



Customer videos: tips and tricks.

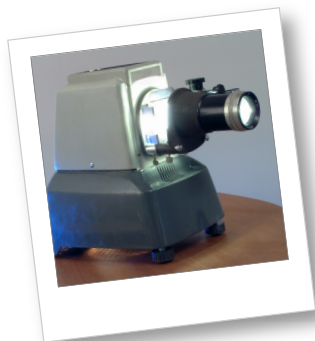
At Projectline, we've produced dozens of videos and have seen some of the best and some of the worst. We thought we'd share some of our best practices with you.

DOS

- Let the customer tell the story
- Use natural language
- Set the scene
- Tell a story with a struggle, a hero, and a resolution
- Use over-the-shoulder camera style
- Use multi-length shots
- Include various angles
- Use fast editing to keep it interesting
- Make sure the lighting is appealing
- Interview 2 to 3 people
- Include your company or product logos at the end
- Keep title overlays and transitions simple and classic
- Keep the video under 3 minutes—the shorter the better (90 seconds or less is even better!)

DON'TS

- Don't narrate
- Don't ask the customer to memorize a script or say things in a specific way
- Don't rely on the camera microphone
- Don't ask the interviewee to look directly at the camera (unless webcam style)
- Don't film the subject straight-on
- Don't limit yourself to 1 camera length
- Don't mix styles of stock b-roll and actual b-roll
- Don't include an interviewee from your own company
- Don't over-emphasize your branding throughout the video or put product or company logos throughout
- Don't overuse graphics or animations in titles and transitions



Find these video tips helpful? Check out our recent blog outlining the [3 most common mistakes made in customer videos](#).

For more info, get in touch with Projectline video guru Karin Zabel at karinz@projectlineinc.com.