

Video Advertising Is One Of The Best Ways To Create A Call To Action

by Pippin Lowe

"Lights, camera, action!" When it comes to video advertising the operative word is action, and specifically a call to action. First and foremost your video needs to have information in it that the viewer will find useful. I can't count the number of videos I have closed out after the beginning 15 seconds were only, "buy from us" pitches. In essence, the game is played that you give something of value, and in return you will get a quality customer.

So how do you accomplish this end game with video advertising? If you have a new idea, or unique perspective on an old concept you're ahead of the majority of video producers. Good quality video is important. There is nothing wrong with a Powerpoint or Camtasia presentation which has a voice over. But there are a few guidelines you should follow for such a production.

1. Don't spend a long period of time on one slide or image. To linger on one visual is boring, and video always has action at the core of its medium. For a Powerpoint presentation go to Flickr.com or SXC.hu for some free images. Another method of getting free images is to go to any pay image site, see what they have for your topic, then go out and shoot your own photos with a similar twist. Don't have time, or a digital camera, then just buy the images. The best quality offered is not necessary when doing video advertising, medium quality images will work just fine.

When working with a computer screen capturing program like Camtasia or CamStudio use your pointer to give emphasis to your vocal point of view. Also when you can, pull in for close-ups, or scan out to give a broader image. Just mix it up to give the viewer a reason to keep watching. Many instructional videos would actually make a better audio recording, because so little care is given to the visual part of the production.

Of course no matter how great your visual production is you aren't going to win any awards for your video, but if you play it right, you will gain a prize in the way of a new customer.

2. End with your call to action. Generally this will be a "visit my website for more details, or the excitement of another wonderful product, or if you can -- a free offer". Your goal here is to move, quite literally, from the video to your sales process. Don't be shy about it, but then again don't be pushy, or arrogant. Speech like "only I can..." is a call to action for the viewer to think of who else can perform better than you. You don't want to shove the viewer toward your competition. But if you don't tell them to do something they will do nothing.

3. Make your website address, phone number or other means of contact be the last thing the viewer watches. This is the only visual that needs to linger for at least 30 seconds. You have to give the viewer time to write it down, or to directly follow through on your call to action.

Do not take up the entire visual screen with your call to action. Also when doing video advertising don't just tell the viewer to follow the link below the viewing screen. At times people will actually download your video, burn it with others of a similar topic to a DVD, then watch them all on their television. Many TV's don't play the videos at the same screen size as the computer does, so your web address will be cut off if it takes up the entire screen. Pull it in from all the edges a bit.

In light of people creating DVDs I'm sure you can guess why you shouldn't put your call to action as just a request to follow the link below the video. What link!?

Video advertising is one of the best methods of getting your message out to the public. By creating informative, visually interesting productions you can be assured people will not only watch your video, but will also respond to your call to action.