Video marketing is taking the advertising world by storm. Did you know that viewing an online video increases the likelihood that a consumer will purchase a product by 85%? Companies that implement video into their marketing campaigns are significantly more successful than those that do not. You might think that your company can experience greater return on investment by producing a video advertisement in-house. Unless you have a professional team of video producers in your company, that simply is not the case. Take a look at the 7 Deadly Sins of Ineffective Video Production and then let us know if you still think you can produce an effective video on your own!
Off Target Concept

All too often, video marketers try to produce the funniest video in an attempt to go viral on the internet. Unfortunately, the vast majority of these attempts fall flat. In fact, advertisements that attempt to be funny have very little influence with regard to increasing consumer intent to buy, and may even negatively impact consumer purchases. When producing commercial video, it is important to have a concept that relates to the product being sold. Advertisements that are astonishing, exhilarating, or inspiring will fare far better than failed comical commercials.

- Only 3% of advertisements that are supposed to be funny hit the mark.
- A study of 6,500 advertisements found that humor did not improve sales.

Using Only User Generated Content

A common trend today is to utilize user generated content in advertising. However, research has found that professionally produced video has a higher rate of understanding by consumers and increases brand recognition in comparison to competitors that utilize user generated content. Making use of user generated content puts the advertising of your company in the hands of the user and not the marketing team you have worked hard to develop. To avoid erosion of your brand’s image, you need to use professional, not user generated, video advertisements.

- 62% of online video viewers prefer professionally produced video, over video produced by an amateur.
- Professionally produced video has a 60% higher point lift for brands in terms of share of choice.
Surely you’ve seen a commercial with delivery that is so lackluster it’s almost laughable. You probably didn’t proceed to go out and buy that product, did you? A strong advertisement should not be painful to watch. The delivery should appear believable, not stiff and unconvincing. Consumers already have a tough time trusting the advertisements they see. Don’t make your advertisement even more unbelievable for them by delivering a video that sounds completely scripted and unrealistic!

The problem with taking the amateur route is the lack of experience that accompanies a non-professional video producer. Amateur video producers make countless mistakes that you cannot afford to have in your advertising videos. Overusing the zoom feature, letting the camera fall out of focus, and breaking filmmaking rules like the “180 Degree Rule” and the “Rule of Thirds” are all critical mistakes that will negatively impact your video advertisement.

• **180 Degree Rule** - A video shoot is depicted as a circle with a line down the center separating the subjects of the shoot from the cameras shooting footage. To prevent audience confusion, cameras should never cross the center line.

• **Rule of Thirds** - A video shoot is divided into 9 equal segments divided by 2 equally spaced horizontal lines and 2 equally spaced vertical lines. Points of interest in the shoot should be placed along these lines to generate greater viewer interest.
There is no quicker way to portray your company as cheap and unprofessional than to use a poor quality video advertisement. Bad audio and poor lighting significantly decrease the quality and consequently give your company the appearance of not caring about quality. It is nearly impossible to produce a video with high quality lighting and audio without professional equipment and experts on hand to address issues like ambient noise and poor lighting. If you want your video advertisement to position your company as a professional and expert in its field, you need to seek a top quality video production company.

You've put so much effort into producing your final video. The last thing you want to do is use an unsuccessful video campaign! Creating a strong campaign for your video advertisement requires serious consideration of the audience, platform, and logistics of implementation. Here are several questions you should ask before delving too deep into a campaign strategy.

- What types of videos will be displayed before or after the video you’re posting?

- What is the demographic breakdown of the network’s viewing audience?

- Does the network allow viewers to skip advertisements?
Did you know that every minute another 72 hours of video is uploaded to YouTube? Your video has a lot of competition so it is absolutely critical that it is unique and original. Producing video that looks and sounds like something viewers have already seen is the quickest way to bury your video beneath the thousands of original videos uploaded every day. What makes your video worth watching if it says the same thing as every other video out there? It can be overwhelming trying to produce original video content, so here are a few tips to help you get started.

• Brainstorm with your team.

• Study other content and learn how to be different.

• Know your audience.
Remember, poorly produced video will negatively impact your advertising efforts. All it takes is one bad video to ruin the shining image your company has spent time and money to develop. Take the time to find a firm that will help you produce an exceptional video. The cost may be a little more, but the return on investment will be far greater!