How to Create an Effective

Video Sales Page

A Practical Guide Presented by <u>Thrive Themes</u>

Introduction

This is a short reference guide for create a minimal, but highly effective video sales page. You can watch the video that goes with this [here](#).

Videos can be a very powerful selling medium and the idea of the simple video sales page is that we let the video do (almost) all the work. The rest of the page is distraction-free (no navigation, no social sharing buttons etc.) and kept at a minimum. The visitor has only two choices: watch the video (and be persuaded) or leave.

Headline

In our template, we place a headline at the top of the page. Even for a video sales page, a headline is a very important and powerful element on the page. Remember that text loads almost instantly while videos usually take a few seconds before they are loaded and ready to play. In these crucial few seconds, the headline is doing all of the persuasion work.

There are two kinds of headlines you can use on a page like this:

Headline 1: Your Unique Selling Proposition

Tell the viewer what sets your product apart from the rest, immediately: "the only dishwasher that also makes your breakfast!"

This kind of headline is recommended for products where your visitors are well aware of competing products. A dishwasher isn't just a joking example: it's also an example of a product where everyone

already knows it exists and you have to bring something more than just "it washes dishes" to the table, to get anyone's attention.

This headline also only works if your video has a product focus from the beginning.

Headline 2: Arouse Curiosity

This type of headline aims simply to get the visitor's attention and get them to want to learn more. Look at magazines and tabloid style websites to see plenty of examples of this kind of headline.

The example used in the video is "Why Almost Everything You Read About Content Marketing is DEAD WRONG…"

With a headline like this, we're also doing a bit of filtering: if you aren't interested in content marketing, you aren't a potential customer and you also won't care about this headline. That's a good thing. If you are interested in content marketing, on the other hand, you'll be very tempted to find out more about this shocking claim.

This kind of headline is best for a story-telling kind of sales message, where we don't open with a product right away. Instead, we build an engaging narrative and reveal the product and offer later on. You can learn more about this kind of sales message here.

The Video

The video itself is the most important conversion element on the page. Much can be said about how to make the video as effective as possible and most of it is well beyond the scope of a short reference guide such as this one. If you really want to dig into the topic of creating a persuasive video message, you can see a detailed case study [here](#).

For this guide, I just want to add a few technical points. First, make sure your video is responsive. Purchases made from mobile devices are no longer a rare exception, so you can't afford not to cater to your mobile audience. Also, keep in mind that auto-play usually doesn't work on mobile devices, so add a compelling thumbnail to your video, to increase plays.

On that note, don't listen to anyone who tells you to **never** use auto-play like it will destroy your business or **always** use auto-play like it's the holy grail of increased conversions.

The truth is that auto-play can help or hurt your conversions (or leave them unaffected) and the only way to know what works for your page is to test it.

The Purchase Area

For the story-telling type of sales message, it's worth testing a content reveal on the purchase area, meaning that it will remain invisible until the point in time where the video message arrives at the sales pitch.

Instead of just having a lonesome purchase button below the video, we also add a few more elements in our template: a guarantee statement, a "secure checkout" statement and credit card icons.

This is a very compact way to address some questions and objections that a visitor might have, at this point ("is it safe to buy this? How can I make the purchase? What if I don't like the product?"). Keep in mind that this isn't the "perfect" way to create a purchase area. It's worth testing this against a version with a more detailed guarantee statement, for example.

The same goes for the rest of the page: it's worth testing this type of page against one with some sales-copy added as well.

Excellent!

With just these simple steps, you can start building amazing pages!

For more, find us at http://thrivethemes.com/