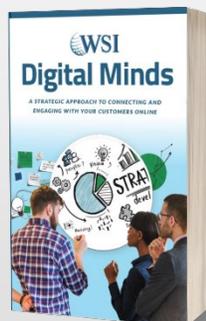




DIGITAL MINDS CHAPTER 8

KEEPING THE CONVERSATION GOING WITH VIDEO MARKETING

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The following is a chapter from WSI's 3rd book, *Digital Minds: A Strategic Approach to Connecting and Engaging with Your Customers Online*. If you'd like to reach the book in its entirety you can purchase a copy on Amazon.com here:

<https://bit.ly/wsibook3>

Digital marketing has changed a ton over the years. Our agency started out producing websites: lots and lots of them. Suddenly, pay-per-click became popular and had to be added to our suite of offerings. A few years later, the trend moved toward advanced paid search, Google display ads, and Google remarketing.

Then, *bam*, online reputation started to go mainstream as a vital credibility-building factor in a consumer's decision-making process.

Are we done yet? No! Then we added Facebook display and Facebook retargeting ads to the mix. So, have we finally hit that sweet spot where we as an agency can get comfortable and just hit a stride with a preset offering? No, because recently we had to incorporate conversion tracking techniques and site conversion optimization into our offering.

All of this brings us to one of the latest, and most powerful, of today's digital marketing tactics: video marketing.

Video marketing might be considered a traditional type of promotional campaign by some. Commercials, for example, have been around since the 1940s. However, advertising has come a long way since black and white television, and it has primarily shifted toward the internet. People are moving away from traditional advertising (TV, billboards, newspapers, etc.) and are moving into the digital marketing world. Today, video marketing is all about the internet: Google, YouTube, Facebook, Instagram, Snapchat, Vimeo—you name it! And video usage online is staggering.

According to YouTube (2019), the second-largest search engine in the world:

- Over 1 billion hours of video are watched daily on YouTube
- More than 500 hours of fresh video content is uploaded to YouTube every minute
- Over 1 billion users use YouTube to consume video content

So, what does video marketing look like in this astounding digital day and age, and how can you benefit from it?

You'll learn about that and more throughout this chapter. And if you stick around to the end, we'll even provide you with a super simple recipe on how to get started with video immediately.

Let's begin!

What Is Video Marketing?

Video marketing is a form of visual content used in a promotional way. In digital marketing, viewers stream videos from an online source and sometimes watch them live. Video is used to intrigue and educate the

customer so that they will buy your product or service. Video also provides content to a user in such a way that they can absorb a ton of information in a short period—unlike reading a bunch of words.

You've probably seen video marketing in your everyday life—from celebrity Facebook streams to product reviews on YouTube, to friends posting videos on Instagram about a product they're using (and not even realizing they're promoting a product). Visual advertising is pretty much everywhere. You can't hide from it, so why not embrace it?

What Kinds of Video Marketing Exist?

Depending on the action you want your viewers to take after watching your video, there are many kinds of video marketing options to choose from. You can use videos at any stage of your sales or marketing funnel. But they're most frequently used as top-funnel tools for education or raising brand awareness. Here are some different types of marketing videos:

Demonstration Videos

If you've ever seen someone wowing a crowd with a kitchen gadget, you're already familiar with demonstration videos. This type of video showcases product benefits live, to a global audience over the internet. You can use demonstration videos to offer a tour of your new software or showcase an early unboxing of your latest product. The best demo videos tell a story, are fun to watch, and make the product look easy to use.

Lists or Round Up Videos

These videos literally "round up" and share your most interesting tips, facts, or photos with your audience. We've had awesome feedback from our clients saying that they love having options and consuming content in a list format. Video titles starting with "Top 5" and "Best 10" always spark interest. These kinds of videos should be simple, short, concise, and relevant to their titles. Using a crowd-sourcing website like AnswerThePublic.com can be a fabulous way to identify what people actually want to hear about and see.

Question and Answer (Q&A) Videos

Who doesn't love having their questions answered? Q&A videos are the perfect opportunity to create customer engagement. They open the floor for consumers to ask you, the expert, about your product, service, or business. These videos humanize your brand, put a face to the name, and give you something interesting to talk about. Plus, giving people answers to exactly what they want to know means they're more likely to

engage with your other videos, subscribe to your channels, and even become customers. In this video, I'm answering the question, "How long does SEO take to work."



Figure 20: Example of a Q&A Video

Live Videos

Live videos have become a popular tool across social media platforms. A significant benefit to this style of marketing is the ability for viewers to comment in real-time. But the trick here is to comment back and make sure they feel heard. A live video is an excellent vessel for a Q&A video. They have an unedited surprise factor, which draws viewers for extended periods. Live video can be a ton of fun, so keep it light and interactive.

Video Blogs

Blogging is a common style of online journaling. Video blogging, or vlogging, is the same but uses video rather than text. Vlogs appear more personal than other methods of video marketing because it's one or two people talking directly to the user about something personal. Viewers familiarize themselves with the vloggers and form a connection that is beneficial for building brand loyalty and, of course, continuing conversations.

Webinars

Seminars are conferences or courses led by an expert. Webinars apply the same concept to a virtual audience. Webinar videos work on three levels: as a point of revenue, as an exclusive promotion, or to position yourself as an expert. You can charge for webinar participation or use it as a marketing tool to create customer engagement, loyalty, and even inbound lead generation.

How-To Videos

Instructional videos provide a constant supply of creative content. These are especially useful for businesses offering just about any service. For example, a digital marketing company could create a how-to series on better email management. Similarly, a local plumber could publish a series on DIY pipe maintenance. Nonetheless, users always want free content, and how-to videos are very desirable and useful in a variety of industries.

“Meet the Team” or Behind-The-Scenes Videos

Nothing tickles the fancy of your viewers more than a peek behind the scenes. Meet-the-team videos humanize your brand and build customer loyalty. This style of marketing includes office tours, team member introductions, and “a day in the life” videos. Cater to your audience’s natural curiosity and show them the culture of your company rather than just your products or services.

Customer Review Videos

Prospective customers care about what other customers think of your brand. This video style is an evolution of “word of mouth” marketing. They prove transparency and personal commitment to your product, which builds trust. Want users to believe your brand, products, and services are awesome? What better way than showing real people advocating for product or service.

Why Is Video Marketing Important?

According to HubSpot (2018), more than half the consumer population wants to see more video content from a brand or business they support. That alone can be a huge motivating factor, but it’s not the only reason video marketing is important. Here are a few of the ways videos can impact your digital marketing strategy.

Videos Are Direct and Concrete

Text-based explanations are helpful but often leave room for interpretation. Showing customers how something works is precise and causes less uncertainty about what your product is, what it does, and how it works.

Easily Consumable Content

While many internet users read online articles, this type of content can take time to get through. One needs to focus and stay attentive to what they are reading. Videos can be started, paused, skimmed, or peeked at with peripheral vision and listened to while not even in the same room. They can be viewed on the go, with or without audio, making them an attractive alternative to text-based content.

More Options for Engagement

Hearing and seeing the presenter in a video provides a more personable experience. Listening to what someone sounds like, how they speak, their tone and their facial expressions creates a far more credible and intimate experience. That encourages consumer engagement through sharing, likes, and comments. Embedded video provides tools for quick and easy sharing over social media or email.

SEO Opportunities

Keywords, descriptions, and tags are a huge part of search engine optimization (SEO). Videos provide ample opportunity to create links to your brand, channels, and digital collateral. They also help improve SEO by adding additional layers of content to your website. Because video is becoming so much more prevalent in search results, make sure you tag your videos and use catchy and relevant titles.

Affordable Advertising

Thanks to YouTube and Facebook, you can market your brand using videos for free. You can choose to pay for ad placement and boost your posts, but creating and uploading a video doesn't need to cost a cent. However, if you do choose to spend money on video advertising, YouTube and Facebook both make it easy to purchase impressions, share, exposure, and clickthroughs to your desired locations. One can learn a lot of valuable information when spending money on video advertising. You can discover data points like; impression cost, view rate, average cost per click, age and sex demographics, device usage, and so much more. These key learnings can directly impact your future strategies and processes.

Greater Potential for ROI

With a low investment upfront, businesses stand to improve ROI (return on investment) substantially by using video. Most smartphones have high-quality video recording capabilities nowadays, and there are a variety of free and low-cost tools available for editing videos online.

Emotional Evocation

Since they include movement, music, and speech, videos have a higher chance of evoking an emotional response from your viewers than images or text ever could. Consumers who feel something positive toward your brand are more likely to take an interest and do something about it.

Tips for Making Good Marketing Videos

Now that you understand the “what” and “why” of video marketing, it’s time to focus on the “how.” Like any other form of marketing, poor execution could negatively affect sales and brand credibility. However, don’t get too caught up in video quality. People care more about the authenticity of your brand and the content you’re sharing than the quality of your videos. Here are some tips to get you started.

Choose a Striking Title

Similar to the subject line of your email marketing messages, the title of your video might easily be a deciding factor in whether it gets watched or skipped.

When selecting your title, consider something relevant to your brand and content but also attractive to your target audience. With so many published videos appearing online daily, standing out from the crowd is key.

Think back to the goals and challenges of your buyer personas and consider the acronym PAIN—with “P” standing for problems, “A” standing for anxiety, “I” standing for interests, and “N” standing for needs. If you can come up with a creative and catchy title that speaks to your buyer persona’s pains or problems, and connects with their emotions and need for information, they’ll be more likely to click the video and watch.

Tell a Story

It may be a marketing video, but it doesn’t need to feel like one to your viewers. Advertisements filled with jargon, obvious calls-to-action, and clickbait will leave you with disgruntled viewers. Instead of a sales pitch, let your video tell a story about your brand, product, or service. Let that stand on its own. This point relates to the emotional response many viewers have to video content. Users usually don’t want to feel like they’re being “sold” too. Not only is a story more relatable, but it’s also more memorable.

Use Mobile-Friendly Media

Cisco (2019) research forecasts that in the next few years, almost 79% of all mobile web use will be video. That is why it's more important than ever to use mobile-friendly media in your marketing. You can optimize videos with responsive splash screens, altered video sizes, mobile-enabled video platforms, and reduced load times to keep them fast on any device. Let's face it; mobile or not, nobody wants to see the spinning ball of death while waiting for a video to load. I usually give a video about three seconds to load before I bounce off of it and look for a better performing video. Don't get me wrong; the catchier and relevant the video title, the longer most people are willing to wait. But a shorter video load time gives marketing videos the best possible chance of being received by their intended audiences.

Shoot Vertically If Posting on Mobile Apps

As we just mentioned, more and more video is consumed on mobile devices. If you're looking to implement a video marketing strategy specifically for mobile-driven platforms like Instagram or Snapchat, you need to shoot and edit your videos for optimal viewing on these platforms. This best practice will ensure you get better engagement with your content. Tricks like shooting your video vertically and keeping them under 60 seconds, are some of the considerations you have to make to ensure your video fills the users' screen and gets higher views.

Put Relevant Content Upfront

You've likely heard the adage "don't give it all away upfront." This advice doesn't work for marketing videos. Viewers are less likely to finish a video if they don't see something interesting within the first few seconds—the first six seconds, in our experience.

Have an amazing hook at the beginning of the video. Next, tell people what they'll get out of the video if they watch the whole thing. Then, produce the content and have a killer call-to-action or giveaway. Plan an exciting video introduction to keep viewer attention longer, and make sure you provide the user with something tangible they can take away from the video. If you do, they're more likely to come back and watch more of your digital content.

Make the Mission a Priority

A major pitfall of video marketing is focusing too much on the product and not enough on the brand mission. For example, a mission to empower women with shapewear should focus on women rather than undergarments. Instead of listing the benefits of a product, express how each one relates to your mission and your customers.

Engage with Your Audience

One of the most significant advantages of video marketing is its ability to inspire customer interaction. Do this by speaking directly to your audience, posing challenges, asking fabulous and interesting questions, and requesting feedback. Seeing and hearing a speaker reminds people of conversation, which sparks the urge to reply. If all you do is talk “at” the camera and not “to” the viewer, you’re missing the point.

Check Production Quality

It’s disheartening to click on a video only to find that the sound is poor or the image is pixelated. It may be even more discouraging for you, the business, to spend all afternoon shooting a video only to realize your microphone wasn’t working!

You can monitor video quality by making a short test clip before filming your video. Test your equipment, lighting, sound, and quality before taking the time to shoot your video.

Add Some Humor

Add a little personality to your marketing video. Humorous content is enjoyable and adds a relaxed air to your video. There’s a time and place for straight-faced facts, but who says you can’t have fun with your videos as well. Don’t be scared even to be a little silly. What’s important is that you act authentically. If you’re generally stoic, don’t force a goofy demeanor—but if you like to play around, let that side of your brand show.

Create a Mix of Evergreen Content

Evergreen content is a piece of content that continues to be relevant long past its publication so that it can be used over and over again (typically six months or a year). In the video world, this includes your how-to, educational, best practices, about us, and client case studies or testimonial videos. When you’re creating videos, be sure to include a mix of evergreen content with your topical content. Videos can take time and money to create, so you don’t want to keep recreating all of your videos over and over again.

Why Now Is the Time to Add Video to Your Marketing

Video marketing has come a long way in the last decade and continues to evolve. Despite the growing role of video in digital marketing, there are still businesses that have yet to implement it.



While the concept of video marketing isn't new, its use in modern advertising might be daunting to newcomers. There's always a bit of a challenge when implementing a new marketing technique, and video is no different. If you're still deciding whether or not videos are the future of your brand, here are a few things to consider.

Video Is There When You Can't Be

It would be nice if all businesses offered around-the-clock live support. Unfortunately, that isn't the case. Adding a video to your website, social channels, or landing page is an excellent way to show up for your customers 24/7. Whether you're addressing FAQs, welcoming visitors, or showing off a product or service, a video instills a sense of customer importance and brand credibility.

For ecommerce businesses, videos personalize your brand. If the only interactions customers have with you is through your website, it's easy to forget who they're shopping with and why they've chosen you.

Videos Reach Farther

Marketing is about sharing with as many people as possible. Videos are shared more than social media posts, emails, websites, or ebooks. Some videos even go viral. By creating video content, you increase the potential reach of your product or service exponentially.

You can further improve video reach by tailoring content to your target audience. The more customized your videos are, the more engaging they'll be to your buyer personas.

Videos Help You Rank with Google

Google aims to give internet users what they want, and today, that's video. As a result, the existence of video on your site helps with search engine optimization (SEO), while also increasing your percentage of possible conversions. In fact, websites with videos are 53 times more likely to appear on page one of Google results (VideoExplainers).

If you've been meaning to implement SEO but are unsure of where to begin, videos are a great place to start. Maximize your optimization by including tags, descriptive titles, and keywords in your video.

Your Video Tells You Things

Analytics are essential to the success of any marketing campaign. In video marketing, analytics are built into the platform. From how many viewers you have, to which portions of your video are played the most, these stats will tell you what you're doing right—and wrong!

From here, you can make improvements and increase traffic and ROI. I suggest you regularly review your video analytics and look for data points that speak to where the video is winning and where the video is losing. If you can figure that out, you'll figure out what changes you can make to get people to watch your videos longer, subscribe to your channels, and increase conversions.

Depending on which video platform you stream from, you might be able to customize the stats you see. Use your video analytic information to develop and enhance your digital marketing strategy.

There's Never a Wrong Time for Video

Video marketing is universal, not only in its global reach but also in its ability to capture any theme, anywhere, anytime. If you struggle with content development and the creative process, videos might be the answer.

How Video Continues the Conversation

When a company builds a website, aside from the addition of new product pages or blog posts, there are few changes made to the content. Videos allow you to continue telling your story and engage with your visitors in a dynamic fashion. Here are some ways you can use videos to take the conversation you began with your website even further.

Introducing New Products

New products, services, educational information, and more are bound to show up on your website from time to time. While photos and descriptions help customers decipher what new items are and how they work, videos provide a visual aid and personal touch to your product announcements. Viewers can watch you unbox, set up, and troubleshoot a new item before it hits the shelves.

Here's a tip: Every time you add a new page or product to your website, think about a video you could make that's short and sweet, and valuable to your buyer personas—then film it!

Announcing Promotions

Your website sees ups and downs with traffic flow. When traffic is low, a promotion increases customer engagement, which leads to more traffic. Don't just put it on your website, put it on your social media and in your email marketing.

Announcement videos are fun and offer incentives for sharing, liking, or commenting on content. You're not only continuing the discussion around your brand but also conversations with your customers.



Describing How Services Work

Your websites often explain and describe what services you offer. Videos give viewers a chance to see the service in action and decide whether or not it's for them.

Introducing New Team Members

As new employees join your business, they're bound to grace the pages of your website. For customers, it's nice to see more than just a headshot and blurb. Videos continue this introduction by adding a face to a name and a voice to a face. These videos are particularly useful for new team members who work directly with the public or your clients.

Why Continuing the Video Conversation Leads to Business Growth

Some might say conversation leads to conversion. There are many types of conversions, but a simplified version would be a user becoming a prospect, a prospect making a connection, and the connection turning into a customer. Every time a visitor converts, it increases business growth and prosperity and possibly creates a lifetime client. So how do videos help turn these leads into customers?

Videos Make Your Brand More Memorable

Seeing a brand mentioned online might stick in your brain, but watching a video about a company gives you more to retain. From background music to dialogue, videos provide ample opportunity for brand recall.

Videos Retain Customers

A common problem in business is the "one-time customer." This customer converts from a lead to a buyer but never comes back a second time. Videos help draw in new and previous shoppers, retaining one-time customers and convincing them to buy again. This process is also typical in email marketing.

Videos Build Rapport

Building rapport through live chat or on-page content is difficult. While witty banter can go a long way, there's no replacement for visual contact. For ecommerce businesses that offer no option of in-person service, videos build rapport with your customers.

Using the tips gained through this chapter, you have everything you need to get started. Remember to stay true to your brand and true to yourself. Use relevant and genuine content, be compelling, use striking titles, and include keywords and descriptions whenever possible.

A Super Simple Recipe to Get Started

As promised, here's a super simple recipe to help you get started with video production. This guide will help with your business's credibility, exposure, brand equity, conversion, and even help get your videos discovered on Google.

Step 1

Film your video. Use all of the tips in this chapter.

Step 2

Create a YouTube channel and add your video. Use a catchy title and a thorough and clear description of the video. Add all of your links into your video descriptions, including Facebook, LinkedIn, YouTube, Vimeo, and your website.

Step 3

Use YouTube to transcribe your video. Copy the transcription out of YouTube and into a Word document. Edit the content, so it reads well. After all, the way we talk is usually very different than the way we read and write.

Step 4

Go to your website and create a new page that's associated with your video. Go to YouTube, grab the embed code, and integrate the video onto your new webpage. Then add the translation text from your Word doc below it.

Step 5

Optimize the title tag and description tag behind the page. Voila! You now have a content-rich, video-heavy, and search-engine-optimized webpage that is accessible to major search engines including Google and YouTube.

TIP: To keep up with the latest video marketing tips, tricks, and tactics, visit www.wsiworld.com/book-resources.

About the Author

Ryan Kelly



Ryan Kelly has been a principal at WSI Smart Marketing since 2008. He has assisted countless companies throughout the United States in developing and achieving profitable business strategies and goals through advanced online digital marketing solutions. Although he has a passion for all things related to digital marketing, he especially loves using video to tell stories. You can visit his YouTube channel at “SEO on the GO.” Ryan’s experience in marketing, sales, and training keep him in high demand as a speaker.

About WSI

For 25 years, WSI has been providing digital marketing services and comprehensive marketing strategies to businesses of all sizes and across various industries. We are the largest network of digital marketing agencies around the world.

We are a full-service digital marketing agency that helps elevate your online brand, generate more leads and sales, and improve your overall marketing ROI. Our Digital Marketing Consultants use their knowledge and expertise to make a difference for businesses all around the world.

We don't believe in the "one-size-fits-all" approach to digital marketing. Instead, we take the time to understand your organization and customers so we can recommend a strategy based on your individual business needs. When you invest in any of WSI's digital marketing solutions, you'll have some of the top minds in the industry contributing to your goals and vision.

You have a vision for your business. We can help make it happen. Reach out, we're happy to help.

