

004 BLOT Bottom Line On Top

Tips For Creating Compelling Video Marketing Scripts

Video is a great way for marketers, coaches, consultants, and businesspeople to communicate elements of their core message with their target audience. However, creating a concise video marketing message that resonates with your target audience can be quite challenging.

The video analytics data collected by MagnetVideo.com consistently shows that video viewership drops off dramatically after 60 seconds.

So, as a marketer, it's critical to deliver your entire core marketing message in 60 seconds or less.

Any marketing content or offers delivered after the 60-second mark may not be received by most of your target audience.

A 60 second marketing video only provides enough time for around 150 spoken words. That's right, an effective 60-second marketing video only has a 150-word script!

To be effective, you must deliver your compelling call to action core message with less than 150 words?

Concise = Success!

Writing a compelling 150-word video script takes practice (or experienced help).

However, practice is well worth the effort. Marketing videos with a well-planned, concise message end up producing outstanding marketing results.

Your bottom line is your core promise of solution.

If a viewer is only going to watch the first 10 seconds of your marketing video, you need to deliver your key promise in under 10 seconds...

To achieve this, you must deliver your big promise, your bottom-line marketing message first. That's why we call it the BLOT template because you lead with your bottom line... **your key promise.**

Think of the “bottom line” as the ultimate thing your ideal customer wants to experience in relationship to the solutions you provide.

What’s the one thing you can help them achieve that they haven’t been able to do for themselves?

Resist the urge to create a video script that builds up to reveal the core marketing message at the end. And remember, if you go over a minute many viewers won’t be around to receive the message by the end of your marketing video.

Support Your Core Message

Use the remainder of your script to support the core message of your marketing video. It’s your core message of the value you offer!

Explain in clear terms how you deliver your solutions and benefits to your customers.

Third party statistics from analysts or other credible sources and/or customer success stories can help support your core marketing message. Also, be sure to repeat your core message a couple of times during the video when possible. Repetition always helps viewer retention!

Call to Action

Always use a call to action in your marketing video. Most marketing programs have stated goals, for example: collecting a certain number of prospective customer’s contact information or a certain number of “conversions”.

Tie your video’s call to action to your marketing goals and tell the viewers the specific action you want them to take once they watch the video.

The call to action will depend on your specific marketing program but common calls to action include:

“Register Today”

“Contact Us”

“Download Our Whitepaper”

“Meet Us at Booth 121”.

IMPORTANT INFORMATION

These software apps are required prior to this weekend... Download the following apps before the 2 day event.

VideoMakerFX – \$27 USD one time payment atm – Link: <https://www.videomakerfx.com/>

Invideo – \$10 USD per month if paid annually – Link: <https://invideo.io?ref=carmelmurphy>

CM50 is code for 50% discount to join

* There is the option for a free trail account with this one