

Product Video Production: The Definitive 2026 Guide for Businesses

An 'easy to follow' Guide



by impress

impressvideo.co.uk

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TV & Film | Adverts | Brands

| What we'll cover...

- What is a Product Video
- Why Product Videos Matter
- Types of Product Videos
- Define the Objective
- Know Your Audience
- Plan the Video
- Film & Produce
- Budget & Length
- Distribute & Measure

What is a Product Video

A product video demonstrates what a product does in the simplest, clearest way, in the shortest time possible.

It focuses on:

- How the product works
- How easy it is to use
- What results it delivers

The goal is simple:

Show the product. Prove its value. Drive action.

Why Product Videos Matter

Product videos are powerful because they quickly show:

- Simplicity of use
- Key features
- Real-life results

They are especially effective when:

- Launching a new product
- Entering a competitive market
- Replacing or upgrading existing solutions

A strong product video answers one key question:

“Why should I buy this?”

Types of Product Videos

There are multiple ways to present a product, depending on your goal:

- Demonstration – shows how it works
- Use Case – shows it in real life
- Case Study – proves results
- Showcase – highlights features and design
- Testimonial – builds trust through users

Tip:

Choose the format based on **what your audience needs to see to believe.**

Define the Objective

Every product video should have one clear goal.

Ask:

- What do we want people to do?
- Is this about awareness, sales, or education?
- What is the key message?

Keep it focused.

One product. One message. One outcome.

Know Your Audience

A great product video speaks directly to the right people.

Define:

- Who the product is for
- What they care about
- What problem do they need solved

Strong product videos often show:

- Real users
- Real environments
- Relatable scenarios

This builds instant connection and trust.

Plan the Video

Planning is where success begins.

Key questions:

- Where will the product be shown?
- Who will use it in the video?
- What locations and settings are needed?
- What style matches the brand?

Use storyboards to map everything out:

- Visual flow
- Key shots
- Graphics and messaging

Good planning ensures:

Better shoots. Faster production. Stronger results.

Film, Production, Budget & Length

Film and Produce the Video

Production brings everything together:

- High-quality camera work
- Clean, well-lit shots
- Strong composition
- Feature-focused visuals

Post-production includes:

- Editing
- Graphics
- Music and polish

Budget & Length

Costs can vary widely:

- £500 → £100,000+ depending on scale

Length depends on the product:

- Simple products: ~30 seconds
- Complex or SaaS: 2–4 minutes

Tip: Match the length to **attention span + product complexity**.

Distribute and Measure

Distribute and Measure

A product video only works if people see it.

Where to use it:

- Product pages
- E-commerce platforms
- Social media
- Ads and campaigns

A successful product video:

Drives engagement → builds trust → generates sales.

Measuring success

Track performance through:

- Watch time and retention
- Clicks and conversions
- Sales and leads

Ask:

- Did viewers take action?
- Did it increase sales?

I hope this helped!

**Ready to bring your product
to life?**

Contact us today hello@impressvideo.co.uk

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