

ADVICE FROM A LOCAL EXPERT

Why FAQ videos can be a powerful marketing tool



HNE Media (HNE Media Services Limited) was established in 2016. Based in Hertfordshire, we provide video production and training courses in video production throughout the UK. Our work covers commercial video production and social media content, short films, conferences and events, live streaming, dance and theatre, live music, animation and video editing.

FAQ videos or frequently asked questions videos can be a great resource for your business to create. Many websites will have an FAQ section, or frequently asked questions page. Creating videos that answer some of the most common questions or problems that your clients or customers encounter can be a really powerful resource.

In this blog and [accompanying video](#) we explain why creating FAQ videos is such a good use of your time, and or money.

▪ Why are FAQ videos a good idea?

Creating FAQ videos can help to free up staff time by dealing with some of the more routine enquiries that your business may deal with. Being able to point someone to a video resource which helps answer their query will free up valuable staff time and be of real benefit to your client or customer, or potential future client or customer.

▪ Get found in search results

By creating FAQ videos on a range of topics you are also creating content which can be found online. Search engines rank informative, helpful content highly in search results. Try to use popular phrases for the titles of your FAQ videos. For example if you are a wedding dress retailer, a FAQ video topic could be “how many months before my wedding should I place my order for my wedding dress”?.

▪ Establish yourself as an expert

Creating helpful content that helps to solve issues faced by your clients or customers, or crucially, your potential future clients and customers, helps to establish you and your business, product or service as an expert or leading authority in your field. This helps to build the know like and trust, and when they are ready to make a purchase, they would be more inclined to make a purchase with someone or a company, that they are familiar with and trust.

The BID has collated this expert advice from a local company to help businesses.
For more information on other subjects which you may find useful see www.bishopsstortfordbid.co.uk/expertadvice

▪ How to get started

Creating FAQ videos can take time, you may want to do it yourself, in which case our filming and editing training courses could be of help. Or you may wish to commission a professional video company to make them for you. In either case, I would recommend making a list of your 10 most popular or frequent questions and using this as the basis of your FAQ page on your website and your FAQ video content.

For more information or for an informal discussion about your video content ideas please contact us.

James Garrett
HNE Media

01279 883 270
info@hnemedia.co.uk
www.hnemedia.co.uk

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