



4 EASY STEPS TO VIDEO MARKETING

So what's changed?

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2015 saw a dramatic increase in the use of video as part of the communications mix.

According to video animation firm Wyzowl, some 61% of businesses currently use video as a marketing tool, despite a majority not doing so just 12 months ago.

So what's changed? Why are companies increasingly turning to branded videos as a marketing strategy? Is there a particular formula that PRs and marketers are using to create successful video marketing campaigns? And if so what is it?

What is Video Marketing?

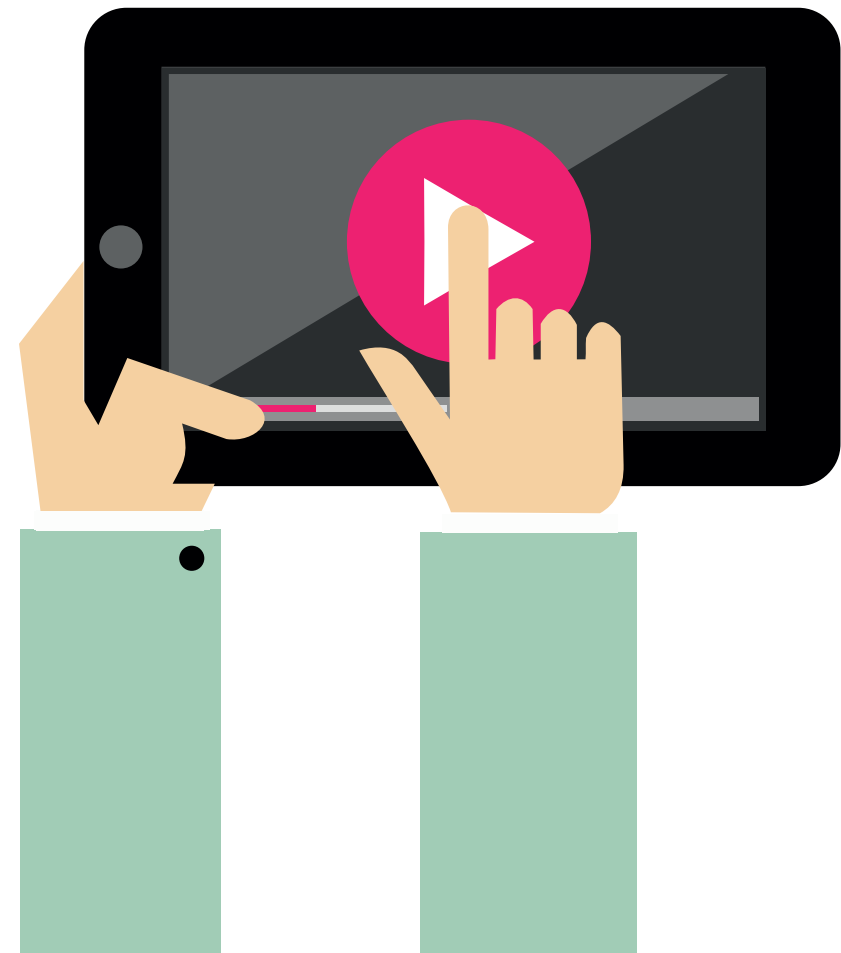
The clue is in the title! Video marketing is just incorporating videos into your communications to promote an organisation and its activities, products and services. Studies show those integrating video into marketing channels can expect increases in Google ranking, click through rates, and sales.

In 2016, PRs and marketers are increasingly wising up to the fact that video marketing not only attracts attention to your brand, but also enhances the customer journey at all stages. As such, it is quickly becoming the most useful tool to convert visitors and drive actions.

CISO estimated that 80% of all internet traffic would be video by 2019. From YouTube, Facebook, to Snapchat the desire for online videos is at all time high

With online video fast establishing itself ahead of written text as the most efficient way to engage with consumers when it comes to building new relations, educating them about the services they provide, and improving overall satisfaction. However, the Wyzowl survey also found that 42% of businesses have struggled to make online videos a core part of their marketing strategy.

If you're on the fence or unsure about how to approach video content, consider whether these four simple approaches, tried and tested by video marketing pros, could be a good fit for your communications.



Who are the people behind your brand?

In the early stages of building a relationship with prospective clients, it is important to educate people about your organisation. Who's behind the service you provide? How did the company originate? What gap in the market does it fill? What is your company's long term vision and how will it help the person watching your video.

Company culture videos are a great starting point because they give you the opportunity to broadcast just what the company does. But before you create your video, you need to identify the right people within your business and use whatever particular quality they have to communicate, and articulate the company's values and aspirations. And while the boss might have the starring role, employees at every level can make contributions that are no less valuable.

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It's easy to throw around buzzwords like creativity and innovation but what does that look like in action? Showing people what goes on behind the scenes or just capturing the day-to-day life of your organisation can be one of the best ways raise awareness of the service you provide. Internally, it can also boost morale and help to establish a company culture.

In recent years, there has been a shift away from a more corporate approach toward videos that humanise businesses by making their workers relatable. Let's take Twitter for instance, who ultimately made a mockery of the conventional approach to company culture videos, producing a video that was fun, sarcastic, and most importantly depicted a cool place to work. Google also experienced success with a video showing employees playing pranks on each other.

While it's obviously important to tell people what you do, it's equally important to tell them in a way that is fun and engaging.

Show customers how to get involved.

Expanding on company culture videos, online product demos give brands the opportunity to give potential buyers a more immersive experience of your product.

Once you've shown off your company culture, you might want to invest in a video that tells people how they can get involved. For many commercial entities, that usually means showing prospective buyers how to use products and services; for, say, a charity, you might want to show people how to fundraise or donate.

While having a company representative talk directly about how to use a product remains the preferred choice for many sellers, a growing number of customers now expect a more interactive experience. Statistics collated by visual commerce research firm Invod show that viewers are anywhere from 64-85% more likely to buy after watching a product video, and that 42% of shoppers want more product-description and service-demonstration videos.

Rather than having to wait on the phone line to talk to someone or make sense of complicated text, these consumers are demanding a faster exchange of information. Most importantly they want to know how the product works, what its primary benefits are, and how it will enhance their lives.

However as more brands begin to produce high-quality product demos, you'll need to inject some creativity into your video to ensure that it stands out from the crowd - again, making a potentially dry subject entertaining and engaging for your audience. Animation is an increasingly popular approach, as is the customisation you're offered through a service such as DemoChimp.

Whatever approach you chose to take it's essential to make the value you provide the main point of the video. Don't use your product demonstrations just to tell buyers how amazing your product is - be specific. What's unique about it? How does it solve a problem?

If you get the formula right, your product demo will not only raise awareness of the practicalities of your brand but will also improve your conversion rates, adding directly to the bottom line.

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What are your customers saying?

A recent study by Google revealed that online reviews impact 67.7% of respondents' purchasing decisions.

Now that you've created awareness about who you are and what you do, you might want to consider adding some testimonial videos. A recent study by Google revealed that online reviews impact 67.7% of respondents' purchasing decisions. More than half of the respondents (54.7%) admitted that online reviews are fairly, very, or absolutely an important part of their decision-making process.


Bearing this in mind it is not surprising that 70% of marketers are planning to increase their online testimonial spend. In today's market, video testimonials are an excellent way to highlight positive feedback.

Watching a video testimonial rather than reading one will have a much greater impact as people are far more likely to believe what they can see and hear, rather than just read.

Videos that show endorsements from people outside the organisation tend to be more more persuasive - here's evidence that you can solve relevant problems. What's more, an entertaining testimonial might just work as a piece of social PR collateral.

Which brings us to...

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“ For many brands working with vloggers have become the most powerful way to generate PR coverage. ”

Vloggers: The new PR

Last year YouTube announced that 400 hours of video is uploaded every minute.

Companies aren't the only ones using video to their advantage. Of the 400 hours of video uploaded to YouTube every minute, an appreciable portion is provided by vloggers. Vlogging isn't just a social trend - it's big business. Big names like KSI, Dan Howell and Joe Weller have millions of subscribers, making them a dream for PRs.

For some brands vloggers have become the most powerful PR channel around. As a result of giving tutorials and reviews of the latest products, vloggers have established themselves as authorities for some important consumer demographics. Zoella is known for her knowledge of beauty products; and Daniel Middleton, the man behind TheDiamondMinecart, is an expert on video games. Both have established themselves as trusted experts in their chosen field, both have huge audiences, and both are very much open to PR and product placement.

It's important that PRs and vloggers are open and transparent about any relationship, as failure to do so could spell trouble.



UK advertising watchdogs introduced rules last year to control how influential vloggers can promote products, after vloggers Phil Lester and Dan Howell fell foul of the Advertising Standards Authority for not making it clear that a stunt involving Oreos was in fact advertising.

By the same token, don't expect to get promotion for free. In many of our spotlight interviews, bloggers have told Vuelio about companies still expecting to receive free publicity, and if anything vloggers are even more professional. Certain Vloggers can now demand up to £4,000 to mention a product.

Of course prices will vary according to influence but with vloggers being an increasingly powerful route to engagement with significant numbers of people, many brands find those prices worth paying.

In conclusion

The growing popularity of online video is fast transforming the landscape of the communications industry, but the fundamentals are no different to any other part of the mix.

Creativity, innovation and strong relationships will always help you stand out from the crowd, whether you're creating platforms for your organisation and its ambassadors, demonstrating what you do in a way that is entertaining and engaging, making testimonial videos that give your brand more authenticity, or working with vloggers who have the power to introduce your brand to millions.

**The growing popularity
of this medium will
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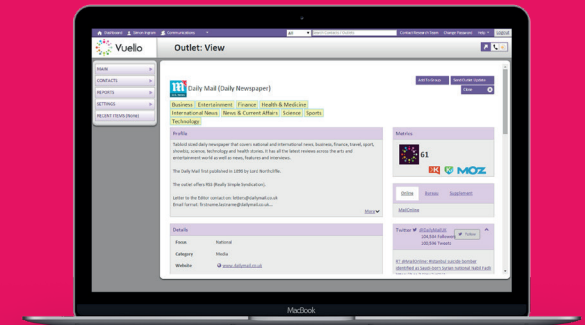
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