

Blog 1: August

_Visual Culture

TOPIC: Corporate videos

TOP TWO POINTS:

1. Where do you start when creating a video for your business
2. Do I need to hire a professional video producer when creating a video for my business?
3. How to strategically display your video for your audience

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<https://drive.google.com/file/d/1GiMxaHRN9OpUVrvHmhqOfS8gkQfzrhSO/view?usp=sharing>

HEADLINE: The important steps you need to follow when creating a video for your business

This year videos will account for 82% of the global internet traffic according to [Cisco](#). Put it in simple words: at this very moment, 8 out of 10 people on the internet are watching videos. If you look at this from a business perspective you quickly realise the opportunity to showcase your brand with videos is huge. And the trend it's only going to grow! So it's time for you to get on the video bandwagon! But where do you start?

To help you approach the process in the most effective way, follow our list of steps when creating a video for your business:

- **Be clear on the purpose.** Define the specific goal of the video and how the audience will benefit from it.
- **Approach a video producer.** Once you have a clear vision, approach professional video producers so they can help you turn your vision into reality.
- **Promote your video strategically.** When you have the final product, ensure you display it on the right platform to keep your audience engaged.

Where do you start when creating a video for your business? With your goals!

Start your project by identifying the purpose of your video and your audience. Ask yourself what goals you want to achieve with the video? This could be “creating a [safety video](#) to protect your team” or “creating a [video case study](#) to increase revenue by selling that specific product”, or “recruiting the right team member for that department”. The final statement should be clear, easy to understand, and include the details that will help you achieve your goals.

This will help you visualise the video and create that big picture that will guide you through the entire process.

Do I need to hire a professional video producer when creating a video for my business? We think so!

At Visual Culture we don't have anything against DIY videos. In fact we think that every business should create them when needed. But when it comes to creating videos that will give you large exposure, we think that professional help is crucial. The right [video producer](#) will help you refine your vision and goals, and develop a structure that will bring that vision to life.

Approach someone that perhaps has done something similar in the past. Check their portfolio and reviews. Before starting the business relationship, establish how they will help you achieve what you want.

When working with your video producer, give them clear feedback through the [process](#). Before accepting the final product, seek external feedback from peers, colleagues or people that have the same characteristics of your future audience.

How to strategically display your video for your audience

Once you have the polished final product, find out where your audience is and promote your videos where they are most likely to engage with it.

Start by testing your videos on different platforms, get insights from your social media or website analytics and promote it on the platform where you received the highest number of engagements. Remember to place your video strategically on your website too. If it's a company overview video, ensure that it is on your landing page. If you are promoting a specific product, embed the video in the product/service section of the website, where it is most likely to get clicks.

At Visual Culture we have more than 20 years of experience in business video creation. Talk ([link](#)) with us to get an understanding of how we can help you create your business videos and help your vision come to life.

SOCIAL POST

Check out my latest blog on The important steps you need to follow when creating a video for your business.