

10. FAQ Video

A format for remaking your FAQs to "how-to"-videos.

They will be relevant since they hinge on the fact that they are the most common questions. For a lot of these, you can create very efficient videos – that also can be used on support pages.

But a lot of these are great content to distribute more widely since they often show positive things about the product or services.

FAQ Video

 Play example

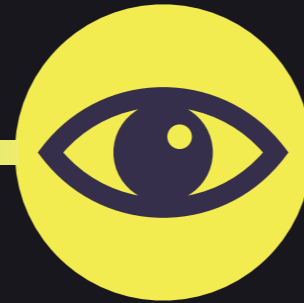
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Story Basics

Crafting your FAQs into pro-active how-to stories can serve a couple of different purposes. They can find the right people out there that haven't yet run into the issue it's covering – and that may be some customer support in advance, a way to lower support pressure.

But more importantly – these videos can display functionality or knowledge that some customers didn't even know to ask for, and then these "support" issues become a great marketing vehicle. Not least, since they hinge on the most commonly asked questions, so their relevance is high.



Where to find it?

Creating a list of stories to do is more or less "just" about visiting your FAQ section online and start going through it. The more complex issues probably must be left off this list, though.

Then you literally flip the script – go from question to statement and try and frame it as a "how-to" issue.




How to produce it!

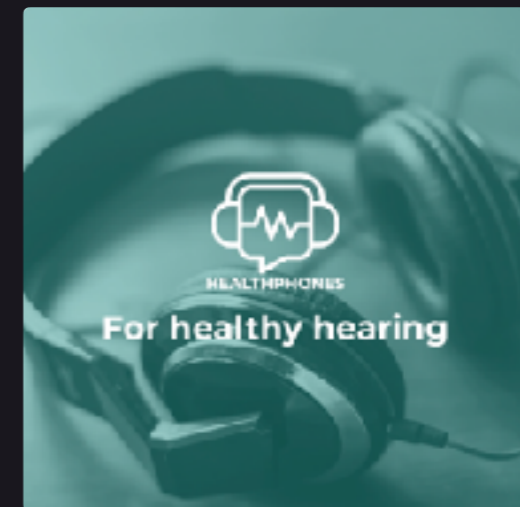
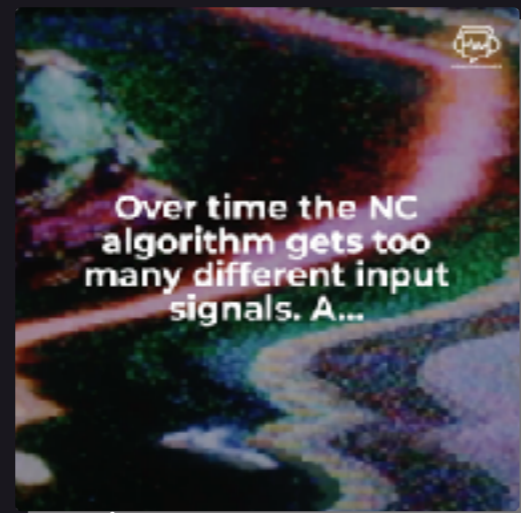
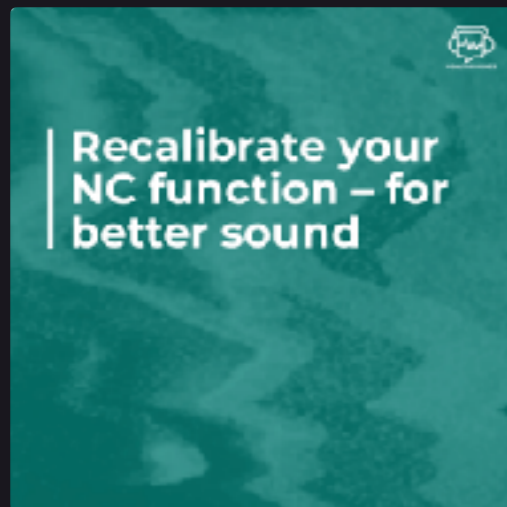
The most crucial part of crafting a story like this is to fulfill the promise you make in the title. If you say that this is a "how-to," – then it should be.

So, keep an eye on the fact that you have to deliver a finished guide in the short timeframe this format has.

FAQ Video

 [Play example](#)

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FAQ Headline

Flip the frequently asked question to an active "do this" type of headline. No more or less than that. So phrase it like "This is how to..." or "Do this to achieve this..."

Short Problem Fact

Give a background to why this issue arises and why it matters. If it's too basic, you can leave this empty and go straight to the instructions.

FAQ Instruction

This format has three instruction blocks. You can choose to use all three to create more variety or just one or two if the script does not demand more than one. Here you very simply tell the viewer how to do a certain thing.

Outro with message

Use a standard payoff/slogan or connect it to the script. That is very much a question from case to case.