

# Research Strategy About Marketing



# INTRODUCTION

Nowadays, video marketing is a significant trend in marketing strategies because video content tends to engage people more. Also, videos have become more accessible with mobile devices and the faster Internet all the time. With videos, you can give your audience a run-down of what your products or services are, and how they work, in the span of a few minutes.

There are many different video formats and styles available on the market to choose from. In this handbook, we are going to look at various video styles so you can choose the right one for your business.







# FIRSTLY, BEFORE YOU SETTLE ON YOUR CHOICE, YOU HAVE TO ASK YOURSELF:

Getting answers to these questions would help you in picking the correct video style that will resonate with your audience and convert them into your loyal customers.

At first, picking the correct method to pass on your brand message through video could be somewhat overwhelming, but fret not! We are here to help.

While searching more about it, you will understand why your business needs a video. You will see how it is an ideal method to convey what you are offering, help your visibility to grow, increase sales, and boost conversions. You would agree to – what an excellent investment it is for your business.



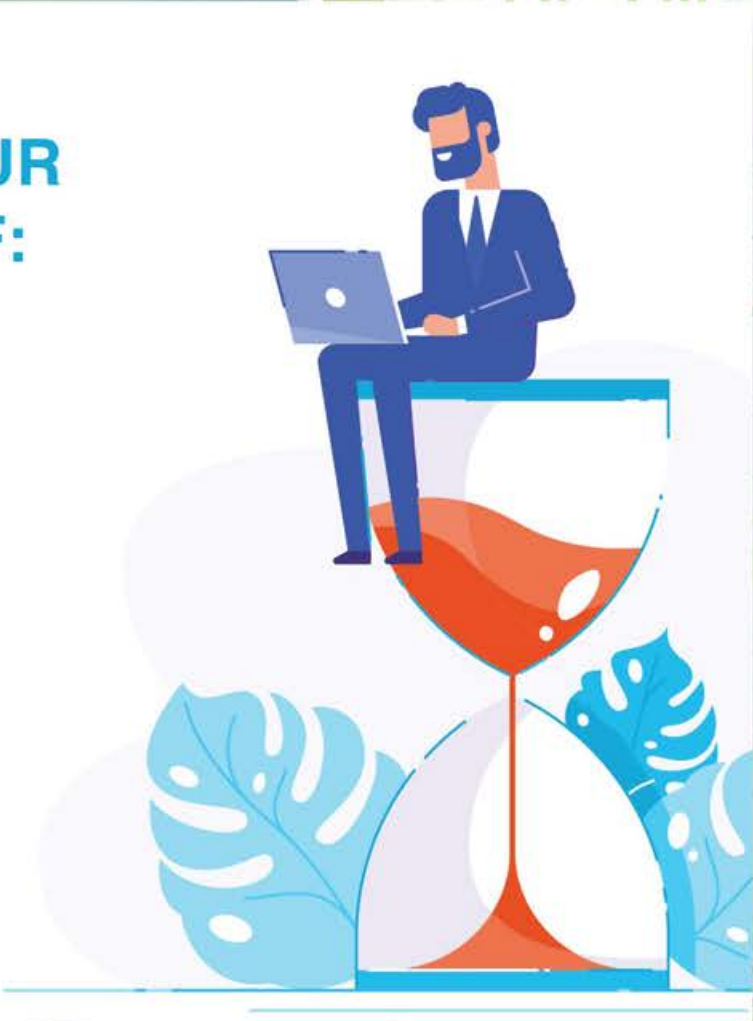
WHAT ARE YOUR GOALS?



WHAT IS YOUR MESSAGE?



WHO ARE YOU TARGETING?





# 2D Animated Explainer Videos

**2D animation** is one of the most popular and broadly implemented video styles used today. Your explainer video can be filled with memorable personalities that your potential customers can relate to and bring emotions into the video. This allows your audience to identify the situation and most importantly, the product.

They are highly versatile and can be used for literally any business. Explainer videos can be embedded in your website or used for YouTube, Facebook and Twitter ads.



## WHERE TO USE IT?


The USP of these videos is they enable you to convey your message entirely quick with storytelling and bringing your brand a more individual/human approach. The story with visual effects has a more significant impact on the mind. Also, it is the most affordable video style and therefore, is perfect for startups, B2C, and small-midsized businesses.

## HOW DO THEY HELP IN YOUR MARKETING STRATEGY?

They can help give your brand or business a spot to be recognized by your target customers. Promoting your company or product through 2D videos is a useful practice to a large pool of potential customers. They are mostly used in creating clips for advertisements, videos, and other media forms which can be used in marketing purposes.

Now, how they are beneficial in **marketing** and **business**.

- ✓ EFFECTIVE ENGAGEMENT WITH CUSTOMERS
- ✓ MAKES THE PRODUCT UNDERSTANDABLE
- ✓ BOOST SEO
- ✓ GET QUALITY AND FILTERED LEADS
- ✓ BOOST CONVERSION RATES
- ✓ INCREASE THE AVERAGE VISIT TIME ON YOUR SITES
- ✓ REDUCE THE BOUNCE RATE
- ✓ BRAND AWARENESS
- ✓ GET RANKED ON YOUTUBE AND SEARCH ENGINES

 **Expert Tip :** 2D explainer videos are truly attractive and engaging and educate your potential customers, helping you filter quality leads (those interested). When you got to explain a hard-to-visualize concept (Functioning of a Mobile App or an IT Solution) or want to define your idea through a story, then you should invest in a 2D animated explainer video.





# 3D Animated Product Videos

3D stands out for delivering a state-of-the-art, high-quality finish. These videos have a unique aesthetic feel that makes it easier for your audiences to get immersed in what is being shown, as action can rotate around or zoom into the graphics for more narration.

Now there are two kinds of **3D animated** videos out there:

## 3D PRODUCT VIDEOS

With 3D product videos, customers can get a complete concept and outlook of your product if they are purely physical like television, furniture, etc. With the 3D model representing the actual look and feel of your product, these videos create an impactful impression on the viewers.

Strengthen your product sales by advertising with 3D product videos. Create your exclusive 3D animation video with background music, and your perfect product showcase is ready.

## WHERE TO USE IT?

Show off your unique brand with 3D animated marketing and promotional videos that perfectly reflect your brand's style, energy, and personality. They showcase the details of your products or services by spicing things up with some animation and make your videos entertaining and engaging.

## 3D PROCESS VIDEOS

3D process videos give life to your product with 3D animated demo video, perfect for training purposes that show the entire process in the best light.

## HOW DO THEY HELP IN YOUR MARKETING STRATEGY?

3D animated videos are vital, especially for **ecommerce platforms**, because they:

- ✓ PROVIDE BETTER USER ENGAGEMENT AND TRUST
- ✓ CUSTOMERS WATCH 3D VIDEOS MORE THAN EVER
- ✓ THEY ARE EASY TO SEARCH
- ✓ STAY FOREVER AND ARE COST-EFFECTIVE
- ✓ A SHORT CUT THAT MAKES LEADS TO BUY PRODUCT
- ✓ EDUCATE AND INFORM USERS
- ✓ RANK THEMSELVES ON YOUTUBE



**Expert Tip** : 3D video style is sparsely used for commercial purposes, as their production can be quite expensive. Added to that, it needs longer production times – thus, 3D might not be the best choice when time or budget is a concern.





# Whiteboard Explainer Videos

Show off your unique brand with 3D animated marketing and promotional videos that perfectly reflect your brand's style, energy, and personality. They showcase the details of your products or services by spicing things up with some animation and make your videos entertaining and engaging.

They are effective as the dynamic graphics and animations do a great job of delivering complex messages. They keep your target audience engaged with a streamlined style that results in a straightforward and to-the-point finish.

The viewer of a whiteboard video sees pictures developing and takes part in a story. The story can be about the product, the company's strategies or manuals. The clear illustrations and the film drawn in front of the viewer stay in the memory for quite a while.



“Whiteboard video is broadly utilized as a part of marketing complex product and for internal communications because they are less difficult for our brains.”

## WHERE TO USE IT?

Whiteboard videos are great for heavy presentations because they are a good rhythmic alternate of talking and writing to maximize viewer comprehension. You can use graphs, diagrams, charts, or anything creative to enhance your informational video! They are educational and work well for IT, software or B2B companies.

## HOW DO THEY HELP IN YOUR MARKETING STRATEGY?

A variety of hidden benefits **whiteboard animation** provides to your marketing strategy:

- ✓ STRENGTHENS AS WELL AS WIDENS YOUR CUSTOMER BASE
- ✓ BUSINESS BENEFITS FROM ITS VERSATILE NATURE
- ✓ INCREASE CONVERSION RATE
- ✓ COMPATIBILITY WITH NEW-AGE DEVICES
- ✓ BOOST BRAND AWARENESS
- ✓ CLEAR DOUBTS OF POTENTIAL CUSTOMERS THROUGH FAQ VIDEOS



**Expert Tip :** Whiteboard animation is a new-age marketing tool that enables your business to convey marketing strategy to your customers. They contain a crisp message detailing the business's products or services and compel the users to buy/invest in its offerings. They are cheaper, effective, innovative, and most importantly, helps your audience to stay focused.



# NEED TYPOGRAPHY VIDEO

YOUR  
SALE  
NOT BIG  
ENOUGH

## Typography Explainer Videos

Typography videos are based around three things- text, background music/voice-over and animation. Animation of typographic fonts to express ideas seems overly simplistic – and it is, but is still a tool that can fit perfectly with specific projects.

As some people respond to visuals, and some to the written words; typography videos are a great way to grab the attention of both!

These types of explainer videos can do a great job to put forth your content and reinforce specific passages which deliver your brand message and make them remain in your audience's memory.



## WHERE TO USE IT?

Typography is an excellent tool for cramming information into a short timeframe; they are cheap and easy to create and also don't require much time. B2B companies can "do the talking" with these videos without making a sound, and the results are engaging and informative video that your target audience will love.

## HOW DO THEY HELP IN YOUR MARKETING STRATEGY?

Typography videos can **benefit** you in the following ways:

- ✓ GRAB EMOTION
- ✓ ENGAGE YOUR TARGET AUDIENCE
- ✓ BE STICKY
- ✓ IMPROVE SEO
- ✓ IMPROVE OVERALL WEB EXPERIENCE



**Expert Tip :** Typography videos are a decent alternative to turn any exhausting, dull or confounded information like internal training videos or infomercials into the most engaging and appealing content and not just music videos with lyrics.



# Live Action Videos

Typography videos are based around three things- text, background music/voice-over and animation. Animation of typographic fonts to express ideas seems overly simplistic – and it is, but is still a tool that can fit perfectly with specific projects.

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These types of explainer videos can do a great job to put forth your content and reinforce specific passages which deliver your brand message and make them remain in your audience's memory.



## WHERE TO USE IT?

Live action videos are perfect for YouTube how-to videos and video blog posts or any social network because it solves the problem of boredom. For those who want a bit more entertainment value with education, a live action video is a perfect solution. They can be used for product presentations, events, behind the scenes and more.

## HOW DO THEY HELP IN YOUR MARKETING STRATEGY?

Live action videos have **several benefits**; including:

- ✓ DELIVER AUTHENTIC, INSTRUCTIVE TONE
- ✓ HUMANIZING FEELING
- ✓ PEOPLE RELATE MORE
- ✓ ENGAGING MORE WITH TARGET AUDIENCE
- ✓ INCREASE BRAND'S PRESENCE ON SOCIAL MEDIA CHANNELS

*You should keep in mind that if time and budget are constraints, then choosing a **live-action video** is the wrong choice. As these videos are shot on camera, location scouting, they require more effort time and cost.*



**Expert Tip** : By using stock footage and stock images with animations, a video can be created, which will give the look and feel of a live-action video in fewer resources.



# FINAL WORDS

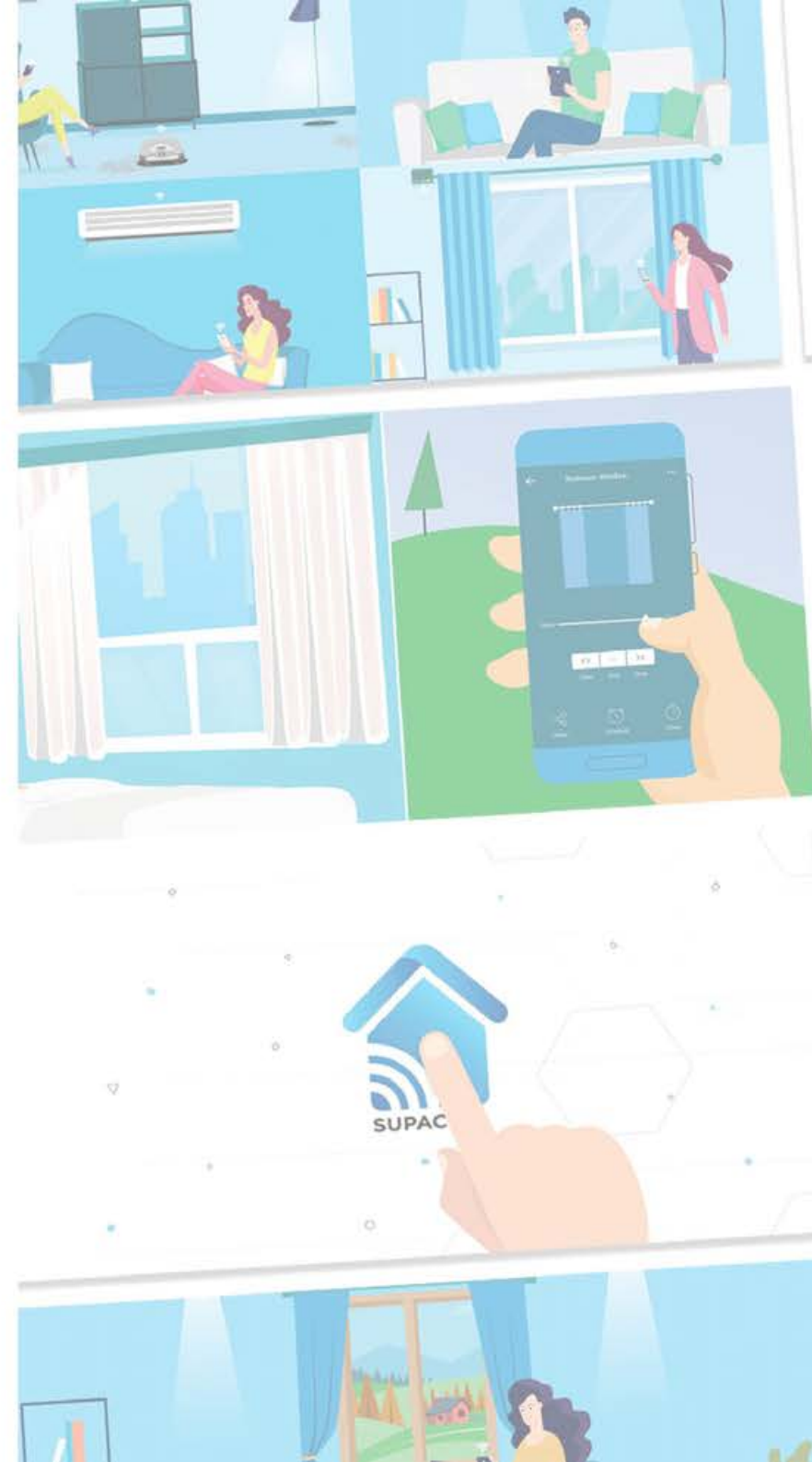
Now that you know all the different styles of videos out there ask yourself these questions for deciding which one is right for you.



- ✓ What is the intended outcome of your video?
- ✓ Want to build an audience by entertaining people?
- ✓ Want to talk directly to your customers?
- ✓ Need to teach prospects how to do something?
- ✓ Who am I talking to and about what?
- ✓ How much can I spend?
- ✓ What works with my brand?

You can find a style that works best for you, and brainstorm a great idea. Whatever style you choose, make sure you stay true to your brand identity and strive for the best possible quality.

Creativity can't be leashed, and so there are no hard and fast rules for using any of the video formats. For entrepreneurs or video creators who are diving into video marketing, it's crucial to know the different styles of videos available and when to use them. This handbook was presented with the purpose of helping you to understand about differentiating characteristics of various explainer video styles.







## HOW ALPASBOX CAN HELP YOUR BUSINESS CONFUSED?

Don't be **Alpas Box** is here, having been in the business for a while now, we have a team capable of producing fully customized, compelling video marketing pieces that bring your message to life!

Whether you are looking to promote your upcoming product release or event, engage new customers, increase your sales, or raise brand awareness among a specific target audience; we make your goals our compass.

We have detail-oriented minds, who work towards the high-end results that we always strive for. Naturally, listening to our client's feedback and implementing our vision with your expectations is an integral part of our process.

*So, if you're ready to get that awesome explainer video, reach out today at **Alpas Box** and let's talk about it!*

amazon alexa

Google Assistant

Set Timers and Schedules



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