

Making a Successful Video

Note on use: Video is a distinctive communication medium, with its own strengths and drawbacks. While the production process can be more intensive than most other channels, videos have the advantage of connecting the viewer emotionally to a story—something that can be difficult to achieve through print or slide presentations. To ensure a video has the intended effect on its audience, consider the following four steps and tips.

Four Stages of Video Creation and Release



Preproduction Considerations

Preproduction is arguably the most important part of the video process. Creating a plan for your video, if done correctly, saves time down the road and ensures that the video meets your needs.



Clarifying Your Video's Goals

- Who is the target audience?
- Why would they choose to watch this video?
- What will they know at the end that they did not know before?
- What do you want them to do after watching the video?
- Why is video the best channel to get your message across?
Should you be considering other communication channels?

Making a Successful Video (cont.)

Production Tips

Production is the filming or recording process. Considerations like staff, equipment, talent, and space should all be taken into account when planning and scheduling production. We also encourage you to read through the tips below.

1 Don't overstay your welcome

In as little as ten seconds, attention wanes, and by two minutes, much of your audience will have stopped watching. Get to the point, then get out.

2 Talk with the camera, not at the camera

A conversational and natural tone is essential. If reading a teleprompter makes you stiff, try improvising. If improvising makes you anxious, try reading. If you want someone in the room to interview you on your subject, ask them to.

3 Go light on set-up

You can almost certainly explain the context quicker than you think you can. Front-load your insights. What if someone only watches for 20 seconds? Make sure they still get your message.

4 Be concrete (where you can)

Real-life examples, if cited concisely and clearly, make your message more credible and more powerful. Even if you cannot use the name of your example, relaying what "your colleagues are saying," or "what one staff member we spoke with experienced," can enliven your presentation.

5 Be prepared

Without exception, video subjects who have prepared for their shoot do better (and look better) than those who have not. Preparation styles vary: some prepare bulleted talking points; others write a script; still others jot down notes. The important thing is that you have thought through the structure, content, and wording of what you are going to say.

6 Be counterintuitive

Have something to say that is contrary to conventional wisdom or expectations? Explain (briefly!) to the viewer how and why your insight is counterintuitive.

7 Provide surplus value

The viewer should learn something of significantly more value than the time they spent watching the video.

Making a Successful Video (cont.)

A Successful Video Launch

Creating a great video does not mean it will be watched by the intended audience. Videos typically require a content marketing effort. In other words, they need to be “pushed” to the audience via an email, or posted in high-traffic channels, to encourage viewing. Keep in mind—the titling and surrounding text can make or break the success of a video because that is what viewers assess to decide whether or not to watch, or ignore, it.

Measuring Success

After launching a video, it is valuable to track its success. There is no one perfect metric for measuring a video’s impact, and we encourage you to choose metrics based upon your specific goals. See selected metrics below.



Selected Metrics to Measure Video Performance

- Number of unique visits to the video
- How many time the video has been player
- How many times the complete video has been played