# 5 Questions That Must Be Answered Before Creating Your Corporate Video by Contrast Design

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Youâ€™ve seen the benefits of having a corporate video to market your business. You know it will increase your customer base and improve your profits. Are you ready to make a video now? First, you need to answer five questions to know the direction your video should go.

What Do You Want to Say?

You must have a message or there is no reason for you to make a video. It can be to promote a product or service that you provide or to introduce people to your business. You must have a clear purpose that will guide the development of the video.

Why Use Video?

You have to know why you want to make a video for your company or product. There are numerous reasons to use video, but you have to know why it will benefit your company specifically.

Will it introduce more customers to your product? Will it show people your expertise on the service you provide? Will it bring more viewers to your website? Once you know how a video will help your business, you will know the kind of video to create.

What Type of Video Will You Use?

This answer will depend on the answers to the first two questions. Many companies know the benefits of videos, but they donâ€™t know what kind of video to make. Commercial videos are great if you are selling a product. You can use a how-to video if you provide a service for customers. The instructional concept works for products that need a demonstration to sell them. A training video is also useful for a big corporation to get them message across.

Videos that offer virtual tours are beneficial if you want people to see a location, like in a hotel or restaurant.

Who Is Your Audience?

You should know who your audience is before you create your video. A general audience will allow you to create a different kind of video than a professional group of people. A worldwide audience will have different requirements than a national audience.

Knowing who you are appealing to will determine the style of video and the subject. It will tell you if you can make a fun video or if it should be serious. Will you use technical terms or layman language?

What Resources Will You Use?

The answer to this question will depend on your budget. You can make quality videos for a low cost, but you wonâ€™t be able create elaborate designs. Less inexpensive videos will be straightforward, such as an interview or a virtual tour. A complex commercial with multiple locations needs a bigger budget to turn out well.

You need to see how an online video can help your business or company. Then you need to answer the five questions so that you know what kind of video you should make to benefit your company.

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Contrast Design - About Author:
Contrast Design offers a complete corporate video production solution, using fresh creative ideas tailored to your companyâ€™s exact requirements. We provide support through all steps of the video production process, from creating the initial project plan to helping you make the most of your a video after the launch, saving you time and money.
Our expertise goes way beyond a video production; our team members all have solid digital marketing, technical experience and business backgrounds. We donâ€™t just work for you; we work with you ensuring our video solutions meet all your business objectives.

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