

mooviemakers
A GUIDE TO VIDEO MARKETING SUCCESS



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TABLE OF CONTENTS:

PAGE 3: INTRODUCTION

Why video marketing can be your bread and butter

PAGE 4: NARROWCASTING

It's all about the niche

PAGES 5 TO 8: IMPLEMENTATION

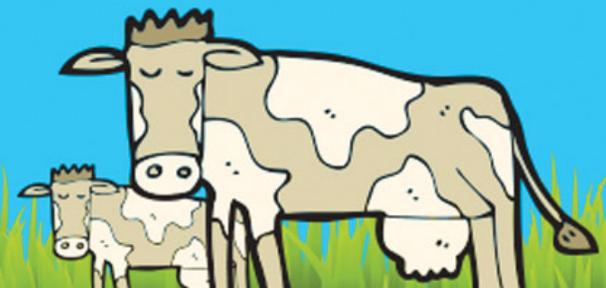
Six easy steps to a successful video marketing campaign

PAGES 9 TO 10: FUNNEL VISION

The buying cycle of your audience

PAGE 11: FINAL CURTAIN

Recap and summary of main points



INTRODUCTION: WHY VIDEO MARKETING CAN BE YOUR BREAD AND BUTTER



WHY VIDEO MARKETING CAN BE YOUR BREAD AND BUTTER

Video marketing is big news right now but you already know this, right? It's no coincidence that your competitors are including online video as part of their digital marketing strategy.

You've probably already seen examples of videos on numerous websites, and how engaging these can look. You may also be aware how your competitors are benefitting from the success of their online videos. By featuring interesting video content on their websites, businesses can boost interaction, action and their web presence.

TRACKING

Many people will decide to include video on their website but then neglect to track whether this part of their online marketing strategy is performing. In the long run, tracking your online videos will identify if you're getting a return on investment.

To determine success, you'll need to know much more than your total view count. Step forward video analytics.

A well-targeted animated web video can increase your SEO ranking by up to 45%, and make your site an incredible 53 times more likely to achieve a front page Google ranking.

With all this in mind, it's easy to see why you want in on the action.

By 2017, video will account for nearly 70% of all consumer internet traffic (according to Cisco) so you'll need to stand out from the crowd. Think about the effectiveness of your video marketing campaign and how you can engage your target audience.

Combine this with a little bit of technical know-how and you're onto a winner.

You'll be able to track who is watching your videos and for how long; this will help you to generate qualified leads. You'll also be able to track conversion rates but more of this later.

NARROWCASTING: IT'S ALL ABOUT THE NICHE

NARROWCASTING: IT'S ALL ABOUT THE NICHE

The way a business tells its story is becoming increasingly important in engaging clients. Storytelling creates a bond with your target audience and can be very persuasive. After all, everyone likes a good story. You can tap into this by creating a business storytelling plan to communicate a clear message that your audience can relate to.

For small and medium-sized enterprises, targeting information to a specific audience is the name of the game. Why waste money on a one size fits all marketing campaign when you can directly address key sections of your audience? This is where narrowcasting comes in.

Let's explore what narrowcasting actually means. When you watch the national news and weather report on TV, it's often followed by a local update tailored to a niche audience. Relaying relevant information, the audience is held captive.

UNDERSTANDING YOUR NICHE

Video is an expectation in today's digital landscape. It helps you to connect with your target audience. Focus on the people that you are trying to reach and make sure that the video is relevant to them; concentrate on building the best video for your target

HOW TO NARROWCAST

Determine how to engage your core audience. The trick is to use a video concept your specific audience will enjoy. You could adopt an umbrella approach using a broad concept but include specialised terms and/or scenarios that your audience will instantly relate to and understand.

You can tie your video in with your company's overall marketing strategy, making it a natural extension of you and your business. Do you have an over-arching theme? Work out what this is and what message you would like to convey. Then, find a way to communicate this theme to your audience.



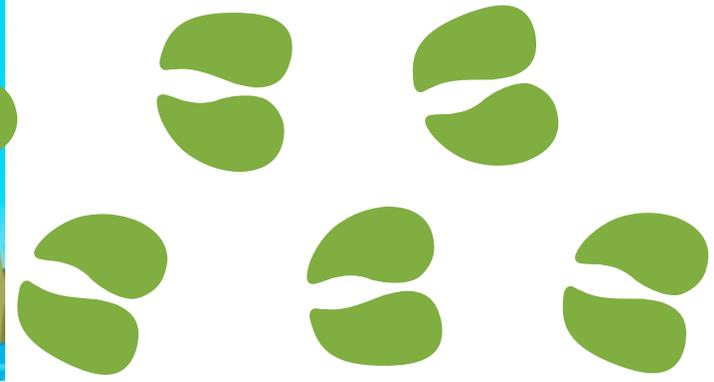
Bear this in mind when narrowcasting your brand message. Sharing the message directly to a targeted, select audience will attract viewers who are interested in what you have to offer and generate good solid leads. It'll also boost the performance of the video in terms of conversion as any uninterested parties should fall away, leaving only qualified leads.

market. You then need to consider how to present your video concept to appeal to your chosen audience. Think about your message and how it will be received within your niche.

People like to recognise everyday scenarios, especially when it's infused with humour. This explains why comedians such as Peter Kay are so successful – we like to relate to ordinary situations and can often find humour in mundane, routine situations.

You could even choose to parody an existing advertising campaign. Make sure that the script uses language and scenarios tailored to your precise target. Don't forget that brands will have copyright and may own a trade mark registration so you'll need to change the title. Avoid the use of owned trademarks, logos, names, and music – if in doubt, leave it out.

IMPLEMENTATION: SIX EASY STEPS TO A SUCCESSFUL VIDEO MARKETING CAMPAIGN



SIX EASY STEPS TO A SUCCESSFUL VIDEO MARKETING CAMPAIGN

So, you've realised the importance of online video and decided to include it as part of your content marketing campaign. We'll now look at creating effective video content and how to determine if the campaign has been a success. Measuring the results will reveal exactly how many people are watching your animated marketing video, how engaged they are – are they watching it all the way through – and how much interaction it is getting.

Be creative with the campaign strategy you build around the videos. Think about the bigger picture. Many brands are now telling their stories in integrated ways with dedicated landing pages and text-based or visual content to support the embedded video. Once you've defined what you want to achieve and your target audience, you can begin.

HERE ARE SIX STEPS TO HELP ENSURE THE SUCCESS OF YOUR VIDEO MARKETING CAMPAIGN:

1. Have a clear call to action

Identify what response you want your viewers to take once they have watched the video. Your video should never fade to black at the end – maximise the viewing potential and outline a clear action. Whether it's subscribing to your blog, watching another related video or simply visiting a page on your website for more information, make sure that your audience knows where to go next.

An effective call to action will not only provide clear direction to your viewers so they are left in no doubt what to do but can also communicate the benefits of

responding. What does the user gain from subscribing to your blog? Highlight the benefits as clearly as possible. Use active urgent language to encourage viewers to take action. Include active words such as:

- Call
- Register
- Subscribe
- Buy

Include a call to action in both a visual and an audible manner. Speak directly to your audience and make it personal.

IMPLEMENTATION: SIX EASY STEPS TO A SUCCESSFUL VIDEO MARKETING CAMPAIGN



2. Establish how to measure your video's performance

Review your objectives and think about the primary goal of your video marketing campaign. Have a focus before packaging your video campaign.

To quantify the success of the campaign, you'll need to be able to determine how a particular video is contributing to both your sales pipeline and the bottom line. This will become increasingly important as you create more videos for a campaign. For example, if your goal is to identify additional revenue opportunities with existing customers, how many leads has your campaign generated?

To measure how successful your video is, make a list of two or three quantifiable objectives that you want your video to achieve. Examples include:

- Collect a specific number of leads with that particular video
- Have a certain amount of leads follow through with your call to action
- Retain the attention span of over 60% of your target audience watching right until the end of each video
- Increase your click through rate by X% by using video in email

3. Create a compelling story

It's story time. We all feel a range of emotions on a daily basis, it's part of what makes us human. Good storytelling can capitalise on this and motivate your audience to take action. Storytelling helps us to emotionally connect. Laughter, excitement, fear and greed work as effective emotional drivers, motivating viewers to respond to the video content.

Not every video you make will need a narrative, but marketing content featuring real people and situations alongside genuine emotions will usually lead to the requisite action. Your brand story can be entertaining, humorous, factual, original and compelling. Whatever you decide, make sure it serves your chosen client base. Producing content that people can relate to gives your audience a way to connect with you and to each other. Having shareable content will boost the profile of your business and potentially lead to new customers.

When planning your video, focus on the people involved. Your starting point will involve you identifying how you want your audience to feel at the end of the video. Work out how your story will create that emotional response. This will lead into your calls to action.

IMPLEMENTATION: SIX EASY STEPS TO A SUCCESSFUL VIDEO MARKETING CAMPAIGN



4. Build a dedicated landing page with video as the star

When you're embedding a video onto your website, you need to consider visual impact. Ideally, your video campaign will have a dedicated landing page, even more so, if you have more than one video to display.

Google Analytics can track the visitors to a landing page. This service also tracks every page that someone visits, and can automatically calculate your conversion rate for you.

This landing page can feature blog posts and other related text-based content including guides or articles. These should enhance rather than detract from your videos. Don't have a cluttered page with too much information vying for attention. White space around the video will draw attention to it. Position and colour are also important.

Oracle Marketing Cloud used video in their 'Journey to Modern Marketing' campaign. The multi-channel campaign featured guides, social components and promotion for the blog with video as the main star attraction. The use of video helped to drive interest resulting in a 120% increase in engagement and an 85% increase in the creation of marketing qualified leads (MQLs). The content also engaged current customers.

Important lessons from the Oracle Marketing Cloud team that you can use include:

- A multi-channel approach to engagement is effective in uniting the audience experience
- An engagement tool: video provides entry points to other channels
- Video formatted in a series can be a helpful means of generating interest around a wider content concept.

IMPLEMENTATION: SIX EASY STEPS TO A SUCCESSFUL VIDEO MARKETING CAMPAIGN

5. Track Quantifiable Video Data

Once you have established your video and released your content, you'll want to understand how it has performed. Analytics will help you to do this.

Return to the goals you set out to achieve in step two and track certain metrics for your campaign on a daily basis for a defined period of time. These include:

- Average time spent on your dedicated landing page
- The click through rate on the landing page: what percentage of viewers clicked 'play'
- The percentage of viewers who watched all the way through and when viewers typically drop off
- The percentage of those who follow through with your call to action
- The total amount of videos watched in a day/week/month by individual leads
- The specific videos or combination of videos watched by the converted leads

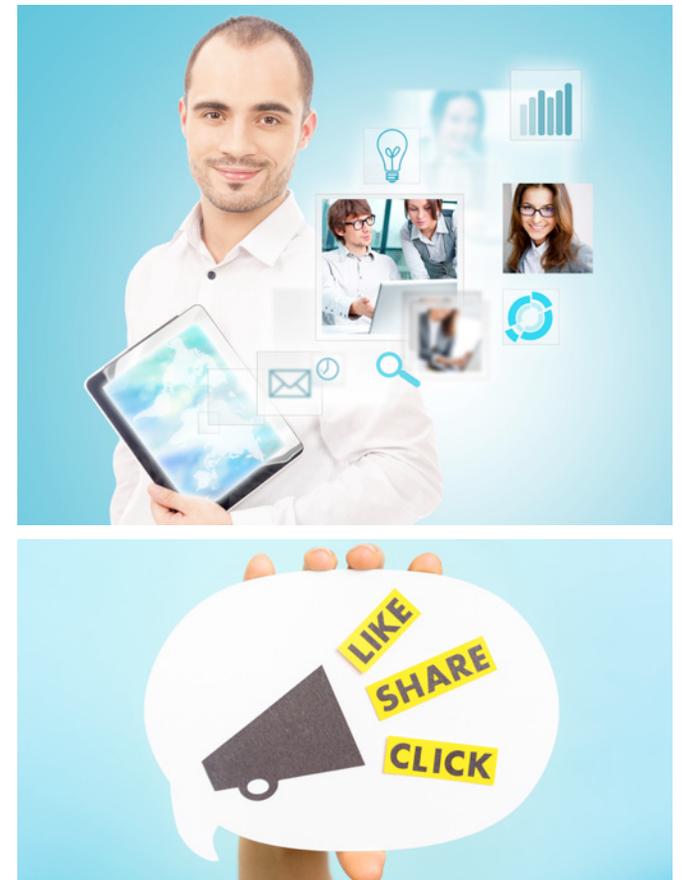
You can track the results daily to understand exactly how your videos are performing; free analytics tools in YouTube, Facebook and Twitter can track these sorts of data and measure engagement. Video hosting sites like YouTube offer powerful analytics with reports services to help you evaluate your video's online performance.

You may notice that viewers are dropping off during the first section of your video. If so, you should try to address the issue. Perhaps the introduction is flat and not engaging your audience, or if no-one responds to your call to action, you may need to think of a stronger message that will motivate people to react and take action.

6. Follow up

Now you have measured the impact and performance of your video marketing strategy, you will need to follow up with those who engaged with your video. Comments left by your target audience on Youtube will provide you with detailed key information on performance and engagement. By gathering the data, you can see how people are responding to your videos both positively and negatively.

Social interaction on Facebook and Twitter is another avenue to explore. It should be easy for your audience to find and share your videos. Having a sharing button will help you to track your social interactions. On Facebook,



your audience can 'Like' your content, comment on it or choose to share it with their friends on the social networking site. The same applies to Twitter; users can favourite or comment on your tweet, or even share the video and retweet it to their followers. Monitor the comments and then reply.

Take feedback on board and respond promptly to any questions or criticisms. Make the conversation two-way by engaging your followers. By adding to the dialogue, your quick response might attract more attention than the original video. Maintain professionalism at all costs. If you don't agree with a comment, take a breather before firing back. It can be easy to get caught up in the heat of the moment but stay focused. Draft a response, and if possible, check it with a colleague or friend. You could always follow up with an email. Respond to the negative with a positive.

FUNNEL VISION: THE BUYING CYCLE OF YOUR AUDIENCE



FUNNEL VISION: THE BUYING CYCLE OF YOUR AUDIENCE

Using a marketing funnel model can help you to understand buyer behaviour and optimise. But what on earth is a marketing funnel? Basically, it's a tool that you can utilise to guide your prospects through the buying process, giving your business the results that it wants (sharing their email address or buying your products or services, for example). It describes the journey that your customers take from introducing strangers to your business through consideration and to the ultimate goal of purchase. The three main stages are: **awareness, engagement and sales.**

One thing to bear in mind is that the buying process is no longer linear. Potential customers don't just enter at the top of the funnel but can come in at any stage. This means that you need to ensure that you instantly capture their interest. If you engage your audience then they will spend longer on your website and more time interacting with your brand.

Keep it simple

The top of the funnel is all about the interest stage. Your website will often give your potential customers that all-important first impression of your company. With this

in mind, you may want to consider a general company overview video for your homepage.

Your explainer video can be a short entertaining message which introduces your company. It should be informative without being dull or repetitive. Explain who you are and what you're about. An animated video is a great way to instantly engage customers and pique their interest. You then need to focus on convincing your audience to take action.

A common mistake that people make when starting out in video is that they try and cram way too much into one short 60 second video. This not only sacrifices quality but also means that the company doesn't get the results they are after. Offer content that your viewers can easily digest otherwise you risk them moving on.

You need to:

- Use simple language to convey a clear message
- Be creative and make your video stand out
- Provide consistent and relevant information
- Explain what makes you unique
- Don't exaggerate – be credible and up-front

FUNNEL VISION: THE BUYING CYCLE OF YOUR AUDIENCE



Why use an explainer video?

If a picture paints 1,000 words then one minute of video is worth 1.8 million, according to Forrester research. That's the equivalent of 3,600 typical web pages!

An explainer video is a good way to introduce your company to your target audience and spark interest. Be concise and focus on your main message.

Explainer videos can be an excellent marketing tool. Statistics show that an animated video on your home page will make people stay on your site for an average of 2 minutes longer, and be 64% more likely to make a purchase.

Reasons that your company should have an explainer video include:

- Increase your conversion rates
- Generate interest
- Improve your SEO
- Increase web traffic
- Help your audience retain information
- Showcase your personality

The same reasons apply to other types of video.

Multi-video campaigns

Sometimes, more than one video will be required to achieve maximum results. It can help to consolidate your message and remove any pressure from trying to squeeze everything that you want to say into a single video. By splitting your ideas across two or more videos, you could get better results and a bigger return on

investment.

Aberdeen, a marketing services company found that 60% of best-in-class companies are now using video from initial awareness through to post-sale. Having multiple videos for different stages of a marketing campaign can strengthen your call to action all the way from initially attracting attention to your company with the target audience responding to your content, to the purchasing stage, and finally post-sale to encourage repeat customers.

You need to establish a chain of communication with your users and continually interact with them. Creating familiarity can help to boost repeat sales, and having a multi-video campaign can build on that rapport.

You may want to whet the appetite with an explainer video – online video provides the perfect platform to describe what makes your company unique and to explain why your target audience should choose you over your competitors, and then follow up with a video that specifically talks about different products you have or services that you offer.

To add value to your website, you could feature a video about the background education to your industry. Another idea would be to include an animated video featuring testimonials from your clients. This would boost the credibility of your services or products, establishing trust with your audience and providing social proof that you are the real deal.

FINAL CURTAIN: RECAP AND SUMMARY OF MAIN POINTS



THE FINAL CURTAIN

We've reached the final curtain. Good to see that you're still with us. By now, you will be aware of the merits of purposeful multi-video campaigns for your business and how to achieve maximum results, after all, there's no point featuring videos on your website if you're not going to benefit.

It's our hope that you understand the importance of using your video content more strategically. Provide value with your content by making it meaningful, and ensure that it fits the audience you're trying to reach. This way, your audience will feel more inclined to engage and respond. Don't forget about the power of storytelling in a video to communicate your ideas. An animated video helps you to show rather than tell so reach out from the screen and show your company's personality. Focus on what you want your audience to come away with and use this as your starting point. Mooviemakers produce video content that will be watched, shared and enjoyed by your audience, delivering a return on investment. Check us out on our website.

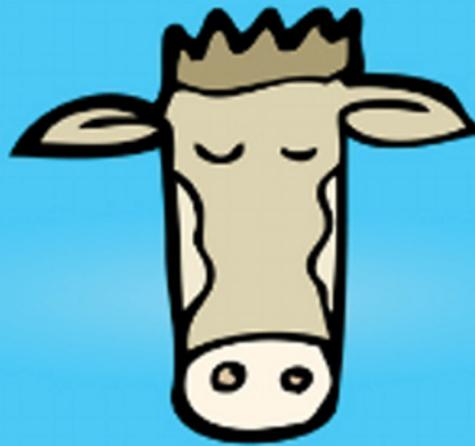
Promoting your videos across multiple channels is another key lesson that you have learned. Social media continues to be a very important channel for

engagement so make the most of this and interact with your audience. Remember to follow up with people who have engaged. You should now be able to track your success with meaningful metrics on each video that you release.

What else have you learned? We've helped you to identify the six steps involved for creating a successful video campaign, explaining that this can be measured based on quantifiable goals. Monitoring the areas of your video marketing strategy that work every time will help you to gauge how successful the campaign is and hone your overall message.

As you'll now know, engaging video content has been proven to increase enquiries, sales and SEO rankings. At Mooviemakers, we produce animated videos with fixed price packages and a fast turnaround to help you drive sales and boost customer engagement. We have worked with hundreds of diverse companies, and our proven track record with repeat customers shows that we know our stuff. Get in touch to discuss ideas for animated videos for your business or if you just fancy a chat, email: info@mooviemakers.co.uk.

SO THAT'S IT. GOOD LUCK WITH THE SUCCESS OF YOUR VIDEO CAMPAIGN — WE'RE SURE IT WILL BE EPIC.



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