



Video Case Studies

How to get the most value out of Video Case Studies
Aspect's Top 10 Tips

bring your marketing to life

video case studies: in a nutshell

We all understand the value of a good case study, but using video will help to substantiate your offering in a way that static content can't compete with.

Having made dozens of video case studies for our clients, we decided to put together our top 10 tips that will help you plan and capture the most compelling client stories. There really has never been a better time to market your business using moving image. So take a look...

Adam Etheridge
Managing Director

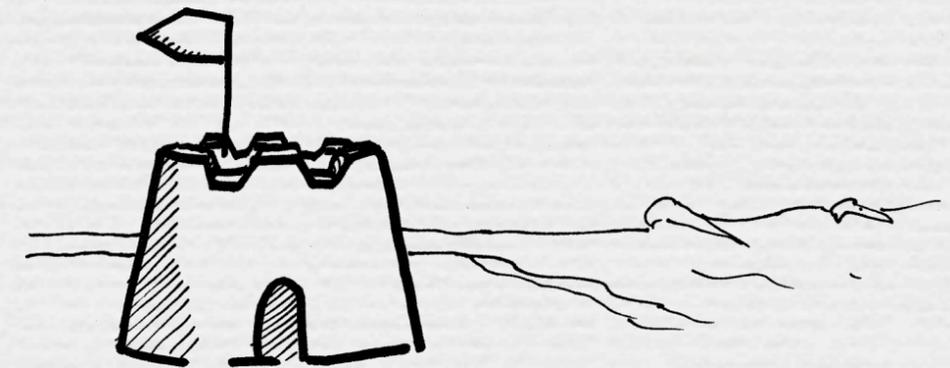


1) structure

Firstly, to create a compelling story for your case-studies we suggest following a reasonably traditional structure.

- Firstly ask questions that establish the business challenge or need.
- Then explain what your service/product did; what action you took.
- Finally, and most importantly, an explanation of the results you achieved for your client.

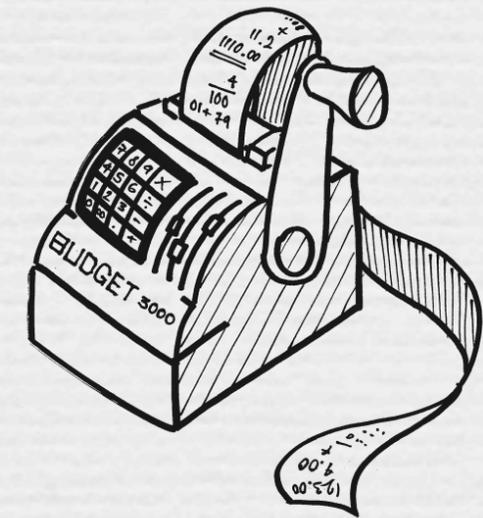
When you come to prepare your questions, do so with this structure in mind.



2) make it tangible

Wherever possible ask your client to describe the business results as tangibly as possible. For example if the results include a financial saving make sure you ask “how much?”

If clients are uncomfortable revealing specific details, resist the temptation to move on to the next question... Instead try to find broader words or phrases that are more comfortable. If talking about savings for example, then approximations or percentage work really well.



3) preparing your clients

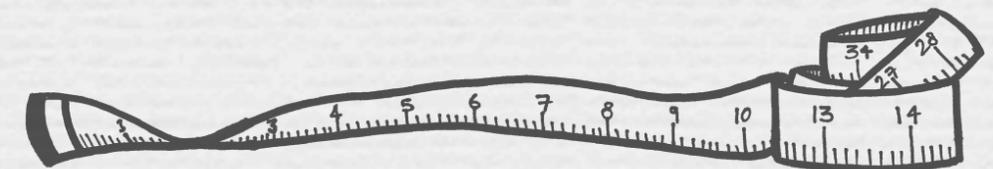
We recommend sending clients your questions a few days before the shoot to allow them some time to prepare. However make sure you advise them not to over rehearse their answers so that they still sound spontaneous on the day. A few notes usually works well.



4) length

For video case-studies we'd always suggest aiming for a final length of approximately 3 mins.

Going into too much detail risks disengaging the viewer. Stick to the most compelling facts and your audience will invest the time.



5) on the shoot

In our experience the vast majority of clients are very happy to be prompted in their answers, so make sure you have someone on the shoot who understands the marketing messages your trying to capture and who can guide your clients.



6) supporting footage

As well as the main interview make sure you get a few supporting shots of your clients working in their business. This helps to build a more compelling story visually. It adds context and helps to immediately establish your clients as credible individuals.



7) testimonials

If you have time always ask for a testimonial from the client. Unlike the case study, their answers may include some of the wider positive messages about your business. These are great for adding to your credibility.



8) keywords

At the end of the interview it works really well to ask your clients to list off a series of keywords that they feel best sums up your business.

'professional, dynamic, trusted' – whatever the words, you can cut them together quickly to create a really punchy end to your film.



9) ask for feedback

At the very end of the interview ask your clients a simple question along the lines of 'is there anything we could do better?' or 'are there any areas we could improve in?' – many companies completely forget to ask these kinds of questions, but knowing the answers to them is incredibly powerful to your business.

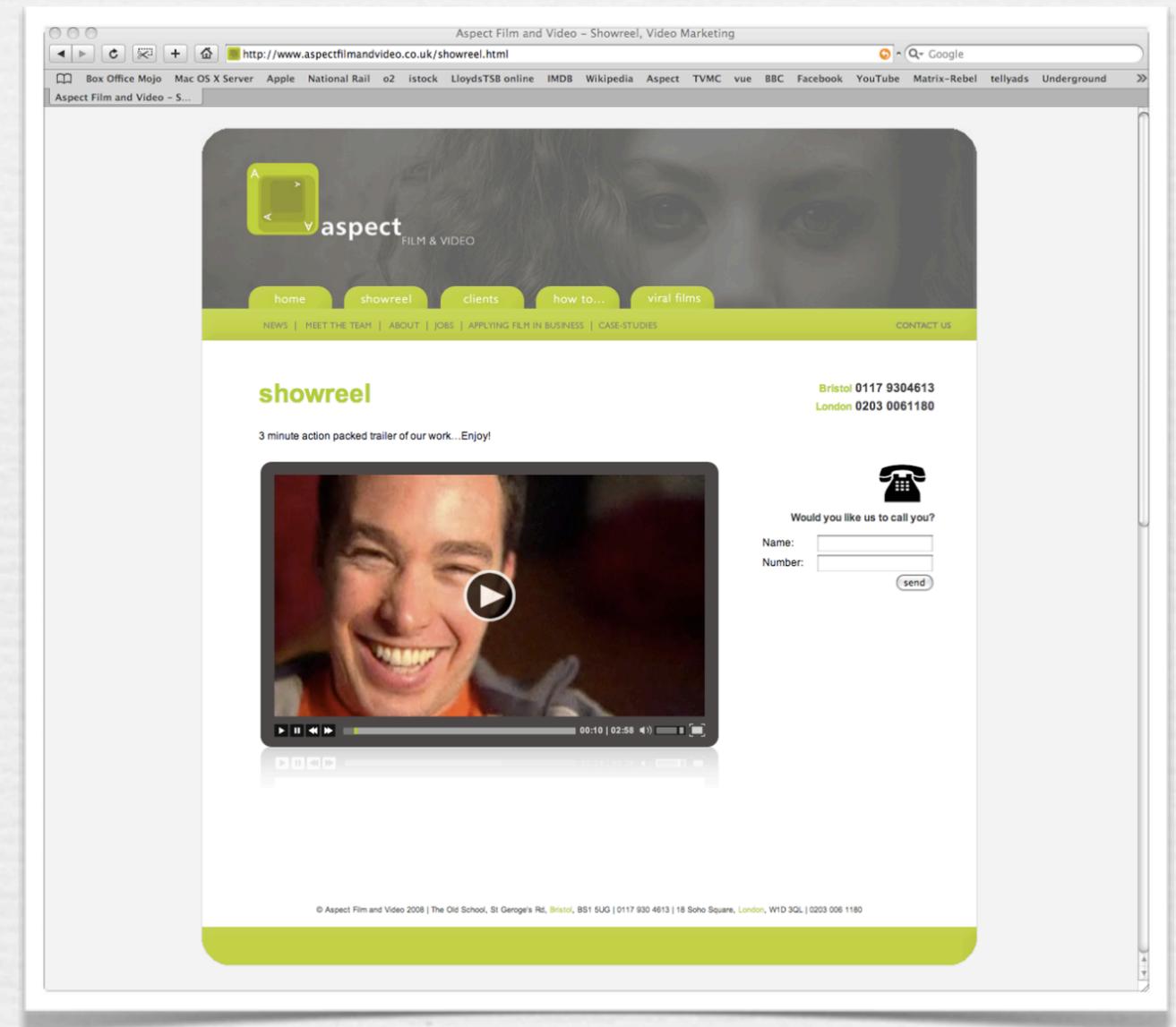
Now I'm not suggesting for a second that you use this material in the final edit, instead simply use it as an internal feedback mechanism which can improve the way you delivery your service or product.



10) web delivery in a flash

I'm sure you're already planning to deliver your case-studies via your website, but finally a word of caution; this is an area many people get wrong technically, which results in a frustrating experience for visitors to your site.

Although formats like QuickTime and windows media are very good, we strongly recommend you use flash. It is the same technology as YouTube: its compatible with virtually every machine, its quick, easy and great quality.



conclusion

Right now video is one of the most compelling ways to market yourself. Its engaging, gets great attention, cuts through the noise of traditional communications, and compared to static content, will have a massive impact on your marketing. At this time in the market place, its never been more important to select the most effective marketing activity for your budget and right now video has never been easier or more cost-effective.

I hope you've found these tips useful. For more of an insight into video case studies give us a call on **0117 930 4613**.

bring your marketing to life



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