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**thewhiteboarder**



**Hi**, I am **Saša Djunisijević**, Founder of The Whiteboarder. Years of dealing with the most demanding small, mid-sized and large companies helped me to form excellent understanding of different businesses. Because of that, my creative team and I have **360 degrees overview** of the client's business, we are familiar with different industries, know their business models and how they work.

Here, you can find **19 ways to grow your business with animated explainer videos**.



## WHO CAN USE ANIMATED EXPLAINER VIDEOS?

Each business, no matter how small or big, can use **Animated explainer videos**. It does not matter if you provide a service, sell products or do marketing, if you are an author, teacher, investor or just a person with an idea that you want to share with the rest of the world. Whiteboard explainer videos can **make your message reach your audience**.

When using explainer videos, the size of your company does not matter. Smaller businesses can effectively use explainer videos and sometimes **reach a wider audience** than a large company using old-fashioned communication ways. If you are running a small bakery or you own a small hair salon down the street, Whiteboard explainer video is **the easiest way** our audience gathered through social channels.



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## WHERE CAN YOU USE THEM?

Even if you don't have an official website, you can have your Animated explainer video on your Facebook page, Instagram, YouTube and Twitter. **Let people see** how you work and how much you care about your customers. The size of your business does not mean that you do not need video marketing.

They are the number one place for Whiteboard explainer videos. **Social media platforms** like **Facebook, Twitter, Instagram** and **LinkedIn** have very advanced advertising options that allow you to promote your Whiteboard video content to specific audience groups.

Even if you don't use ads, including video content on your social profiles will allow visitors to very quickly get an idea of what you have to offer. If you are skilled enough to produce an entertaining Whiteboard explainer video, people will share it. Millions of Facebook and Twitter users **share links** to videos every single day.

Your Whiteboard explainer video just has to be interesting enough for people to want to share it. Social media are not the only way to use your video, but the most probably it is the greatest.



# 19 WAYS YOUR BUSINESS CAN USE ANIMATED EXPLAINER VIDEOS

## 1. Product explanation

*Show, don't just tell.*

*Explaining the innovative product in a very understandable manner is as of great importance.*

*If you have any products that needs marketing like mobile phones, apps and games, cosmetics, clothes, furniture, home appliances... it's highly recommended to use an Whiteboard explainer video to show your products in a short and the **most effective way**.*



*You can explain the usage of your products. You can highlight the advantages your products have over other products.*

*You can even create a Whiteboard explainer video for your entire product line. Whiteboard explainer video can **quickly demonstrate** product's unique benefits and this is why we propose it to follow each of your core products.*

*Manufacturers, distributors and retailers need Animated explainer video to show prospects how a product works. This is even more important if your product is very complex.*

*For many types of products, creating a demonstration video is not always possible without the use of Whiteboard animation.*

*For example, showing a patient how a drug works inside the body is not possible with traditional video, but whiteboard animation is **perfect** for these types of products.*

*A huge number of people also go to YouTube to find educational videos, especially "how-to" videos that teach how to do stuff or solve a certain problem. Given that **"how-to" searches went up 70%** the last couple of years, if you are able to create a Whiteboard explainer video for your business that has this approach, you'll **maximize your visibility and improve your traffic and awareness**.*

## 2. Service explanation

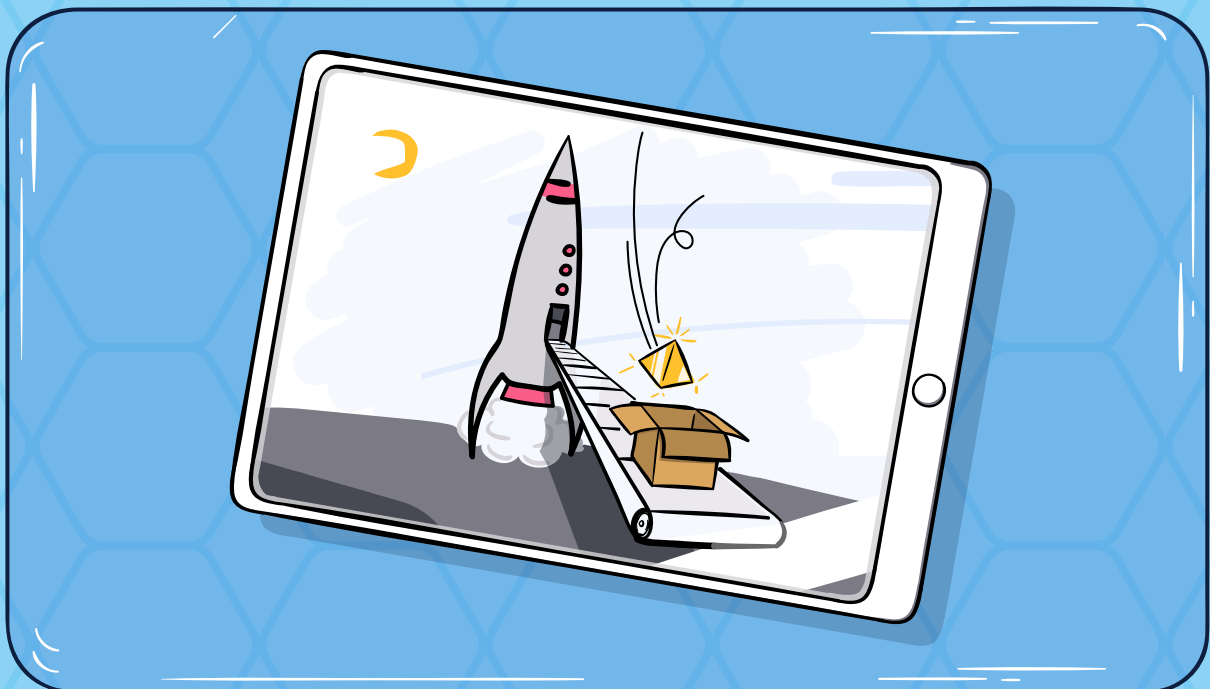
If you are running a beauty salon, car service, gym, restaurant or spa, and want to tell about the services you provide in there, Animated explainer video is **excellent solution**.

It is great way for explaining yourself and thus attracting your audience.

Use its lively character and talk about your services, discounts... to **attract your audience**.



## 3. Launching new products and services



Whiteboard explainer video is a **best way** to make sure your customers know what is coming and know how it works.

## 4. Sales tool

*One of the most effective uses of Whiteboard explainer videos is for sales message delivery.*

*Whiteboard explainer videos can go where salespeople sometimes can't. They can be **distributed digitally**, on the web or via email in situations where an in-person meeting isn't possible or practical.*

*This way, they can help **increase sales** where traditional presentation methods would have failed.*

*You can share Whiteboard explainer video with your sales team members*

*and have them send the video to prospective clients. Sharing a story using Whiteboard video **significantly increasing your chances of generating sales and leads.***

*Whiteboard video can be used for sales presentations as well. If your sales team is constantly repeating the same pitch and explanation of what your company does, Whiteboard explainer video could be a great, **time saving resource** for them.*



## 5. Client meetings

*Whiteboard explainer video can also act as a **great introduction** to client meetings, whether they are one-off or regular review meetings.*

*You can make overview of your achievements with this client over the*

*last few years in order to prepare solid foundation for getting new project.*

*Whiteboard explainer video can be shown at the beginning of each meeting to remind your client why they should stay with you.*

## 6. Company (Founder) story



*For the introduction of a company, Animated explainer videos are often placed on the home page of the website. It tells you about the company and its business, history, competitive advantages, current and future projects...*



## 7. Trade Shows



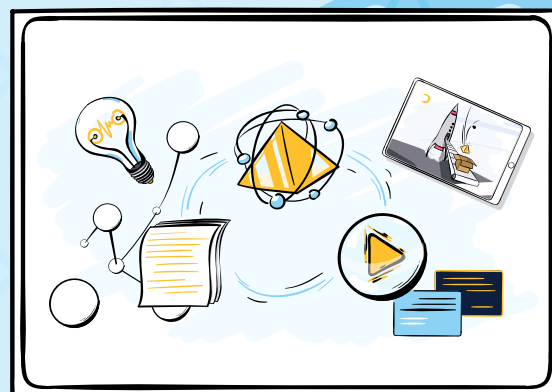
*Many companies use Whiteboard explainer video playing on big monitors to **attract visitors** at trade shows. It can be a great attention-grabber despite the fact it is often hard for people to hear anything in a noisy convention center.*

*In reality, if you are at a booth without Whiteboard explainer video, people are expected to specifically decide to talk to you before they stop by. They should be ready to commit to talking to someone before slowing down and*

*making their way over to your booth. It's **different** when you have Whiteboard explainer video.*

*Prospects are compelled to stop and relax for a minute before they decide to engage in a conversation. It creates a natural transition and an **easy way** to start a conversation.*

***Try it out**, just place a screen high-up enough so that people can see from the other end of the hall, and watch them come to you.*





## 8. Starting up a business



With the right marketing strategy and Whiteboard explainer video, you can have **success immediately**. It will set the right tone for your new business.



## 9. Start-up pitch

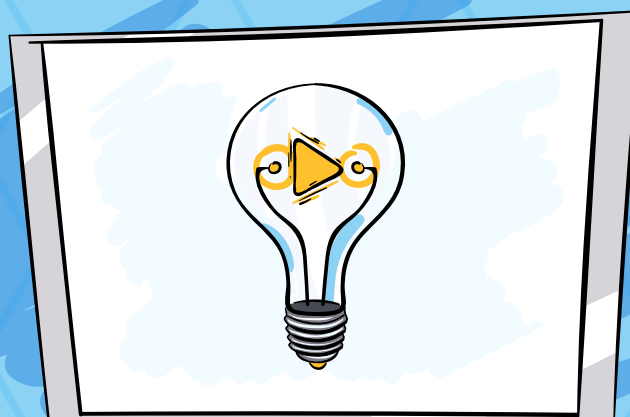


As the Whiteboard explainer video conveys a lot of information in a very short of time, it becomes very useful for start-ups as well.

Pitch is a key moment for a start-up. Several minutes of presentation may

determine the company's future. Startups must present in a quick, clear and effective way how their service works.

Whiteboard explainer videos are for sure more engaging than PowerPoint or a talking head videos.



## 10. Website

*Whiteboard explainer video increases web traffic and page views.*

*The more whiteboard animations you use to promote your site and its content, services or products, the easier it becomes to get your site's URL within search engines on Google.*

*Whiteboard explainer videos are often colorful, engaging and appealing, which **work better** than traditional text articles.*

*When new visitors arrive on your home page, **what do they see first?***

*Do they encounter boring block of text describing your company's product and service offerings, or do they see a welcoming, engaging whiteboard animation message **sharing the same information in a fun way?***

*Don't wait, replace your text-intensive website that makes visitor confusion or frustration with 60-90 second Whiteboard explainer video telling your company story or explaining your business philosophy.*

## 11. Landing page

*Whiteboard explainer videos are **very powerful addition** to landing pages because you can **immediately engage your audience.***

*People are **far more likely to watch a***

*video than read sales content.*

*Just make sure your Whiteboard video isn't too long, or you might lose your audience.*

## 12. On line shop

*Major retailers have found that **90% of online shoppers** have said that Whiteboard explainer video was **useful** in guiding them to make a purchase.*

*Product Whiteboard videos are growing advertisement resource for retailers*

*and are statistically proven.*

*Not only do these videos allow for the consumer to **better understand and "experience" the product**, but it also leaves them **feeling more confident** in their purchase.*

## 13. Customer Support, FAQ's or Tutorials

Most customers would prefer to watch product HOW TOs online before contacting you or reading lengthy manuals. Knowing this, Whiteboard explainer video becomes **an excellent way to address their needs**.

Video can even **solve an issue quicker** than a conversation with a customer

service representative.

Many businesses also offer tutorial videos on their websites – but too often, these materials are dull and boring. The purpose of this kind of Whiteboard explainer video is **to increase sales and reduce customer support and administration in after-sales stage**.

## 14. Email marketing

Whiteboard explainer video can be a **great source of content** for your email newsletters and campaigns. Send them to the prospects to spark interest or to old customers as an update.

You generally can't embed video directly in an email, but you can use a thumbnail

image in the email that looks like a video. Then when viewers click on the image, you can have the video open in browser and start playing automatically.

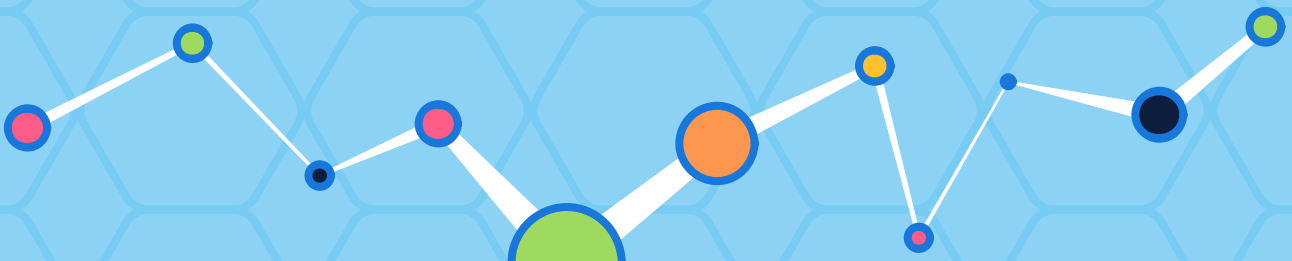
**Your email click-through rates will be strongly boosted by Whiteboard explainer video.**

## 15. Retargeting Ads

Retargeting ads allow you to show content to people who have visited your site at some point in the past.

Whiteboard explainer video works great

for retargeting because **it is easier to consume than written material** and viewers are **more likely to interact** with it.



## 16. Internal Communications



These types of videos are created to communicate new initiatives, sharing guidelines and key information within the company. You can use a video to train employees or to explain changes within an organization.

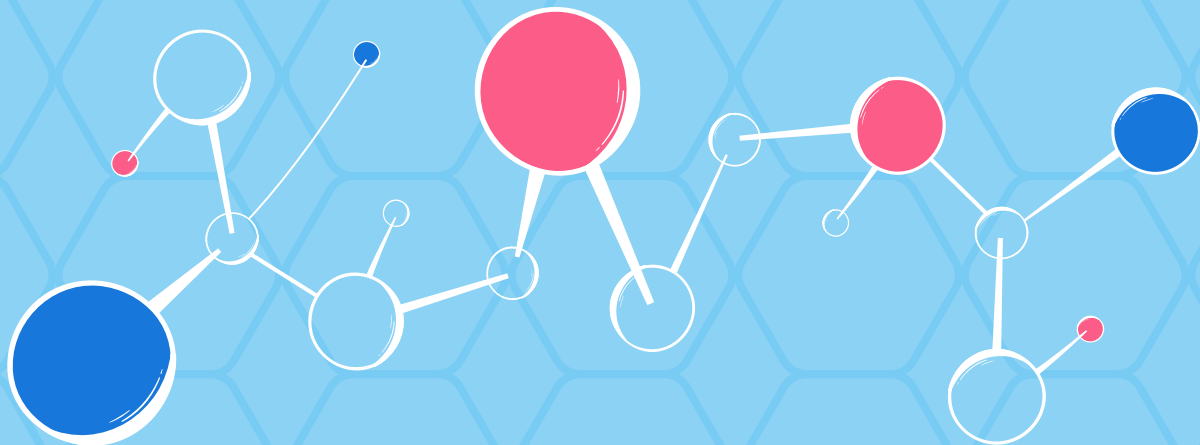
Whiteboard explainer video is great way to **clearly communicate an important message** to all your employees.

It is also frequently used for internal presentations. People are now bored of viewing the typical slide show they need action.

This is a great chance to surprise the audience with something new.

With Whiteboard explainer video, new corporate strategy can be easily distributed among employees. Everyone has received the same, consistent message.

It enabled the company to overcome the Chinese whispers game that often starts when the strategy is communicated from the top management to employees.



## 17. On-boarding, culture sharing and change management.



Whiteboard explainer videos are an **effective tool** to educate and train the new members of your company.

They are also a great resource to share your core values and reinforce the culture of your company, both for current and new employees. It can be used for change management as well.

Whiteboard explainer video could help employees to understand the reasons for and benefits of the restructure, show them why the old structure no longer worked, and encourage them to follow the new working processes.



## 18. Presentation intros

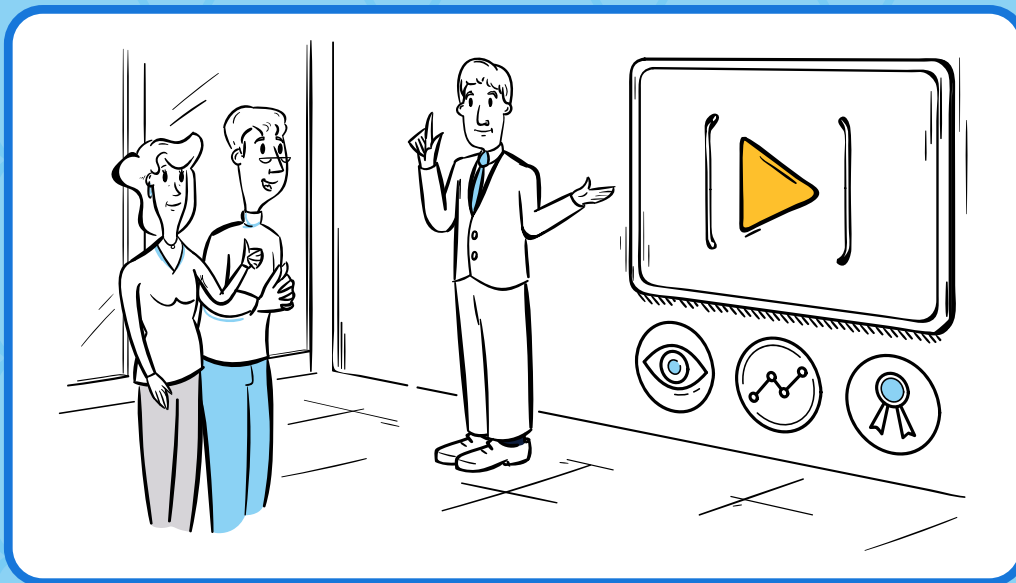
When you have a live presentation to a large audience, the biggest challenge is how to start. **First impressions count.**

You want to open in a way that gets them involved in what you have to say.

This is where Whiteboard explainer

video can put your audience in the right frame of mind to be 100% receptive to what you have to say.

Whiteboard explainer video is usually 'teaser' for what is to come, mentioning the key points or message without going into detail.



## 19. Internal Training

You can also use Whiteboard explainer video internally for training. Whether you need to present compliance training videos or introduce new HR policies, Whiteboard video series can be a unique way to ensure your employees understand the right message.

Huge companies apply whole programs in video format, instead of those classic face-to-face seminars.

The main reasons are that video is **more affordable, it can be adjusted to the employees' rhythm, and it is much more efficient.**

There are many research studies that support **the memory effectiveness of visualizing the message, rather than just hearing it.** For instance, we can retain just **10% of the information we hear, but in watching it, this percentage rises to 50%.**

# **Let's conclude**

*You have endless possibilities to use of Whiteboard explainer video.*

## ***It fits with both!***

*B2B (Business-to-Business) clients will love the way Whiteboard videos explain and “sell” a business idea quickly, and B2C (Business-to-Consumer) customers will never look away from its compelling storytelling and lovely characters.*

***IN OTHER WORDS, WHITEBOARD EXPLAINER VIDEOS ARE FOR EVERYONE.***

*Do you have any other idea where Whiteboard explainer video can be used?  
Share your thoughts with us!*

*At The Whiteboarder, we can help you with anything and everything related to  
Whiteboard explainer video.*

*Time is running out, let's get started! Arrange a free consultation with our  
experts and get the Whiteboard video that best suits your needs.*

***WE LOOK FORWARD TO HELP YOU GROW YOUR BUSINESS QUICKLY!***

*Helpful Links:*

**[www.thewhiteboarder.com](http://www.thewhiteboarder.com)**