



YOUR GUIDE TO CREATING STUNNING PRODUCT VIDEOS

W W W . P E R Z O N A L I Z A T I O N . C O M

PRODUCT VIDEOS ARE IMPORTANT BECAUSE –

If you have a product video, you are more likely to get 73% more customers. When you have a product video describing your product, you are seen as a trusted brand by customers.

WHY ARE PRODUCT VIDEOS SO IMPORTANT IN ECOMMERCE?



1. Videos improve rankings
2. It's a more shareable medium
3. Video demonstrates effortless viewing
4. Millennials love videos

**5 CUSTOMER JOURNEYS
YOU SHOULD REMEMBER
WHILE CRAFTING YOUR
PRODUCT VIDEOS ARE -**

1

Interest

2

Research

3

Validation

4

Decision

5

Validation

WHAT KIND OF A PRODUCT VIDEO CAN YOU CREATE IN THE 'INTEREST' PHASE?

Having an expert or a celebrity host to talk about your product can help in giving a face to your company.



THE BEST KIND OF VIDEOS FOR THE 'RESEARCH' ARE –



How-To Videos and Tutorials



My Top **SIX** Foundations!

WHAT IS THE 'VALIDATION' STAGE ALL ABOUT?

This is the stage where you need to build confidence in the minds of your customer about your products.



**THE BEST KINDS OF
VIDEOS FOR THE
'RETENTION' PHASE ARE-**

User – Generated Videos

WHAT ARE SOME OF THE TOOLS TO CREATE VIDEOS ONLINE



Some of the tools are –

PowToon

Moovly

Biteable

Lumen5

Magisto

IS THERE A RULE AS TO HOW TO CREATE THE BEST PRODUCT VIDEO?



There is really no one-size-fits-all policy in it. It totally depends on You as an eCommerce owner.

WHAT ARE SOME OF THE THINGS TO CONSIDER WHILE CREATING PRODUCT VIDEOS?

- It must solve a specific business problem
- The video should be contextual
- It should be concise&relatable.
- It must be authentic

THANK YOU

**L O O K I N G F O R M O R E C O N T E N T
O N E C O M M E R C E ?**

CLICK TO DISCOVER