The more shares your video gets, the more credible and trustworthy your brand is and also extends the reach of the video. Facebook has said that 48% of views on Facebook come from shares.

Watch time

Watch time refers to the total amount of time viewers have spent watching your video. It's easy to get excited by a high view count as people are watching your video. However, if you want to see how your video is actually resonating with your audience, then you want to look at the watch time. It can be a strong indication of what information viewers saw and missed based on when they dropped off. Looking at watch time can also help you find the length of your next video. Not only that, if your video is 10 minutes long and people are only watching it for 1 minute, this could be a sign that your video isn't engaging with your audience and in turn, isn't speaking to the right audience.

Conversion metrics

Conversions are the number of leads or customers that you have gained thanks to the video content. They may have filled in a form, subscribed to your blog or made a purchase. If your goal is conversions, always include a type of call-to-action at the end of your videos. Make sure that you direct the audience to a website or landing page so that they can take the next step.

Click through rate (CTR)

Click through rate (CTR) is the number of times someone has clicked on your video call-to-action (CTA) to the number of times it has been shown. CTR is calculated by dividing the total number of video clicks by the total number of views. This is a great indicator of how effective your video is in encouraging someone to do the desired action. To improve your CTR, make sure that you have a clear and bold CTA and it's shown at the right time of your video. You can look into viewers watch-time trends to identify where people are dropping off to improve your videos CTR.

Conversion rate (CR)

Conversion rate is the number of times visitors completed your desired action divided by the number of clicks on your CTA. Video is known as a fantastic tool to increase conversion rate and we know that adding a video to your landing page can increase conversions by 20%. A tip to increase your video conversion rate is to make the video relevant to what your audience wants to know at this point of the funnel.

Return on investment (ROI)

This is an essential metric if you're using paid advertising to promote your video. Return on investment (ROI) answers the question: is the video cost effective? First, you need to calculate any costs you spent on producing the video as well as the cost of advertising or promoting the video (the total cost of investment). Next, calculate the sales produced from your video by tracking how many conversions were generated (return on investment). Then the percentage can be worked out by looking at the return on your investment divided by the total cost of investment.

Now that you have your video metrics, it's time to put them in place and incorporate them in your video marketing strategy. No matter how you use video in your marketing mix, understanding these key metrics can help you understand and improve performance.

Click to download
the video reporting
template



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