

CitNOW Sales | Video Top Tips

When creating your next video, consider these valuable top tips to elevate your content and create memorable customer experiences.



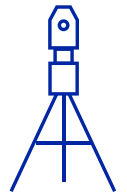
Customer

Always consider the customer before recording your video. What do you know about them? What's their persona, choice of car, history? Use this information to personalise the video.

1



2



Fundamentals

Preparation is key before recording - have you considered lighting, your surroundings, sound, steady visuals, your equipment? Will you use Multipart?

Human connection

Remember people buy from people - build rapport and a connection with customers by being on camera, using positive body language, tone of voice and showing enthusiasm.



F.A.B. Statements

Break down your story into two or three F.A.B. statements including features, advantages and benefits. Making it relatable makes you memorable to the customer.



Engaging Car Shots

Use simple, slow techniques such as panning to create great and engaging car shots. Use visual aids to better describe features and benefits.



Video Length

Customers are time poor with the average watching less than two minutes of video - keep it short, simple and memorable.



Call to Action

Leave a memorable call to action including a summary of your video, contact details, next steps and ask customers to rate your video.

