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Tips for Creating Corporate Videos by [James Edward](#)

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Corporate videos do not have to have a brusque business-like theme that has no emotional hold on the viewers. With a few ideas and a willingness to experiment, you can create a corporate video that is not only factual but captivating and exciting to watch too. Below are a few tips to help you do exactly this:

Create a Concrete Plan

A good well-laid plan outlining every step of the filming process is not only necessary for corporate videos but any video as well. The plan acts as a guide and streamlines the filming process, removing the guesswork and ensuring smooth workflow. The video should have an introduction as well as a closing. You do not have to have a pre-written script for all videos. Some times the key to making a video interesting lies in the spontaneity of the actors. A corporate video is meant to act as a confluence point between a business and its customers. Short videos work best, especially when these are meant for the internet. Staff training videos, however, can be made longer but still within reasonable limits.

Take into Consideration the Intended Message of the Video

If what you intend to address with your corporate video is how a certain product works, it would be a good idea to have a short video overview for this purpose. Customer testimonials are good fodder for a great corporate video. You can share industry information between your business and customers through your video.

Get Independent Opinions

It is possible to sometimes become so immersed into the video-making and filming business that you lose sight of the bigger picture. That is why it is advisable to get an independent review and opinion of a third party with no vested interests in the video. This can introduce a completely new perspective into the video and help you avoid making mistakes that would otherwise prove costly afterwards. Don't take it personal if you don't get positive feedback. Try as much as possible to keep an open mind and you might end up getting amazed by how much you had overlooked.

Get a Costs Breakdown and Budget Beforehand

Before embarking on your project, it helps to have a professional work out a complete budget for your video. The cost can be considerably lower or higher from what you had initially estimated and it pays to get a figure as close as possible to the real thing to avoid undue inconveniences. This is especially true if you have never done something like this before. If you only have a limited budget but would like to incorporate tools such as animations, try and provide as much material as you possibly can to the animation company since this can considerably cut down the charges. But do not automatically assume that your video is entitled to be shoddy just because funds are low. You can add some cool effects at little cost to your video and turn an otherwise drab video into a real work of art.

Article Source:

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