



Top 10 Best Practices

1. Stabilize Your Shot

Before recording, be sure to turn on the Video Stabilizer to reduce shaking. A steady video is easier to watch and keeps your viewer focused on your message—not your movements.

2. Double the Impact

For walkarounds, use Covideo's dual-camera feature to showcase both you and the vehicle at the same time. If your device isn't compatible with the feature, start with the camera on you for a quick intro, then tap the flip button to switch the focus to the car.

3. Let There Be Light

Make sure you're well-lit before you hit record—natural light from in front of you works best. Avoid harsh shadows or backlighting so viewers can clearly see you and what you're showing.

4. Smile, You're on Camera

Look directly into the camera lens, smile, and use open body language. It makes you more confident, friendly, and approachable on video.

5. Nail the First 3 Seconds

The first 3 seconds of your video become your animated preview (GIF), so smile, wave, and give a warm intro to grab attention and boost engagement.

6. Walk & Talk

Don't stay silent—narrate your walkarounds to guide the viewer through key features. Point out what makes the vehicle stand out and why it fits their needs.

7. Keep It Short & Sweet

Ideal video length is 30 seconds to 2 minutes. You don't have to say everything—just hit the high points to spark curiosity and drive them to the next step.

8. Progress Over Perfection

Don't stress over minor flubs—keep rolling! You'll come across as real and relatable. As a safeguard, you always have Covideo Clips, allowing you to re-record sections without starting from scratch.

9. Close With Confidence

Always tell your viewer exactly what you'd like them to do next—like scheduling an appointment, getting pre-approved, or leaving a review.

10. Cut the Noise, Boost the Message

If you recorded on a noisy lot or service drive, toggle on Covideo's Noise Cancellation after recording to clean up background sounds so your voice comes through loud and clear.