

## THE THREE BIGGEST MISTAKES CONSUMERS MAKE WHEN CHOOSING A VIDEO PRODUCTION COMPANY.

### 1. Using companies without qualifications/skillset

The most critical mistake that companies make is choosing a video marketing company that can't deliver results. The easiest way to cut out the hype is seeing examples from the firm's past and current clients.

Hire a video company that has its own audience of raving fans. If the company doesn't, it's not likely they can generate raving fans for your business. You want to engage your prospects and customers so they sit up and pay attention to your video. You do this giving them something new and original. They want a unique experience and interaction. Make sure your video marketing company is creating a new quality campaign for your business and not recycling already-seen material.

### 2. Engaging companies that don't work to deadlines

It's easy to get all juiced and jazzed about your ready-to-shoot video. You're anxious to use it and now find it's going to be a long road from shoot to completion. Know going into it how long it will take from the day you agree to the project to the date the finished product is placed in your hands. Avoid being the horror story trapped for months between shoot and delivery. The production company that just takes its sweet time getting to the shoot has its post-production speed set to snail.

Make sure you have a written record of what your specific timeline is. Know when you are having a pre-video strategy call or meeting, when you are having the video shoot, how long it takes to edit, when post-production will be finished, and how long to get your video afterward. Remember, time is often more valuable than money.

### 3. You not giving a proper detailed brief

Remember, the onus on providing a proper, detailed brief is upon your shoulders. Many people fail to provide their chosen video production company with a proper brief, including the ultimate objective of producing the video in the first place.

Their communications with the video company are normally by phone without putting anything in writing – therefore leaving way too much responsibility upon the videographer to “read their minds” in terms of priorities, ambience and ultimate objectives.

Do yourself a favour and provide a comprehensive written brief to the video production company, perhaps listing via bullet-points the major inclusions that you need and the ultimate objective of the video.