

A CASE FOR VIDEO MARKETING



DigitalSolutions

The Pulse of Your Internet Marketing

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ABOUT THE AUTHOR



TYLER WEBER

Marketing & Communications Director

Tyler is a graduate of Bethel University and was added as the Director of Public Relations in 2013. With a background in Non-Profit and Public Relations, Tyler enjoys refining his communication skills while working toward a “Big-Picture” purpose. In addition to staying on the cutting edge of communication, he does his best to see the person in every interaction.

VIDEO MARKETING



Welcome to the Video Marketing eBook!

We all know that we have to market ourselves in order to succeed. In fact, no matter what you do, you are marketing yourself, it just depends on what type of message you are sending to your audience.

Most companies want to send messages that communicate things like;

“We are Trustworthy”

“Our product will benefit you”

“We provide a service that will benefit you”

“We are innovators in our field”

“Our company is established and experienced”

... You get the idea.

Ultimately we all want to shine a positive light on our company so that people will come to us instead of our competition. Marketing also can provide awareness of your work as well as your industry, which is the primary goal of our own, Digital Solutions marketing efforts. We want to show people that Internet Marketing is not only important, but it is essential to the growth of other companies.

How Does Video Fit into Marketing?

Video makes everything better. People would rather watch a video about your company than read an ‘About Us’ page. They just would. Adding video to marketing efforts provides another dimension to your company’s arsenal of messaging tactics. Now, those last few sentences might be a little bias, unless we can provide you with data to back it

up, which we can:

- Shoppers who viewed video on product pages were 144% more likely to add to cart than other shoppers
- 52% of consumers say that watching a product video makes them more confident in their online purchase decisions.
- Visitors who watch product videos are 85% more likely to buy than visitors who do not.

Defining Video Marketing

- Using video to market a product, service, or to enhance another element of your brand, company image, or product.
- Generally used on your own company website or on video distribution sites like Youtube or Vimeo

By this definition, video marketing is quite broad but in this ebook we want to fill in this broad definition by showing you the opportunity that video marketing brings while also providing you with a solution to capitalizing on this vast opportunity. One of the primary advantages of video marketing is that search engines such as Google are eager to include videos in their search engine results and, hence, videos are indexed very quickly.

THE OPPORTUNITY

- Companies with videos that are relevant to Google searches are 53x more likely to appear on the first search result page.
- Email click-through rates increase anywhere from 2-300% when using video
- Visitors who view video on retail sites stay, on average, 2 minutes longer than those without a video component
- Youtube is the number two search engine in the world to after Google

One of the main things that we like to do is provide our audience with an understanding of the opportunity that they might be missing out on. This is not a shaming thing, so don't feel bad :) Instead we simply want to increase your awareness of what is going on and show you the possibilities that are out there when it comes to adopting video as a major part of your marketing efforts.

VIDEO IS ENGAGING

Video Marketing engages your audience in a way that cannot be done by other means on the Internet. Your audience can't get to know you or your company through words and even images on a screen in the same way that they can through a video of team members from within your company, or a demonstration of some sort.

A third of all Internet activity is spent watching videos

People spend hours and hours watching video content every month. Why? I like to call them the three E's. Video is:

Engaging - Like we said, people are engaged with video. People identify with characters and personalities in the videos and there is an emotional connection or response to video content. Even if the video is done poorly, people have some sort of response to what they are seeing. Better yet, when the video is engaging in all of the right ways people want to continue on in the engagement.

- 75% Of Users Visit The Marketer's Website After Viewing A Video
- 26% Of Internet Users Look For More Information After Viewing A Video Ad
- Website Visitors Are 64% More Likely To Buy A Product On An Online Retail Site After Watching A Video

Entertaining - Many people watch videos simply to be entertained. From sites like Netflix to video hosting sites like Youtube and Vimeo, people spend a lot of time watching videos online.

Every day 100 million Internet users watch an online video.

We love to watch videos. The entertainment is fast, cheap, and we have billions of options, so no wonder they are so popular! They appeal to every bit of American within us!

You can watch videos on every topic, approached by every angle on that topic, and you can spend hours upon hours without ever running out of videos to watch. So needless

to say, we love to be entertained by our videos.

Educational - Some people say that a picture is worth a thousands words. According to insivia.com, one minute of video is equal to 1.8 million words. That figure seems like an absurd number of words, but when you think about the amount of words it would take to describe the various elements within a video it starts to add up quickly.

When presenting a video, your opportunity to communicate your message grows substantially. Video even helps viewers to retain information better than reading text content.

Videos increase people's understanding of a product or service by up to 74%

VIDEO IS THE FUTURE

The numbers provide substantial support to show that video is preferred by a majority of internet users, and these numbers are trending upward. And yet so few businesses are utilizing it! For the most part, video marketing has been adopted by the cutting edge businesses and the large budget companies and yet there is so much opportunity for other companies, brands, and organizations to get a “piece of the pie.”

A big question is, why aren't more people jumping at this opportunity? Here are a few common reasons:

- It will take too much time to start doing
- It won't turn out the way we want
- Even if it does turn out the way we want, it is too expensive

VIDEO IS PROFITABLE MARKETING

- Your Website Is 50 Times More Likely To Appear On The First Page Of A Search Engine Results Page If It Includes Video

- An Introductory Company Email That Includes A Video Receives An Increase Click-Through Rate By 96%

Now, let me be clear, we are not saying that a video will sell your product for you, but as you can see by these stats, using video can greatly benefit your marketing efforts, especially when it comes to search engine optimization.

According to the Online Publishing Association, 80% of people who watch a video recall the video ads they have watched in the last 30 days. Then, 45% of people actually responded in some way to the information that was in the video ad!

- 26% looked for more information about the subject of the video
- 22% visited the website named in the ad
- 15% visited the company represented in the video ad
- 12% purchased the specific product featured in the ad

Want to know another great thing about videos?

Everybody watches them! From toddlers watching their favorite cartoon characters dance around, to senior executives wanting to watch an informative video about a topic relevant to their field. And who knows, the executive might also be watching cartoons, but that just reinforces the reality that people of all demographics watch video!

In fact, according to Forbes Insight, 59% of senior executives would prefer to watch a video over read text. Around 65% of those people clicked through to visit the vendor's website, and 45% pursued things to the level of actually getting into contact with the vendor after watching a video.

This means that big time influencers are watching videos and making decisions based on those videos. Let's let that last sentence sink in.

Executives might come across your video, watch it, and make a decision to contact you because you had a video that provoked a response. This executive might not have had time to schedule a meeting, but they do have time to watch a 2-4 minute video. This should be enough of a reason to pursue video marketing!

Email Marketing + Videos

Do you have a problem with your email marketing campaigns?

Are people unsubscribing early-and-often?

Are they even getting to see what you're all about before they opt-out of your marketing emails?

Never fear! Video can help with that too! (We aren't trying to be cheesy, it really can.) According to Eloqua, a company that provides automated email marketing services, including a video in your introductory email reduced email unsubscribes by 75%. Now that doesn't mean that those subscribers will stick around forever, but it shows that video captures people's interest in a way that typical emails simply cannot.

VideoBrewery.com states it well when they said;

“Video marketing increases sales and leads. If you're not using video marketing, you're losing customers to those who do. Businesses that incorporate video marketing into their overall marketing strategy see higher engagement rates, higher click-through rates and higher conversion rate. Why would you leave all that value sitting on the table?”

SOLUTION

So, with all of this opportunity, what are you going to do?

How are you going to capitalize on all of these potential clients?

Do you have any idea for what you will do, or how you will do it?

These questions are often times the biggest deterrents to taking video to the next level by integrating it into company marketing efforts.

Engagement: When it comes to capturing the attention of viewers, there are four major statistics that are important to know. These stats aren't necessarily encouraging, but they are the reality of video viewers, and so it is best for you to know them and be aware instead of investing into creating cool videos.

10 Seconds

That is how long you have to capture the attention of your viewers. People have no shortage of videos to choose from and so if you want to create a video that is going to be as effective as possible, you will want to make sure that you start your video off well in order to keep their attention and prevent them from clicking out of the video.

As much as 20% of viewers click away from a video in 10 seconds or less.

2.4-5 Minutes

There is a bright spot. Even though people sitting at their laptop or desktop might click out of a video within the first 10 seconds, mobile video viewers tend to stick around for much longer. On average, iPhone users will watch for 2.4 minutes. Android users will watch for around 3 minutes, and iPad users are the

15 Seconds

According to research conducted by Jun Group (2011), videos that are shorter than 15 seconds are shared 37 times more often than those between 30 seconds and one minute in length. This means that you will want to focus your efforts on videos of various lengths.

Going back to the topic of social networking videos like vine and instagram, these outlets provide a great opportunity for your videos to be readily shared. This social engagement will help build brand awareness, enhance your perceived company value, reinforce the idea of thought leadership, and allow for your audience to see a more personal side of your company by engaging in a social way.

Takeaway: As you can see, engaging with your viewers in a strategic fashion is of the utmost importance. You want to create intrigue and curiosity while staying interesting, and this can be done in a variety of ways. One of the key elements to all of this is making sure that you are tracking, measuring, and analyzing your data. Utilize video analytics will provide insight to refine and enhance your message.

Types of Videos:

There isn't a "one-size-fits-all" approach that can be taken to video marketing. There are a variety of different types of videos that you can create in order to market your company and the discovery of which video types will most benefit you and your company will be a work in progress, but you can start by looking at the different types and identifying what might be the best use of your video marketing efforts:

1. Tutorial & Explanation Videos:

For many companies, this is a great place to start. Getting to show how things work, talking head videos, and giving tips on how to do certain things that pertain to your company can increase the value that viewers see of your company while building trust.

These videos are not sales videos. They should focus on educating viewers on how to do something and deepen their understanding of the specific topic. Don't go trying to pitch your latest product. That isn't why people clicked on the video. Popular video title types are "How to ..." or some sort of "Hack" video.

2. Webinars:

These types of videos generally look more like an online presentation where you are showing some type of pre-constructed material, like a slideshow presentation, and walking through the information with your viewers.

These videos are versatile because they can be both live interactive webinars where people sign up to be a part of them, or they can be recorded videos as well.

3. Product Reviews:

Product videos are extremely effective. Like we said before, people are more confident in their understanding of a company's product or service when they have watched a video on it, and this confidence means a better chance that they will buy from you. Plain and simple.

4. Video PSAs (Public Service Announcements):

We have touched on the idea that videos are one of the best ways to invoke emotion in others. You can add dramatic music to accompany the images on the screen, a good sounding narrative voice that states the message, and you can even include heart-

string pulling images of babies and puppies to get at people's emotions.

Regardless of the elements you use, these videos can be effective for a variety of industries, from non-profits to fortune 500 companies.

5. Culture Videos:

These types of videos are quite popular because viewers want to know more about your company than what you do. They want to know why because people like to be able to see faces of a company. They don't like the big faceless organization with tons of mystery. People want to see the personality of your company.

6. Testimonials:

In the past testimonials have been little word blurbs on a page, but now the use of videos has enhanced the effectiveness and the level of use of these testimonials. Those providing their testimony feel good about sharing their story, and those watching like to see the face and hear the voice of your happy client. Yet another example of trust building.

7. Animations:

If taking the animated approach is your game, then hiring an animator to create a pleasant looking animated video is what you'll want to pursue. These types of videos are more controlled than motion picture videos and they are more versatile as well.

For example, it is quite difficult to make a person look like they are flying. You would need something to hoist the actor, a safe harness, and special effects to make it all look convincing, whereas with animated video, making a character fly is just as easy as making them walk.

Animated videos are not right for every situation, but they provide many options and opportunities for companies wanting to make a video.

What about social video?

Have you ever considered using things like Vine and Instagram videos as a marketing tactic? If you haven't, why not?

- “We don’t know what we’re doing”
- Companies don’t see the return on the investment

Using social networking sites like Vine and Instagram can be a great way to start using video marketing at a very low cost. These videos can provide a wonderful opportunity to show creativity and personality without big video equipment or extraordinary amounts of time to plan and execute.

As is true with every video type, these social videos are not meant to be extensive explain the history of your company, or dig deeply into how things work, but instead they are meant to be interactive, light hearted, and engaging.

CONCLUSION:

In closing, we simply want to re-emphasize the opportunity that the utilization of videos provides to your marketing efforts. From increased SEO rankings, to building trust and thought leadership, to staying on the cutting edge of marketing. Video is a great way to boost and improve your marketing efforts, with the added bonus that it has the potential to look pretty cool.

If you have further questions, comments, or concerns about video marketing and how you can start integrating it into your marketing, feel free to contact us! We would be glad to help :)

Phone: (800)941-0378

Email: info@DS6.net

Tyler’s Personal Email: Tyler@DS6.net