

# 5 Ways to Make Your Product Videos Stand Out

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Product videos help act as sales and marketing content for your brand and help customers and audiences see important information and necessary features about your work. In the age of digital marketing and social media platforms, product videos have become a popular medium of choice when opting for **professional video production services**.

However, standard advertisements like videos are not only bland but fail to engage customers in a useful way. It's a hit or miss because users online are always saturated with information and processing it constantly, and if your product fails to impress, it's going to be dismissed.

So how do you make it stand out amongst the thousands of others circulating the internet each day?

## **1. Stay true to your brand image and voice**

This is crucial for advertising purposes. [Authenticity is what sells](#) and gets you loyal, long-term clients. It's important to appeal to wider audiences, but without

compromising on your brand's integrity and identity. You can experiment with form and content, so long as it's in line with the overall public image you hold.

If your product is meant to serve a niche community, whether it's a luxury item or a menstrual hygiene product, appealing to your target audience is more important than the masses.



## 2. Give your customers space to think—don't push

People are smarter than ever, and [nobody enjoys having products pushed at them repeatedly](#). Buy this, buy that, pay for this, order that. That's all advertising shares with viewers whether they're streaming a movie or scrolling through Instagram.

How do you plan to be different? By posing a question, opening a conversation, reciprocating dialogue. Conceptualize and innovate, so your clients are stimulated mentally and actively think about your product.

## 3. Incorporate feedback from customers

A great way to [appeal to your customers is to make them feel heard](#). Hear their feedback out, study, and understand it and use it to build your next product video. Do they want to see your product demonstrated by certain individuals such as a professional group? Are they looking for more ethnic and racial diversity? Let your

production company know in the pre-production process, so you build a storyline around this.



#### **4. Provide them incentive**

What are they getting out of buying your product? Is it a chance to meet their favorite celebrity? Do they get a discount on their first purchase? Do they have a running subscription from thereon? Get creative and use that edge in your video!

#### **5. Strike while the iron is hot**

It's crucial to have a [well-timed and effective CTA in your product video](#), given that it's a replacement for sales reps. Timing is everything, and it can go far to benefit you in the marketing process, both on a micro and macro level. Knowing when to publish based on insights can help more viewers access your content, as do the dates, especially if your video is released around holidays, public events, and other relevant occasions.

If you're looking for a reliable [video marketing and production company in Los Angeles or San Diego](#), [reach out to 336 Productions](#) for their [versatile and innovative service](#) delivery.