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The Best E-Commerce Video Production Tips by Contrast Design

Article published on February 13th 2012 | Marketing

Are you trying to create the best possible corporate video? There are many reasons why your business could do with a high quality, corporate video. Perhaps you need to train your employees but they are situated in various parts of the country? Or maybe you are trying to sell your products/services to potential customers?

If youâ€™re wondering how to create the best possible e-commerce video then the tips below should help. Remember, you are trying to sell your product and/or services. Therefore the video needs to capture the attention of your customers and tell them why they should choose your company. If you want the best results then it will take time to produce the best quality video.

Tip #1: Keep it short and to the Point

Your customers will typically make up their minds whether or not they want to buy your product or service within the first minute of seeing the video. Therefore it would make no sense at all to create a corporate video that is more than 3 minutes long. Your customers have a short attention span and will become bored very quickly. Think of TV advertisements. All of the big companies keep their advertisements around 30 seconds long. Keep it short and to the point if you want the best response.

Tip #2: Make it Catchy but Not Too Catchy

If you are hoping to convey a professional image then you donâ€™t want to make a cheesy video. You want it to really capture your customerâ€™s attention and leave a long lasting impression. If you arenâ€™t sure how to do this then you may want to seek help from a professional company.

Tip #3: Make Sure You Show the Product in Use

Ideally you should show the product or service being used. This gives the customer the chance to see how the product works and how easy it is to use. Think of car advertisements for example. You almost always see the car being driven. The same applies with toothpaste. You always see a model cleaning their teeth. No matter what your product or service is, try to show it in use in the video if you can.

Tip #4: Consider Using a Professional Video Production Company

There are many good video production companies available in the UK. They create hundreds of corporate videos each year. Therefore they know exactly how your video should look. If you are new to creating a corporate video then letting a production company take over can be a great idea. They will design and shoot the video for you. You will just need to give details about the company, the image you want to send out and the product/service you are selling. Contrast Design is currently one of the best top quality, professional UK based video production companies.

Article Source:
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Contrast Design - About Author:
Contrast Design offers a complete corporate video production solution, using fresh creative ideas tailored to your companyâ€™s exact requirements. We provide support through all steps of the video production process, from creating the initial project plan to helping you make the most of your a video after the launch, saving you time and money.
Our expertise goes way beyond a video production; our team members all have solid digital marketing, technical experience and business backgrounds. We donâ€™t just work for you; we work with you ensuring our video solutions meet all your business objectives.

Article Keywords:
Corporate video Company, Video Production Company

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