

# Seven tips when making your own YouTube videos for your business

 By [Leon Marinus](#)

11 Nov 2014

YouTube is by far the largest video-hosting network in the world, so this means that anyone, be it person or company, has to post a video here in order to get increased exposure.

This is specifically true for companies, as they can immediately harness the power of this video network and get great results. However, there are some things you need to be aware of when you create such a video for your company, if you want it to be efficient and enticing for your users.



## 1. Keep it short and informative

Each business video should be as short as possible, but very informative, as this is the only way you will be able to keep the attention of people that watch it.

Longer videos will most of the time get boring, so it's important to make sure that you share the most important information within the first 30 seconds, the debate on it later on, with enough information to maintain the interest.

## 2. Add call to action

Call to actions are very important for any promotional materials, and since business videos are marketing tools, it's important to include them without any hassle.

Make sure that the person watching knows the purpose of the video, and that is to find out more about you and your products, so that at the end of the video they become a lead, which is interested in your products.

## 3. Interact with the audience

No one wants to view corporate videos, instead they want something to relate to. Only by interacting with your audience you will be able to create a business video that sells the product, so try and create a friendly atmosphere, and try to solve a problem that people encounter on a daily basis, as this will be the best way to gain the attention of your users.

## 4. Get a catchy name for the video and customise thumbnail

Of course, the quality and message of the video are important, but the title and thumbnail are the ones that people will see first on YouTube. Avoid generalised ones, and instead come up with a catchy title that includes the keywords you want to rank for on search engines, but also customise the thumbnail and make it appealing as well, as this will draw a lot of attention towards your video.

## 5. Integrate still shots

Still shots are very important in a video because most of the time these will be remembered by your target audience, so you need to make sure that these are relevant and they portray either your product/service or its features.

## 6. Add background music

Creating a stale video just won't cut it these days, you need to create an atmosphere, so for this you do need to provide

some interesting music that will keep the customers entertained as you explain to them the purpose of your video and introduce to them your products. Make sure though that the music is in the background as you don't want it to interfere with the message that you try to share.

## 7. Insert website information

It's crucial to share a link to your site and maybe showcase a little of the information you have on your site through the video, so if the people want to find out more, they can visit your site and satisfy their needs.

In conclusion, these are the most important ways to optimise and enhance your YouTube video for your business. With their help, you will be able to create a much more professional video which will help you a lot, especially in the long run.

## ABOUT LEON MARINUS

Leon Marinus started his career as a Cross Channel Marketing Specialist in 2010 after learning about Mke's Products and Services. He started his small Business known as ATKA SA - Cross Channel Marketing Specialists based in Johannesburg, South Africa. After attending Cross Channel Mojo Conference Leon truly understood where the gap in the Market would be in his environment.

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