



KICKSTARTER MAIN VIDEO GUIDE



When done right, **the main video is the most persuasive tool creators can use to collect pledges and build their army of backers.** At the same time, a poorly executed main video will hurt conversions and campaign momentum as page visitors are very unlikely to pledge if they don't watch your video or stop a few seconds in.

Every video should be presented in a way that **attracts** users upfront, **connects** the product with a common issue or desire unique to

your audience, and then **directs** them to take an action (pledge!). It's important to turn your main video into a story, which explains how your product idea came to be and what's special about it.

Here are some major dos and don'ts we've picked up from working with hundreds of creators and projects:

***Disclaimer:** This guide is meant to be a checklist for you as you work alongside a professional videographer. We do not recommend that you DIY your main video. Working with a pro (specifically one with Kickstarter experience) will ensure your product and pitch are presented clearly, which will show your audience that you're serious about delivering on your campaign promises.*

DOS

Do hook your audience from the start

Not everyone is going to watch your video in its entirety. In fact, it's better to assume most people won't. A [study](#) from 2015 found that consumers' attention spans have shrunk to around 8 seconds on average. This means you should catch your audience's attention **within the first 7 seconds** to get them hooked. Play on the emotion of your viewers by highlighting a common pain point they encounter in their lives and how your project is the perfect solution.

Do use quick transitions

The pace of the video should be constantly moving to keep up with your viewers' diminishing attention. Cutting to a new shot every few seconds will help you achieve this momentum.

Do touch on features as well as benefits

Technical features might appeal to some, but make sure to also “connect the dots” by explaining how your product ultimately benefits users or helps them achieve their end goals. **Example:** Mentioning the thread count of a mattress is nice, but explaining how it will help someone sleep better at night is an even more powerful motivator.

Do use the halo effect

The halo effect is the idea that if a person likes one aspect of something, they'll tend to like all other aspects by association. If you're selling kitchenware, then using shots of delicious-looking food in your video will make your product more appealing. This also applies to using popular brands, like Apple, in your video so your product can benefit from positive brand association.

Do use customer testimonials

Social proof is an extremely powerful tool. Do you have any positive testimonials from past products or from early review prototypes? Flash your testimonial text on the screen or, better yet, jump on a quick video/audio call with your happy customer and record their praise to use in your video.

Do keep it personal

Try to feature your team in the video, if possible. This will add to the authenticity of your campaign proposal and help turn it into a story. If you/your team feel uncomfortable on camera or narrating, use professional actors/narrators.

Do add subtitles/captions to your video

Your main video should be as accessible as possible. Follow [these instructions](#) to add English subtitles/captions to your video. Adding captions in Spanish, German, French, Japanese, and Mandarin is also advised.

Do test your main video

Every creator should have two versions of their main video. **Version A** being the original and **Version B** being a slightly edited version of the original that shows the product immediately. To be able to see which version performs better:

- Switch to the new trimmed video around midnight (same timezone as your Google Analytics account), so that you can compare data for full days.

- After 2–3 days, compare the organic traffic (labeled on Google Analytics as source/medium=direct/none) conversion rate on those days to the previous days.

Based on the results, you can then decide whether you want to keep the new version of the video, go back to the old one, or try something else.

DONT'S

✘ Don't use long, drawn out scenes

Again, attention spans are extremely short so if your video is dragging, the viewers are very likely to stop watching and leave your page without pledging.

✘ Don't use humor that falls flat

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✘ Don't use a narrator that is difficult to understand

If the narrator is not the creator, use a professional native English-speaking narrator.