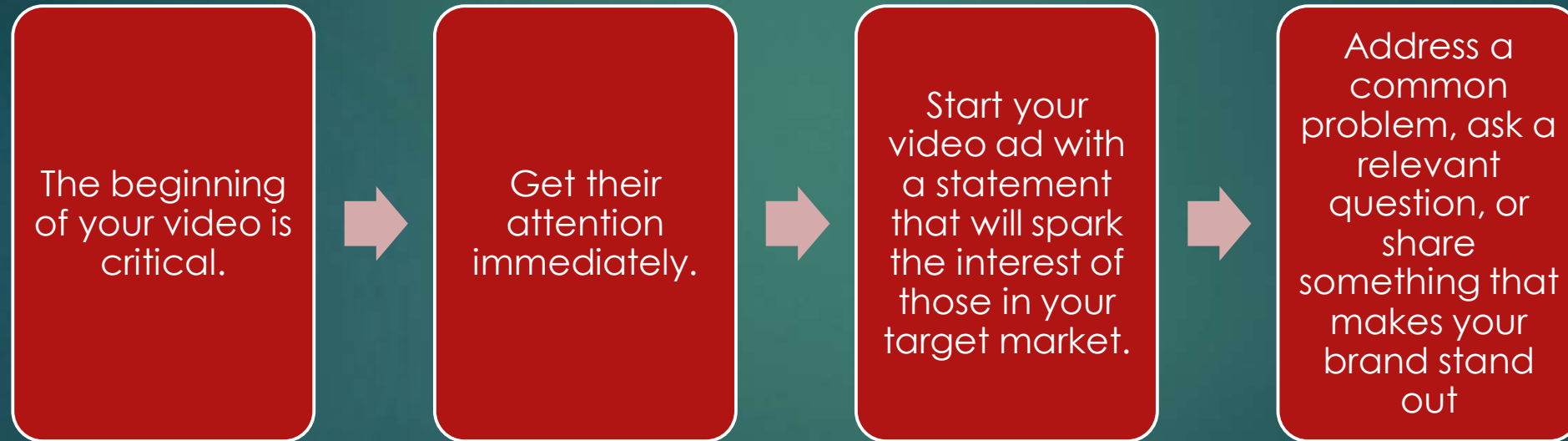




How to Create an Effective Video Ad

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.

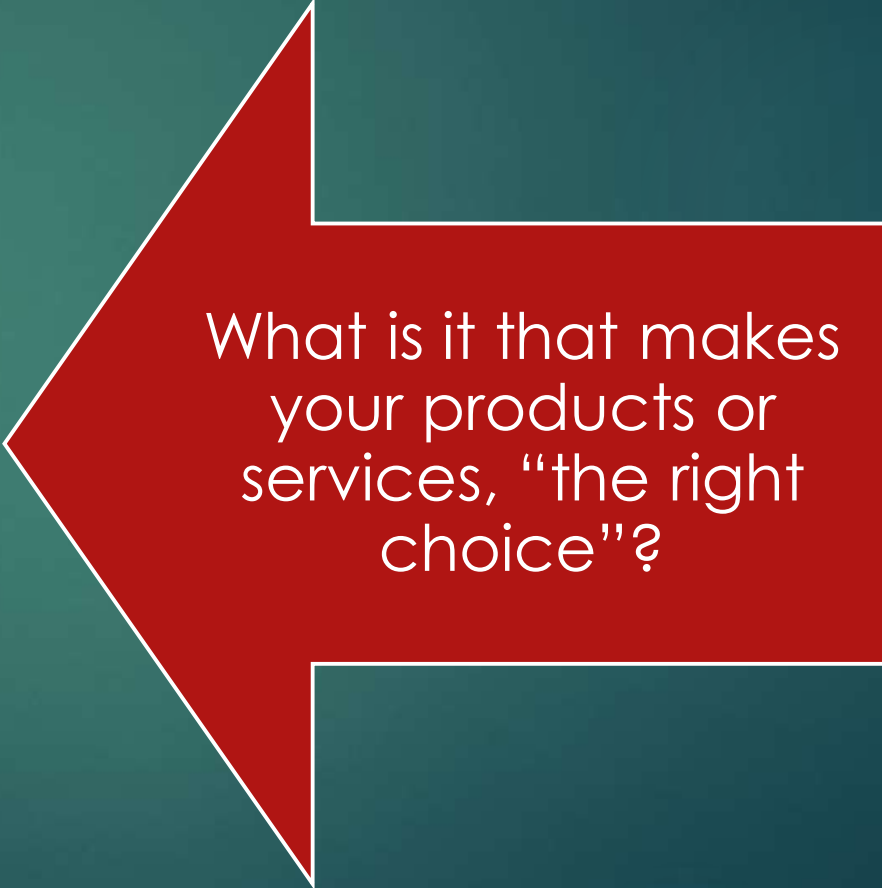
3. Timing Your Video Ad



4. Tell Viewers Why

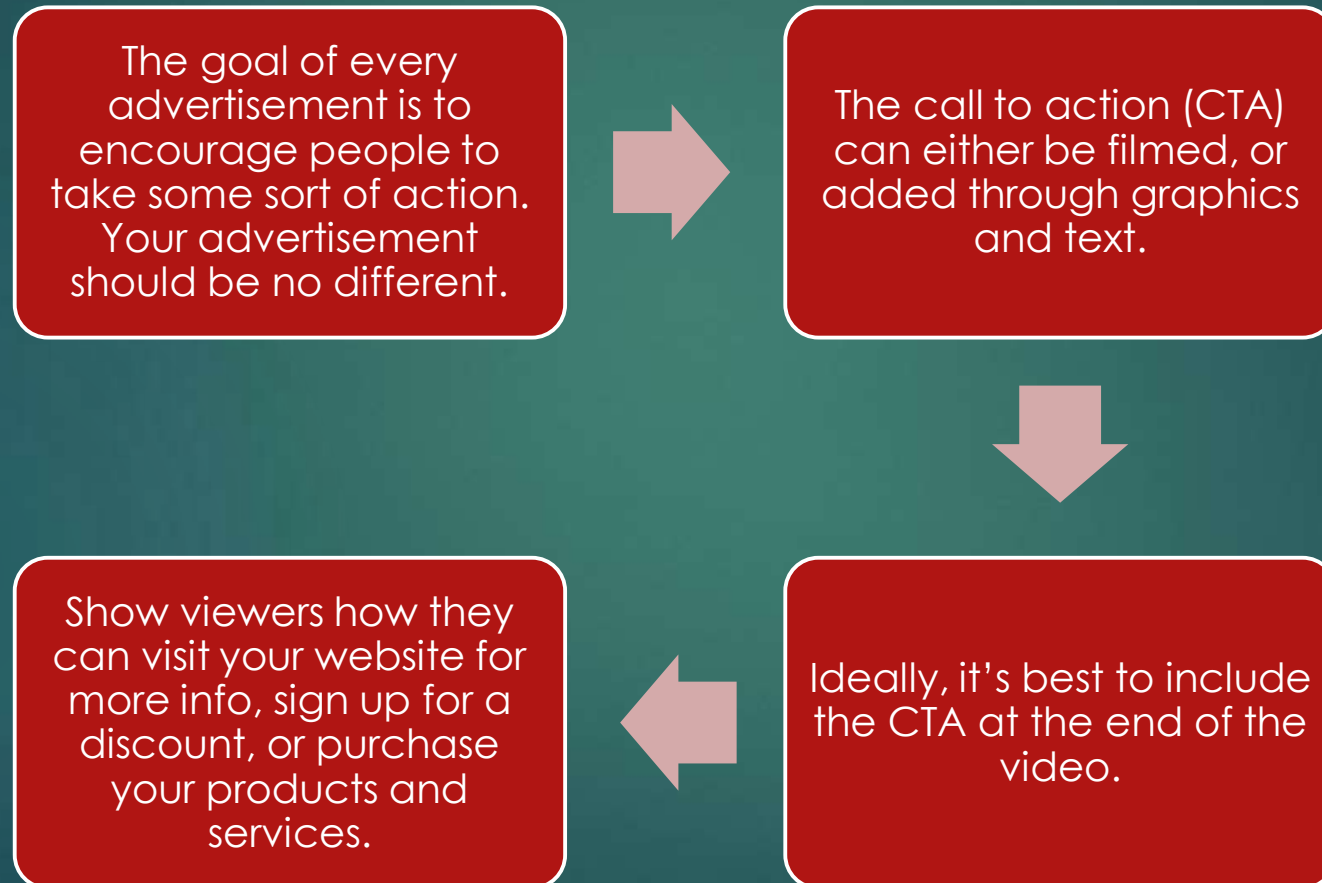


Why they should
choose your brand.



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

5. Use a Call to Action



References

- ▶ <https://smallbusinessbc.ca/article/how-to-create-an-effective-video-ad-for-your-small-business/>