Seven Mistakes to Avoid when Producing a Product Video by Contrast Design

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Online product video has now become an important and integral part of many a companyâ€™s Internet marketing strategy. However, when it comes to producing product video, Internet marketers tend to forget that the success of their product video hinges on how well their product message is received by viewing audiences.

Where product video fails is in its overarching use of video graphics and gimmickry to attract attention. While video graphics and gimmickry are important features of a product video, they should be used in such a way that does not distract the audience from the product videoâ€™s message.

Here are seven mistakes to avoid when it comes to producing a successful product video.

1. Many product videos fail to use a structured approach to content, leaving audiences with a disconnected viewing and listening experience. It is imperative that your video is structured in such a way that your audience can connect the dots in relation to its message. Your video should also use a structure that incorporates a call to action on the part of your audience.

2. Pace and rhythm: All too often product videoâ€™s lack the necessary pace and rhythm to engage audiences effectively. This is easily overcome by the use of creative editing. Instead of using cross fades and elaborate frame transitions, use simple cuts to liven the pace and rhythm of your video.

3. Inappropriate use of music: Not everyone has the same taste in music. If possible, avoid using music when it comes to delivering your product message. The use of music should be reserved for the opening

and closing sequence of your video, and then only sparingly. Choose something that is light and neutral.

4. Video is too long: The attention span of most viewing audiences is very limited. Unless you have the creative genius of a James Cameron or an Oliver Stone, keep your video short and to the point.

5. Avoid using a â€˜wooden topâ€™ to deliver your product videoâ€™s message. A â€˜wooden topâ€™ who feels uncomfortable performing in front of a camera. Use a professional performer who can deliver your product message with passion and clarity.

6. Avoid the temptation of a homemade video production. Homemade videos have their place but not in the competitive arena of online marketing. Use a professional video production company. If you value your brand, then invest in creating a positive image by using a production team with the necessary experience and knowledge to produce a quality video product.

7. Too many video graphics: Video graphics should be used sparingly. Avoid anything that will distract your audience from your product message. Simplicity is the key to the success of your video.

And there you have it, seven mistakes to avoid when it comes to producing a successful product video.

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