

E-commerce Video: A Guide to Getting Started



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Introduction



With the growth of online shopping, businesses are always on the hunt for fresh and innovative ways to captivate customers and improve their shopping experience. Online shopping can be a bit tricky for buyers since they can't touch or feel the product in person. That's why it's essential to level up your game and engage with customers on a more personal level.

By integrating videos on your product pages, you can provide potential customers with an immersive and interactive shopping experience, making it easier for them to understand your product's features and benefits, and lead to increased engagement, conversation rates, and ultimately higher sales! Sounds amazing, right?

According to [Pixelz E-commerce Visual Trend Report](#), by a margin of 86%, an overwhelming majority of our experts stated that video is the leading visual trend for product photography and e-commerce in 2022 and into 2023

Not to mention, according to [Oberlo.com](https://www.oberlo.com), 84% of consumers say that they've been convinced to buy a product or service by watching a brand or product's video. We are talking about some high numbers here.

However, creating and implementing effective product videos can be a complex and challenging task, especially when your business is focused on standard product imagery. There are several factors to consider when getting started, from equipment and technology to finding the right talents and the perfect space. Without getting all these factors aligned, you could end up wasting time, money and resources without achieving any significant impact. We're pretty sure that no one wants that.

That's why we have created this practical and comprehensive guide to help your business dive into the world of product videos and get it right the first time.

In this guide, we will cover everything from the advantages of using video, and practical tips to how to integrate product videos into your e-commerce platform in a way that maximizes their impact. This guide will provide valuable insights and actionable tips to take your e-commerce game to the next level.



Why Video?

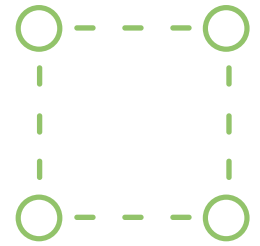
Why Video?



Why Video?

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Let's face it, video content has been an ongoing topic in this industry and is where it seems to be headed. The value is massive, from boosting conversion rates to reducing returns and even building your brand. With so many players in the game, it can be tough to stand out and get noticed by potential customers. One effective way to achieve this is by using product videos on product detail pages (PDP). Let us highlight the benefits:

1. Brand Building

Boosting your brand and standing out from your competitors is something every business aims for especially when competition is so high. By creating high-quality eye-catching videos, you can give your brand a unique identity that showcases your personality and values in a way that resonates with your customers.

By making your videos shareable, you can amplify your brand reach and awareness with customers sharing your content across social media and beyond.

And the best part? There's no limit to the type of branded product videos you can create - from snappy TikTok clips to a high-end editorial production, there's something for everyone to engage in.

2. Increase Engagement

Videos are a lot more engaging than text or images alone and according to Wyzowl, 66% of consumers would rather watch a video than read about a product. By using videos, you can keep your customers hooked on your page longer, which increases the chances of them making a purchase. On top of that, you can show off your products in action and give potential customers a better feel for what they are getting. How shiny is the fabric? Is it a tight or loose fit? A video can answer those questions in a heartbeat.





3. Improve understanding

Not only do videos increase engagement but they also help customers understand your products' features and benefits better. People sometimes need a little extra push to make that buying decision, and video can provide the nudge they need. According to a report by Hubspot, 97% of marketers say that video has helped increase user understanding of their product or service. By giving a more detailed look at your products, you can help customers feel more confident in their buying decisions. After all, 73% of consumers say they are more likely to buy products after watching videos that explain how it works.

4. Build Trust

Trust is the foundation of any good relationship, and that goes for the relationship between you and your customers too. By showing off your products in a more realistic and authentic view through videos, you can establish credibility with your customers. People want to know that what they are buying is legit. Bonus, that can lead to loyal customers and repeat business. 44% of consumers say they would buy multiple products from an e-commerce website that features product videos. Now, that's a win.

5. Reduce Returns

By giving your customers a crystal-clear understanding of your products through videos, they are less likely to be disappointed with their purchase and you're effectively reducing the number of returns you will have to deal with. Almost 50% of people cite "my products won't look the same when they arrive" as their biggest concern when shopping online, creating videos can help to reduce the number of returns. Fewer returns equals fewer headaches for you and your team and a direct effect to your bottom line.

6. Improved Customer Experience

There is no doubt that the customer experience is the crucial aspect of any e-commerce business, and using video can be a game changer in this regard. By tailoring your product videos to your customers needs and interests, you can make the shopping experience seamless and compare closer to walking into a store. According to Daniel Newman in his [2020 Forbes article](#), 86% of users are inclined to pay more for a great customer experience. Using product videos can help bridge the gap by providing a more immersive and interactive experience that can create a sense of excitement and anticipation around your products. Video is a game-changer when it comes to creating that experiential takeaway.



Is It Time For Video?

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Using product videos is a fantastic approach to show online shoppers how your products appear, move, and function in a realistic environment. We listed many advantages above but integrating videos into your product detail page may not be as simple as you think. To start your product video project, consider the factors below before hiring new talent to streamline your upcoming project.

Timeline

- ✓ Determine your timeline for getting video on your PDP
- ✓ Break down the timeline into specific stages and deadlines
- ✓ Allocate time for each stage of the production: pre-production, production, post-production

Purpose:

- ✔ Determine the purpose of the video: want to showcase the product functionality or sell the brand
- ✔ Determine your timeline for getting video on your PDP

Creative Vision:

- ✔ Define your creative vision for the video, including the style, tone, and overall look and feel

Tone And Direction

- ✔ Ensure the tone and direction aligns with the brand and target audience

ROI Management:

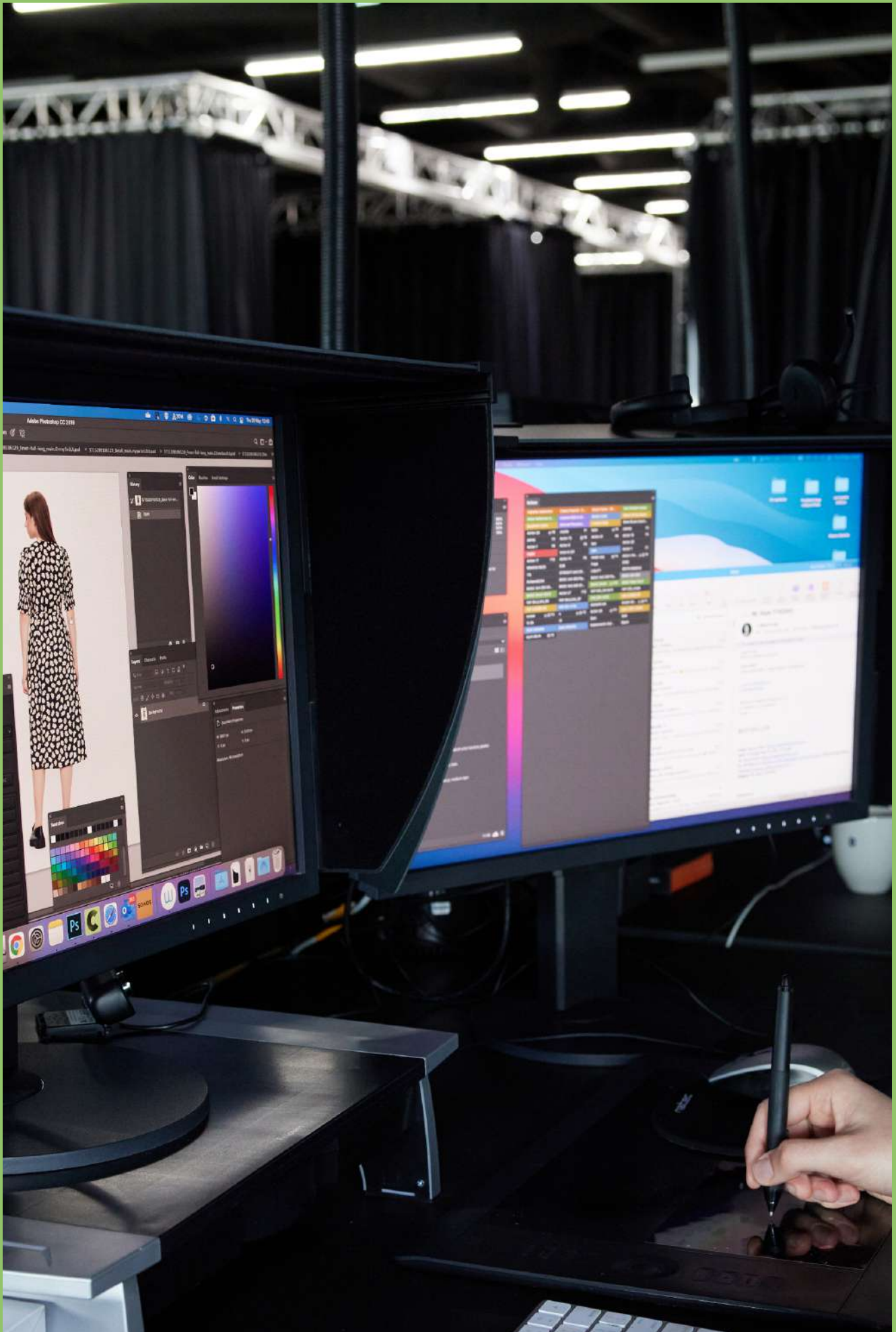
- ✔ Consider how to measure the success of the video, whether it is through increased sales, website traffic, engagement or reduced return rate
- ✔ Determine the metrics you will track to measure ROI

Approval Management:

- ✔ Determine who needs to approve the video content, including stakeholders, clients, or legal teams
- ✔ Allocate sufficient time for the approval process, including revisions and feedback

Starting Small & Simple

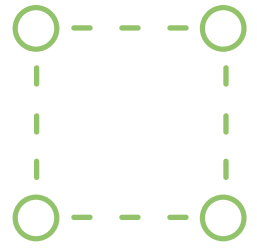
Starting Small & Simple



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Let's imagine that you've considered all the factors we spoke about above, great! Let's look into how to get started with implementing product videos at your studio.

Determine Products and Brand

Decide which products and brands are worth making product videos for. Is it the high-end dress that needs to flow properly or is it a sportswear that customers want to see in action? Potentially, start with a brand that you could test on a lower scale so it won't impact the volume. Then see if the customers and that demographic responds to the video.

Plan It Out

A challenge for professionals within the industry is to switch from a 2D to a 3D mindset. You cannot simply aim to shoot a video and leave it at that.

To address this issue, have a clear idea of how the video will be used and what its purpose is. This required having a script or shot list to guide the filming process and ensure that the end result is both visually appealing and effective. This also applies to how you approach post-production. Having a story line for your e-commerce video will ensure post-production is smooth as well.

Start Small

Start with a simple approach, begin small, start with your in-house team, and utilize the skill sets you've got already. You can also invite retail vendors to come in and give demos, allowing you to borrow their equipment and learn from other studios' practices. There are ample resources available if you make your needs known. Many studios are unaware of the support available from vendors who are willing to provide assistance. With a solid business case, you can make informed decisions about how to optimize your process.

Use Your Studio

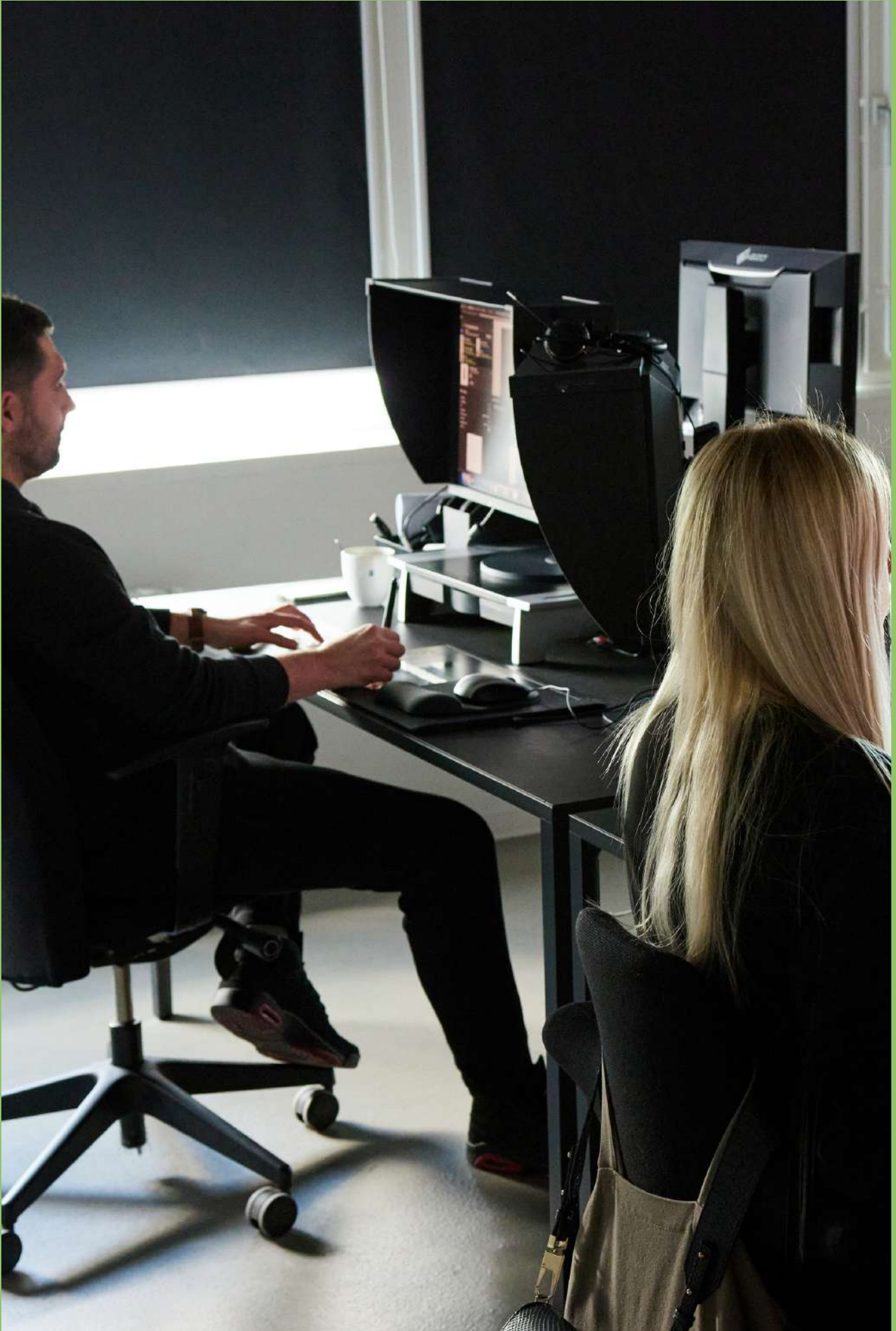
Consider starting with the same area where you normally take the standard e-commerce photos. That spot may already have the required lighting setup (more on this later), and the model is already wearing the attire. It's essential to avoid discrepancies between the appearance of the garment in stills versus videos. Using the same lighting setup will help you avoid the risk of the garment appearing different, which could confuse your customers and lead to lost sales.

A/B Testing

When it comes to evaluating the work of investing in video, start doing A/B testing to measure how a product performs in scenarios, including PDP with elevated images, PDP with video or a combination of both. By analyzing the numbers, you can see what the consumer is buying and make informed decisions about your investment.

Understanding The Tech

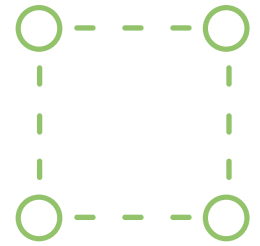
Understanding The Tech



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If you are planning to include videos on your website, it's important to ensure that your platform can handle them. Different platforms have different capabilities when it comes to video hosting and playback capabilities.

Video Handling

Firstly, check if your e-commerce platform can handle the size and format of the videos you want to upload. You will need to make sure it can handle the traffic that your videos might generate.

Depending on your platform, you might also need to consider factors such as video encoding, adaptive streaming and content delivery networks to ensure smooth video playback for your users. As mentioned earlier, if your platform isn't up to the task, you might need to consider video hosting services like Vimeo or Youtube.

They are designed specifically for hosting and playing videos and can provide a great experience for your customers.

Determine whether the video should play in place or in a modal. Will the video have sound, and if so provide the customers the power to mute or unmute.

Understanding how many variants of a video to include for a single product can be pretty complex for the development team. It's important to consider whether video thumbnails are necessary or if a simple "Play Product Video" text and icon be used? Do you need high-quality and low-quality to support different connection speeds? Will these considerations require additional internal development work and you'll need to weigh that ROI into the equation as well.

Get Help from Outside Partners

Just as you can invite retail vendors to come and help, you can partner with experienced tech providers or consultants to help you leverage the latest tools and best practices for video integration.

This might help you optimize your website's performance and user experience when adding product videos.

Additionally, outside partners can consult on which equipment to use and provide valuable knowledge and insights into your industry and target audience.

Partnering with outside experts can help you fill in the gaps in your own skills and resources, and provide the expertise and support you need. And partners can be consulted for different parts of your workflow, perhaps you just need a vendor for your post-production. It's an investment but the knowledge you gain, the time you save and having an excellent finished result might save your business money and boost your sales.

Using the Right Equipment

Quality lighting and cameras are crucial for high-quality video production, and having the suitable lighting can make a difference in whether or not you can easily produce video content and the overall visual appeal of the production.

Consider the right camera type for the job. While most still cameras capture high-resolution images their video modes may fall behind current standards. Consider resolution, color accuracy and dynamic range when choosing a camera to record video.

It's also important to note the different types of lighting that are required for still photography and video production. Strobe lighting, which is commonly used for still photography, is not suitable for video production. Video production requires constant lighting, often LED, which offers color accuracy, adjustable color temperature and brightness.

If cost is a challenge, consider renting equipment or using natural light. Bringing the set outdoors and using natural light can be a great way to achieve high-quality results without spending a lot of money on equipment. However, keep in mind that natural light can be unpredictable and may not always provide the desired results.

The Challenge Of Color In Video

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The Challenge of Color in Video



Color matching products in videos can be challenging as it requires achieving accurate and consistent colors to match the product's appearance in real life and photo. Color inaccuracies can lead to returns, with around 11% of consumers stating that they would return their purchases for this reason. Consistent colors from different angles, along with avoiding light and shadow changes, are crucial to avoid inaccurate colors. However, lighting and equipment can cause issues, and color matching is a constant topic for many e-commerce businesses.

The first step to ensure color consistency is to use color-checking charts to calibrate your cameras during production.

After photographing the garment the first time, on model, mannequin, layflat, etc., bring the physical garment to a calibrated monitor to check the garment in calibrated light. Make any adjustments to get the most accurate color as possible at the workstation, as you may not have the opportunity again. Then the color of the garment in the photo can be then used as a reference for product videos.



Moreover, many professionals struggle with the differences in lighting and color profiles, which is a constant learning process. Collaboration between photographers/videographers, video editors, and DigiTechs is also vital to establish a color reference, which ultimately leads to better color grading.



Building A Business Case

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If your business is noticing an increase in video requests from different departments, then we recommend asking yourself; how will this impact your core business? Can you find a balance between delivering video content while also meeting your existing business needs? In this section, we will provide valuable and practical insights that we received from David Hice, from Aritzia on how to approach the challenge of scaling-up:

Align with Cross-Functional Partners

Effective collaboration with cross-functional partners (the ones requesting video) is crucial. This involves aligning with them to make them understand what needs to be sacrificed and what needs to be prioritized to achieve desired results.

Understanding what your partners need and how much they need is critical to making informed decisions. By having your partners on board, you can move forward and address any issues with the finance or leadership teams.

People. Space. Technology.

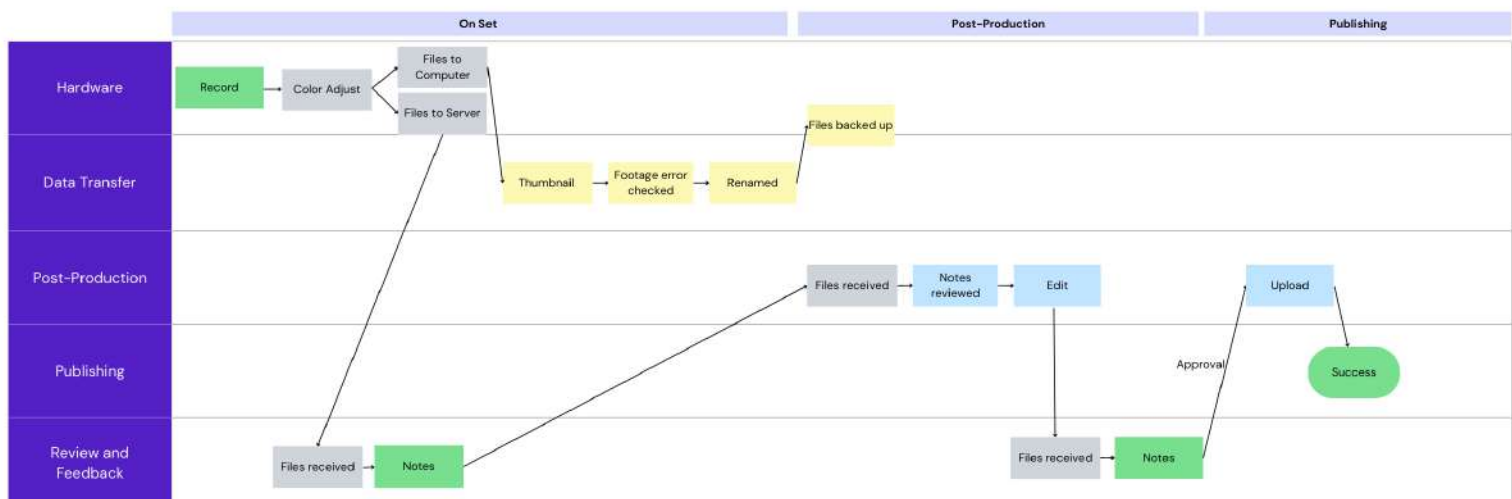
Depending on the scale of your production, it's rare to have it all done with the same resources. When introducing a new production, like video, you have to be willing to sacrifice in certain areas. Whether that means upgrading your technology or bringing in new people or finding a new space to work in. By reminding everyone where you are and what you are capable of, you can successfully navigate through new production types and ensure that you're producing high-quality content across all channels without compromising your existing work.

Project Management

Using a template can help streamline the process and get that upfront clarity on whatever it is you need for the project.

It's a valuable tool for grounding everyone in the current state of the workflow, the process and the team, which helps to set the stage for the next step in the process.

The workflow template below illustrates a basic workflow for video production specifically for e-commerce videos. The focus is on the steps of the video production process where the objective is to display the components of the process which include the technology, hardware, people, team, and overall process. It's not just about the software used to edit, but also the physical cameras and lighting that play an important part in large-scale video productions.



The Process Flow

The key focus is not on the individual steps in this production type, but on aligning the processes, technology, and people in a cohesive manner. In order to scale up to produce a higher volume of content, the company may need to hire new staff, create more space and incorporate technology.

This kind of template gives the company an idea of where they were, where they need to be and how everything fits together. This determines which tools are required for each process and whether they can be used in multiple areas or just one. By doing so, you can make smart investments that maximize the ROI.

Build a Business Case

After having a solid strategy in place, put together a one-pager of a light business case that you can take to leadership, finance and anyone else who needs to be in the loop.

Final Words

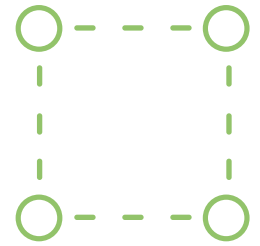


Final Words

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Final Word (or two)



If you are invested in taking your e-commerce game to the next level and with the advantages of bringing video to your PDP, don't hesitate - think big and push boundaries. Start small and keep in mind having the right people with the right skills, and make sure you have the finances in place. Do your research, attend Pixelz FLOW events, of course, and get a sense of what's out there. Now, let's get those cameras rolling and let us know how it goes!





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