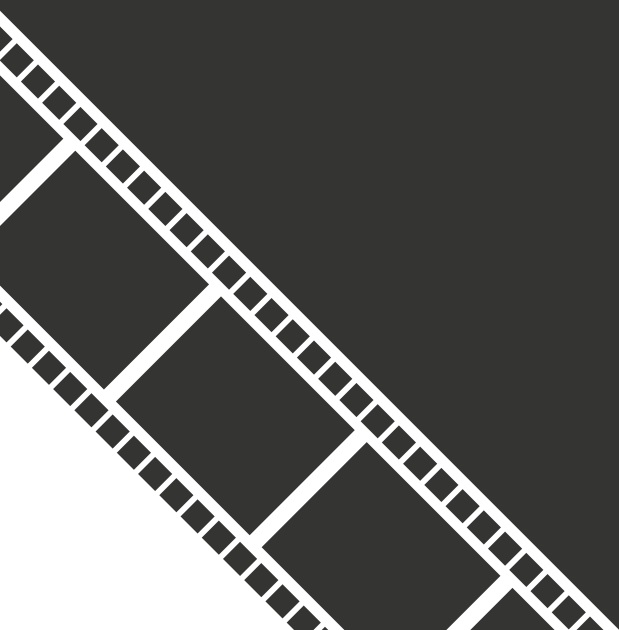




THE SOFTWARE COMPANIES' GUIDE TO VIDEO



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Introduction

The popularity of video marketing is consistently growing year on year, with no signs of slowing down. It's because of this that **68%** of marketers now feel that video is essential for their business.

Not only does video marketing allow you to show that your company has a fun side, it's also great for increasing brand exposure, and more specifically for software companies, videos can give easy and fast explanations and demonstrations of your products and their features. But of course, the benefits of video marketing are more extensive than this.

Throughout this eBook, we will be focussing on three strong benefits of videos for software companies: increased conversion rates, increased customer satisfaction, and increased user retention. Additionally, we'll be discussing the specific aspects and benefits of nine different types of videos that you can create to add more value to the marketing strategy of your software company.

68% of marketers now feel that video is essential for their business.



INCREASE
CONVERSIONS

Section One

Homepage Videos

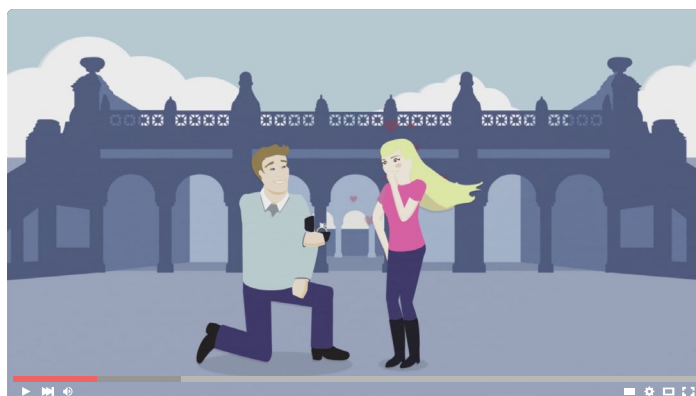
The homepage of your website acts as a first impression for any online visitors that are unfamiliar with your brand. Including a video on your homepage can make for a much better first impression, considering that **70%** of people view brands more positively after watching video content about them.

First impressions are vital because they reduce that all important bounce rate. A bounce rate is a measurement of how long people are staying on your site. The sooner people leave, the higher your bounce rate is, and the further you will drop down the search engines. It's a terrifying domino effect.

Studies have found that the average time spent on a website without a video is only 48 seconds. In contrast, websites with video content are able to grab viewers' attention and keep people on your site for approximately 6 minutes.

As well as keeping people on your site, homepage videos are perfect for educating users, and ultimately encouraging sign-ups. Due to these benefits, a recent survey found that **70%** of people are now publishing video content on their homepage.

Check out the animated video to the right. This video appears on the homepage of a software company called [The Wedding Playlist](#). After watching the 60 second video, all visitors to the site know exactly what the software does and this will increase conversion rates.



70% of people view brands more positively after watching video content about them.

Section One

App Preview Videos

Last year, Apple introduced their new video feature for the app store. From then, app developers have been taking full advantage of the opportunity to create preview videos of their apps.

An app preview video allows developers to demonstrate their app's features, design, functionality, and UI right on the app store, ultimately encouraging users to download their app.

An app preview lets potential app downloaders see your app in action before they make that all important decision. This is far more effective than screenshots alone. With this in mind, it would be foolish not to leap at the chance to make an app preview video.

Apple have strict requirements for their preview videos. Here are just a few as an example:

- They have to be screen recorded
- Between 15 and 30 seconds long
- And, in-app purchases have to be disclosed

Below you can find a perfect example of an app preview video:

Despite the creative restrictions, app preview videos are an amazing way for software companies to showcase their apps in order to increase conversions. If you think about it, it's the closest your customers will get to a try before you buy.



An app preview lets potential app downloaders see your app in action before they make that all important decision.

Section One

Testimonial Videos

Over half of video marketers (57%) feel that video marketing has led to more website conversions. And, most people, in order to get the most out of video marketing, create as many different videos as they can. One quite effortless type of video to create, that will certainly add a lot of worth to your website, is a testimonial video.

Reviews and testimonials can prove to be priceless for your software company because, bottom line: customers trust each other more than they trust you.

Video testimonials go the extra mile for two reasons:

1. The majority of people prefer watching videos to reading
2. Video footage allows emotion to convey in the faces of your existing customers, allowing others to see the true value that your company has brought to the reviewer.



This video testimonial for [Pardot](#) goes into depth about how the company specifically helped this customer, and although written testimonials have just as much credibility, it comes back to point one above: people would much rather watch than read.

57% of video marketers feel that video marketing has led to more website conversions.



INCREASE CUSTOMER
SATISFACTION

Section Two

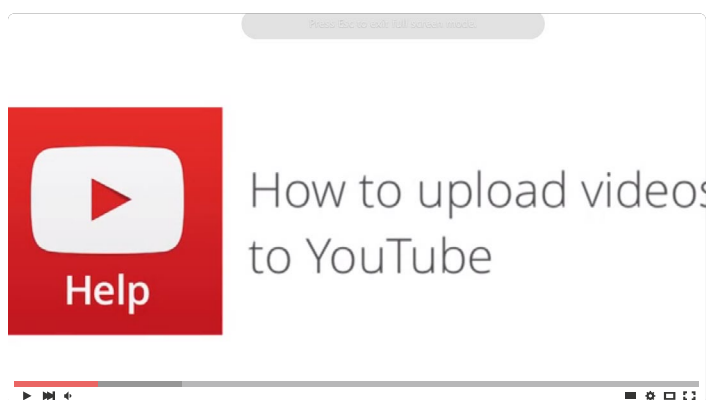
Help Videos

A lot of companies don't ever think of creating help videos, instead they opt for an FAQs page, or a telephone helpline. But, neither of these things are as helpful for customers as a video that presents a visual resolution to their problem.

We all know how frustrating it is to scroll through an FAQs page desperately trying to find an answer to your problem, or worse still, waiting on hold for several minutes for an advisor to assist you. In contrast, help videos tend to be short and to the point, conveying the exact information that the user wants to hear.

One software company that excels at Help Videos is [YouTube](#). YouTube have several short videos that walk customers through different points of the software that they may struggle with. It's like, instead of having an FAQs page, they have an FAQs playlist. It's a great way to engage with customers and definitely a direction that more companies should move towards in the future.

A help video, like the above, can dramatically reduce the number of support calls your company receives. In fact, 30% of people agreed that video marketing reduced the number of support calls they received. A reduction in support calls doesn't only increase customer satisfaction, it also increases the productivity of your staff.



YouTube have several short videos that walk customers through different points of the software that they may struggle with.

Section Two

Tutorial Videos

You may think that help videos and tutorial videos are the same thing, but that's not the case. A help video will answer questions that your customers already have, however, a tutorial video will prevent those questions from ever needing to be asked. Tutorial videos are perfect for introducing – whether that be introducing your business to potential customers, or new features to existing customers. Either way, you will achieve your goal of increasing customer satisfaction.

In order to get the most out of your software, your customers need to know exactly how to use it. Sure, you could send out a guide or an informative email, but that won't increase customer satisfaction levels.

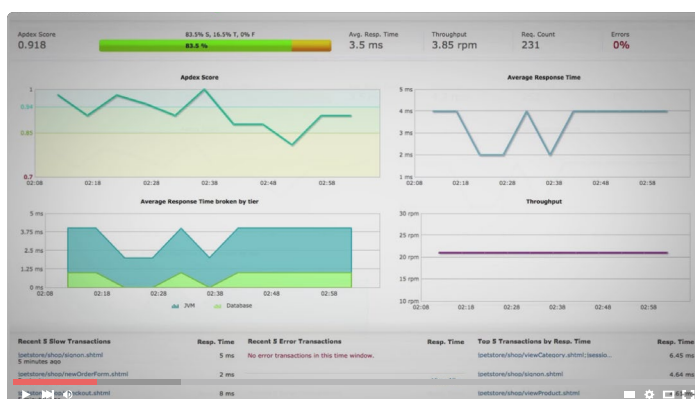


Tutorial videos can be great way to present an overview of your software:

Or, to demonstrate individual features and products in more depth:

A video, on the other hand, will add so much more value for your customers. In a recent Wyzowl survey, 44% of people listed video as their most preferred way to learn about a product or service.

A professional tutorial video is the next best thing to physically sitting down with each individual customer and walking them through how to use your software. It's so much more personal than a guide or email will ever be.



44% of people listed video as their most preferred way to learn about a product or service.

Section Two

“About Us” Videos

It's important to tell your brand story because people like to know exactly who it is they are doing business with. A lot of companies have an “About Us” page as standard because it's a great way to instil trust in the people that visit your site, and therefore encourage those people to become customers.

However, when faced with the decision to read a wall of text brimming with buzz words, or click a play button, which do you think would satisfy your customers more?

Of course, the correct answer is click the play button! Videos, particularly animated videos, are a great way to show off your fun side and humanize your brand. If customers come to your site to find out more information about your company, and this requirement is not only fulfilled, but they also find a great video that makes them laugh and that they want to share with their friends, then you have already presented yourself as a software company that over-delivers!

Overall, an “About Us” video can highly increase your customer satisfaction levels because it's a fun and easy way to digest information in a short space of time. This video for [EweMove.com](https://www.ewemove.com) is a perfect example.

P.s. How many sheep puns did you find?



It's important to tell your brand story because people like to know exactly who it is they are doing business with.



INCREASE USER
RETENTION

Section Three

Onboarding Videos

In order to increase user retention you must create content that is valuable, and keeps users coming back. Onboarding videos are a great way to educate your users so that they feel comfortable with your software from the word go. Videos that educate are extremely popular, with over half of video marketers saying they primarily use video to educate current customers.

Onboarding videos are perfect for increasing user retention because they allow your customers to 'hit the ground running', and instantly gain value from your software. An onboarding video makes for a great first impression, which then builds the foundations for a positive, long-lasting relationship between your customers and your company.



A good example of an onboarding video is the one by [MyFitnessPal](#):

The video, although quite lengthy, takes viewers on a complete walkthrough of the app, ensuring users know exactly what they're getting from the software, and how to use it.

Over half of video marketers say they primarily use video to educate current customers.

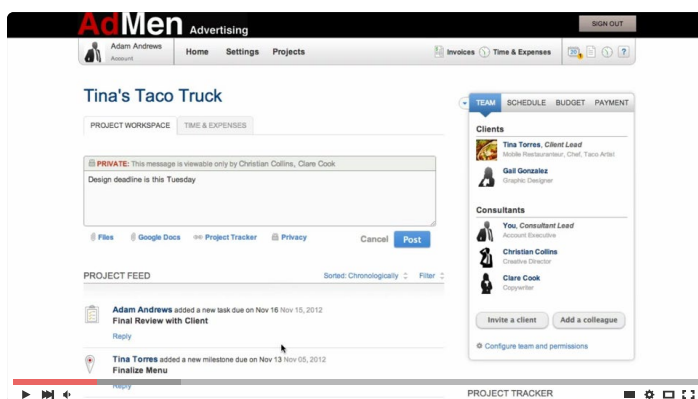
Section Three

New Feature Videos

New feature videos are similar to onboarding videos in that their main focus is on educating users in order to increase user retention. If your software is complicated then new feature videos will be great for breaking each new feature down and giving an in-depth explanation of how to use it.

Mavenlink are a software company with several new feature videos for their existing customers. Two of which can be seen here:

As you can see, new feature videos are consistent in their branding, and include straight-forward messaging. New feature videos are proven to be successful, with **80%** of video marketers agreeing that video has given people a greater understanding of their product or service.



80% of video marketers agree that video has given people a greater understanding of their product or service.

Section Three

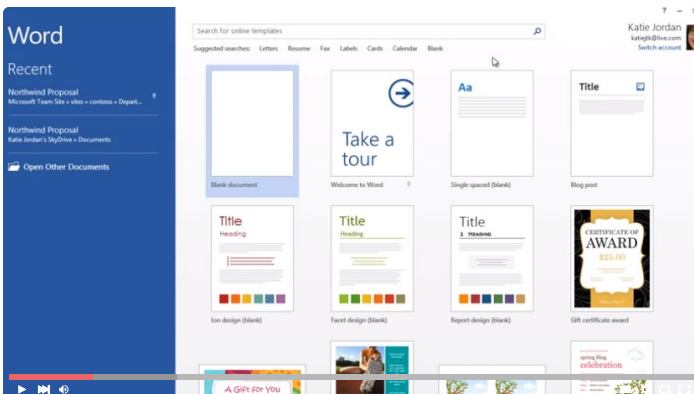
Video Tips Series

A Video Tips Series consists of multiple videos that give applicable information that enriches software for users. They are usually released on a regular basis, for example, weekly.

Video Tips Series are beneficial for software companies because they allow you to break down more difficult features and assist your users on getting the best out of your software, thus, increasing user retention.

Video Tips Series are also great for increasing SEO as they appear on search engine radars as regular, useful content.

Microsoft Office have a strong YouTube presence, and as part of that they have a video tips series that is 99 videos long and still growing.



As you can see from the video on the left, tips videos are best when they are short and clear, presenting a tip for one feature only. Video Tips Series are still quite rare so there is a gap in the market for software companies that really want to commit to user retention.

A Video Tips Series consists of multiple videos that give applicable information that enriches software for users.



CONCLUSION

Conclusion

Videos are a credible asset to any company, and as we've presented in this eBook, there are many specific benefits for software companies. The main benefits to remember are:

1. Videos can increase your conversion rate by bringing more users to your site and presenting your brand as trustworthy.
2. Videos can increase customer satisfaction by helping viewers better understand your software and humanizing your brand
3. Videos can increase user retention by assisting users to better understand your software and continuously get the best out of it.

If you're looking to make some videos for your software company, then get in touch with us here at [Wyzowl](#).

Videos are a credible asset to any company, there are many specific benefits for software companies.

