

7 COSTLY MISTAKES

of Creating Videos For Marketing
and Communication Managers



So you've just had a meeting with your marketing or communications team and it's been decided that a video is the best medium for the company's latest campaign.

Videos are a **fast, effective advertising tool to get your brand noticed, or as an internal strategy for explaining what's new within your company.** But making sure you get your money's worth with a message that's presented in a smart, engaging way is easier said than done.

Perhaps your task is to find three quotes from three video suppliers, preferably within the state or country. But how can you be sure you're dealing with the best suppliers that can be trusted to deliver on time and help meet KPIs? After all it is your job and reputation that's on the line.

At Punchy Digital Media, *our mission is to grow your business using videos.*

We've been doing it for years, helping everyone from small businesses to ASX-listed companies to government agencies. We know all there is to know about what to do—and what **NOT** to do—to create a successful video.

For the first time, we're offering an insider look at **how to avoid 7 costly mistakes** in your animated video campaign.

By avoiding these mistakes, you will:



Save time



Save money



Maintain greater oversight and quality control



Lower your investment risk



Increase your potential for success



01 Shop LOCAL

If you're going to pay premium for a professional video, you want the video to be done locally. Fact is, **most video providers offshore the work** to countries with a significantly lower cost of living. Those workers can do the job for a lot less . . . and it shows in the quality of their work.

Ask yourself: do you want the script written by a non-native English-speaker? How do you know if your video is original or merely a template with your information plugged into it?

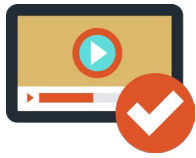
Choosing a video provider like Punchy Digital Media allows you to meet our terrific team of designers in Melbourne and Sydney. We hold ourselves to the highest quality standards because it's (and your) reputation on the line.

By the way, there's no downside dealing with a supplier that's in a different state. All work is done by email/phone conferences to keep the process streamlined and efficient. Trust us: we've created hundreds of videos and, if needed, a Skype/Google hangout will always suffice. However we're more than happy to come in and have a chat with your team and you can even visit us as well.

Got questions? Call us any time. Got last-minute changes? We make those usually on the same day you ask. There's no middleman and no delays caused by offshore work hours or holidays.

See our quality for yourself:

www.punchydigitalmedia.com.au/portfolio



02 Get PROOF

Before you sign a contract to have your animated explainer video made, **make sure you've seen proof** of a video production company's capabilities.

Sadly, some companies feature stolen video examples on their websites, or display logos of well-known brands to dupe unsuspecting clients into thinking they provide that same level of quality.

Get proof of a video provider's capabilities and quality by:

- ✓ **Asking for references (just like you would on a job interview)**
- ✓ **Check to see if videos on their website are on their actual clients' websites/online**

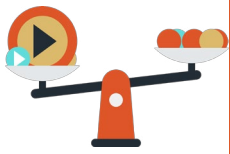
If the provider can't provide examples, or claims client NDAs prevent them from sharing samples, that's a red flag. After all, their talent is why you want to hire them.

Another red flag is the promise of a video that will go viral, as that's very difficult to achieve. Explainer videos rarely, if ever, go viral. Viral videos get millions of views usually because they contain something shocking, controversial, or wildly entertaining—descriptions smart businesses avoid to keep the focus on what they're selling.

At Punchy Digital Media, we put our money where our mouth is. Here are just a few case studies and websites where you can see our work.

Need to see more?

[Just ask](#)



03 Scope CREEP

If a video provider gives you a cheap quote that's **too good to be true, you're right. It is.** Usually that means your video will be made either in Pakistan, India, or the Philippines. It might be made in Australia, but be prepared to pay for revisions and other hidden charges that turn that cheap quote into a costly invoice.

That's what's called Scope Creep. It happens when the scope of a project isn't properly defined. For example, revisions may cost extra or may be limited in number. When you think about it, this is unfair, because the nature of the work is **CREATIVE**. You should expect changes in the process of perfecting the message, and you should be allowed to make those changes. That's why Punchy Digital Media provides unlimited revisions at each stage of the process.

Before you assign an agency:

- ✓ **The expectations/project parameters are clearly defined.**
- ✓ **Check how many revisions you're allowed**
- ✓ **Check if there are extra fees**

Speaking of project parameters, here at Punchy, script changes generally fall outside the scope. Why? Script changes might mean changes in design, which results in a complete re-do of a scene. Script changes might add length to the video, which means adding more animation.

Since creating animation is time-consuming, it's very difficult to move backwards in the process. That's why we require a "sign off" on the script before we start designing or animating.

TIP

Make sure all parties in your organisation involved in the project approve the script before you sign off on it. Let them know it's going to cost extra if they decide to change the script later on.



04 Realistic DEADLINES

If a company promises a video within a few days, be very wary. You don't want to sacrifice quality and rush a project. Tight deadlines of a week or two is possible, but we advise going for a shorter video (which is better anyway) if that's the case.

Typical turn around times at Punchy Digital Media are fairly fast. It's the back-and-forth of getting revisions and feedback that drags out the process.

- Script** : 24-48 hours turnaround on first draft
- Storyboard Design** : 5-10 working days
- Voice Over** : 24-48 hours
- Animation** : 5-10 workings days

Realistically, you should budget for about 4 weeks. If there is a tight deadline, let us know beforehand. We have been known to meet crazy deadlines, producing videos from scratch within a week or two. However, there are express fees and we only accept them on a case-by-case basis.



05 ONE Message

Too often we see clients trying to cram too many messages into one video, e.g. introduce the product/service, list all the features, show how it works, and show how it benefits each industry.

This is a bad idea.

Your video will ideally run between 30-120 seconds. That's not enough time to go into each and every detail, and you don't want to spread the message too thin. Also keep in mind peoples' attention spans are short. Information overload might prevent them from watching the entire video, thus your message is never heard.

We recommend one video has **one core message, one target audience, and one call to action**. In other words: keep it simple. So go back to your campaign and decide what core message and outcome you want to get across.

If you find you've got multiple messages for multiple audiences, consider splitting them up into multiple videos. *But wait*, you might be thinking. *Doesn't that cost more?*

Not necessarily. Instead of a 2-minute video, it might be better to do two 1-minute videos (two different themes targeting two different audiences), which comes out to about the **same cost** at Punchy Digital Media.



06 SHORTER is Better

Peoples' attention spans are short, so it's best to keep your video short.

How short depends on where it will viewed:

Social media	: 30 seconds
Email campaign	: 30-60 seconds
Landing page	: 30 – 60 seconds
Instructional/Training	: 60-90 seconds

If you want to write your own script, a good rule of thumb is 150 words = 1 minute.

Remember:

You don't have to include every detail there is to know about the product/service (again, don't spread the message too thin). Viewers want to know how their lives will improve by using it, not all the technical features.

Save technical features explanations for separate videos, one feature per video. Videos can be a simple screen recording, or animated screen shots, or a walk-through of key features.

At Punchy Digital Media, we welcome client scripts no matter the length. We know how to extract the core message and present it in a "punchy" way that gets results.



07 Call to ACTION

Once you've decided what you want to say, now you've got to **tell the audience what to do** after viewing the video. This is the Call to Action.

This is how Punchy Digital Media approaches each project—beginning with the ending in mind. We design the video around what you want the viewer to do after seeing it.

A common mistake clients often make is telling us they want a video to “advertise” or “promote.” That’s a bad goal because it’s not specific enough. It’s not enough to extoll the benefits of your product, or how your service will make their jobs easier, or how it will improve their lives. You must also get them to make a decision about what you’re selling. It’s usually phrased *Click here, Get started today, Sign up now, or Why wait?*

Keep in mind where the video will be placed and who the target audience will be. This influences the wording of the Call to Action. For example, if the video is on your website, the Call to Action might be to click the purchase button. If the video is on social media, the Call to Action might be to click on a link to the website.

Decide what you want viewers to do: contact you for more information? Enroll on your website? Go to your website to make a purchase? This is the whole purpose of the video, **the outcome you want to result from viewing it.**

Ready to make your video?
So are we.



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Contact Punchy Digital Media at 1300 886 572
or visit PunchyDigitalMedia.com.au