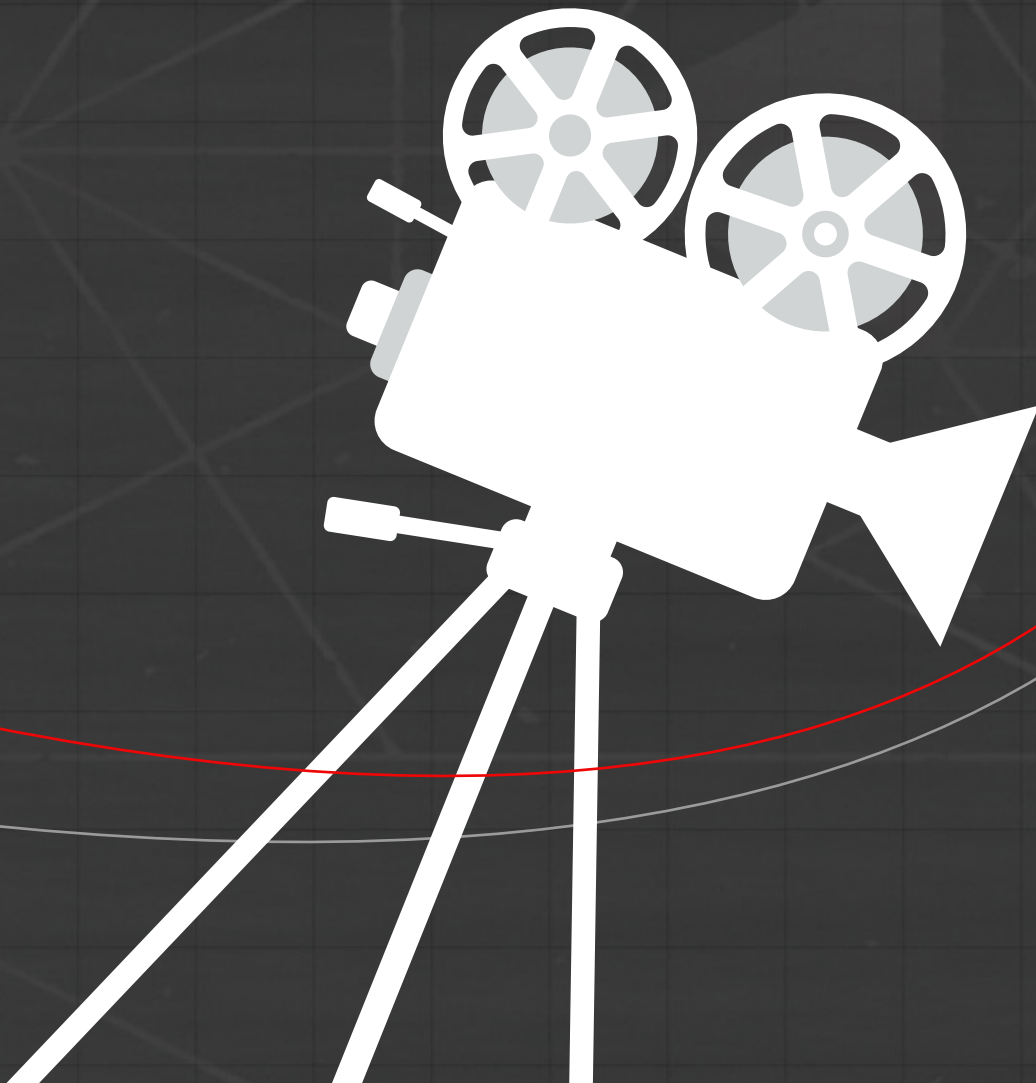


VIDEO ADVERTISEMENT BEST PRACTICES



Sponsor Ads

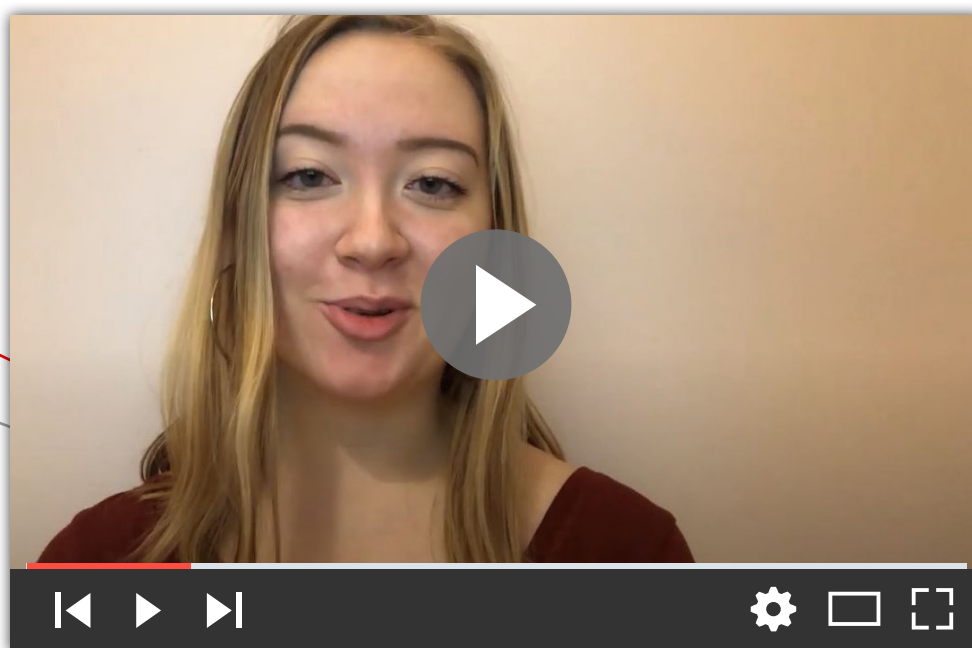
If you're reading this, then you are getting ready to put together a short video advertisement that will air during a virtual conference that is co-produced by Matchbox Virtual Media. Let us help you with that.

Over the years, we have poured over the data to understand which style of ads saw the highest conversions, and why. What do we mean when we say conversion? At the end of your video, you have the opportunity to have a call-to-action display on screen where attendees can opt in for a next step with you. Below are some best practices to help your video convert.

Note that these best practices aren't global recommendations. **Our virtual conferences are designed to optimize for attendee engagement and interaction in the live setting, and so these recommendations ladder up to our virtual environment.**

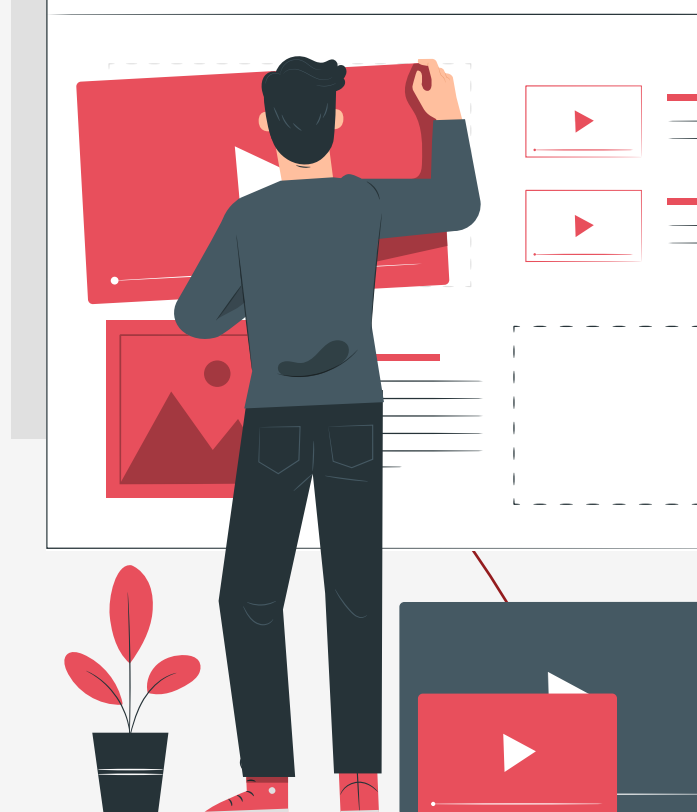
Example Ad

Let's start by showing you an example. We figured we'd stick with what we know best, so below is an ad we've made for our own company:



Planning your video

What you'll notice immediately: **this video was not professionally produced**. Interestingly, we have found that professionally shot and produced videos tend to have lower conversions than the webcam-style one you saw above. That is because this approach is more personable, and also matches the style of the speaker sessions, so integrates nicely alongside the existing content. **We highly recommend that you keep your video under 2 minutes**. Any longer starts to negatively impact retention.



There are **two main approaches** to consider when planning out your content: you can either **directly discuss the solution that your company has to offer**, or you can **provide an educational piece of content**. In the example above, we decided to provide value in our area of expertise rather than a direct-sell approach. Our call-to-action is leading to an eBook we've created, since our marketing priority is to provide thought leadership. Whichever direction you go, aim to make your video feel more like a conversation than a commercial!

Choosing your call-to-action

A “call-to-action” is **a statement that encourages the attendees to opt in for a next step**. Below are some possible ones to consider using at the end of your video ad. Note that CTAs laddering up to resources tend to have higher conversions, but less qualified leads. Each approach has pros and cons, so we encourage you to think through how this fits into your broader marketing goals and strategies:

- ✓ “Download our eBook”
- ✓ “Set up a conversation”
- ✓ “Subscribe to our blog”
- ✓ “Register for our webinar”
- ✓ “Receive a demo”



Setting up your audio/video

We have a lot to say about this part! So much so, that we have a [dedicated guide](#) for you. That said, here is some quick advice: avoid distractions in the background, audio quality is extremely important, and aim your camera eye level!

Delivering your content

Your preparation and delivery will highly depend on what you're most comfortable doing! Some will practice with talking points and deliver this way. Others will write a script and use a teleprompter. If you would like to create an ad hoc teleprompter using Microsoft Word, refer to [this video tutorial](#). Note that you want to avoid appearing like you are reading, as it will pull away from your authentic message. Either scenario you choose, practicing in advance really makes all the difference!

Make your video count! This is a great way to demonstrate value to your community and to be part of the conversation.

