



20 Online Video Mistakes That Can Diminish Your Company's Reputation

Video content has become a must-have for businesses worldwide. According to HubSpot, adding a video to your landing page can increase your conversion rate by up to 80%. Video content also makes you more discoverable on search engines and fosters trust with your clients.

However, there are plenty of ways online video marketing can go wrong. Here are 20 online video mistakes you should avoid to protect your company's reputation.



#1: BEING AFRAID OF VIDEO

According to HubSpot, 78% of people watch online videos every week and 55% watch every day. If you haven't started producing video content yet, you're losing out on a lot of potential traffic. So don't hold yourself back by letting perfection be the enemy of the good. That means you don't have to buy an \$8000 camera to get the job done. You probably have all the photography equipment you need on your cell phone. The key thing to do is just get started. That alone will provide you with an education on what it takes to create the kind of video that works for your brand.



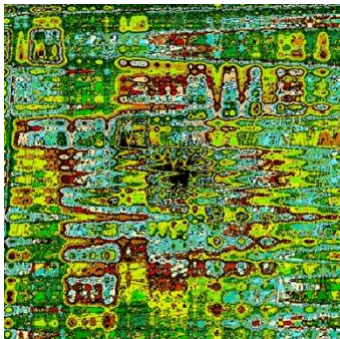
#2: DON'T MISS THE FOREST WHILE YOU'RE WORKING ON THE TREE

Online video shouldn't be a standalone marketing tool. So don't invest so much in the finished product that there's nothing left over to invest in the rest of the campaign. With current spending levels of 44% on digital marketing set to increase to 54% by 2024, marketers are waking up to the leverage video can offer to power a campaign. Just make sure you reserve enough resources to convert all those potential prospects to sales, and that you understand exactly where it fits in the grand scheme of your marketing campaign.



#3: GOING WITHOUT A PRODUCTION PLAN

One of the reasons why producing online video can be daunting is all the planning it requires. However, there's a good reason for pre-production planning. A solid production plan includes a well-written script, a storyboard to help you visualize the video, and a shot list to help organize the shooting schedule. Without a tight plan, your production could run aground at the worst possible and most expensive time – while you're shooting it.



#4: COMPLICATING THE MESSAGE

Popularized by modernist architect Mies van der Rohe, the concept "less is more" has been around for more than a century. It makes great sense for your corporate online video too, and for all your advertising for that matter. The easier your concept is to understand, the better the response from your audience. Don't lard it up with complexity, even if you think it will make it unique. You're better off spending that time simplifying the message as much as possible.



#5: TRYING TO GO VIRAL

Do yourself and your production team a favor and don't list "going viral" as a goal for your video. It's virtually impossible to predict what type of content will go viral, and even if you manage to crack that evasive code, it may not serve your business. A more attainable goal is to have increased conversions, which is more likely to happen when your video is targeted towards the relevant

audience and not the general public, most of whom are probably not your target audience.



#6: FORGETTING TO TELL A STORY

We human beings love stories, and their ability to humanize your product or service can play a big role in helping you break through the clutter. Getting your audience to laugh or cry with a well-crafted beginning, middle and end for your video will elevate your pitch way beyond just selling because you're tapping into their deepest emotional needs. Beware though – use that power only for good.



#7: INCLUDING TOO MANY DETAILS

While you want to make sure you hook your audience in the first three seconds of the video and you have enough information spaced throughout, avoid packing-in anything that is unnecessary to the overall message. That's what brochures and websites are for. Information overload is a major reason people tune out and click away from your video. In short, inform and motivate, but don't overwhelm the viewer.



#8: TAKING PRODUCTION ELEMENTS FOR GRANTED

Even small and medium-sized enterprises can achieve a cinematic look with readily available, non-professional equipment. Be cognizant of casting, lighting, clothing, location or set design, shot framing and so on and so on, ad infinitum. A Google search of how to keep track of and optimize production elements will yield a wealth of free resources. The trick is following through. On one of my first productions, I'd neglected to consider how important pancake makeup is to minimize facial shine. After the on-camera narrator (my client) commented that she looked like she'd just completed a marathon, I never again forgot to bring makeup along on every shoot.



#9: CASTING ANNOUNCERS VS. ACTORS

Whether your video will be driven by voice-over or you will have a presenter on camera, the right personality can make all the difference. With multiple exceptions, announcers typically have a subtly different skill set than actors. Announcers specialize in “presenting” products and services, whereas actors – the good ones, anyway – have the ability to embody your brand’s characteristics and even enhance them, depending on the script and their particular skill set. For 19 other tips on getting your online video done right, even if you’re doing it yourself, download our free white paper at gerryhanlon.com/oops #SmartMarketing



#10: RESTRICTING YOURSELF TO YOUTUBE

This video-hosting giant is the number one choice for most brands; however, this doesn’t mean you should only distribute your video on YouTube. Consider other hosting platforms like Vimeo that can carry your video just as well, and can expand your options for higher-quality delivery and easier downloading.



#11: SETTLING FOR A MUSHY BRAND STYLE

Without a distinctive style, your video can appear generic and get lost in a sea of videos competing for attention online. Defining a unique or at least clean style sets you apart from the competition and helps attract the right customers. That might mean exploring clever editing tricks, using an unusual color palette, making sure the music hits the right emotional chords and so on, ad infinitum. Or just put a cat in the opening segment and call it a day.



#12: NEGLECTING SEO

No matter how wonderful your video is, it will go to waste if people can’t find it easily. Use search engine optimization to make your videos discoverable. Include keywords in your video titles, add a video transcript and use an engaging thumbnail that people will want to click on.



#13: USING CLICKBAIT MENDACIOUSLY

Here's the thing: clickbait titles can actually work. A well-crafted clickbait title cleverly uses keywords that some in your audience are searching for, and leaves the reader hanging, wanting more information. That said, we all know how annoying bad clickbait titles can be. And it's not such a leap of faith to assume that it will only make potential customers mistrust your brand. If you promise your audience eight surprising facts about a particular topic, make sure that all eight are truly unexpected.

#14: NOT RECOGNIZING THE POWER OF SOUND



It's so easy to get caught up in the visual elements of the video and neglect the sound. Remember that audio is a very important part of the video, helping to create a mood and move the story along. (Where would Darth Vader be without his theme music?) Good sound rarely inspires gratitude in your customers, but bad sound definitely elicits negative reviews and can make you look amateurish. Pro tip: don't use your camera microphone to record audio. A separate sound recording that's close to your source of sound is virtually always better.



#15: OVERSPENDING ON PRODUCTION

Production value can be defined as the total value you can get from a particular set. Not all your videos have to be considered Oscar-worthy for them to convert; in fact, sinking your budget to get that Hollywood shot is no guarantee that your customers will respond to it. Figure out what you can afford with your budget, then milk your resources (set, equipment, talent) for every dollar they're worth. Not only will this give you a reputation of creativity, but it can also save you money and time in the process.



#16 of 20 Online Video Mistakes That Can Damage Your Company's Reputation: IGNORING BRAND COLLABORATION OPPORTUNITIES

Your customers have lots of interests beyond your product or service. You can take advantage of that and burnish your brand by partnering with other relevant brands in mutually beneficial relationships. Not only will the brands benefit – your audience will appreciate the insight into their lifestyle and complementary interests that you brought to the table.



#17: NEGLECTING CELL PHONE USERS

Incivia reports that mobile video consumption increases by 100% every year. So you want to make sure your video looks good on any size screen. For example, wide shots of expansive landscapes are way less impactful on a phone screen, whereas closeups of faces (and talented cats, of course) can usually work pretty well. One other tip to note – more than 80 percent of cell phone users typically hold their screen in portrait vs. landscape mode. While this is disturbing to many pro videographers, it's just the way it is. Shoot your video accordingly.



#18: MINING VIDEO ANALYTICS FOR THE WRONG INFORMATION

Serious marketers know the value of analytics for a campaign. However, when it comes to video, many mistakenly think that more views automatically means it's a more successful video. Lots of views without a direct tie to generating revenue ignores the reason you created a video in the first place – to improve the bottom line.



#19: NOT MARKETING YOUR VIDEO

After you develop a video to promote your business, it's time to promote the video itself so it reaches as many people as possible. This includes sharing it on your company's social media and

placing it on prime real estate on your website. For longer-form videos, producing a trailer and some clips to entice your audience can keep it short and still enticing.



#20: TAKING YOURSELF TOO SERIOUSLY

Just because it's a corporate video doesn't mean you shouldn't have fun with it. People respond to brands that have a personality and a sense of humor. Where it makes sense, inject some light-hearted moments into your video for maximum engagement. Careful, though. There's a fine line between what's funny and what's clownish. Be sure to get feedback from people you trust before releasing any material you're not certain about.