



Writing a Video Marketing Script to Create an Engaging Video

When it comes to video marketing you need to start with the end in mind. Bear in mind that this guide is for writing a marketing video.

What do you want the viewer to do at the end of the video?

At the same time the content of your video should be written to engage and retain your audience so that they get to the end.

So how do we achieve this engagement and retention whilst getting the reaction that we want from the viewer?

At Clockwork eye we have developed a strategy that we know works and by following these simple steps you will be able to create videos that work for your business.

Keep it short:

It is proven that video viewership drops off dramatically after **60 seconds**. At **90 seconds** you are pushing the envelope and according to statistics, when it comes to business related videos, at **1 minute 35 seconds** no one is watching.

Introduction - Create a reason to watch.

To help you follow the theory of this guide we will write a script titled 'Should I be Using YouTube?' as we go through this guide.

We need to start our video by letting our target audience know what it is that we are going to talk about in the video. This can be easily done by asking a question or making a statement about the topic.

For example let's start by making the following statement:

'I am often asked, is YouTube is the right platform for my videos.'

Or asking the question:

'Why should you use YouTube when doing video marketing?'

Now that we have their interest, after all this is the information that they are wanting to know, we need to tell them what we are going to talk about.

This is done in the next part of the introduction. For example:

'Let me give you five reasons why you should be using YouTube even if your audience isn't on this platform.'

Your introduction should take no longer than 10 seconds, two to three sentences, before your video moves on to the core message. You literally have five to seven seconds to grab the viewers attention.

Clockwork Eye rule #2: Get to the point.

Content – Show Your Expertise

Use the main body of your video to demonstrate your expertise and show your personality. Explain in clear terms the solution to the issue at hand.

This information needs to be clear and to the point. It should not include jargon or acronyms unless you are appealing to professionals in your industry.

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You need to be communicative and treat the script as part of a conversation where someone has just asked you the question and you are answering it.

For example:

'You might not think that YouTube is the right platform for your videos but what you need to remember is that when we are doing our digital marketing we need to appeal to two elements.

First we need to engage with people and start conversations and secondly we need to appeal to the machine, in the most case Google.

With that in mind, the first main reason that we use YouTube is simply because Google own it and they paid 1.65 Billion US Dollars for the platform, so as you can imagine, they favour it.

Secondly, it's a great place to store your videos and then embed and share your videos to your website and, some, social media. This can also save you money.

Thirdly, you can use the very detailed analytics to your advantage. The information that you get is extensive and you can tweak your videos to perform better.'

Try to keep your content between five and seven sentences. Use tactics such as 'here are three things that will...' or 'five reasons that...' etc.

Clockwork Eye rule #4: Don't annoy your audience by not giving them enough information.

Clockwork Eye rule #5: Don't throw the baby out with the bath water. If you tell them everything then they don't need you.

Call to Action

Always use a call to action in your marketing video. The reason for making the video in the first place was to engage with your audience and get them to develop a relationship with you.

You wouldn't go networking and talk to someone who is interested in what you do and then walk away from them at the end without passing your card and inviting them for coffee or to call you.

The call to action will depend on the specific marketing program but common B2B marketing calls to action include: "Call us", "Register Today", "Download Our Whitepaper".

Make it inviting, enthusiastic (not that enthusiastic. This isn't a Cillit Bang advert) and friendly.

For example:

'Using YouTube is essential for all businesses but it isn't just a case of uploading your video to your channel.

Ensure that you set up the channel correctly and then sign post your videos so that they will be found. Video SEO is a real thing.

If you want to find out more or would like to pick our brains then give us a call.'

Clockwork Eye rule #9: A little planning goes a long way.

Concise = Success!

Writing a compelling 60 to 90 second video marketing script can be hard work and takes a lot of practice (or experienced help). However, producing a good script for your video is worth the effort.

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Marketing videos with a well-planned out and concise message will end up producing outstanding marketing results.

Example in Full

Keeping with the YouTube script example I will write the parts in full so that you can see the whole thing.

[INTRO] (Warm and inviting, lets the viewer know exactly what the video is about)

I am often asked, is YouTube is the right platform for my videos.

Let me give you five reasons why you should be using YouTube even if your audience isn't on this platform.

[CONTENT] (Informative and interesting as it comes from knowledge and expertise BUT we DO NOT give everything away – remember, rule #5 – Don't throw the baby out with the bath water)

You might not think that YouTube is the right platform for your videos but what you need to remember is that when we are doing our digital marketing we need to appeal to two elements.

First we need to engage with people and start conversations and secondly we need to appeal to the machine, in the most case Google.

With that in mind, the first main reason that we use YouTube is simply because Google own it and they paid 1.65 Billion US Dollars for the platform, so as you can imagine, they favour it.

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Thirdly, you can use the very detailed analytics to your advantage. The information that you get is extensive and you can tweak your videos to perform better.

[CALL TO ACTION] (This is direct and inviting asking viewers to call or visit)

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IF YOU HAVE ANY QUESTIONS THEN PLEASE CONTACT US 01535 517077