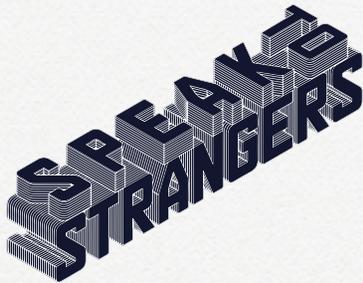


THE ULTIMATE VIDEO MARKETING GUIDE FOR 2020



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I INTRO

Video marketing has cemented itself as the chief of all communication. It's the most reliable, versatile and the most concise way to deliver a message. As the digital landscape changes, video is the light in which all brand communications point towards. Let's face it, the world we live in is time starved. Even reading these insights on this page requires dedication to your day. However, you are invested in our messaging and trust us. Not everyone trusts you brand, so why not make it as easy as possible to facilitate this engagement and ultimately get your audience to invest themselves.

The data that supports video as the king pin is undeniable and quite overwhelming to be honest –

IT'S PREDICTED THAT 80% OF ALL TRAFFIC WILL BE VIDEO BY 2021 ACCORDING TO CISCO'S ANNUAL INTERNET REPORT

It's becoming more and more apparent it's the primary way we consume information. Writing messages are being replaced by voices messages and videos.

TECHCRUNCH PREDICTS 1 BILLION HOURS OF YOUTUBE SOCIAL VIDEO IS CONSUMED PER DAY, (THAT'S NOT INCLUDING FACEBOOK, INSTAGRAM OR ANOTHER SOCIAL MEDIA PLATFORM.



By not having a robust video marketing strategy, you're creating a huge hole in your brand's content strategy that no other medium can fill.

Just having a video here and there on your website isn't enough now days. It's paramount your omni-channel approach has to be planned out and executed in a methodical manner.

We have put together a few things to give you a helping hand.

BUYERS JOURNEY

Mapping out your buyers journey should be complimented with a robust/agile sales funnel. Depending on what CRM (client relations management system) you are implementing, video should accompany this at every step. Creating a frictionless customer experience can be the most lucrative thing one can do for a business.

Here are the different stages that go into a purchase and how video can assist in each step:

1. BRAND AWARENESS:

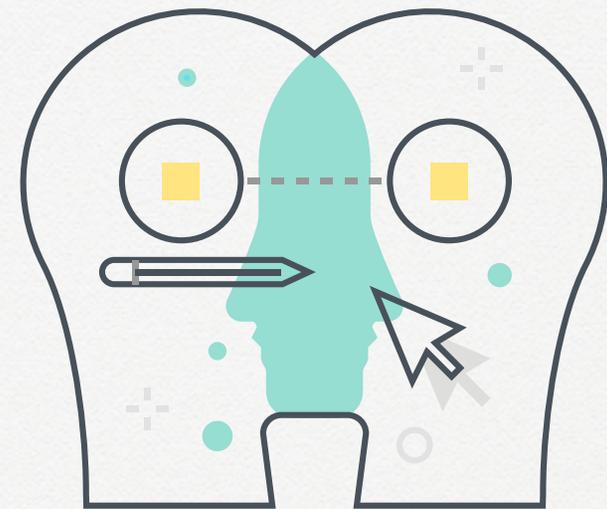
You need to engage your cold customers with a punchy fast paced emotive video. Depending on your customer segmentation it will be either informative, fun or both. You may have a combination of both and A/B test in your media (PPC) spend. At this stage you need to test everything and see what works and what you need to double down on.

Educate example: For instance, you may want to push a 'hype' video animation promoting your free E-book packed full of value for your potential customer. Eg, '8 investment property trade secrets'

Entertain Example: Advertise a fast paced edit of the opening of your gym. Retarget ads to customers that have interacted or shared your ad. Make it fun, exciting and modern.

2. CONSIDERATION

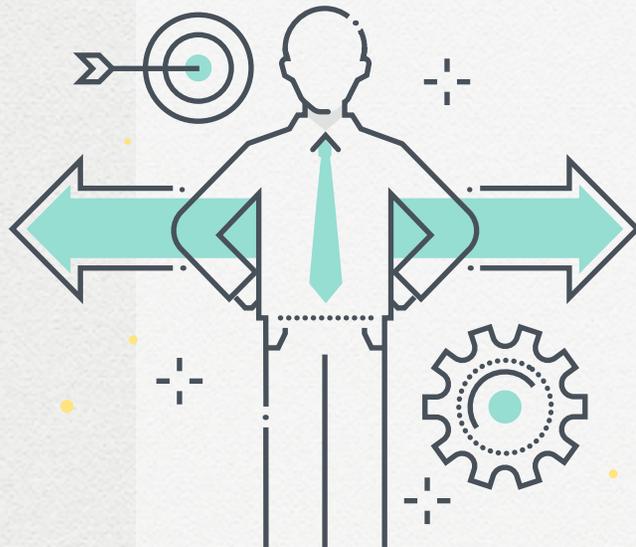
Consideration videos needs to be less about emotion and more about detail. This is where your videos need to go in-depth into the reason why your product/service is different to the rest. This audience has engaged in some way or another and is a warm prospect. They want to get to know more and are open to longer form videos. We find infographic, product and explainer videos particularly effective. Retargeting this audience through optimised Facebook ads is usually the most effective. You can also repurpose the same video and apply it to your CRM/email campaigns.



| BUYERS JOURNEY

3. DECISION

Reassurance is key here. Your customer is about to pull trigger and buy. You need to let them know this transaction will be smooth and hassle-free. Outline the next steps of the onboard/buying process. Give clear instructions on how to use the product/service as well as covering the return policy. Make sure you emphasize your case studies as well as testimonials so there is some social proof. Behavioural economics play a role here as they may need some soft persuading aka 'Nudging'.



4. NURTURE/RE-ENGAGE

This is one area that often gets overlooked. It's always cheaper to get a pre-existing customer to purchase again than to spend money attaining on a new one.

Let your customers know how thankful you are for them buying your product. Remind them that customer support is always there for them when every they need it. You can also ask for feedback in how the sales process went for them. This is the most effective method in creating brand loyalty and repeat business.

Surprise them, delight them. Overdeliver.

I DEFINE YOUR OPPORTUNITIES

To establish your goals you need to find your weaknesses. What are the key business problems you need to solve. Are you needing to drive more traffic to your website so you can increase sales? Are you a challenger brand who is bringing a new perspective on a stale industry?

The traditional 30 second television commercial is being faded out to a smarter more dynamic digital landscape. Now days, after every piece of advertising we have a Call-To-Action (CTA). This gives your brand the opportunity to guide your customers to various touch points, including your website.

Your CTA should depend on where your ideal customer is on your sales funnel. Is your potential customer/client seeing your explainer video for the first time and you are driving them to a lead magnet landing page? Have they engaged with your brand at various other channels and now you are targeting them again with a conversion offer?

If your video is only about brand awareness, how does it tie into your other Facebook video ads sets? It's important to have a look and feel that can be easily recognised regardless of when/where it's being viewed. How do you want to your audience to feel after they have watched your video?

Segmenting your customers into specific personas will help define how your videos match up with your brand's communications, including your video CTA's.

DEMOGRAPHICS

You can think of Demographics as your primary metrics in establishing a segment in your internet marketing efforts. Eg, Gender, age, marital status, location, household income, basic consumer pain points ie, can't find an online shop to service their needs etc.

This would be your starting point for all your brand strategy. This is the initial broad net that you would cast so you could get a better understanding of what issues you are going to solve for your customers/clients. You would also segment these into micro groups which would effect your creative executions as well as paid media spend across your different social media channels.



| PERSONALITY

PSYCHOGRAPHICS -

Once you have defined your Demographics, now you can dive into the psyche in how these groups operate. This is the fun part! Every group has certain traits that bundle together.

PSYCHOGRAPHICS TRAITS:

BASIC PERSONALITY CHARACTERISTICS AND IDIOSYNCRASIES: Are they even tempered or are they adrenaline junkies? Goal seeking? Are they cautious?

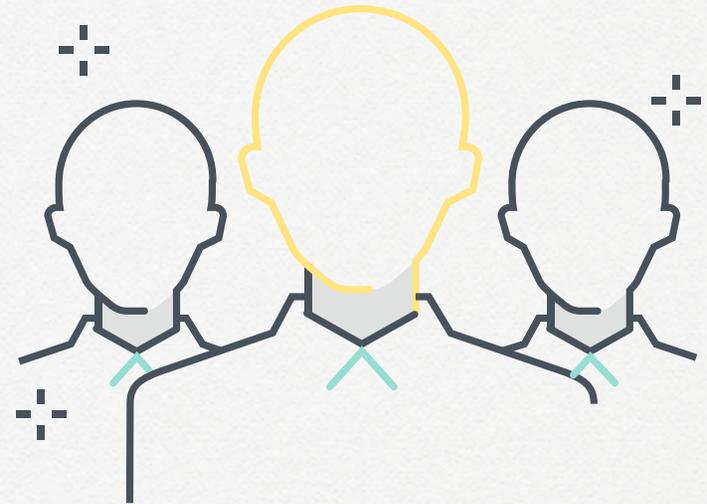
LIFESTYLE CHOICES: What lifestyle choices do they value the most? How do they operate day to day?

SOCIAL CLASS: What socioeconomic class do they fit in?

ATTITUDES: What are their outlooks on life? How do they view certain ideas and actions?

PRINCIPLES & BELIEFS: What do they hold close to their heart? How do they see themselves?

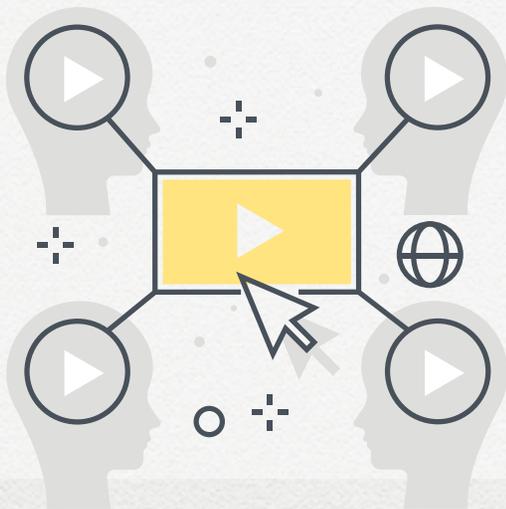
ACTIVITIES & INTERESTS: What does your target audience do the most? What are their passions outside of work?



I DIFFERENT TYPES OF VIDEOS

One of the best aspects of video is the versatility. You can repurpose, recut and version many outputs with the same assets. You have dynamic creative in Facebook advertising which allows AI technology to optimise copy and CTA's, but the beauty of having a trusted creative agency, is that you can also optimise the visual assets WITHIN the video itself, so you can spend precious ad dollars on the 'perfect ad'. Segmentation of dynamic creative to the audiences that matter the most.

Here are a list of video formats that can be used across various platforms, ie LinkedIn, Youtube, Paid advertising, Facebook, Instagram, Pinterest, Blogs, Websites etc.



CORPORATE VIDEOS

ANIMATED VIDEOS

PRODUCT VIDEOS

EXPLAINER VIDEOS

VLOGS

INTERVIEWS

LOGO ANIMATIONS

PIECE-TO-CAMERAS

PRESENTATIONS

DEMOS

VIDEO ADS

PROPERTY VIDEOS

HYPE VIDEOS

CINEMAGRAPHS

| WHAT LENGTH OF VIDEO IS THE MOST EFFECTIVE?

Its no secret we live in a world packed with content and ads all trying to sell us things. Our goal should always be to find the 'blue water' and skip past the digital noise. Engaging, relevant content isn't the only way you do this, but it's ad placement and insights gathered through attention retention data.

Having a truly effective omni-channel approach to your brands messaging may be lost in the incorrect length of video. You must thinking to yourself, surely not? It can't matter that much?! Well, yes it does.

Our attention spans have been compared to goldfish when scrolling ones feed. It's a disturbing fact, but a fact none-the-less. - [https://time.com/3858309/attention-spans-gold fish/](https://time.com/3858309/attention-spans-gold-fish/)

We will always take the path of least resistance and scrolling past a video that's not relevant is part of that instinctual characteristic.

Well, how do combat that you may ask? Optimise your content to the relevant channel. We have looked into video analytics gathered from Hubspot's Social Analytics, Vidyard as well as various other sources. Below are the ideal video durations for maximum engagement.

INSTAGRAM: 30 SECS

26 seconds was the average duration of the videos that received the most comments. Our brains process visuals 60,000 times faster than text, so scroll speeds are fastest on Instagram. Even though the platform allows 60 secs, we recommend keeping it to 30 secs for most videos.

TWITTER: 45 SECS

Twitter's #VideoOfTheDay averages 43 seconds. Concise updates are the standard on this platform, so Twitter videos need to follow suit.

FACEBOOK: 1MIN

Facebook being the slightly longer content form than Instagram and twitter, the sweet spot is still relatively shorter in duration. Facebook is great for mid-funnel retargeting in the sales cycle where your audience is already warm with your brand.

YOUTUBE: 2 MINS

As YouTube is replacing Television watching, we find users enjoy at least 2mins of video on this platform. It's more of a 'destination' platform, and with the algorithms so finely tuned, as a user you can spend hours without even know it.

I WHAT LENGTH OF VIDEO IS THE MOST EFFECTIVE?

Regardless of the social platform, you need to capture your audiences attention within the first 3-5 seconds of any video ad, regardless of ad placement. We have found animation and quick edits to be a major contributing factor in reducing attention being lost as well as faces and social interactions. We have found 90-120 seconds being the sweet spot for longer form videos for your website, youtube ect. Its amazing how much information you can condense when you put your mind to it.

I PERSONAL TOUCH VS HIGH PRODUCTION VALUE?

We are in the age of moving images and everyone (including your grandparents) are becoming connoisseur's of digital content whether they like it or not. How often have you heard 'Ummm, I'm not sure if i like that video, I'm not sure what they are trying to say, I don't get it?' That really means; the content creator hasn't spent enough time crafting the narrative or spent enough time fine tuning the video production. Crafting storytelling is as important as final execution. The untrained eye doesn't know WHY they don't like that certain piece of content, all they know is they just don't like it. And to be honest, that's all that matters. Your audience doesn't have time for average content!

Look at the rise of the social media platform 'TikTok'. We have a short form medium that staking the world by storm. Not for amazingly high production value, but more for simple 'catchy' visual ideas. We can argue till the cows come home if thats good for our society or not, but you cannot deny the joy it brings to millions of people. Throughout your creative marketing video executions, see how you can deliver on the 3 E's; Engage, Educate and Entertain. Depending on your audience, try master at least one of these three in every post.

Let's bring it back to your brand, cause we all know that's why you are reading this blog post.

The bulk of your Social media touch points like Instagram, LinkedIn, Facebook, Pinterest should consist of high production value as well as up-close-and-personal piece to mobile-camera. Pepper your social media channels to give variety and authenticity.

I DISTRIBUTION

You can upload directly to your website or embed a video that's being hosted on either Vimeo, Youtube, Wistia, Vidyad etc. But how do you get the right eye balls to your video? This is where you need a strategic distribution framework where you can finely tune who sees your videos for maximum ROI on your ad spend. Key things to take into account when producing social media videos:



MAKE SURE YOUR VIDEOS ARE OPTIMISED FOR BEST SEO EXPOSURE



YOUR VIDEO HOSTING PLATFORMS (YOUTUBE, VIMEO ETC) NEED TO BE ORGANISED WITH CUSTOM COVER THUMBNAIL DESIGNS.



AT LEAST 75% OF ALL MOBILE VIDEO IS VIEWED ON MOBILE. HAVING MOBILE FRIENDLY VIDEOS IS ESSENTIAL (INCLUDING TABLET) - emarketert



TEST TEST TEST. A/B TEST YOUR VIDEOS ADVERTISING SPEND ON DIFFERENT AUDIENCES, INTERESTS, DEMOGRAPHICS, LOCATIONS AND TIME OF DAY TO SEE WHERE THE MOST ENGAGEMENT IS.



IF YOU ARE POSTING YOUR VIDEO ON SOCIAL MEDIA CHANNELS, MAKE SURE YOU ENGAGE YOUR AUDIENCE BY ASKING THEM QUESTIONS. ANSWER THESE QUESTIONS THROUGH YOUR SOCIAL MEDIA MANAGEMENT.



IF YOU ARE B2B, LINKEDIN IS A GREAT AVENUE TO POST A VIDEO ABOUT YOUR INSIGHTS INTO YOUR CHOSEN NICHE OR INDUSTRY. TAKE IT UP A NOTCH AND STAND OUT WITH DYNAMIC VISUALS LIKE CUSTOM DESIGN ASSETS AND ANIMATIONS.

| SEO AND ANALYTICS

As search engines grow in complexity, descriptions, meta tags and keywords play a massive role in how your video gets viewed organically. It's important to make your video titles clear, concise and value orientated. Take time in making sure not all of your descriptions/titles are packed with keyword. Only 'pepper' them with 10% relevant keywords, anymore than that, you may rank negatively with google. You can also look at the data within your social media accounts, Google Analytics, Vimeo, Google Ads and Facebook Analytics. Dive deeper into audience segmentation and see whats performing and whats not. Create more content around whats delivering more value for your business.

**SPEAK TO
STRANGERS**

| FINAL THOUGHTS

It all may seem a bit much, but be rest assured, theres no better time to market your product or service. Marketing is becoming smarter and more developed. Wasting ad spend on videos that aren't effective are a thing of the past. Developing a cohesive brand strategy and deep diving into the minds of your audience will be the backbone to all of your brand's communications. Segment these into Demographics, Psychographics and Behavioural Economics. Once you have established this, develop creative ideas in how you can most serve your audience.

REMEMBER THE 3 E'S:

ENGAGE

EDUCATE

ENTERTAIN

Be different, be rememberable. Once you have your video executions in place, find the appropriate channel to best serve your customers through well maintained social media management. Run highly optimised Facebook ad campaigns focusing on the key metrics that convert. Double down the creative that is working. Make more of what works and discard the rest. Marketing is a mixture of art and science. You need to have a multifaceted approach to solving your business problems.