Article #2

This Software Can Reduce Your Marketing Video Creation Costs By 90%

A lot of entrepreneurs are under the impression that high-quality professional videos have to be expensive. I really don’t blame them for thinking this way because a lot of the best videos in their niche probably look and sound like they were professionally produced.

They have got great background music, their scripts are just nothing short of amazing, they are edited in a very tight, compact, and emotionally powerful way. What's not to love. Given that level of quality, it’s very easy to assume that you probably wouldn't have to spend a pretty penny trying to come up with something similar.

What if I told you that you don't have to spend all your budget on high-quality and high-budget videos. You definitely need to have at least one of those videos. For the rest of your video materials, you can use the software. It all boils down to understanding how your video conversions work. In a way, videos are like articles.

When you go to a typical blog, chances are most of the material there are informative in nature. They may be written with a lot of personality, they may play up certain facts, they may even have some sort of interesting or quirky take on certain types of information. But at the end of the day, there are only a few pages on that blog that actually converts the viewer to buy something or sign up for a mailing list. This is called conversion content.

Oftentimes, the typical blog is made up of 95% informative material and 5% conversion content. The same applies to video. You can get away with only one highly polished, well-produced, well-scripted video that converts. This is the video you used to convert your website visitors. However, for the rest of your videos, you can use videoscribe.

Videoscribe is a handy software that you can use to quickly produce a tremendous amount of videos in a short period of time. Videoscribe makes the otherwise painstaking process of creating high-quality animated videos very easy. You just have to walk through the process. You don’t have to spend money on expensive graphics, you don’t have to spend money on expensive voice-over if don’t want to.

Of course, you're going to have to do that for your converted video. For everything else, I am talking, about supplemental videos here that get people familiar with your brand as well as open your viewers’ minds regarding the solutions that you bring to the table, you can use videoscribe videos.

If you choose to do that, you stand to reduce your video costs by as much as 90%. That’s how you play the game. You don’t stock your website with the very best videos you can produce. That’s just going to drive you to the pros. On the other extreme, you are not going to fill your website with middle-of-the-road or even low-quality videos because that's going to destroy your brand.

There has to be a decent level of quality for your informative video content, but this doesn’t necessarily mean that you have to bankrupt it. Obviously how this works, with the little bit of automation you can go a long way in reducing your video creation costs while converting your visitors.