

WHAT IS AN EXPLAINER VIDEO?

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Animate the text so it looks like a typewriter.

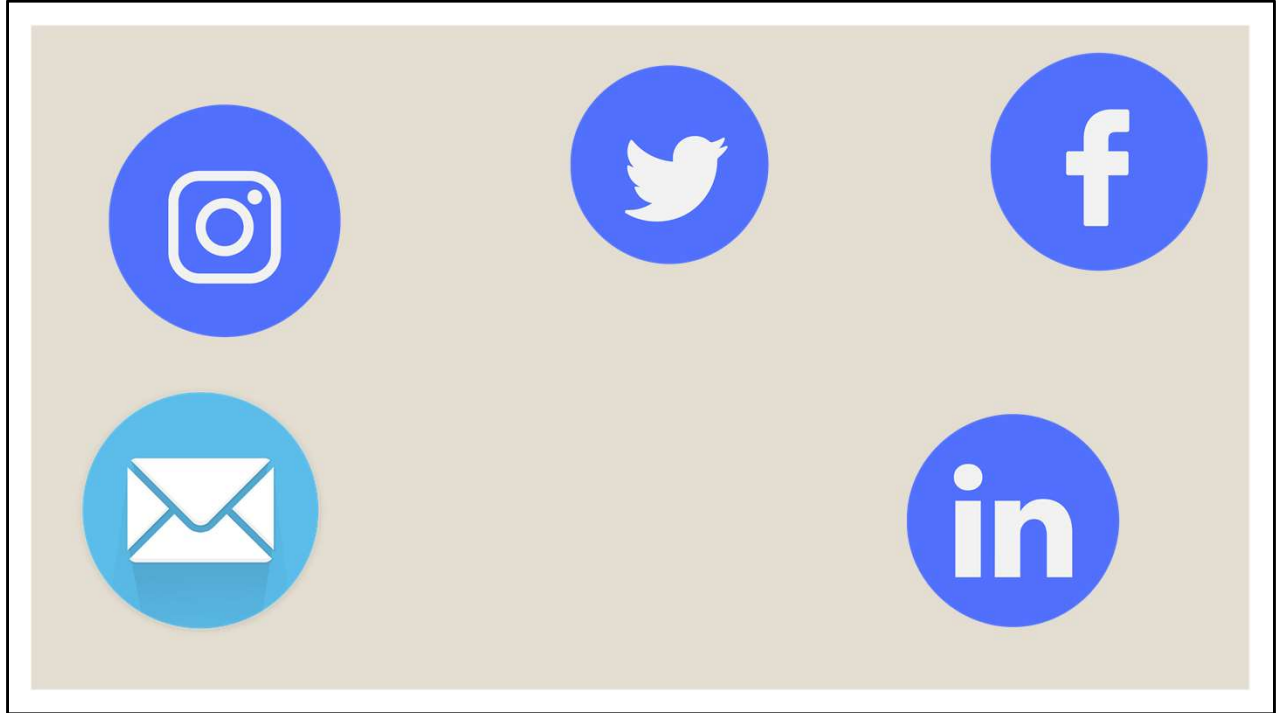
Image by [lucycolares](#) from [Pixabay](#)



Explainer videos are popping up all over the place.

Animate each flower so it “pops”. (I will kill these darlings before I produce the video)

Flowers (edited) and grass from [OpenClipart-Vectors](#) from [Pixabay](#)



You've probably seen them on social media or maybe even received one in an email.

Pop in social media icons. Float or fly in email icon.

Social media icons by [Coffee Bean](#) from [Pixabay](#)

Email icon by [Dean Norris](#) from [Pixabay](#)



They're a very popular way to market goods and services, especially if the product or service is unique or hard to understand.

Delay thought bubble and text

Image by [Robin Higgins](#) from [Pixabay](#) .