

THE PSYCHOLOGY OF THE PERFECT MARKETING VIDEO

You have to capture attention within the first 8 seconds. We have the attention span of a goldfish!

01 HOOK THEM FROM THE GET-GO.

Broca's area is a region of the brain that is responsible for language comprehension, and it filters out information that is either predictable or totally irrelevant. You have to break through Broca's with information that's new, exciting, and different.

KEY TAKEAWAY

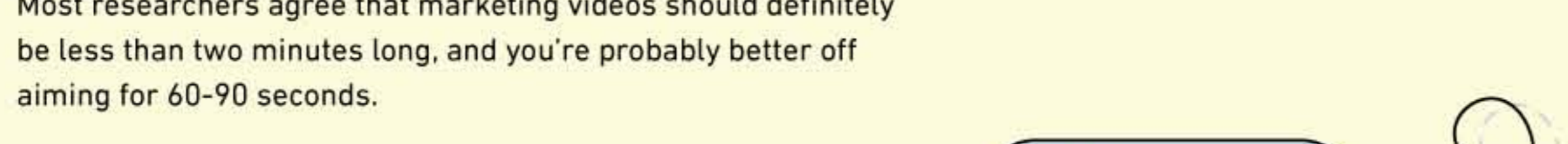
Want viewers to stick with you for a whole video? Well, you'd better kick it off with something interesting, captivating, and even a little unpredictable.

02 KEEP IT SHORT AND SIMPLE.

SUPER SHORT

:60-:90 SECONDS

EPICALLY LONG (2:00+)



Most researchers agree that marketing videos should definitely be less than two minutes long, and you're probably better off aiming for 60-90 seconds.

Our brains shut down in the face of complex or new information. Rather than overload your audience with stats, figures, and features, focus on making your video content easy to understand and fun to watch. (Donald Miller, StoryBrand)

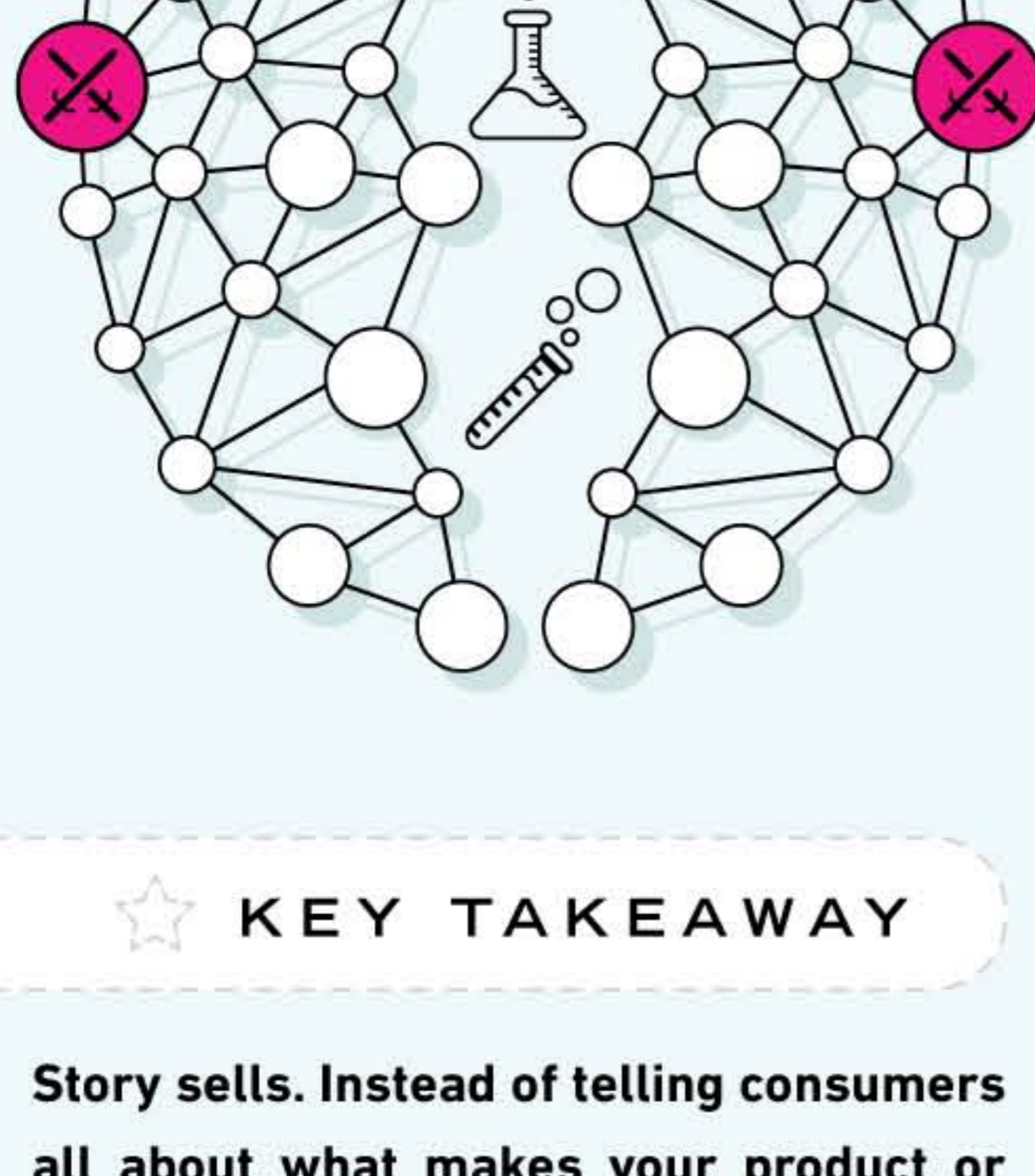
KEY TAKEAWAY

Less is more. Your audience prefers short, digestible pieces of content to complex, feature-laden videos.

03 TAP INTO THE POWER OF STORY.

Stories are 22x more memorable than facts.

YOUR BRAIN ON STORY



LANGUAGE

Facts and stats only activate language centers in the brain.

Storytelling lights up the whole brain:

OLFACTORY

If you describe smells, my brain's olfactory system lights up.

GUSTATORY

If you describe taste, my neurons that fire when I actually taste food light up.

MOTOR CORTEX

If you describe a swordfight, my motor cortex goes haywire.

CORTISOL & OXYTOCIN

Storytelling activates cortisol (attention) and oxytocin (empathy), two brain chemicals that are critical to decision-making.

KEY TAKEAWAY

Story sells. Instead of telling consumers all about what makes your product or company special, tell them a good story. They'll love you for it.

04 MAKE THEM LAUGH. OR CRY.



It's been shown that positive mood lift impacts buying decisions. (Scheibehenne)

fMRI scans show that consumers buy based on emotion - NOT information.

Consumers' emotional response to an ad impacts purchase intent more than the content does.

KEY TAKEAWAY

The worst kind of emotional response is no emotional response. Make your viewers laugh, make them cry... just make sure they feel something.

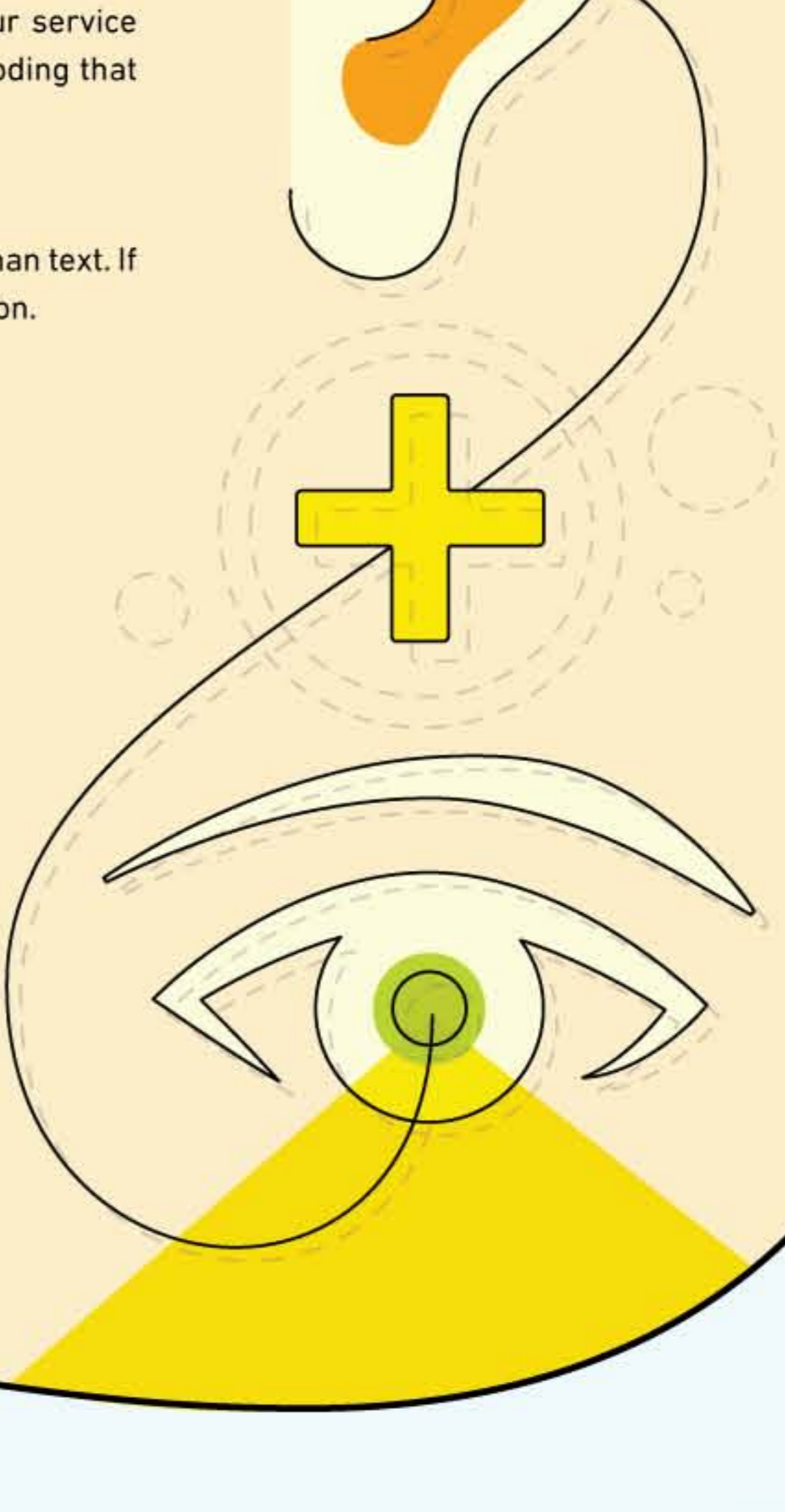
05 MAXIMIZE THE MULTIMEDIUM!

74% Research suggests that a viewer's understanding of your service or product gets a 74% boost from dual auditory/visual coding that comes through video.

The human brain processes visuals 60,000 times faster than text. If a picture's worth a thousand words, video's worth a million.

KEY TAKEAWAY

Create informative, engaging, story-driven video content that makes the most of the medium. Pair memorable imagery with powerful music and narration to evoke a strong emotional response in your viewers. They won't forget it!



06 OFFER A STRONG CALL TO ACTION (CTA).

CTAs reinforce our sense of reward. Framing the desired action as a reward or benefit for the viewer drives home the notion that it's the culmination of their viewing experience - and they'll be more likely to click.

KEY TAKEAWAY

Don't waste your video! Offer a strong, rewards-focused CTA that capitalizes on your viewer's investment of time and attention.



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