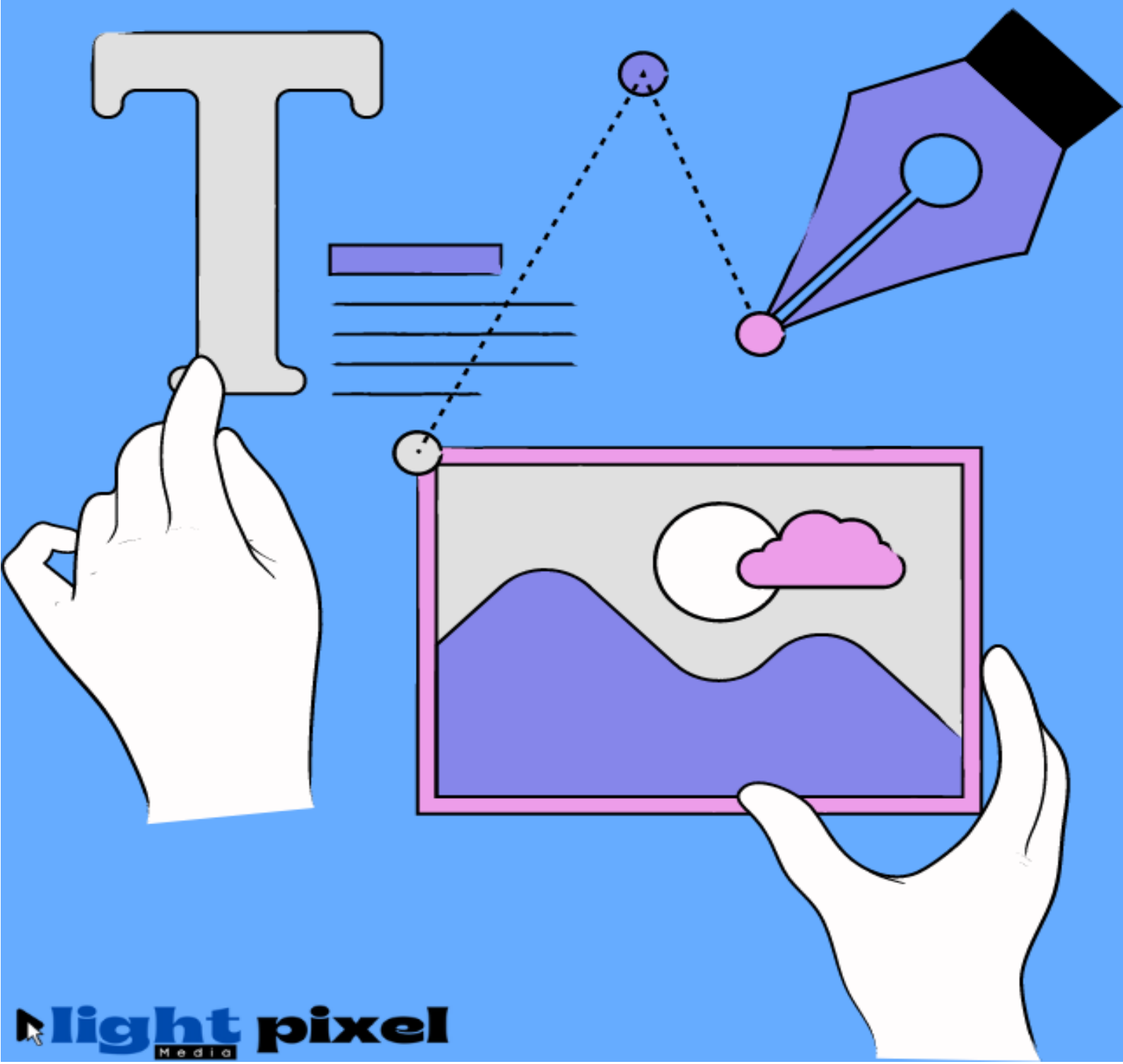


ANIMATED EXPLAINER VIDEOS THE ESSENTIAL GUIDE



The Essential Guide to Animated Explainer Videos

Welcome to Light Pixel Media – in this eBook we are about to dive down on the benefits of our animated explainer videos and how you can integrate it in your business.

You are probably here because you're looking to take your marketing to the next level, and we're here to help you with that.

But you will see how animated explainer videos can also be used for a wider range of purposes.

In this short eBook, we will cover the key benefits of animated explainer videos and why they are a must-have for your business in today's world.

II. The Benefits of Using Animated Explainer Videos:

Animated explainer videos offer a multitude of benefits for businesses, especially those in the SaaS and PaaS industries.

Here are a few of the most significant benefits to keep in mind:

- 1. Better engagement with customers:** Animated explainer videos are one of the most powerful ways to engage with your potential customers and keep them interested in your brand.
By providing an interactive and visually appealing way to explain your product or service, you can keep viewers engaged for longer and increase their likelihood of taking action.
- 2. Increased conversions:** Many studies have shown that adding an animated explainer video to a landing page can increase conversions by up to 80%.
By providing a clear and compelling message that's easy to understand, you can make it more likely that visitors will take the action you want them to take.
- 3. Improved brand awareness:** Animated explainer videos can help to build unique brand awareness by making your message more memorable and shareable.
By creating a video that is both informative and entertaining, you can make your brand more memorable and increase your reach as viewers share your video with their networks.
- 4. Enhanced social media presence:** Animated explainer videos are an excellent way to increase your social media presence and drive engagement on platforms like LinkedIn, Twitter, and Facebook.
By creating videos that are easy to share and visually appealing, you can build a loyal following of fans who are eager to hear more about your brand and its products.
These videos can be used in a variety of places, including your website, social media advertising, and more.

Overall, the benefits of animated explainer videos cannot be overstated. By creating videos that are engaging, informative, and visually appealing, you can really build your brand and drive conversions like never before.

III. How Exactly You Can Use Them in Your Business

Unlike a sales pitch, explainer videos arouse the emotions of viewers and can help create a lasting impression that leads to action.

Here are some specific ways that you can use animated explainer videos:

Improve lead generation: You can create a video that highlights the benefits of your product or service and includes a call-to-action that encourages viewers to sign up for a free trial or download a resource. By placing your video on your website's landing page or using it in your email marketing campaigns, you can capture more leads and move them further down the sales funnel.

Boost conversion rates: By using animated explainer videos strategically, you can also increase your conversion rates. For example, you can create a video that demonstrates the value of your product or service and shows how it solves a specific pain point for your target audience. By including social proof, such as customer testimonials or case studies, you can build trust and credibility with your audience and make it way more likely that they'll convert.

Showcasing Your Unique Value Proposition: Use an animated explainer video to showcase what makes your product or service unique and how it can solve your customers' pain points. This will help your business stand out from competitors who offer similar products or services.

Providing Better Customer Support: Use an animated explainer video to provide better customer support by answering frequently asked questions and providing helpful tips and advice. This can help customers feel more confident and satisfied with your product or service, which can lead to higher retention rates.

Educate your customers: Animated explainer videos can be used to educate your customers about your industry, product, or service. For example, if you're in the insurance industry, you could create a video that explains the different types of insurance and what they cover. This can help your customers make informed decisions and build trust.

Demonstrate complex ideas or processes: If you offer a product or service that's complex or difficult to understand, an animated explainer video can simplify the explanation and make it more understandable for your target audience.

This can be particularly useful for software or tech companies, where the product or service may be difficult to explain in written form.

Humanize your brand: Animated explainer videos can add a human element to your brand and help you connect with your target audience on an emotional level.

For example, you could create a video that tells the story of how your company was founded or showcases the people behind the brand.

This can help build trust and loyalty with your customers.

Create shareable content: Animated explainer videos are highly shareable, and can be used to generate buzz and social media engagement.

By creating a video that's entertaining, informative, or both, you can encourage your target audience to share it with their own networks, which can increase your brand's reach and visibility.

Enhance training programs: Animated explainer videos can be used to enhance your employee training programs by providing engaging and informative content.

This can be particularly useful for companies with remote or distributed teams, as it can help standardize training across different locations and ensure that everyone has access to the same information.

When you use an animated explainer video in your marketing strategy, you can take advantage of the visual storytelling format to connect with your target audience on a deeper level.

Animated explainer videos help businesses highlight the pain points of their target audience in a visually appealing way, which is what makes them so powerful.

IV. Real-Life Examples of Businesses Successfully Using Animated Explainer Videos:

Animated explainer videos have become an integral part of marketing for businesses of all sizes and industries.

Here are some examples of how businesses have used animated explainer videos to achieve their marketing goals:

1. **Dropbox:** Dropbox used an animated explainer video to showcase how their product works and its benefits. This helped them increase their sign-ups by 10%, which translated to millions of new users.
2. **Dollar Shave Club:** Dollar Shave Club created an animated explainer video that went viral and helped them reach over 12,000 new subscribers in the first two days. The video was entertaining, informative, and spoke to their target audience.
3. **Crazy Egg:** Crazy Egg used an animated explainer video to explain the benefits of their product and how it works. This helped them increase their conversion rates by 64%.

These examples show how animated explainer videos used to effectively communicate a business's message, showcase its product or service, and achieve its marketing goals.

By incorporating an animated explainer video into your marketing strategy, you can see similar results for your own business.

Furthermore, for SaaS and PaaS companies, having an animated explainer video is essential in today's world to stand out among competitors and explain complex technologies in a simple and engaging way.

V. Our Packages

A. Whiteboard Animation Package

Our Whiteboard Animation package is perfect for businesses that want to simplify complex concepts and messages.

Starting at \$698 for a 30-second video, this package includes:

- A professionally written script that tells your story and captures the essence of your message.
- Engaging visuals that bring your story to life.
- A voiceover by a professional voice actor that perfectly complements your visuals.
- Two free revisions at each stage of the production (script, voice-over, and animation).

Some benefits of the Whiteboard Animation Package include:

- Draws attention and maintains engagement through simple but visually appealing animations.
- Allows for effective storytelling, particularly with the use of a whiteboard background and hand-drawn illustrations.
- Ideal for businesses in industries such as education, training, and consulting, where conveying complex ideas or concepts is important.
- Provides a cost-effective way to create engaging marketing content.



B. Explainer 2D Animation Package

Our Explainer 2D Animation Package is a great option for businesses looking for a more polished and professional look for their videos.

Starting at \$1,198 for a 30-second video, this package includes a team of experienced scriptwriters, storyboard artists, and animators who will work together to create an animation that showcases your brand and engages your audience.

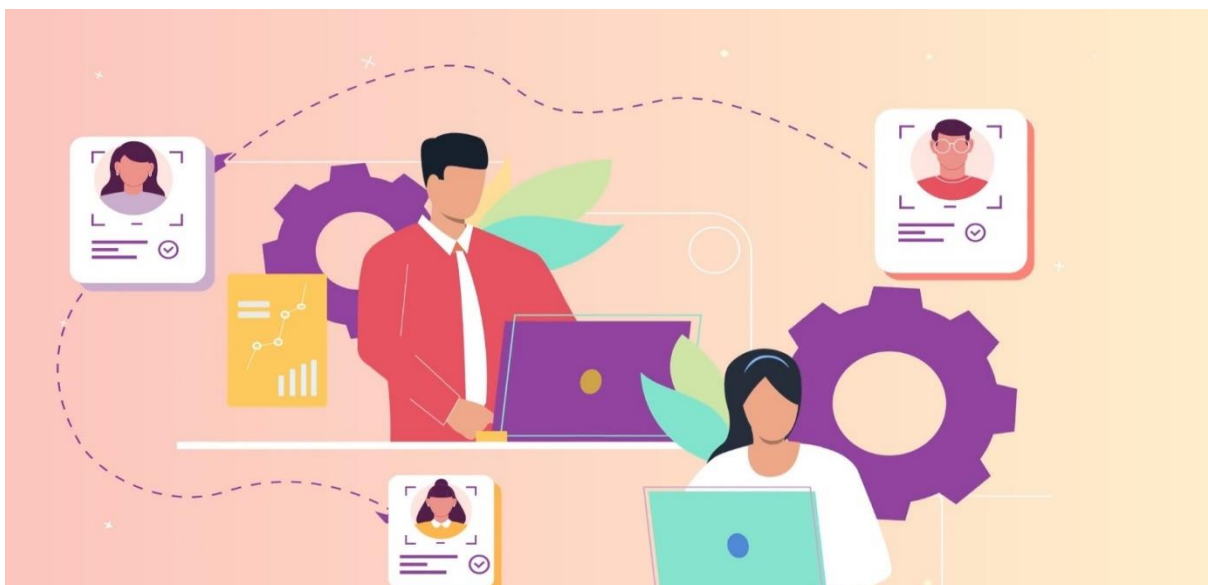
With the Explainer 2D Animation Package, you will receive:

- A custom script that is tailored to your business and target audience
- Professional voiceover artists to record your script
- High-quality 2D animation that brings your story to life
- 2 free revisions at each stage of the production (script, voice-over, and animation).

Some benefits of the Explainer 2D Animation Package include:

- Offers more versatility in terms of style and visual elements than the Whiteboard Animation, including 2D illustrations and animated characters.
- Able incorporate more complex messaging and branding elements.
- Suitable for tech, finance, and healthcare businesses with a need to communicate complex or technical information.
- Increased engagement on social media, leading to increased brand awareness and potential conversions.

With the Explainer 2D Animation Package, you can be sure that your videos will stand out from the competition and help you achieve your marketing goals.



C. Premium 2D Animation Package

Our premium 2D animation package is the most comprehensive option we offer, perfect for businesses looking for a high-end, fully-customized video that showcases their unique brand and message.

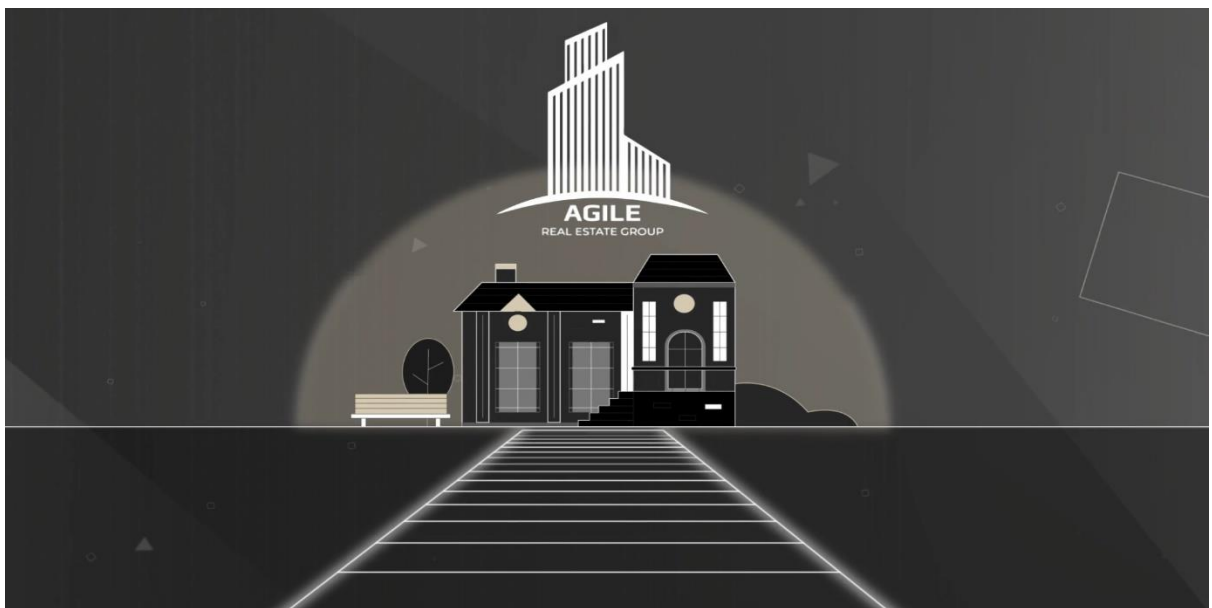
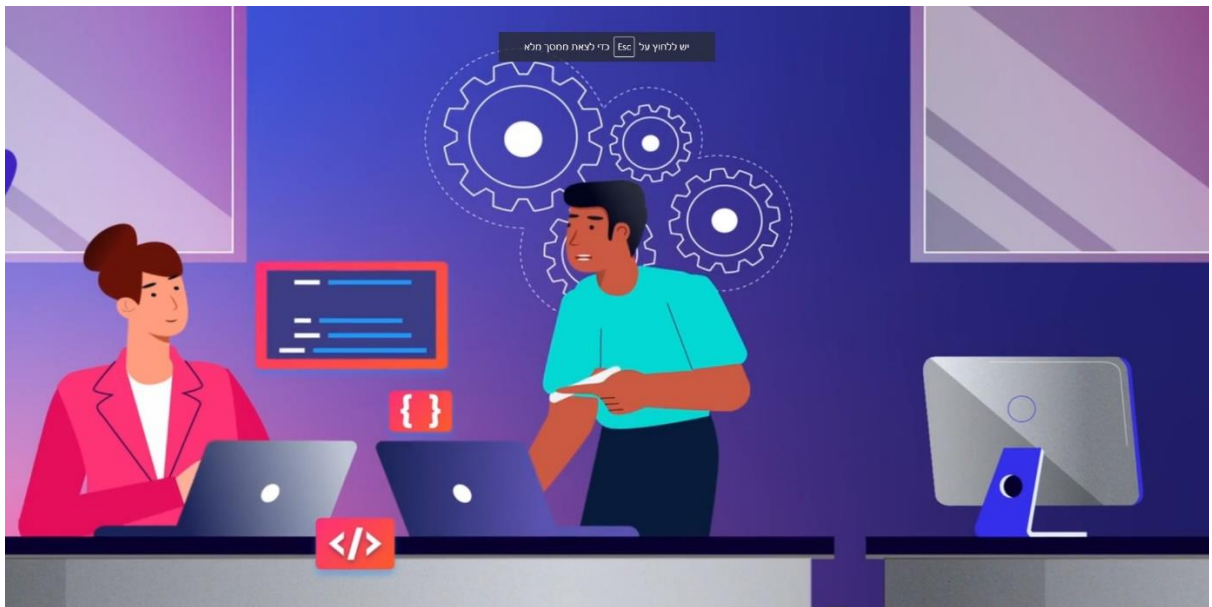
This package includes:

- Custom design: Our team of expert designers will create custom characters and scenes that perfectly embody your brand and help tell your story in a fun and engaging way.
- Professional voiceover: artists that will bring your script to life and make a lasting impression on your audience.
- Advanced animation techniques: Our team of animators will use the latest techniques and technology to create a stunning, visually appealing video that captures the attention of your audience and keeps them engaged from beginning to end.
- Dedicated project manager: You'll have a dedicated project manager who will be your point of contact throughout the entire process, ensuring that your vision is brought to life exactly as you envisioned it.

The premium 2D animation package starts at \$1898 for a 30-second video and includes everything you need to create a professional, high-quality animated explainer video that will make a lasting impression on your audience.

Benefits of the Premium 2D Animation Package:

- Offers the highest level of production value, including custom made advanced animation techniques and 3D elements.
- Advanced animation techniques ensure that your video is visually stunning and engaging, capturing the attention of your audience and keeping them engaged from beginning to end.
- Can be used for a wide range of applications, from explainer videos to brand stories and commercials.



VI. After Purchase Process

Congratulations on your purchase!

Once you've completed your order, you'll receive a questionnaire via email.

This questionnaire is crucial in helping us understand your project better and creating the best video possible for you.

It will include questions about your company background, and your preferences regarding the script, voiceover, storyboard, and final video.

After you fill out the questionnaire and send it back to our projects email, our team will start working on your project.

We will begin with the script, followed by the voiceover and animation.

After completing each stage, we will send you the final component via email.

At this point, you will have the opportunity to review the work and decide if it meets your expectations.

If you are satisfied with the final component, we will move on to the next stage.

If you want to apply a revision, you have two free revisions for each stage.

Once the animation is complete and approved by you, we will deliver the complete file of the video in mp4 format.

The entire process usually takes between 2-8 weeks, depending on the project, revisions, and lack of communication.

VII. Conclusion

We've explored briefly the benefits of using animated explainer videos for your business, and we've introduced our three different animation packages that can help you achieve your marketing goals.

To summarize, our whiteboard animation package is perfect for businesses looking to explain complex concepts in a visually appealing way.

Our explainer 2D animation package is ideal for businesses in industries such as technology, finance, and healthcare that looking for a polished and professional look to convey complex concept or technical information.

Our premium 2D animation package is the most comprehensive package, including custom design.

It is versatile and can be used for a wide range of applications, from explainer videos to brand stories and commercials.

By incorporating animated explainer videos into your marketing strategy, you can increase engagement with your customers, improve brand awareness, and finally boost conversions.

If you're interested in learning more or scheduling a consultation with our sales team, please don't hesitate to contact us.

We look forward to helping you take your business to the next level!

And since we see how important it is for you to leverage the marketing strategy in your business and you've read this far, get a 20% discount from us on any package you choose!

Simply use the coupon code: [20%LPM](#) in checkout

We look forward to hearing from you.

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