

Video Sponsorship Best Practices

Choose a format that best communicates your message

- A “show and tell” format is very effective for telling your story
 - Demonstrating a product, showing the inner workings of a data center or just having an interview in an interesting environment can greatly enhance any message.
- The ideal video is concise, informative and entertaining.
- Avoid using a PowerPoint presentation if possible. Using video to read slides doesn't fully take advantage of the medium.
 - However, slides integrated into an overall presentation or clip can be useful if limited and properly utilized.
- Example of a strong format: An executive discussion of how resilient a laptop is -- bolstered by a very visible demonstration of product durability. In one video, a laptop product manager tosses a notebook to the ground – camera is then able to get a tight shot of how the computer continues to operate.
 - Video is a dynamic medium. Actions and demonstrations like these come across as very effective visual tools.
- Example of a weak format: Talking head with no visuals or demos to back up the discussion.

Keep your goal and audience in mind when deciding on length

- Get to the point! Videos should move quickly from point to point. A bored viewer is a lost viewer.
- The ideal length of a video typically depends on the type of message you want to convey. Here are some general guidelines to follow:
 - For short quick tips within a banner: no more than one minute
 - Interviews with industry experts: 8:00-10:00 minutes
 - Presentations and demos: 13:00-15:00 minutes
 - Training or step-by-step videos can be longer in length

Choose speakers wisely

- Choose speakers with dynamic personalities to generate interest and properly represent your company.
 - Monotone speakers may quickly lose an audience
- Ideally the speaker should have a technical title for a technical topic
 - Marketing titles often give users a bad initial impression that the presentation will be a sales pitch
- Use more than one speaker if possible
 - Utilize a moderator to break up the video, ask questions and facilitate the interview.
- Incorporate a third party speaker to present a non-biased view and give credibility to your topic
- Ensure your speakers practice and don't use copy that was not originally developed for the spoken word (i.e marketing literature)

Content is king

- Select a topic that will resonate with the users and garner immediate interest.
- Be timely and topical with a topic that is current and top of mind.
- Create a compelling title. The best titles are concise, emphasize benefits, highlight a pain point, and draw users in.
- Make sure your title matches your content. If you promise a video on lowering costs, stay focused on that topic.

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