

9 tips for great video ads.



Open with a hook

Capture your viewers' attention in the first 5 seconds with something fun, interesting or engaging. Do you have an exclusive offer? Are you having a sale? Is your product really unique? Get to the point right away.

Get viewers to act

Tell people what you want them to do with a clear call to action. If you want more clicks to your website, ask them to click the ad. If you want phone calls, include your number. If you want walk-ins, include your address.

Be yourself

It's important to relate to your customers. Be authentic, honest and make your message clear. Speak as you would with a friend. Often that's all it takes to make an impact with customers.

Grab a friend

Making videos can be more fun when you have a partner. Your friend can hold cue cards, control the camera, and give you feedback as you go along.

Keep the camera steady

Unless you're going for a handheld look, use a tripod, a stack of books, or a few boxes to make sure the camera doesn't move while you're recording. Then do a one minute lighting and sound test to be sure you'll be seen and heard.

Use cue cards

Write your lines with a thick marker, then tape the cards under the camera or have a friend hold them for you. Staying on-script will help when you're ready to edit, too.

Click it

YouTube video ads are clickable, so you can use signs, graphics, or your own voice to encourage viewers to click to visit your website, YouTube channel, or Google+ page.

Choose a location

Your store, home and local neighborhood are all potential places to shoot your ad. Pick a place that is best suited to the goal of your video ad. Make sure you have permission to shoot in the location you choose and have fun!

Showcase your business

Is your product or service the best thing about your business? Do you have a tagline, catchy mission statement, or claim to fame? In a few words, show and tell people what makes your business yours.

