

# How to avoid the pitfalls of making a bad video testimonial

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On

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Getting it wrong can cost £



Special points of interest:

- *Getting it wrong can cost you time and money*
- *Your reputation is at stake with everything that goes into the public domain.*
- *Get it right first time.*
- *Use the power of a great testimonial to your advantage.*

Getting your client video testimonial wrong, can be very damaging to your brand. In this simple guide you can get the most out of your video testimonial opportunities and save money by reducing your production costs and save time by getting it right first time and not wasting your client's valuable time.

Getting your video testimonials right can be an incredibly powerful marketing tool. People actively look for third party endorsements and written testimonials can very easily be made up. With video testimonials the authenticity is genuine and clear. People also pick up on all the other small details known as non-verbal cues. These are the things people are not saying but doing. Without even realising it, you are forming opinions and judgements about a product and service even after very little experience of them. Seeing a well put together testimonial can create that tipping balance between buying or going to another website. To get ahead of your competition video testimonials are essential.

## 1) Buy a Tripod

A simple steady shot will automatically increase your production values and make the film have a better quality. Viewers will be more inclined to watch a film for longer that has a steady frame. And put off from watching if the camera is too wobbly.

## 2) Sound

Try and capture good sound quality. As well as being able to see the client, it's really important that you hear every word that they say. You don't have to go running out to buy expensive audio equipment. Most cameras have good on-board mics that will pick up a reasonably good quality of sound, however there are a couple of things you can do to make it even better. Firstly, choose a quiet place to film with fewer outside noisy distractions and secondly, don't stand too far away with the camera. Follow those simple tips and you won't have to worry about spending money on more kit.



*“Let your client do the talking”*

### Don't talk over the testimonial.

Once you've asked your question, allow the client to answer fully before commenting or asking the next question. Don't be tempted to jump in with more questions. It may sound like you are overpowering the client. They may also have more really great stuff to say, so give them the chance. Your customers often can say it better than yourself!

### Light

Don't place your clients with the light behind them. Stand with the window or main source of light behind you and your camera. That way the light will naturally fall on their face and re-

duce the need for any additional lighting. If you are using artificial light, just remember where your shadow is cast and not over your client.



### Where to Film

The chances are that you may not have a large scope for backdrop. If you can get your brand image in the background then great, as it shows the viewer that your client is really in

your establishment and adds to the authenticity to the film. Try to avoid anything that might be too distracting, like lots of people walking in the background. Anything that might take the viewers' attention away from what's being said.

## Camera Level

Depending on how /who you are filming try not to set your camera up too high. Ideally your camera lens should be at the same level as their eye line. Then you not creating an intimating feeling for your client and this comes across as the best angle when viewing.



## Reflections

Check for reflections in glass and mirrors. This can be distracting again for a viewer and also shows a level of amatuerness in your final film.

*“Watch out for simple errors like reflections—you will kick yourself when you come to edit.”*

## Content

If you have time, get your client to tell a story. Design questions that elicit really good and detailed answers. Try and make the story have a beginning middle and an end with high and lows of a journey which resulted favourably. This way you will have viewers flocking to watch your films and watching them all to the end. Viewers

love a good hero story and will be griped to the very end so select your clients that may have a great story to tell. You really do want the world to hear about it.



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## Clients.

Choose your client's wisely. You want genuine people who genuinely benefited from your product and service that have a great way of putting that message across. These people will easily carry endorsement and create a higher value video testimonial.

*"Get permission, do it right."*

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## Consent

Always get consent in writing that they are happy for their image to be used in the public domain. A simple document clearly describing what you are filming, why and where the film is going to end up is all that need to be on the form. Just get it signed by every person who agrees to be filmed. This way no one is on the dark about why the filming is being carried out. It will also reduce your time from having to exclude someone from a film who didn't want their image on the internet.

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## About Bright Light Film

Bright Light Film has been a video production company that has specialised in filming video testimonials for clients since 2013. Bright Light Film has filmed hundreds and hundreds of video testimonials and have simplified the process

so that you to can learn how to film them for yourself. However if you find time an issue in producing these testimonials, then you can always give us a call and we can arrange all the filming to be done on your behalf.

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## Contact us Today!

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