3 Key Considerations to Think About When Using Whiteboard Videos for Marketing

Let's say you have decided to use whiteboard videos to market your product. You probably have done your research. You probably have arrived at this conclusion by reverse engineering your competitors.

After extensively studying your competitors and seeing what kind of videos they produce, you have arrived at the conclusion that whiteboard videos is the way to go. Congratulations. You did your homework.

However, before you dig into it, please understand that you have to wrap your mind around three key considerations for whiteboard videos. Otherwise, you will be producing the wrong kinds of videos. No joke. Seriously.

It may seem that these videos look like your competitors’ videos. It may seem like these videos are legit. However, if you do not fully appreciate the three considerations below, you may well crank out the wrong videos.

Explain Concepts with Images

The first thing that you need to keep in mind is when you're explaining concepts, no matter how complicated, you have to use images and texts. This is the key. So, the key here is not just the image of plants, people, landscapes or whatnot, but also images of text. This way, concepts don't just remain in people's minds when your voice-over says these concepts.

They pair these concepts with things that they can see. They're not stuck with something they heard. Instead, they pair it with something that they can see. This makes it so much easier to wrap their mind around a concept and make sense of it.

Cartoons can do the Same Job as Face-to-Face Video Connections

Believe it or not when you use a whiteboard video, you can plug cartoon animations. This is great because it breaks up the monotony or boredom of a pure whiteboard animation video.

However, it also brings another advantage to the table. It enables you to create some sort of face-to-face connection with your viewer. They’re face-to-face with a cartoon, but this puts a face to the brand. They’re able to laugh. They're able to approach the concept that you're talking about with less hesitation. Things seem less heavy. In other words, you position them to absorb whatever message you're trying to get across much better and faster.

You have to understand that the more complicated your concepts, the more intimidating they may seem to people. Even though you may have nice graphics, diagrams, and text photos, they may not go far enough. By including cartoons, you removed some of the intimidation while increasing the attention factor that may lead to your viewer absorbing more of the stuff you want them to learn.

Finally, you should make sure that the images that you show line up with the voice-over personality that you are projecting. Please understand that whenever there's a whiteboard video, you introduce a personality to the video. This happens subconsciously but it is happening.

If there is a massive disconnect between the image the person sees and the personality that they attribute to voice-over in the video, they may not connect with your concepts. Things may fall between the cracks. The message you’re trying to get across may either fall flat or the viewer may be distracted. Whatever the case may be they did not get what you want them to get.