

Company Profile



Loud Videos

loudvideos.com

Who We Are

Hi, do you have a website?

Maybe you are the founder of a social media agency and want to boost the number of inquiries coming in? Or perhaps you have developed a mobile app and want to increase the number of users?

Besides being a part of your brand and giving you online presence, **first and foremost your website has to be efficient in accomplishing your marketing goals.**

Loud Videos is a whiteboard animation & explainer video studio located in Warsaw, Poland.

The core idea behind our company is **the creation of extremely effective and high-quality animated videos for businesses.**

By **high quality**, we mean a video which completes the website, perfectly integrates with it, is consistent with the brand as a whole, and adds that missing component, allowing you to stand out from the competition.

Effective videos are those which are built on a solid foundation of real-world tested scientific advertising principles. These are videos which know how to talk to your customers **on the emotional level** and deliver your message to the market.

After becoming fascinated with and constantly expanding our understanding of human buying behaviour, we began to discover and implement the most effective ways to engage website's visitors.

That was when we developed our own framework for creating animated sales videos. **Then we started producing automated salesmen for websites.**

We constantly aim to connect and build working relationships with our clients in order to better understand the challenges they encounter, as well as test and improve our video production processes and advertisement techniques.

We feel genuine satisfaction after delivering a great product to our customers and are thrilled when they refer us to their colleagues and partners.

The game on the Internet has changed and you need to use the most effective tools to survive and win the market.

That's where Loud Videos come in!

Engage Your Visitors

The rapid growth in online video production and consumption indicates new patterns in people's behavior.

businesses because you simply can't rely on a high-quality design anymore due to the similarities between websites layouts and templates.

However, we see opportunities in that. We use new internet trends and behaviors to our own advantage in order to be more effective at attracting new customers.

Our animated videos allow you to grab attention from the first moment visitors land on your website and after that, you are given the opportunity to demonstrate that you're relevant and describe how people are going to benefit from your product.

Everything in our videos is designed for one purpose - people begin to relate to your product or service and engage with your brand.

Our videos talk to people personally and show how you are going to benefit them, so they become ready to learn more about your product.

After watching your video, your customers will instantly know what your product is about, how it differentiates itself from similar products and services, and will want to proceed further to make a purchase.

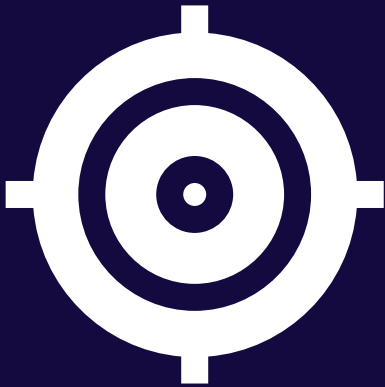
They surf the internet at an extremely fast pace and rarely read even the smallest percentage of a website's content.

That creates challenges to

Video is the easiest way for people to discover the benefits of your product or service and connect with your brand.



The Process



Target your video to the right audience. Talk directly to your customers' problems and desires.

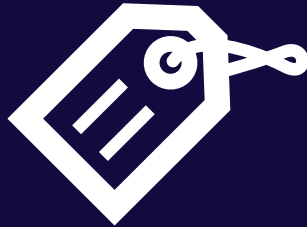
Convey value to your customers.

Demonstrate real benefits, include emotional hooks and eliminate risk.



Make a sale Include call to action at the end, tell your customers what to do next, make it easy for your customers to take the next step.

Step 1. Target.

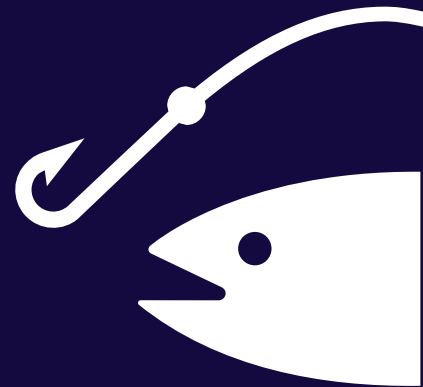


Customer ID

How well do you know your customers? Who the video is supposed to talk to? We aim to answer these questions very precisely, so when people are watching your video they say: "Yep, that's me!".



Hook What drives your customers? What kind of problems or frustrations they are trying to solve? What are their inner desires? Most importantly, people need to relate to your product and feel understood.



Establish trust

Talk to your customers the way you'd talk to your friend over a coffee. Tell your story and add some humour. Establish a connection. Don't be too serious or formal.



Step 2. Convey value.



Demonstrate benefits

How will your product benefit your customers in the real world? We're not talking about your product's features and characteristics.



Eliminate risk

How can you get your customer off the fence? What's holding them back from buying and how can you eliminate that? What doubts do they have?

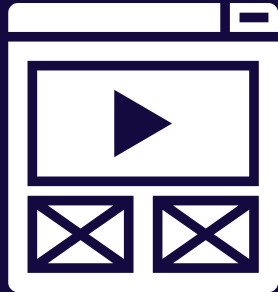


Evoke emotions

What is the emotional pay-off of using your product? Why do your customers really want a solution like yours? At the end of the day, how do they want to feel?



Step 3. **Make a sale.**



Visibility Your video should be the first step in your sales funnel - the first point of interaction between a new visitor and your business. Make sure your video is at the very top of your webpage, so it's the first thing they see.



Call to action

Tell your customers exactly what to do next after they watched your video and move them down the sales funnel directly to the next step.



Easy to get

Make it easy for your customers to get your product. Include the "buy now" button or your phone number next to your video. Make it the only website element their eyes are focused on.

Questions?
Contact us.