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How to make YOUR Corporate Video Stand Out by Contrast Design

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The enhancement of digital technology means Corporate videos are available to a much wider audience. What makes YOUR video stand out? Make sure that prospective clients are captivated by your video and this will maximize your chance for growth and potential business.

Itâ€™s important before you begin making a video that you have a clear message that you want to convey to the audience. You have only seconds to grab the viewersâ€™ attention and make an impression on them. Millions of corporate videos have been made viral so the competition is fierce. The smallest elements can sway prospective clientsâ€™ decisions.

The most important detail when constructing your video is the audience. Your video will be aimed to attract certain consumers or customers, so you need to make sure the video is aimed at these viewers. The best corporate videos are short and impactful. Itâ€™s far more effective to say less and say it well, rather than ramble on about the subject.

Once youâ€™ve decided on your message, you need to write a concise script that flows throughout the film. Make sure the key words you want the audience to know about your company are inserted at the most effective points. With so many generic videos, you need to make the script witty, vibrant and enticing to the viewer.

Viewers can often be swayed by the voice on a video. This is paramount to a successful video. If the narrator doesnâ€™t sound credible, the viewer will lose interest. If the narrator sounds monotone or boring then this doesnâ€™t make your company seem vibrant and enthusiastic, which it always should.

The production itself is a crucial part of the success of a corporate video. You donâ€™t want to try and be Steven Spielberg here, but in turn you want the location, whether it be the office or the park, to come alive in the video. Itâ€™s best to resist the urge to constantly zoom and pan the camera. Viewers arenâ€™t watching the video for this. Make sure the camera is steady and let the story unfold on the video.

When editing your film, make sure the cuts are smooth and the footage flows well throughout. A big part of corporate videos are graphics and titling. Make it simple and donâ€™t over complicate it. An easy name and title makes the world of difference to the professional look.

If you follow these steps, youâ€™ll be well on the road to a successful corporate video that could attract potential clients and increase your business growth.

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