It is vital that you have a clear purpose for your video.  
Is it Sales? Awareness? Information? Entertainment? Who will be seeing it? Where will it be shown: on the web? At a meeting? Television? What device does your audience view videos on?  
  
This information is absolutely crucial when designing a concept and delivering a message that your audience will enjoy and relate to.  
  
**Mobile devices** have overtaken the traditional desktop as the primary venue for watching online videos.  
**It needs to appeal to your potential customers.**  
  
Narrowing down your video viewer to a specific buyer persona, rather than a generic interested audience, will help you create a much more targeted and effective video in the long run.  
  
For example, younger sales staff or customers often respond to humour that senior management may not understand. You may not be the target audience for your product: remember that you aren’t making a video for yourself. If it works for the audience, embrace it.