The Psychology of the Perfect Marketing Video

01 Hook them from the get-go.

- Key takeaway: Use hooks to capture attention quickly. Use compelling visuals, engaging language, and surprising facts to hook them from the beginning.

- Example: A short and powerful headline that creates curiosity or desire.

02 Keep it short and simple.

- Key takeaway: Keep videos short and simple. Use white space, clear navigation, and focus exclusively on one message. Videos should be simple, honest and uncluttered.

- Example: A video that is no more than 1 minute long, with a single clear message.

03 Tap into the power of story.

- Key takeaway: Use storytelling to connect with your audience. A story is a powerful way to engage people, communicate your message, and build trust.

- Example: A video that tells a compelling story, with clear character arcs and a strong emotional resonance.

04 Make them laugh or cry.

- Key takeaway: Use humor or emotion to make your message stick. People remember stories that make them laugh or cry.

- Example: A video that includes a humorous or emotional scene.

05 Maximize the multichannel!

- Key takeaway: Take advantage of all possible platforms. Use different channels and tactics to reach your audience.

- Example: A video that is available on multiple platforms, including social media, email, and website.

06 Offer a strong call to action (CTA).

- Key takeaway: Encourage viewers to take action. Provide a clear call to action that is easy to follow.

- Example: A video that includes a clear call to action at the end, such as a link to purchase or sign up.