

What Are Voice Overs and How Are They Used?

What does voice-over mean, and how can they help my company?

The simplest definition of a voice-over is a professional actor or actress who uses their voice to create characters, tell stories, communicate vital information, and connect with customers. They compel consumers to try your goods or services. Voiceovers are frequently heard in a variety of audio formats, including audiobooks, video projects, IVR/message on hold, documentaries, Tv, Radio, e-learning, and film. When hiring a professional, it is important to tell them who your audience is. Are they young, old, energetic, or conversational? A professional voiceover will appeal to your intended audience so make sure that you give your voice-over artist the correct information about your targeted audience. The appropriate ad voice can attract a crowd and encourage people to pay attention to what your business is trying to convey. Several voiceover performers have specialties; some produce welcoming tones while others are best for soothing messages or being light-hearted. The likelihood that your message will resonate with your audience can be increased by finding the perfect voice talent to depict it.

Types of Voiceovers

Professional voice-over services fall into one of five broad groups, each with special advantages:

- ◆ Commercial voiceovers: This includes radio, podcast ads, television, and online videos. It's common for commercial voiceovers to center around a certain type of character who is advertising a service or product to the audience.

- ◆ Narration voiceovers: refer to more technical videos, online tutorials, explainer videos, documentaries, and business training materials. In narration voiceovers, the narrator walks the audience through a story of specific steps often with the assistance of animation or filmed footage.

IVR voice prompts/telephony: This voice-over type refers to a voice-based system such as digital assistants (Alexa, Siri, GPS systems), in-app voice narration, PA systems, and phone trees such as on-hold messaging.

Animation and gaming:

Through professional voice talent, can bring characters and stories to life. These range from short online animation videos to longer films or gaming.

Promos, affiliates, and trailers:

Short commercials that advertise upcoming movies, television shows, and broadcast events. If you're wondering which voice-over style is best for your company, see the suggestions below.

Where to Use Professional Voiceovers

E-learning and Training Videos

Companies have found that their audience is more apt to not lose interest during long training films such as corporate branding, or e-learning, when it was done by a professional voice artist.

Corporate Videos and Animations

Many companies employ commercial voice-overs for their Internet movies and sales meetings. They need a voice that the audience won't become bored with and can listen to for a long time and

In a style that will make it easy for the listener to recall the material.

Advertising on YouTube, Facebook, LinkedIn, Instagram, or Twitter

Voiceover ads on platforms such as YouTube, Facebook, LinkedIn, Instagram, and Twitter are becoming more popular. Using high-quality and engaging voice-overs can grab the attention of your audience and solidify your brand's character. You could also choose to go with a different

accent when employing a professional voiceover.

How Voice-Over Recordings Can Help Your Business

Here are six ways that voice-over services can benefit your company.

Brand-Building

There is a term for this type of branding referred to as sonic branding. If you've never heard the term "sonic branding" before, you likely aren't using it. Think of it as an audio logo for your brand that relates to your audience and demonstrates what you stand for. For example, consider the professional voice artist used in some of the home improvement store commercials: it is a rugged, American male voice or a perky female who enjoys improving their home themselves. On the other hand, consider the formal British voiceovers often used in luxury automakers' marketing efforts. This helps to convey a sense of luxury and class to their target audience.

Engage and Influence Your Target Audience

Another option would be to hire a professional with an accent. Research shows that some consumers gravitate toward foreign accents in voiceovers for commercials and other audio bites.

Whatever you choose, make sure to compile data from your audience so you have a better understanding of what they want to hear so you can give the proper information to the voiceover artist. This might mean that you create different ads that have different voices to target a certain audience.

Wider Awareness

It's a common misconception that the radio is dead. This is not the case. Millions of people turn to streaming services and podcasts in addition to the standard AM/FM airwaves to listen to the material. This provides ample opportunity for companies to run ads on these platforms and

reach their audience in a new way. In addition, you can use voice-over professionals to make your ads sound consistent and of high quality and stand out from the mom-and-pop ads that you occasionally see on tv that quite a few consumers turn off/mute very quickly.

Better ROI

You can make an excellent first impression on your audience and get a significant return on your investment by using well-done voiceovers. For example, you can use voice-overs to create high-quality commercials that run locally and engage with local consumers. You can also produce better radio ads to increase brand recognition and drive more traffic to your website. Consider the large ROI that you can generate when tapping into podcast ads. Podcasts are quickly becoming one of the leading platforms for consumers to learn about new products, brands, and services. A voice-over can do this for you as well.

Customer Support Experience

Customer service is frequently a dreaded component of any business, but HR may leverage voice-over services to improve the client's experience. Personalized voiceovers are a considerably more effective substitute for grating and monotonous music or announcements, and they may keep your consumers on the line for extended lengths of time.

Dubbing

Companies can also consider posting translated videos on their websites to avoid costly and prohibitive limitations that accompany radio commercials or tv advertisements. This is also beneficial to consumers as there is no time limit to get through the content, allowing them to absorb the information at their own pace. This type of high-quality media is easily sharable and gives companies a competitive edge.

Cast Voice Over Talent with Georgie McGrew

Now that you have a better understanding of just how powerful voice-over services can be, it's time to implement voice-over marketing in your organization. I would be happy to help you

throughout your project. For additional information on voice-over services or to get started with the process, please contact Georgie McGrew today