

Make Videos Engaging

Know your audience

As writers we are all familiar with this

More likely you will design a video that is of interest

- To identify your audience:
 - Use research or surveys
 - Examine current customers to create personas
 - Evaluate user data to identify interests, concerns, challenges
 - Talk to customer-facing groups about what they hear from customers

Structure

Tell a story

- Choose a theme
- Build a message
- Be authentic and include examples

Conversational tone

- Write in a conversational style
- Do not use excessive jargon
- Use words that you would use in typical conversation
- Imagine writing in a back-and-forth exchange – what questions might someone ask
- Vary sentence length
- Write with emotion

Get to the point!

- Tell what the video is about and explain it quickly
- Expect viewers to be impatient
- Avoid lengthy introductions
- Use interesting or relevant statistics or anecdotes
- Prioritize the most important information and put it in the beginning

Length

- Length – very important!
- Wistia did an Engagement study* of over 500,000 videos
 - 2 minutes in length has steady engagement (all other things equal)
 - After 2 minutes, engagement drops
 - 6-12 minutes is the next steady engagement
 - After 12 minutes, engagement drops

* <https://wistia.com/blog/optimal-video-length>

Audio Quality

- What makes bad audio
 - Too much noise
 - Too much echo
 - Volume too low
 - Volume too high
- Record in a quiet space with little echo
- Test recordings

Visuals in a software demo

- Recordings must be crisp and clean
- Do not stretch the visuals because they might become pixelated
 - Text might become blurry
- If possible, change the screen to show progression
 - Use zooms and pans to draw focus to important things

Text and narration

- If you use text, be sure that:
 - The font is easy to read
 - The font color does not blend with the background
 - You use a maximum of 3 short lines for any screen
 - It is properly positioned and does not cover important visuals
- For narration, be human
 - Show personality