



HOW TO

**INCREASE REVENUE**

& MAXIMIZE YOUR BUDGET WITH

**VIDEO**





## A big, big thank you!

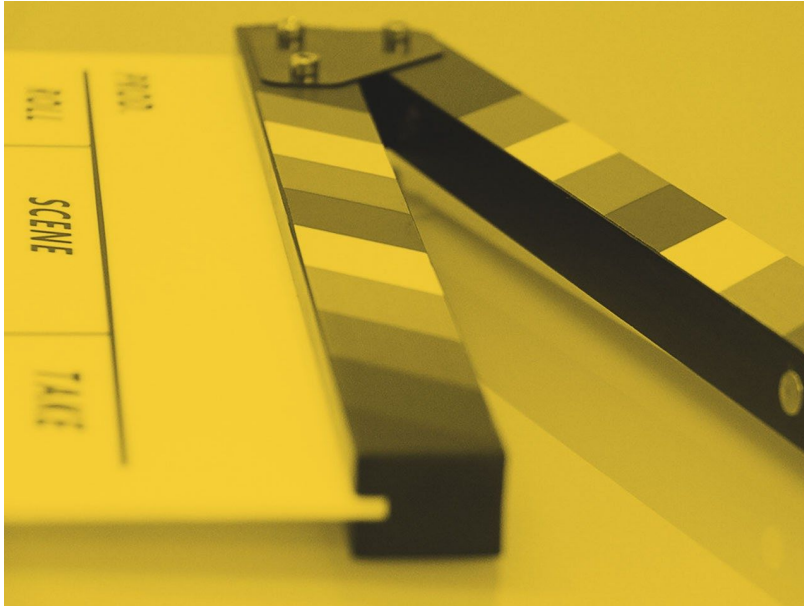
Right from the start, we just want to say thank you for downloading this guide! We hope you find it helpful and informative.

If you have any questions, please don't hesitate to reach out to us at [info@kinomountain.com](mailto:info@kinomountain.com).

Alright, enough of the preamble. Let's get you started down the path of creating a great video for your company!

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## The Two Most Important Decisions for Creating Successful Videos



According to [Tubefilter](#), 500 hours of video are uploaded every minute on YouTube. That's over 700k hours of video a day! Which begs the question: how can you make a video that stands out above all the noise and capture your customers' attention? Where do you even start?

That's why we created this simple guide: **to help you create videos that your customers watch so that you can increase revenue and maximize the effectiveness of your budget.**

With over fifty years of combined experience here at Kino Mountain, we've learned a thing or two about what makes videos succeed. There are a lot of factors that go into making a video successful, some of which are entirely out of your control. Fortunately, there are two key decisions that will greatly improve the success of your video no matter what the size of your budget is.

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## DECISION #1: Focus on Your Customer



In a world where there is more input than ever before, focusing your video only on what matters to your customer is more important than ever before. Psychological studies have shown that we constantly filter out information that is not essential to us, so that we use less brain power on things that are unimportant and dedicate more energy to what we believe is critical to our survival or flourishing.

Simply put, creating videos from a customer-centric perspective is essential to the success of your video. This may sound like a no-brainer, but you'd be amazed at how many potential clients we've talked to who focus on their product, the benefits of a service, or even flashy shots that *sound* cool before they give a thought to what their customer would want to see.

With so much input out there, is video the best use of our budget? According to an 2019 [Animoto study](#), video ads were the #1 way consumers discovered a brand they later purchased from. So potential customers watch videos...but will they see yours?

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On top of a relevant message, we also have to overcome distraction. Your customers will likely watch while scrolling through a social media feed, playing a game, or eating lunch. This is why it's essential to narrow down the content to what matters to them most.

To make sure your message is relevant and can grab the attention of distracted viewers, ask yourself the following questions:

- Who is your customer?
- What problem are you solving for that customer?
- How do you want the viewer to feel during/after watching the video?
- What action do you want the viewer to take after watching the video?
- How and where is the viewer going to view your video – how is it being promoted?

Also, if you've developed customer avatars in-house, this is a great opportunity to apply one or more of them in one or more videos.

## **DECISION #2: Define Your Goals**



How do we know when we've created a successful video? What does success even look like?

Whether this is your first time making a video or not, setting goals is essential to feeling confident that your budget was spent on a valuable piece of content. Creating baseline and

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stretch goals for the video will let you know what's working and what could be improved with your future marketing efforts.

Three types of goals for your video include:

**Awareness:** This is the most broad reach type of goal. A video designed to create awareness generally focuses on entertaining the viewer so they will share it as widely as possible. A general rule of thumb is that a customer needs to interact with your brand six or more times before they feel comfortable purchasing a product or service. This video can be a great touchpoint in the journey toward their first purchase and onward to becoming a repeat customer.

**Education:** This goal gets a little more specific. It speaks to customers interested in your product or service and who want more information. Product demos, unboxing videos and explainer videos are all examples of this type.

**Engagement:** The goal of this video is to call the user to action. Maybe it's promoting a limited time offer that prompts new customers to sign up, or returning customers to buy. It could also incentivize users to like or share some aspect of your business on social media.



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# Three Biggest Factors That Impact the Budget



There are a lot of factors that go into the budget. Since this is a quick start guide, we won't go into them all here. However, when considering your ideas for your video, there are three factors to keep in mind that can greatly impact the budget.

## FACTOR 1: Days & Locations

The number of days it takes to shoot the video is one of the biggest factors in determining the budget. A good video production company will work to fit as much as possible into the day, but there are industry guidelines that limit the amount of hours cast and crew can work.

Think of a production day in blocks of time: setting up equipment for the day takes an hour, lunch is thirty minutes, moving the camera to a new setup is 30 minutes, moving crew and equipment to a new location can take an hour or more, etc. There are a lot more logistics involved in production than just setting up and shooting!

Limiting the number of locations (without sacrificing too much quality) is a wise choice. Not only does it immediately lower the budget, but it also reduces the number of variables that can impede the process, ultimately giving you more control over the finished product.

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## FACTOR 2: On-Screen Talent



Finding the right on-screen talent for your company can be a challenge. Oftentimes, customers will suggest using someone in-house to be in front of the camera. However, reading off a teleprompter or memorizing lines in a script are harder than they seem. People who are not accustomed to being in front of the camera can say they'll be comfortable, but until the lights turn on you won't know for sure, and by then it may be too late. Over the years, we've seen our share of people freeze up completely.

This often makes hiring professional on-screen talent worth the investment—though that doesn't mean it's easy! It takes time to find the right person who is appropriate for your brand. Some auditions comb through hundreds of eager actors to find the right fit. This process can take several days to several weeks, depending on your area and the specifics of the talent your video requires.



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## FACTOR 3: Graphics & Animation



Unless you plan to edit the project yourself, post-production is where most of the budget will be dedicated, period. The time it takes to edit one minute of finished video varies anywhere from 30 minutes to 4 hours for basic editing and graphics to even more in some cases (green screen work is one example).

Graphics and animation significantly increase the time it takes to edit. Adding animation has been a big trend in the last couple years, and for good reason: when done well dynamic animation looks great and can add to the *production value* of your video. (Production value is a term often used to describe a level of technical quality). It also saves the production team from shooting on location.

However, the inevitable trade off is that with animation the entire environment has to be designed from scratch. Depending on the level of detail, this can be costly and time-consuming.

Don't get us wrong: we love animation. However, it requires a lot of time to craft and therefore should be considered carefully when it comes to your budget and goals.

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# Three Essential Videos for Your Business

There's no one-video-fits-all solution for your business. We've worked on hundreds of videos over the years and have had clients ranging from local townships and mom-and-pops to Fortune 500 companies. That experience has proven time and time again that if you don't currently have these three videos, they are a great place to start:

## 1. "About Us" Video

The "About Us" video can be one of the most effective sales tools for your business. Why? Over 80% of people say that they've been convinced to buy a product or service by watching a brand's video according to [WyzOwl](#).

We live in a world where trust is harder than ever to come by. Even though our lives are increasingly tethered to digital technology, we still desire to connect with another human, especially when it comes to doing business.

When a customer is clicking around the web looking for a solution to a problem, they're looking for a trustworthy vendor. Being able to see the people who work in a business as they explain how they operate is a great way to separate your company from the competition.

A lot of businesses are so busy that they don't even find the time to take staff photos, much less make a video. Having a video that shows who you are, what you do and why you're passionate about it can give you an edge over the competition who haven't taken the time to make one themselves. According to [Review 42](#), 81% of businesses use video as a marketing tool. What about in your industry?

Here's a quick exercise: check out the websites of your competitors and see if they have an "About Us" video. If not, it's a great opportunity to stand out in your market. If they do, then it is high time to catch up and produce a video that will make a customer consider calling you rather than the competition.

We've been making these types of videos for years and have seen fantastic results for our clients. Here's one example we made for our client, Promotional Partners. The owner, Olivia

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Scott, has told us she has received great feedback on the video and landed a number of clients as a result of displaying it on her website.

#### **Promotional Partners, “Overview”**



*(click to view)*

## **2. Product or Service Explainer Video**

The explainer video is one of the most commonly watched types of video on YouTube. In fact, according to the [Wyzowl survey](#), 96% of people have watched an explainer video to learn more about a product or service. Why?

A video that details exactly how your product or service benefits your target customer is incredibly valuable to that customer. It's faster than reading about the product, and seeing the product on video is far superior to only a few still images. It's a great opportunity to educate and entertain your audience. These videos are popular on YouTube because when done well they increase trust and belief in a product or service.

Check out a couple examples of this type of video below. The first video was made for Seizmik, a UTV accessories manufacturer. It details their door product. The next video was made for Bell and Howell. It details a digital locker product that has become a great way for students to securely access packages without the college having to keep staff on duty.

*(videos on the next page)*

## SEIZMIK, “Doors”



(click to view)

## BELL AND HOWELL, “Clever Box Story”



(click to view)

### 3. Customer Testimonial Video

Customer testimonials are one of the biggest conversion factors on a website. According to Newswire, [92% of consumers](#) are more likely to trust non-paid recommendations than any other type of advertising. If you want to supercharge a video's effectiveness, produce a video that shows how your service or product takes customers on a transformational journey. The benefits include of this type of video include:

- Builds customer trust.
- Validates and simplifies the customer's buying decisions.
- Adds credibility for your business.
- Improves your brand presence.

All these factors drive a customer's behavior and can significantly increase your conversion rate. This allows website visitors to see how someone in the same position benefited from working with your company. We cannot underestimate the power of this type of video in increasing trust and turning visitors into customers.

Here are a couple examples of Customer Testimonial Videos we made for our clients Del Bianco and Bell and Howell.

(videos on next page)

**Del Bianco Prosthetics & Orthotics, “About Us”**



*(click to view)*

**Bell and Howell, “Customer Success”**



*(click to view)*

## Closing

It's clear that video can be one of the most powerful tools available to increase conversion and drive purchase behavior. However, in a media-saturated environment, it's more important than ever to be intentional about the way you produce your video and convey your message to make sure it's an effective sales tool for your business.

At Kino Mountain, creating customer-centric videos and increasing engagement by crafting powerful stories is what we've been doing for over eleven years. With over 50 years of combined filmmaking experience, our team is ready to produce effective videos for your business.

For help, questions, quotes or feedback on this guide, give us a call at **919.355.2725** or email at [info@kinomountain.com](mailto:info@kinomountain.com).

We wish you the best of luck to you on all your video efforts. Thanks again for reading!