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**CREATE EXPLAINER VIDEO: CONCEPT, SCRIPT, SCRIPT - A GUIDE TO CREATING YOUR EXPLAINER VIDEO.**

You may already know that animated explainer videos aren't just about cute characters. Before they even come to life, professional explainer video production involves a process of working hard to create a solid story. But what is the secret to writing a solid and engaging **explainer video concept, script and screenplay**?

**1. CONCEPT**

In order to work out an initial concept holistically, we need the following information from you:

* Topic of the explainer video
* Please tell us something about your company. What is important to you - what do you stand for?
* Which target group should be addressed
* What problems does the target group have that they solve?
* Where should the explainer video be used
* Central information to be placed in the explainer video
* What do you want the viewer to do after watching the video?
* What style would you prefer for the explainer video: black / white, color or 3D
* Who is the competition?

**2. SCRIPT**

The script determines the length of your explainer video, but how do you know how long your script and therefore your video will be? Simple: 130 written words of voiceover text equals approximately one minute on video. At explain it simple, we believe the magic number is 240 words: that's 90 video seconds. That's enough time to explain your product or service without anyone losing interest in the story.

If you already have detailed ideas regarding the script, please include them here:

**MORE USEFUL INFORMATION ABOUT SCRIPT**

**3. THE CLASSIC STRUCTURE FOR SCRIPT AND SCREENPLAY**

The very first thing your concept/ script/ script should explain is "what" your target audience's problem is that your product or service solves. This will immediately engage your audience and make them want to watch the video throughout. The "what" is the reason people are looking for an animated explainer video. So you should make it clear right away.

**ACT 1. "WHAT"**

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**ACT 2. "HOW"**

Once you've decided on the problem, you need to explain "how" your product or service solves that problem. The solution must be explained as simply and directly as possible. The audience needs to grab it immediately. It is wrong to go into too much detail here or become too promotional.

**ACT 3. "WHY"**

Ok, now your audience knows how you can solve their problem. But many other companies with similar products and services can also solve the problem. You need to tell your audience why they should choose you, and not the competition. This is the sales part of the video, as this is where you describe the features and benefits of your product.

Sometimes the "how" and "why" actions are quite similar and they overlap a bit or they are actually the same thing, but that's okay. Regardless of whether they are similar or intermingled, we advise you not to be overly salesy in your communication the entire time: Save the sales part for the end.

That being said, you should always try to follow the classic structure as closely as possible. This type of narrative has stood the test of time and pretty much everyone in the world is familiar with it. This familiarity works in your favor, as people can subconsciously anticipate how your video will progress and focus on what matters most to you - your brand's message.

Check out the explainer video below to see how this setup translated into concept, script, and screenplay.

**4. KEEP IT SHORT**

The longer a video is, the less likely people will watch it to the end. This fact is proven: 85% of respondents will watch an entire 30-second video, but only 50% will watch a video in its entirety if it lasts up to 2 minutes. That's still a decent number. Now, when a marketing video runs longer than 2 minutes, viewership drops even faster!

So what is the lesson for your explainer video concept/ script/ script? Quite simply, try to keep it short!

**5. GET TO THE POINT**

You've already learned that an animated marketing video needs to be short enough to get your business idea out there quickly and directly, so your audience won't get bored.

Now, another important piece of advice: keep it simple! Don't try to explain everything about your business in one script. Take the time to think about what's important and what's not in your video.

And don't worry: once your audience is really interested in your product or service, you'll have time to explain the details that couldn't be included in the video (with sales pitches, blog articles, more videos, your own website, etc.).

See how we managed to explain how this great product works without going into too much technical detail.

**6. FOCUS ON YOUR AUDIENCE**

The most important thing to keep in mind with your **explainer video concept, script and screenplay** must always be your audience and how you can help them solve their problems. Don't try to sell something to your audience, but make them understand that you can actually help them. Only then will they really trust your brand and decide to buy your product or service.

**And be careful:** if your video talks about your brand's features all the time and overlooks your audience's problems, you may lose a lot of conversion opportunities. In other words, the solution should always be at the center of an explainer video concept/script or script. It is the connection between that solution and your brand that will bring potential new customers into your sales funnel.

**7. HAVE A CLEAR CALL TO ACTION**

Don't forget to make it clear in the script what you want your audience to do after watching your video: From downloading an eBook or free demo to sharing on social media, your call to action needs to be really clear and direct.

Don't make multiple calls to action in the same video. Make just one and make sure it's straightforward and clear. Multiple calls to action will only lead to confusion that will weaken your efforts, or worse, have no impact.

However, if your marketing strategy requires different calls to action, you can still create different versions of the same marketing video, each with a different call to action. You could then use them in different campaigns or run A / B tests to determine which are more successful.

**THERE ARE SOME ADDITIONAL THINGS YOU SHOULD CONSIDER WHEN WRITING THE SCRIPT, FOR EXAMPLE:**

**FIND THE RIGHT TONE**

Keeping your audience in mind, it's not just about thinking about the solution you're looking for. It's about remembering who they are, where they're from, their age, and their background. All of this will help you set the right tone that your video should have. This is an important decision that will determine the imagery, voiceover, casting, pacing and dialogue type for the entire script.

**USE A DASH OF HUMOR**

You may have noticed that many corporate emails that have gone viral in recent years tend to be funny. That's no coincidence. Research has shown that funny content is more likely to be shared than serious content. If you can find an unexpectedly funny angle in your company, you should try it. However, remember that you don't have to be funny. If you can't find a humorous angle, don't force it.

**DISCUSS THE BENEFITS, NOT THE FUNCTIONS**

I said above that you should try not to sound too "salesy." A good way to do this is to talk about the product or service benefits, not the features. While it may seem tempting to talk about how technical a product is, getting too technical can backfire. So instead of talking about a 50-inch HD screen, talk about a big TV that gathers the family around. Can you see the difference? The former is just a loose fact, the latter is asking the customer to think about themselves in this situation.

**In conclusion:** gather the most important content as described here and record this content in a Word. Write an initial concept and you can also create an initial script based on the information you have established here. However, we always recommend that any **explainer video concept, script and screenplay** be created or at least reviewed by professionals like us who truly understand the scripting process and its cinematic value. However, you can always try writing it yourself first. The important thing, as I said, is that you let us evaluate it here accordingly and trust us regarding possible changes so that you can then pick up your potential customers with the explainer video in the best possible way.