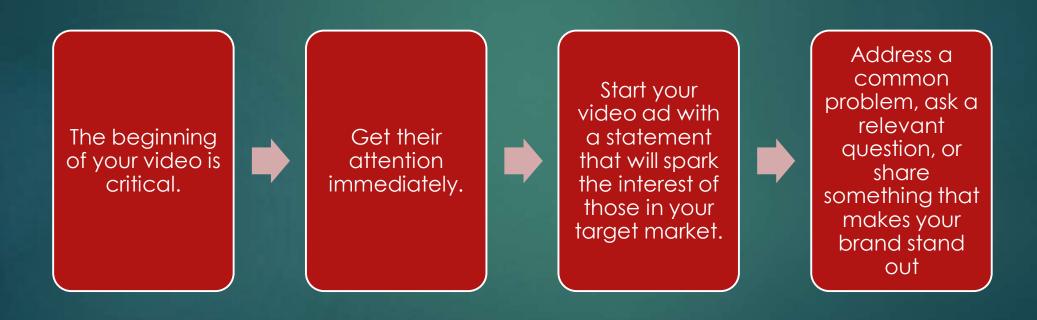
# How to Create an Effective Video Ad

PATRIA HANDUNG JAYA

#### Make the First Few Seconds Count



### 2. Highlight What Makes Your Brand Great

Tell viewers why your brand is unique and different from others. Share your achievements. Showcase your track record for success. You can even include customer testimonials and positive feedback.

#### 3. Timing Your Video Ad

Avoid turning your advertisement into a documentary. Eliminate unnecessary content Spread your message as quick as possible to keep viewers watching and engaged.

#### 4. Tell Viewers Why

## Why they should choose your brand.

What is it that makes your products or services, "the right choice"?

#### 5. Use a Call to Action

The goal of every advertisement is to encourage people to take some sort of action. Your advertisement should be no different.



The call to action (CTA) can either be filmed, or added through graphics and text.

Show viewers how they can visit your website for more info, sign up for a discount, or purchase your products and services.



Ideally, it's best to include the CTA at the end of the video.

#### References

https://smallbusinessbc.ca/article/how-to-create-an-effectivevideo-ad-for-your-small-business/