

PRODUCT MARKETERS

AVOID THE 3 COSTLIEST VIDEO MISTAKES (AND WHAT TO DO INSTEAD)

INTRODUCTION

Why This Matters

If you're a founder or marketer trying to scale your product-based brand, video marketing should be your secret weapon—but it often becomes a time-consuming, budget-burning guessing game.

This cheat sheet reveals the three most common video mistakes that sabotage results (and what to do instead), so you can finally use video to grow—without wasting another dollar.

MISTAKE #1

THE PROBLEM

Many marketers jump into video content without clarity on their audience, message, or conversion path. The result? Random videos that don't drive sales.

The Fix: Define your buyer journey first. Every video should serve a clear stage: awareness, consideration, or conversion. Use customer data—not guesses—to guide your message.

MISTAKE #2

THE PROBLEM

Marketers often bury the lead or open slow, losing attention instantly. In today's scroll culture, that's fatal.

The Fix: Hook early. Use curiosity, tension, or a bold promise.
Think: "What will make my ideal customer stop and watch right now?"



MISTAKE #3

THE PROBLEM

You invest in expensive visuals but neglect the hook, message, or CTA. Beautiful videos that don't convert are a costly vanity play.

The Fix: Focus on messaging first. A simple, authentic video with the right hook and offer often outperforms high-end productions. Test messaging in low-fi before scaling.

KEY TAKEAWAYS

You don't need fancy equipment—you need the right message

Customer insight beats creative guesswork every time

EVERY VIDEO NEEDS A PURPOSE

awareness, consideration, or conversion

Hook early or lose them fast

Scripting over spontaneity (most of the time)

NEXT STEP

Want Help Crafting Videos That Actually Convert?

Book a free 15-minute Video Strategy Call to identify your #1 content opportunity.

Go to HarvestGrowth.com

