

How to Make a Promo Video That Sells (Easy Steps)

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Quick answer

Promotional marketing is a form of marketing that focuses on creating and distributing marketing messages. This includes advertising, public relations, event marketing, direct marketing, and social media marketing.

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It aims to generate interest in the product, service, or brand during the launch of new products or services, increase sales during slow periods, build brand awareness, or increase customer loyalty.

Marketers must identify their target audience, create a budget, and choose the promotion mix. Once the campaign is live, monitor its progress and make adjustments to ensure its success.

1. A Unique Idea

A great promo video has a strong, clear message and leaves viewers wanting more. It sells without being sales-y and entertaining while still getting the point across. So how do you make a promo video that does everything?

The first step is to come up with a unique idea. Your promo video should be about something that sets your product or service apart from the competition. If your video has the content you are passionate about, your viewers will feel the connection too!

Create a script based on your idea. Remember that your promo video should be short, so make sure your script is concise and to the point.

2. The Video Script

1. Keep It Short

The average attention span of a human is 8 seconds. So you have to make sure that your video is under 2 minutes. The shorter your video is, the more likely people will watch it until the end.

2. Write a Script

You can't just wing it when you are making a video. You need a script to know what you will say and do in the video. This will also help you keep the video short and on point.

3. Focus on Benefits

How will the customer benefit from your product or service? If your video answers these questions, it would be a compelling watch for the audience.

4. Use Professional Video Production Tools

If you want your promo video to be high quality, you will need to use professional video production services. However, you do not have to spend a fortune to create a promo video that looks like professional video services without burning a hole in your pocket.

Most of these tools have tutorials and are easy to use, meaning you do not have to spend many hours learning the tools or hiring a professional. Make sure to pick a tool with promo video templates to make your job easier.

3. Location

The location of your video will set the tone and give viewers a sense of what your product or service is all about.

For example, if you sell a luxury product, you will want to film in a luxurious setting. This could be a fancy hotel, an upscale restaurant, or even a private jet. But if you are selling a more down-to-earth product, you should film in a more casual setting like a coffee shop or someone's home.

It's important to choose a location that fits the tone of your brand. You can start planning your shots and filming your promo video once you have the right location.

4. Equipment and tools to Consider

You can create a high-quality video on a shoestring with the right equipment and tool. Here's what you need to get started:

Camera

You don't need an expensive DSLR camera to shoot a great video. Use your smartphone to shoot a video. You do not need professional equipment. Just make sure the camera you use has HD capabilities.

Tripod

Use a stand or a tripod to prevent shaky footage. If you don't have a tripod, you can support your camera on a DIY stand like a stack of books or use a selfie stick.

Editing tool

You can use one of the many promo video maker tool options available. If starting, consider using a free program that would help enhance the editing for the time being. You can invest in various online tools for more advanced editing.

Promo Video Template

Creating a promo video from scratch can be time-consuming and frustrating. Use a promo video template to save time.

5. Assemble Your Team

The first step to making a promo video is to assemble your team. This team will be responsible for creating the video from start to finish. You will need a project leader to keep the project on track. Besides that, you will also need a videographer, editor, graphic designer, and writer. Choose people who have experience creating videos so you can be sure of the final product.

6. Tips for Shooting the Video

Making a promo video is a great way to sell your product or service. But how do you make a promo video that sells? Here Are Some Easy Steps to Follow:

1. Keep it short and sweet. Your promo video should be no longer than two minutes. Any longer, and you risk losing your viewer's attention.
2. Start with a strong hook. Make sure you have a strong opening that will make them want to keep watching.
3. Tell a story. A good story engages the viewers and makes them want to see what happens next. Focus on one main character and tell their story arc throughout the video.
4. Show, don't tell. Use visuals to showcase your product or service instead of just talking about it. This will help your viewers understand what you are selling and why they should care.
5. Use call-to-actions sparingly. A call-to-action (CTA) statement tells your views what you want them to do, such as buy your product or sign up for your

Editing the Product Promo

While finishing your product promo video, remember these key elements. First and foremost amongst these is editing. A well-edited promo video can distinguish between a video that sells and one that doesn't. Here are some tips on how to edit your promo video for maximum impact:

1. Start With a Strong Opening

Ensure your opening is visually interesting and includes a hook that will make viewers want to see more. The introduction or the first few seconds of your video are crucial in grabbing viewers' attention and convincing them to keep watching.

2. Keep It Concise

Get rid of unnecessary footage and keep your video under 2 minutes if possible.

3. Highlight the Benefits

What makes your product or service special? Be sure to showcase the unique features and benefits of what you are offering in your promo video. This is what will ultimately convince viewers to buy what you are selling.

4. Use Persuasive Language

Throughout the video, use language that is persuasive. Avoid using industry

Conclusion

Video is one of the best ways to promote any business in the internet era that we live in. So, no matter your business's industry, audience, or size, do invest in creating videos and promoting them on various platforms.

References

1. invideo.io - make / promo-video-maker - <https://invideo.io/make/promo-video-maker/>