

How to Create a Company Introduction Video

When companies think about creating video, the first video they think of is a company introduction video. There are good reasons to create this video, but unfortunately, most company introduction videos are a waste of money and they don't get watched. The problem is the videos have the wrong message and they fail to show what's special about the business.

They end up feeling generic. You could actually change the name of the company and the video would work for another company. I'm going to show you how to make a company introduction video that is a part of your sales process and helps you engage your viewers coming up next.

When someone first goes to your company's website, what do they see? Hopefully, you have a website that's properly formatted to engage the visitor. On this page, there needs to be a video which helps increase the time that people spend on the page and helps engage your first time visitors. Before you create this video, your company needs to have a clear understanding of what the purpose of this video will be and where it fits into your sales process.

This video is one of the key videos in your sales funnel. You're going to want to get this right. Why are people visiting your website? Now, depending on what you sell, it's either to avoid pain or loss or to gain pleasure.

Most companies exist to solve a problem. Your video should start by identifying the problem they have as it relates to your product or service. Then, step two is talk about the solution.

Now, here's a hint. Your solution is not your company. It's the way you solve the problem.

The more unique your solution, the better. The third step is to add a testimonial or success story to add credibility because having someone else say how great you are is much more valuable to a viewer than if you say it yourself. If you say it yourself, it sounds like bragging.

If someone else says it, it sounds natural. The final step is you need a call to action because you need to tell them what to do next. They may not do it and that's okay, but at least you let them know what they need to do when they're ready.

A video without a call to action is a video without a purpose. As you can tell, the script for your company direction video is complex, so make sure you engage a professional scriptwriter for this video. This video should be short, around two to three minutes max.

If you can keep it under two minutes, it will make it more likely that people will watch it all the way to the end. If you need to say more, consider creating additional videos. Make sure the video features people.

You need to humanize your brand. People want to do business with real people. Most companies, especially B2B companies, create videos and websites that are faceless.

This is a missed sales opportunity. It's important to give them someone to connect with. Whether it's your CEO or a salesperson, featuring real people in your video is the quickest way to stand out from your competitors.

Don't create a conventional company introduction video, which is focused on the company. You need to focus on the needs of your customers or clients. People don't care about your company.

What they care about is solving their problem. This makes the format of your video important. People prefer clear communication, something they can understand quickly, and using the basic formula that I just gave you will help them and help your company.

This video should not be fully animated. Animated video, which is also called motion graphic video, is great for explaining complex ideas or products. If you need that level of explanation, you can use animation in conjunction with a real person, but never use it alone.

Don't cheap out on this video. This video is your company's first impression. The more creative, the better.

This is a video that needs professional help that you can't get by hiring a videographer and an editor. You need a creative director and a video marketer. Your company introduction video will have a shelf life of at least five years.

Don't be afraid to spend \$20k or more on this video. The more difficult it is to create, the harder it will be for your competitors to duplicate. If you like this video and you want to learn more, you can watch my free on-demand video training called Create and Launch Videos That Generate Leads and Clients.

Click the box on your screen to watch it now. In this training, I'll show you how you can attract new leads and clients by making videos that are part of your sales process. This will show you all the different types of videos and give you a system to increase sales with video.