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Corporate Video Production – what is it and why use a professional?

The production of corporate videos is becoming an increasingly large business with many companies now making the most of video on their websites, on Youtube and similar sites and for use internally and for presenting to potential customer and stakeholders. What this means though is there are many professional video production companies that have little experience and skill. Video Production is something that involves natural skill but also needs to be learnt with experience.

If you use a video production company with less experience you may get someone with a lot of ideas but they should have at least studied video production at college level for two years or more to do a good job. Even then working with corporate businesses to make sure they get the results they want takes skill. An unskilled video production company may end up making a great looking video that doesn't actually achieve what you want.

An understanding of the importance of brand is vital and one of the first things a company should do is to try to understand your brand and brand values so they can get them across and also understand who it is the video will be aimed at and how they should be approached.

It could be that you want internal videos done, these certainly include training videos but also may be used for internal branding exercises to make sure staff understand the brand and the aims and objectives of the company and have pride in their employer.

Training videos are a great resource to have to cover basics such as health and safety which may include specifics about jobs and the premises staff will be working in such as fire drills and how to use certain equipment. You may also want training videos for a particular job. Compared to a training manual which may not be read in full or training done by a person who may miss things. You can ensure a training video will cover everything and be easy to understand. It may also be able to use examples in a way that isn't possible in normal one to one training.

Many external videos end up online, a good corporate video on your website that may also be put on Youtube and elsewhere will get a lot more information across much more succinctly than text or images on your site.

People looking for a supplier online may not spend much time on each site but a video is an easy way to take in a lot of information they would otherwise have to read.

You can also show staff, premises, equipment and your company at work in a video to get across your standards and professionalism. Showing your staff particularly and getting them to show off their skill, knowledge and personalities will mean that a viewer may finish watching feeling they know your company a little already.

Also online you may want to use videos on Youtube some of which may be designed

to go viral. Some of the best videos on Youtube are those that allow you to give people information they need while showing off your skills and professionalism at the same time, for example a garage may have a video of them doing a gearbox oil change that people will watch and learn from but the speed and skill you use can impress them at the same time.

If you are looking for [Video production Brisbane](#) or [Productions companies](#) then you are in the right place, just follow the link and know about other opportunities.

What is Viral Advertising and how can my company use it?

Viral Video Production that Works

Nowadays, with the advance of the Internet into our lives, it's very easy for anyone to take advantage of the hype and boost the popularity of whatever they're doing if they play their cards right. However, actually "playing your cards right" is a concept that eludes many people – and you're probably not that well aware of how to do it either. If you want to get some hype added to your efforts and ensure that you're going to get that much-needed increase in your popularity, you should take the time to learn how viral video production works, and how it can help you.

The idea is trivially simple – a video comes out, usually short and easy to swallow, featuring something rather silly but catchy. You watch it, you chuckle, you send it to your friends – and so it begins. Most successful viral videos have managed to reach several million hits in just a matter of hours – typically by the end of the first day after the beginning of the "outbreak," pretty much the whole Internet knows of the video and its success has reached its peak.

And while many of those videos have been accidental and weren't promoting anything in particular, there are plenty of examples of viral video production that has been deliberately aimed at this result, and has reached it spectacularly – for example, every guy 18–25 can probably tell you who the Old Spice Guy is.

It may seem simple to come up with a campaign like this, but it's actually borderline genius – remember, Internet users are exposed to tons of garbage day after day, and their sense of humour and catchiness is a bit different from what you might expect. This can make it difficult to predict what's going to catch on and what would be filed down under "another cat video" – but there are people who know how to make the most out of a campaign like that.

Companies that offer successful viral video production aren't that many on the market, and their services don't tend to come cheap – but when you do find one that works on your current budget and can offer you the quality of service you need, you'll pretty much feel blessed by the whole thing. Believe us, no other form of advertising is going to seem efficient to you once you've had a taste of this.

Two things should be noted though – first, never, ever try to force a viral video campaign on the Internet – it's going to backfire and you'll end up getting mocked and ridiculed for your failed attempts at viral marketing. There have been plenty of examples of that, Sony being among the more notable ones.

Second, remember that this is a one-trick pony – you may spawn a successful series of

viral videos from the first one, and it's going to keep working as long as you stick to the theme – but you'll never be able to “expand” on the concept and come up with new ones, because the instant you do, you're going to be considered a cliché. So make sure that this first use of the technique works for good!

[viral video production](#) Will help you to spread your message or it is use for social awareness because the more hits you get on your video the more popularity your video gets and making video of your brand or for any cause is the best marketing strategy. You can get more information about how to make a viral video just by one click on the link [Video producers](#) .
