

EVERYTHING ABOUT WHITEBOARD VIDEOS

A Complete Guide on how Whiteboard Animations will get you heard!



What is whiteboard animation?

A whiteboard animation is a video that brings drawings and text to life with movement, on a digital canvas. On this virtual whiteboard, classroom-style explanations are used to tell a story.

**What are the benefits of
whiteboard animation?**

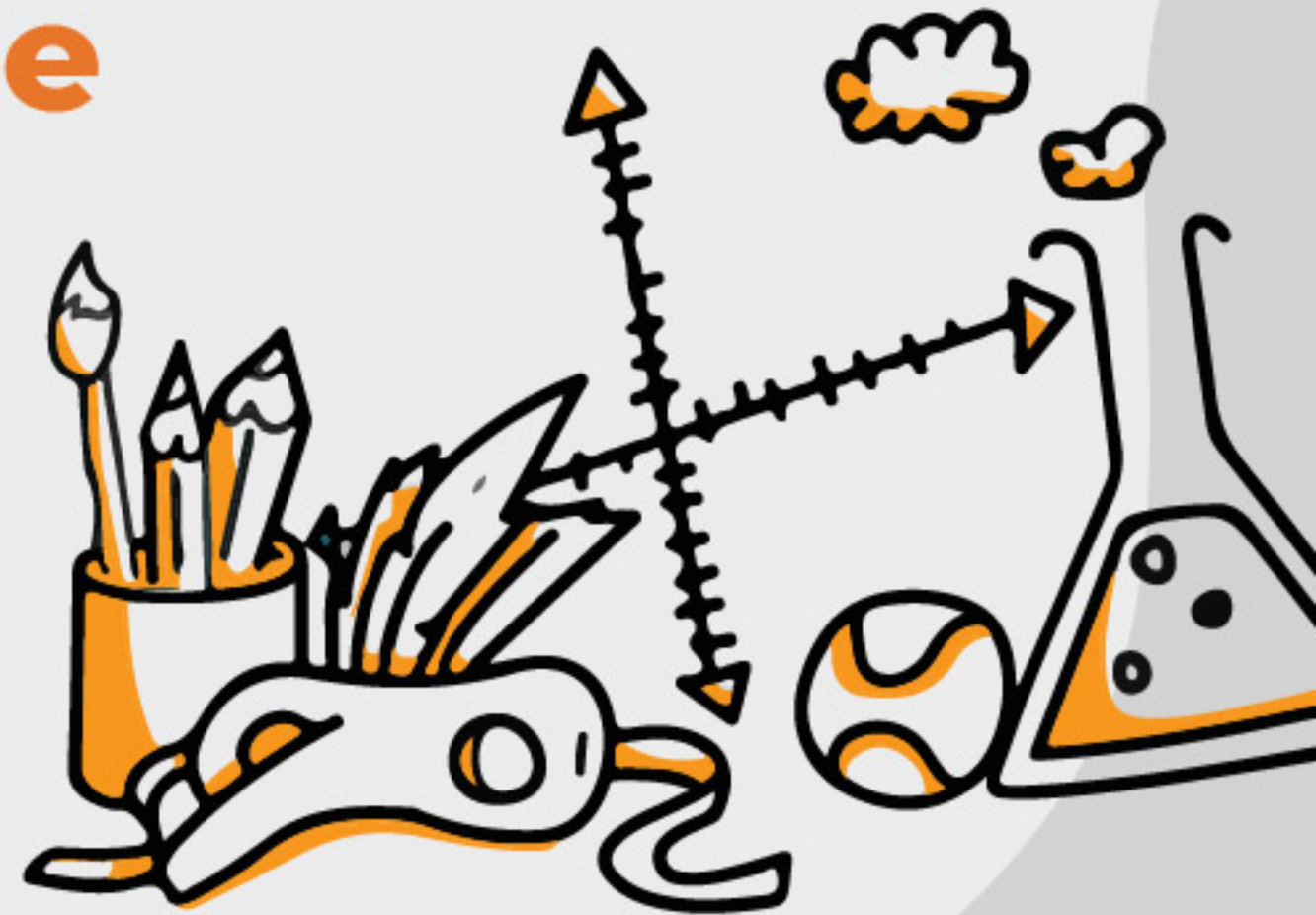
1. Effortless animation

Bold and clear visuals deliver your message in a direct way, adding a fun element as the camera pans to each new scene or idea. You can choose from a huge library of hand drawn illustrations to create high quality whiteboard animation, effortlessly.



2. Instantly memorable

Your audience is instantly put into learning mode as they recognise the teaching style of a whiteboard. With their interest spiked by the striking artwork, it's proven to increase engagement and make your message more memorable. Using hand drawn animation makes the scope as wide as your imagination!



Who is whiteboard animation for?

We're all trying to deliver our ideas in a way that makes someone sit up and listen. From CEO to student, investor to buyer, video marketing always makes an impact.

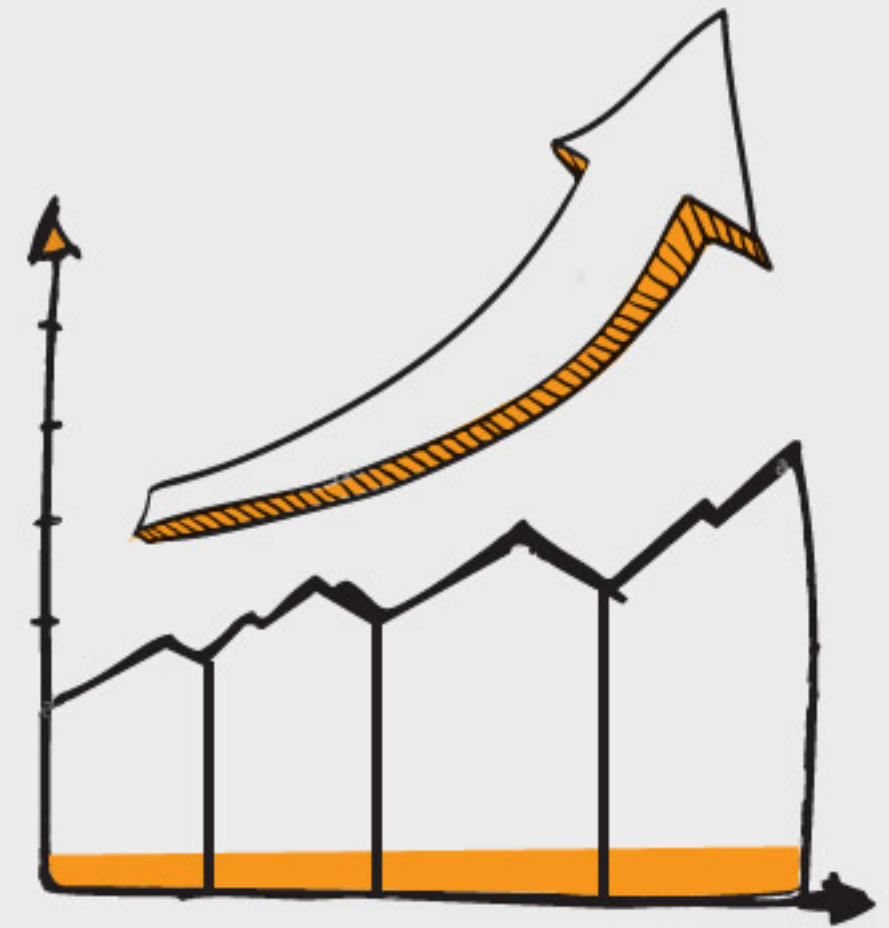
You can entertain, encourage, motivate and educate with a format that suits the workplace just as well as education. Make business video your next marketing tool, safe in the knowledge it improves audience participation.

5 reasons why whiteboard animation works

Whiteboard animated videos remain a great tool to engage your potential customers. Here are 5 advantages of using whiteboard animation.

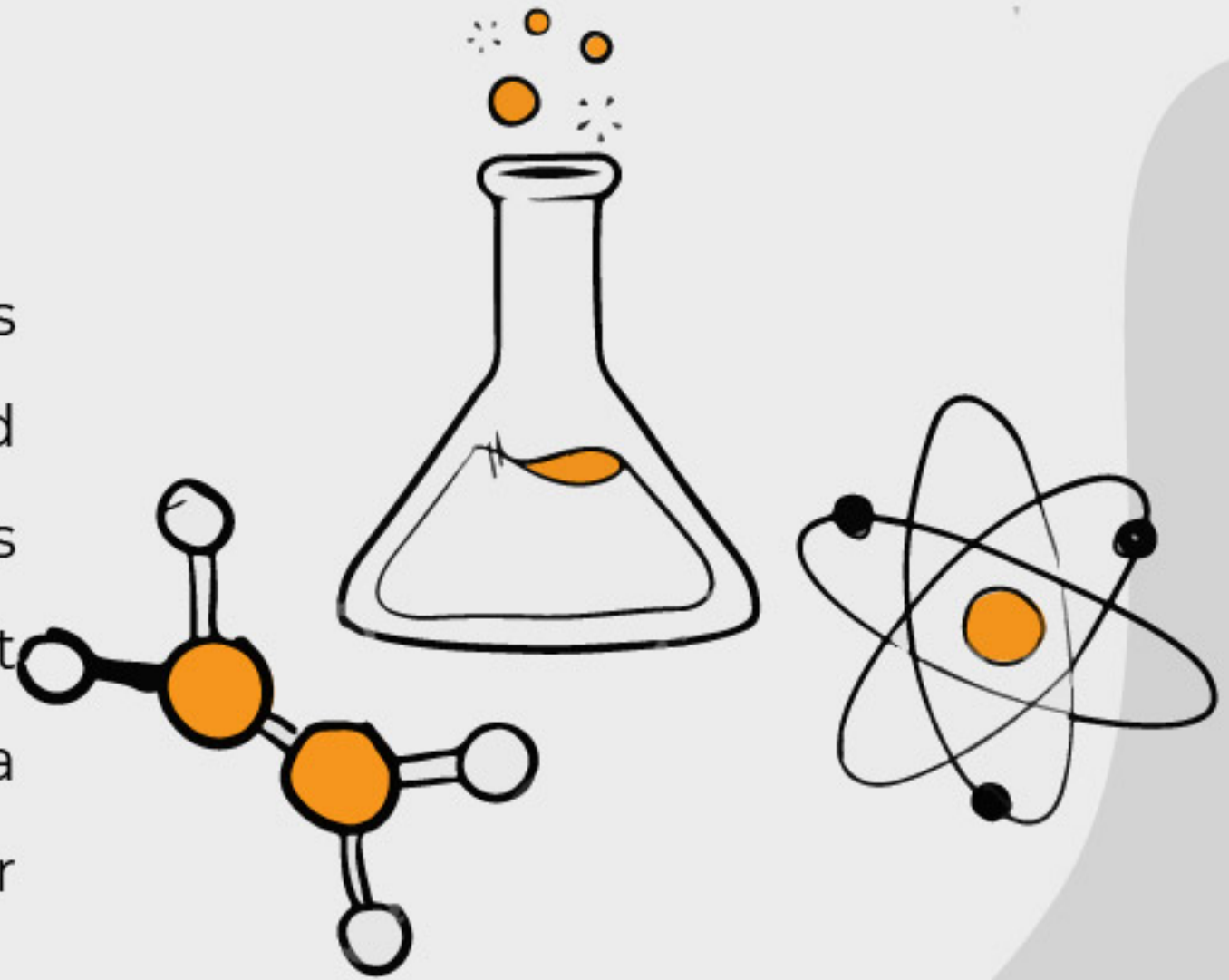
1. The stats

Compared to a typical corporate video with a talking head, a whiteboard animated video has a 15% higher retention rate. A whiteboard video is also 3 times more likely to be shared on social media and twice as likely to result in a sale.



2. The science

Every human brain has mirror neurons. When viewers watch a video of images being drawn, they feel involved in the process. The completion of each image releases an extra dose of dopamine making viewers feel that they themselves have finished creating the image. As a result, whiteboard animation really draws the viewer into the story.



3. The engagement

Several studies show that online viewers usually prefer watching videos that are of less than 60 seconds. However, due to the engaging nature of whiteboard animation videos, viewers may not realize that they've been watching a longer video. For example, this video about where good ideas come from is 4 minutes long, but definitely keeps you hooked.



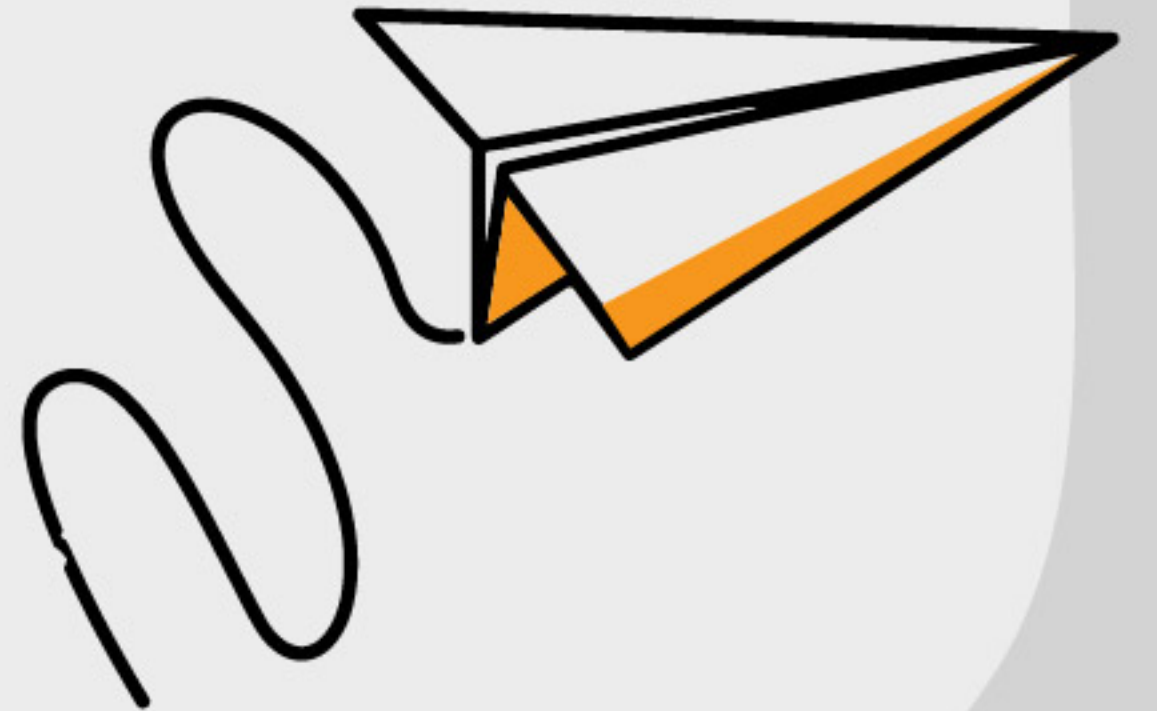
4. The recall

A good whiteboard animated video creates a significant impact on the viewers' long term memory. As a result the audience will begin associating a certain drawing and consecutively the brand to their own needs.



5. The simplicity

With a whiteboard animated video, it is possible to explain detailed technical content in a simple and interesting manner.



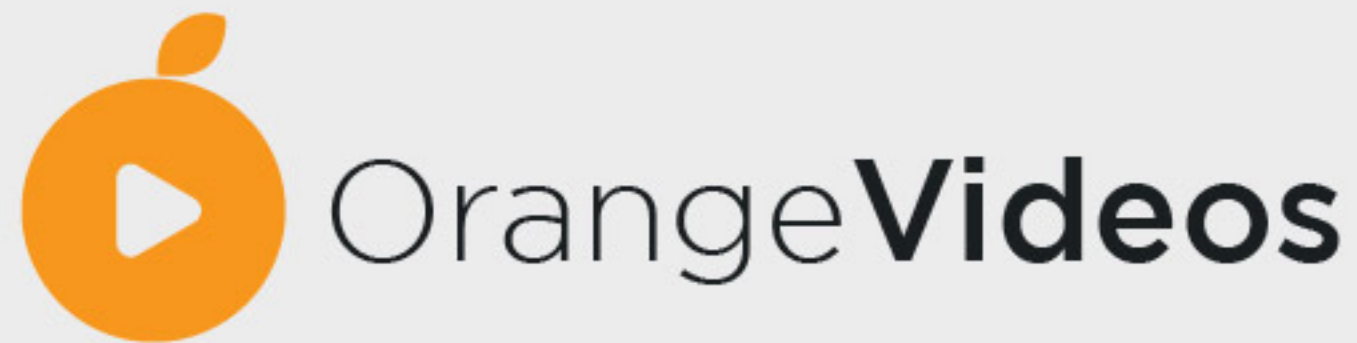
Whiteboard animation videos are captivating,
keeping the viewers glued till the end.

**Here are the most popular
tools used to create
whiteboard animation**



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