

YOUR GUIDE TO CREATING **STUNNING PRODUCT VIDEOS**

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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 -



Interest

Research

Validation

Decision

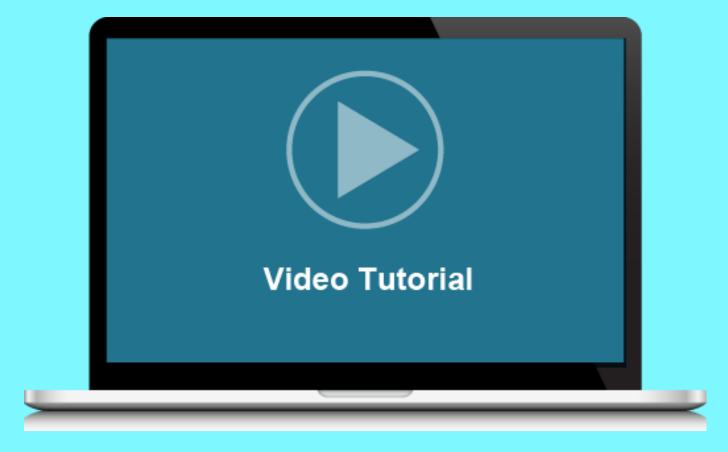
Validation

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

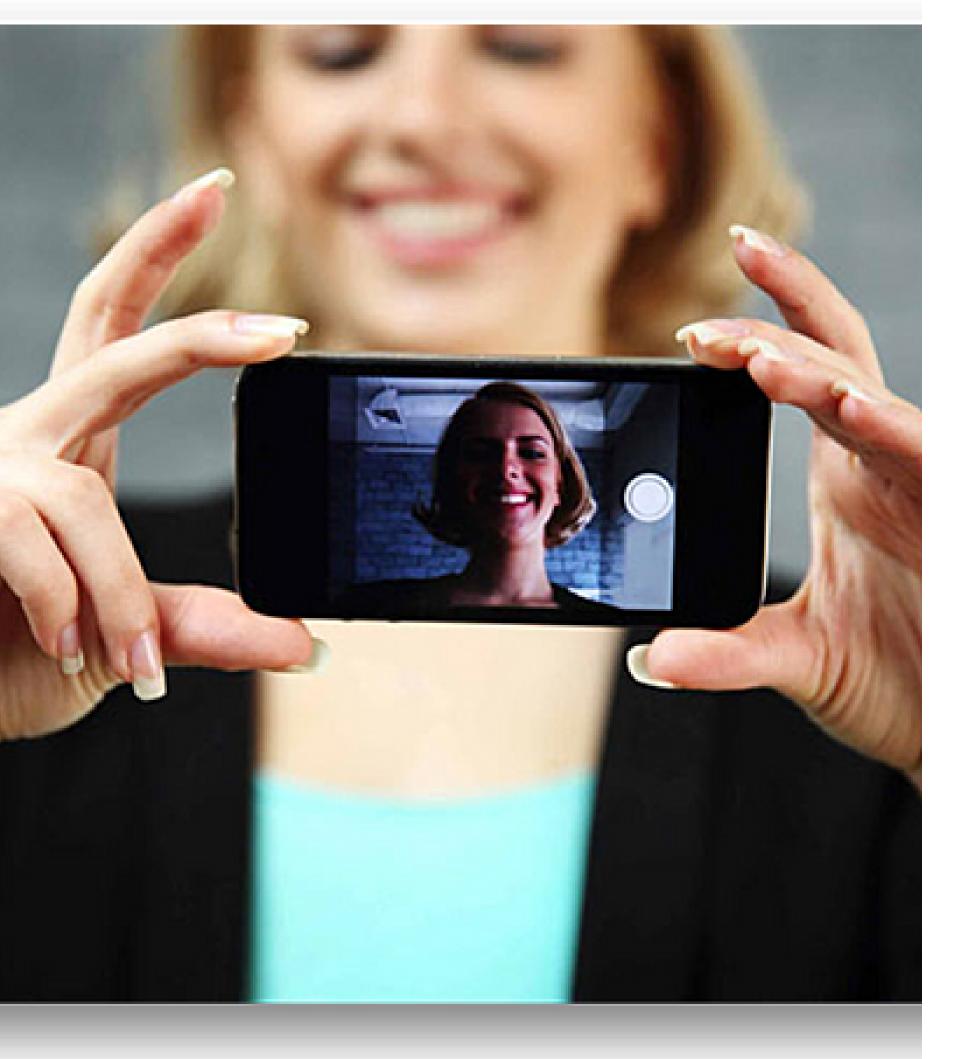
WHAT IS THE 'VALIDATION' STAGE ALL ABOUT?

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



Foundations!

MAKE U



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 VIDEO0S?

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

THANK YOU

LOOKING FOR MORE CONTENT ONECOMMERCE?

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