



USING VIDEO TO BUILD TRUST

TRUST // reliance on the character, ability, strength, or truth of someone

Here are some facts:

- 94% of online shoppers invest time to find the lowest price for products & services.
- 36% spend 30+ minutes comparison shopping before making a decision on purchasing - 65% spend 16+ minutes doing so.
- 51% visit 4+ sites before finalizing a purchase.
- 58% expect all retailers to incorporate a kind of on-site comparative pricing tool into their shopping experience.



[watch the video](#)

Build it and they will come doesn't exist online and if someone comes once...they are not likely to convert until revisiting. You have to get the buzz out about what you offer and keep that buzz alive.

That's what online marketing is. Creating a buzz and building trust (pre-conversion) through that new visibility.

At one time, image-based advertising was just as popular as video ads are today. While videos seem to outperform images in terms of engagement, there is still value in images. Images remain one of the top drivers for users to click through to a website and still outperform videos in this arena because they are able to capture attention and share a call to action in an instant.

Videos must hold user attention, and they take time to build trust that compels a users to engage.

There have been numerous studies and tests performed to compare video ads with image-based ads. In most cases, video outperforms images with a significant difference between the two. Some eye-opening stats on video ad engagement compared to images include:

- 2x the increase in clicks
- 20-30% increase in conversions
- 2-3x higher click-through rate

So, how do you get started with creating effective video content?

It's not rocket science and doesn't have to cost you anything (but a little time). You first need to define these three areas:

Goal

The 'why'. Is your goal to gain followers or get leads? Is it to show off your skill or teach your audience? Your video content needs to be specific to that. Talking 'generally' wastes precious time.



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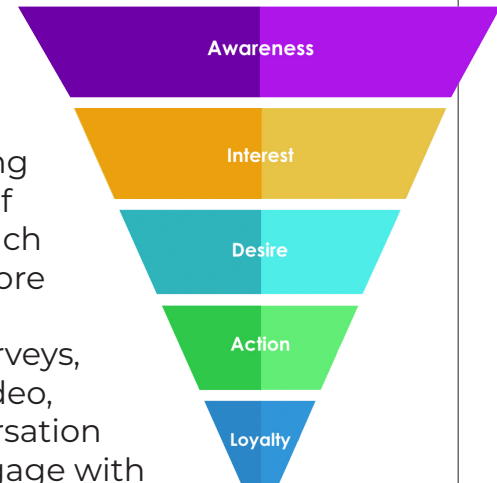
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Direction

You must have a framework. Do not turn your camera on until you have direction. You have a goal, set the 3-5 steps/points you have to hit to make that goal. Do not. Do NOT wing this. Have a plan, otherwise you will lose your audience or your chance to ask them to engage.

Engagement

In marketing, we discuss 'funnels' all day long. The funnel, is the journey your potential client is on to get to you. Trust is the key factor in keeping their eyes trained on you during their journey. Creating content is not a relationship; it is the beginning of the relationship. Creating content is like posting a billboard. If that content offers an opportunity for the potential client to reach out...embrace that conversation, and continue it, to allow for more touch points throughout their journey. You can do this through comments, shares, form submissions, free downloads, polls, surveys, etc. If someone has watched 50 seconds of your one minute video, give them a simple reason (and opportunity) to take the conversation further. Use those last 10 seconds to describe how they can engage with you.



Should you go Live?

Probably. Maybe. I don't know. Live video is powerful and makes you 'real' to your following. However, done incorrectly, it can hurt you more than not having video. Some key pieces for effective LIVE video are:

- You have to prepare your audience and promote the date/time/content of your live cast. Live video is like a seminar, people don't accidentally find themselves in a seminar. No relationship accidentally moves forward, you have to be intentional.
- Live video offers more engagement and excitement than most tools available and sets you up as the authority. This builds trust quickly. It's the 'funnel' consolidated into one event.
- Live video can also help generate more content ideas (that the people are asking for) for future videos, posts, etc. Give the people what they want.

People don't want to be marketed to. If they feel like your video is a lazy attempt at getting their money, they will run away from you. If you aren't prepared to give unique and useful information...that people are asking for...and ready to have continuing conversations, Live video is not for you. Live video is not (ultimately) intended for you to orate, but to engage in a conversation. It can be powerful, either to promote or repel.



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Some technical thoughts:

Lighting:

- Make sure your subject is well-lit. We don't care about the background (as much). We need to see the faces that are talking to us.
- Sunlight is the easiest light to get, but moves (every hour) so you need to plan well for outside shoots.
- Use some additional lights if you need them.

Audio:

- Sound is everything. Seriously. People can deal with low grade video, but if they can't hear you, they're going to leave. Guaranteed. If you can, use an external mic for your audio, that is ideal. At a minimum, be aware of background noise (vehicles, a/c units, background work/construction/voices).

Use a tripod:

- You want your video to be as steady as possible. A tripod takes care of this easily and gives you one less thing to think about.

Wrap up:

No doubt about it...video will help you online. People crave it. Platforms promote it. However the only thing worse than no video is bad video. Nine times out of ten, you don't need a professionally produced video to engage your clients (those do have their place), but there is planning that needs to go into your content. Our goal is to build trust. That happens when there is the perception that you care about your client and have the means to make their goals reality. There is no better way (online) to do this than video, done right.