

7 mistakes the financial sector makes when making video content

Talking about yourself

If you talk about yourself people will switch off and ignore what you are saying. Resulting in your video being ignored.

Reading off a script

It's painful to watch someone reading a script. You will lose the viewer's interest quickly and very few, if any, will get to the end.

Shooting in the wrong format

The wrong format limits the usefulness of the footage. In the worst case, it makes the footage not fit for purpose.

Being boring

If you don't keep your viewer's attention very few people will see your video. Resulting in your hard work going to waste.

Distracting people from your message

Poor audio makes a video difficult to watch. You will lose people's attention or, worst of all, lose them entirely.

Making bad background choices

Choosing the right background is not easy. If it's dull viewers may switch off. If it's too cluttered you risk distracting viewers from your message.

Poor visuals

Poor design choices and a weak brand will give a bad first impression. You risk potential customers dismissing you before you have ever spoken to them.

Want to avoid these mistakes?

Would you like to talk to an expert? Book a call with one of our team to learn about how to make better video content

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