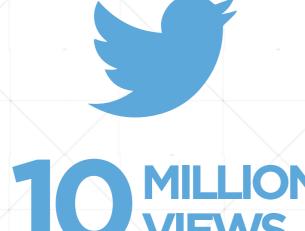


EXPLAINER VIDEOS EVERYTHING YOU NEED TO KNOW AND MORE...

SUCCESS STORIES:





WOrk.com 20%

of their reached just months after their explainer video explainer video

INCREASE in conversions from their explainer video

DEFINITION:

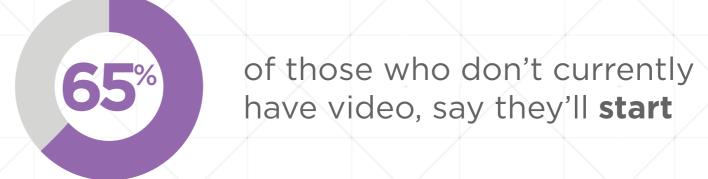
a video used to explain how a company's products or services wor, usually a short, animated clip

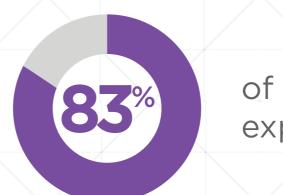
taking complex ideas or processes and making them understandable.

WHO'S USING VIDEO:



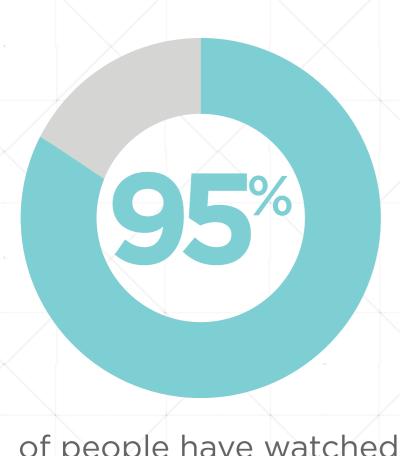




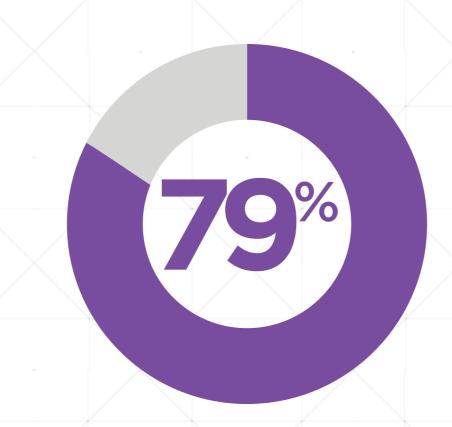


of businesses with a homepage explainer video say it's effective

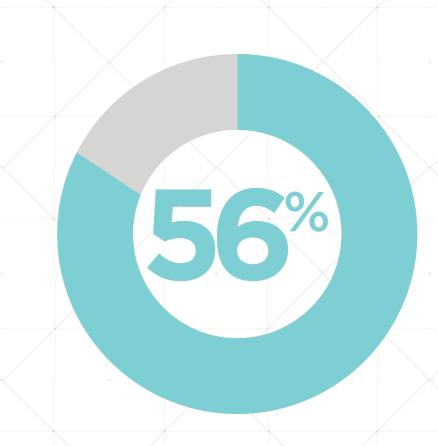
WHO'S WATCHING:



of people have watched an explainer video at some point

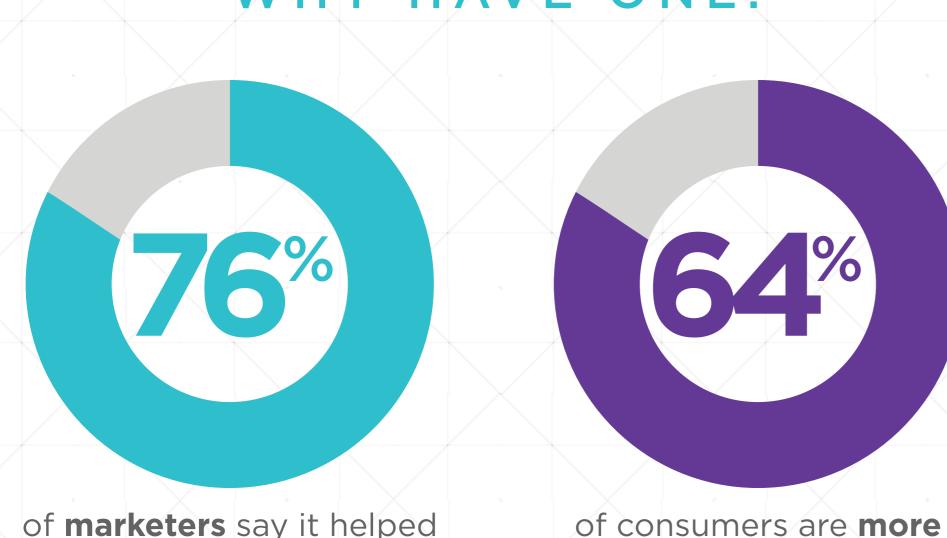


of consumers **prefer** to watch a video review rather than reading one

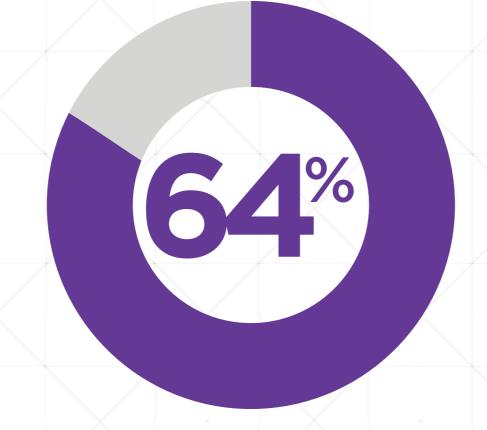


of consumers say businesses should have video content

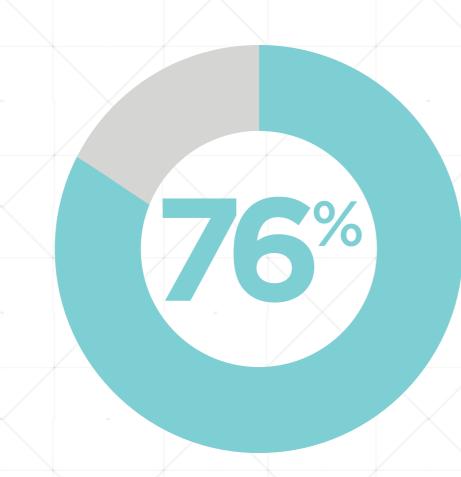
WHY HAVE ONE:



of marketers say it helped increase sales



likely to buy after watching one



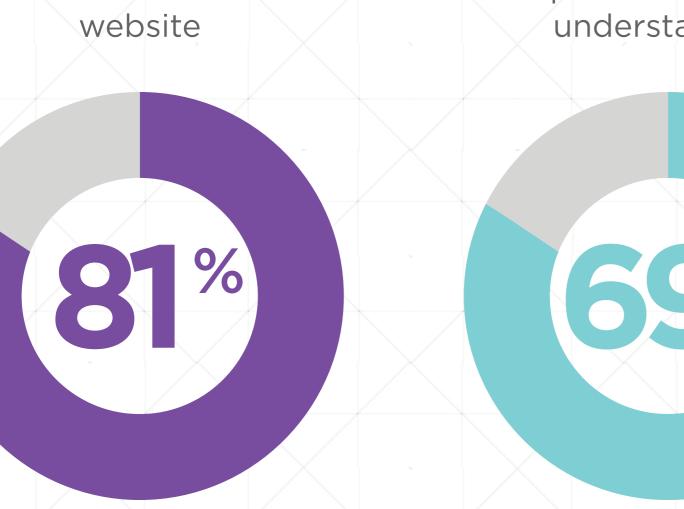
of marketers said it helped them **reduce** support queries



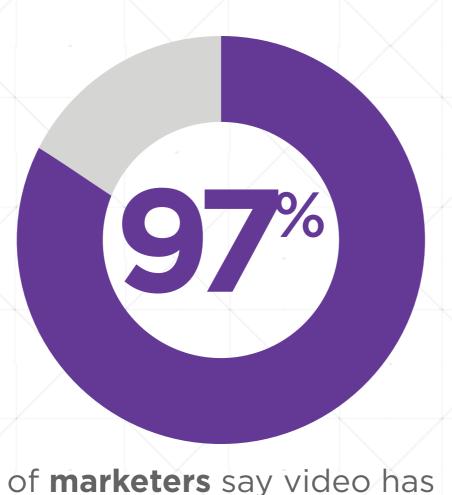
increase web traffic



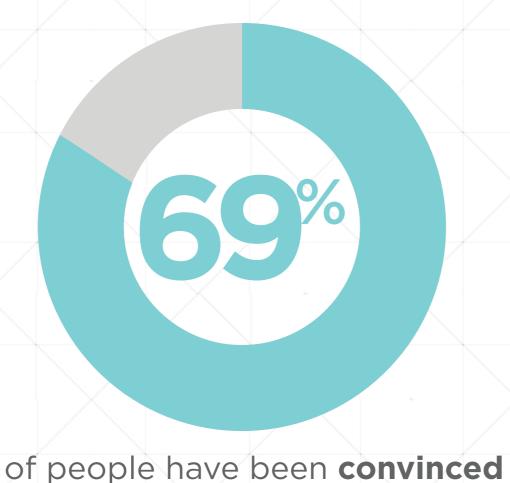
increase customer time on



of people have been convinced to buy software or an app after watching an explainer video



helped increase user understanding



to buy a product or service after watching an explainer video

HOW TO MAKE ONE:

of all mental stimulus comes from audio and visual aides

INTRODUCE YOUR CHARACTER: SOMEONE YOUR AUDIENCE CAN RELATE TO

INTRODUCE THE PROBLEM:

WHAT IS YOUR CHARACTER UP AGAINST

EXPLAIN THE SOLUTION: HOW THEY CAN SOLVE THE PROBLEM WITH

YOUR PRODUCT OR SERVICE

A CALL TO ACTION: WHAT CAN YOUR AUDIENCE NOW DO TO BENEFIT THEMSELVES

KEEP IT SIMPLE & AUTHENTIC

THREE

ONE

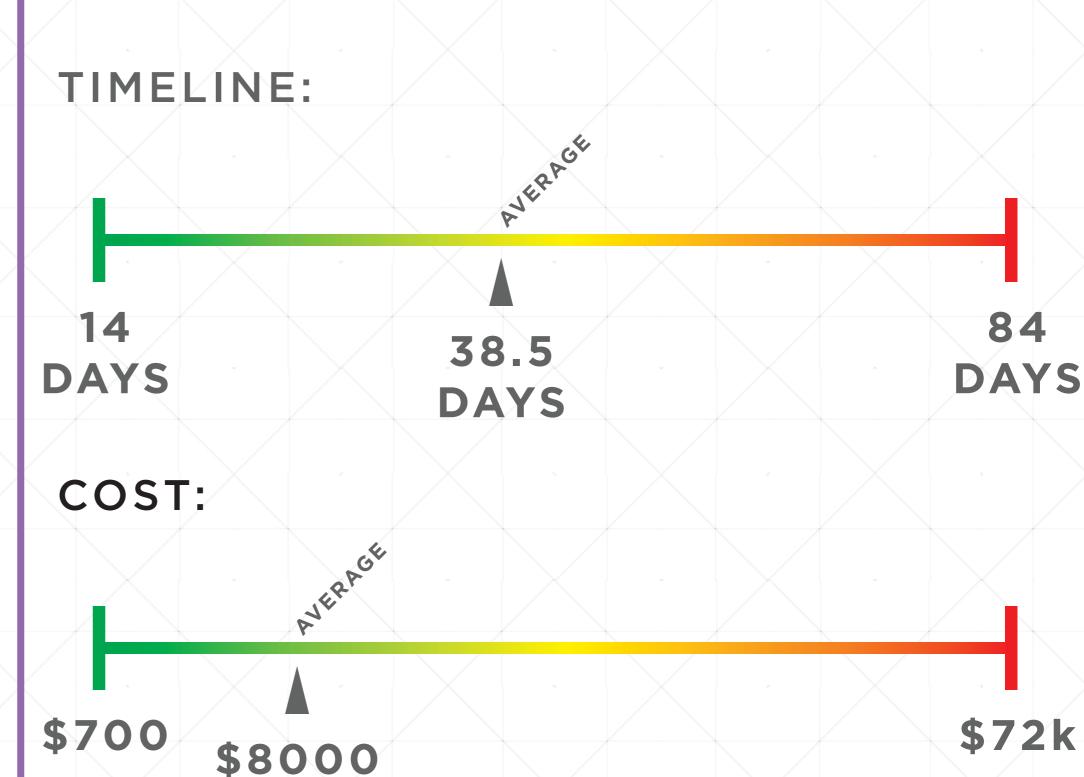
TWO

FIVE

FOUR

HOW MUCH DOES IT COST:

numbers based on a 60 second animated explainer video project



EACH PROJECT IS UNIQUE, COSTS WILL VARY



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