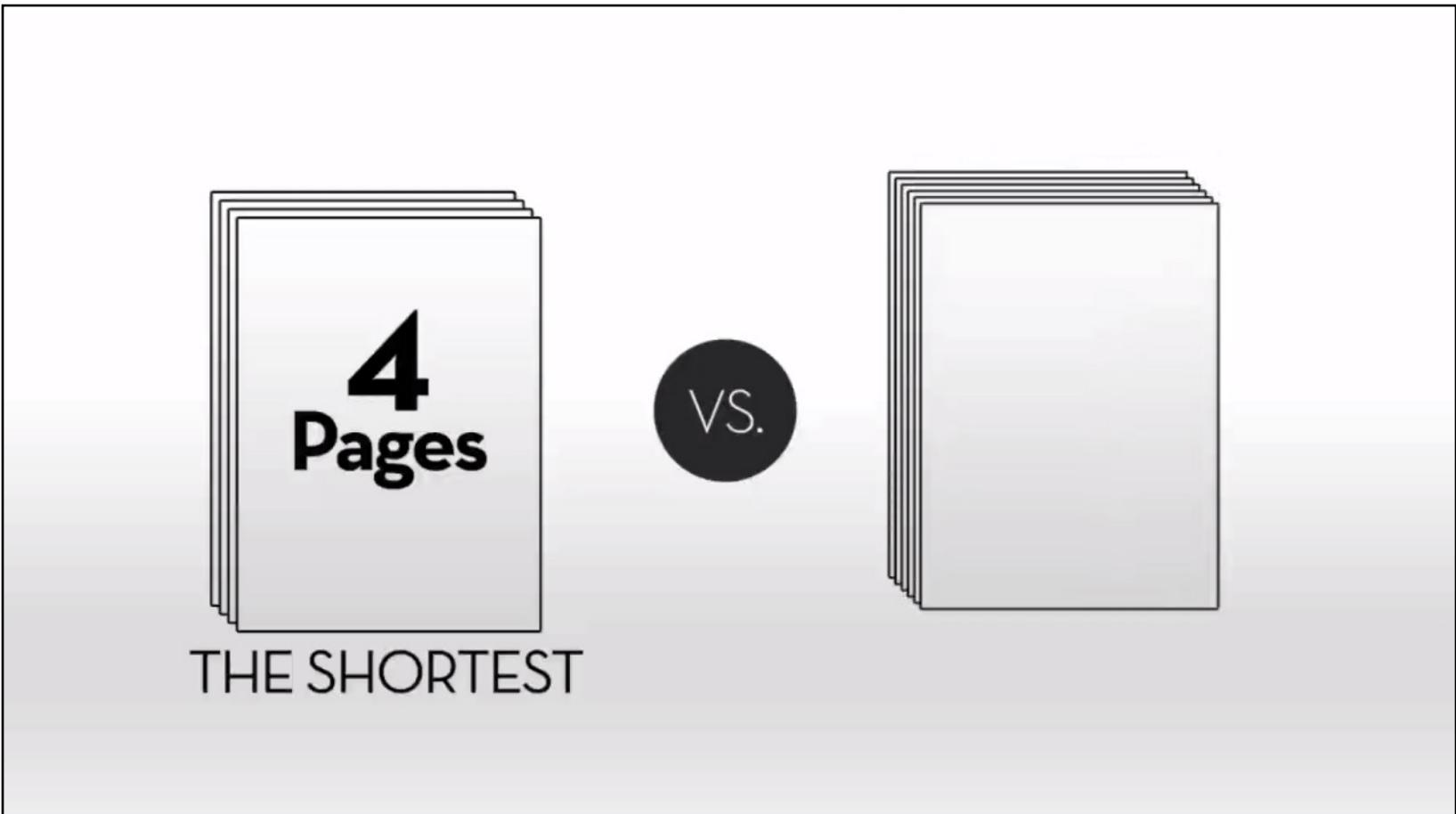




THE INFLUENCE OF EXPLAINER VIDEOS

HUB & SPOKE

EXPLAINER VIDEOS, EXPLAINED



Explainer videos are designed to teach people about a business' offerings. These videos are everywhere, having become a tech trend, and there's a reason why so many companies are turning to them: customers love these videos, as they help them understand products or services online.

At one time these types of videos were widely popular with start-ups, but now, even successful brands like Google and IBM have jumped onto the bandwagon, significantly improving their popularity and making them a necessity for higher visibility and impact.

Explainer videos have been proven to increase conversion rates; they explain what your business does in a fun, yet informative way, and people share them across their social media platforms, increasing your brand awareness and exposure.

WHAT MAKES EXPLAINER VIDEOS SO EFFECTIVE

Pictures tell a story quicker than words. Moving pictures capture us.

When you think about it, watching a well-planned video is much more attractive to people and holds their attention much better than reading a bunch of information. It's human nature to want things to be as simple as possible, and videos deliver on that for your users since they can watch and listen rather than having to read the information.

According to a 2009 study by Forrester Research, a single minute of video is the equivalent of about 1.8 million words. If you put this in context with the saying "A picture is worth a thousand words," this makes a lot of sense. Studies have also shown that people retain 68% more of the information they watch in videos over reading content. Stimulating visual and auditory senses makes it easier for people to remember the message being delivered, which is tantamount when you consider the information you can pack into a video.

WHAT MAKES A SUCCESSFUL EXPLAINER VIDEO?

As the term suggests, an explainer video is meant to explain something; in your case, to deliver information about your brand and your business. In order for your explainer video to be successful, it must deliver a clear and concise message that won't confuse your audience more than they were

to begin with. When done well, you don't have to fear including as much information as you need to.

1. Use Common Language- Many industries have technical or slang terms they use to describe certain things, but those words or explanations may not translate well to the general public. Make your message universal so it's easily understood by the people you wish to reach: your customers.

2. Maximize Both Words and Pictures- The idea of creating a 120-second video may seem intimidating. Trying to convey everything you do in a mere two minutes? Keep in mind when doing a video; you have words and pictures working in your favor. Make ample use of both to get your message across. In some cases a picture or demonstration may be more useful than just words, and vice versa.

3. Do Not Cut Corners- Making a video cheaply and quickly involves cutting corners, which will not translate well to your customers. Invest in a professional video that will stand the test of time and communicate your brand in a way you can be proud of; not only are you posting it on your home page, but an effective video will be shared across many platforms and be on the Internet indefinitely. This is the type of video that will convert traffic into leads and sales.

4. Make Sure your Video Loads Quickly- Users will start to abandon videos after only two seconds if they don't load immediately. You don't want to give people a reason not to watch the video you have invested in, so it's important to ensure it's as easy to watch as possible. The faster your video loads, the more likely people are to watch it.

IS AN EXPLAINER VIDEO WORTH THE INVESTMENT?

In a word, yes. Explainer videos are a trend that will stand the test of time. The scientific studies behind how the brain works and absorbs information prove they're a preferred method of delivery. Studies show that people prefer watching a video over simply reading to get information online. Companies that invest in a quality explainer video will experience the benefits years into the future.

Explainer videos increase conversion rates, which also increases your return on investment. Product videos have been shown to add at least two more minutes of time spent on websites, and significantly decrease bounce rates, which increases your search engine optimization.

According to studies, 90% of consumers who watch videos have said they helped them make better buying decisions. Other surveys have shown a high

quality video can increase the likelihood of customers making a purchase by 64%. There aren't many

strategies that can maximize your conversion rates to that extent.

Since people's brains and the way they process information isn't likely to change anytime soon, you can be assured an investment in a high quality explainer video will be a lasting one. People are overwhelmed and inundated with information in the digital sphere. Making it easier for customers to absorb your information, while keeping it fresh and interesting, will provide your brand with the exposure and consumer confidence it deserves. As many start-ups and Fortune 500 companies have found, there's no better way to explain your product or service online.



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(888) 573-4482

HELLO@HUBANDSPOKECREATIVE.COM