

MARKETING  
**how-to**  
guide

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INSIDE!**



**VIDEO MARKETING:**  
**HOW TO ROLL VIDEO INTO YOUR MEDIA MIX**



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AT A GLANCE

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# INTRODUCTION

Making a case for rolling video into your content marketing mix is amazingly easy. Research reveals that, when offered as a content choice, video is preferred over whitepapers, case studies, demos, webinars, and e-books.

- Online retailers see conversion rates nearly three times higher on product pages that have video versus pages that don't. ([Forrester](#))
- Marketers who are using video are seeing 49% faster growth in revenue. ([Vidyard](#))
- Average time spent on a page increases by 2.6 times when people view pages with video than those without. ([Wistia](#))
- And according to a report by [Wyzowl](#):
  - 63% of businesses use video as a marketing tool, and of those, 83% say video provides a good ROI.
  - 84% of consumers have been convinced to make a purchase after watching a brand's video.
  - 79% of consumers would rather watch a video to learn about a product than read text on a page.
  - 81% of businesses with an explainer video said the video has helped them increase sales.

It's no surprise that video engages viewers. Take YouTube, for example: It's the third-most-trafficked website and home to the second-largest search engine. And we're not just talking about kids here: YouTube [reaches more adults](#) than any cable network.

# SIX COMPELLING BENEFITS OF VIDEO MARKETING

## 1. SEO Success

Search engine optimization is the moving target of online marketing. Google and the other search engines continue to revise their algorithms in an effort to foil shady practitioners of search engine marketing, reward those who produce the most useful and relevant content, and above all, deliver to users the content they seek.

All the while, video has consistently demonstrated a great advantage. Marketers who use video generate [41% more Web traffic](#) from search than marketers who don't use video. That's at least partially due to the fact that a thumbnail image of the video is presented on the search engine results page (SERP), which makes the listing stand out among text-based listings, doubling its likelihood of getting clicked.

## What types of videos embellish your content?

A helpful resource from Vidyard, [The Video Marketing Handbook](#), presents a list of video types you might consider creating to fuel your content at various stages in your sales funnel.

- **Content promotion:** Make a fun, commercial-like video to promote downloads of your written content.
- **Situational overview:** Create an overview for various product lines or vertical markets you serve. Answer the “what’s in it for me?” question.
- **Interviews:** Conduct interviews on important topics using a “man on the street” style or featuring industry experts. In this example, ReelSEO uses the easy-to-create interview format to present tips on producing excellent video interviews:



- **“How-to” guides:** Produce simple videos that answer common questions to position yourself as an expert. Take a look at this example featuring Andy Crestodina of Orbit Media explaining [how to get your blog post on the first page of Google](#).



- **Webinars:** Record webinars. They can be lengthy to cover a vast topic or broken up into a series of brief lessons.
- **Event marketing:** Make videos before, during, or after conferences to report news or engage people after the event.

## HOW TO MAKE VIDEO ON A BUDGET

As you might imagine, the easiest way to create video is to hire a professional video production company. While you'll collaborate on aspects of the video, you will not need to purchase video production equipment or master postproduction techniques.

You will, however, be looking at a substantial investment in the thousands of dollars. And though some production companies may be able to respond to quick deadlines, it's more likely that a month or more will be needed to deliver a final product.

Another option is to create a video yourself.

Millions of companies of all sizes can't allocate budget to video production, so they learn the basics and get to work. If you're new to the video production process, you probably have a number of fears.

This section should help you understand that you can indeed master the basic techniques required to take advantage of video marketing on a small budget and with fewer resources.

## SOCIAL MEDIA AND VIDEO ARE BFFS

Social media and video marketing are so tight, they're essentially wed. We'll recognize them as mates and simply call the couple "social video."

If there's anything social video enthusiasts love more than watching video, it's sharing it. Platforms like Vine gained early traction in social video but have been displaced by a multitude of long-form providers. Social video has continued to grow and evolve with the rise of livestream platforms like Periscope and Facebook Live.

We'd be remiss if we didn't create a rundown of hot sites on the social video scene. (And remiss doesn't fly here.)

**YouTube.** The granddaddy of online video, YouTube attracts more than one billion visits monthly and is the web's third-most-trafficked site. The volume of video published on YouTube is beyond comprehension. More than half of YouTube views come from mobile devices.

**Vimeo.** Video professionals' favorite home for their work tends to be Vimeo; however, the platform is more commonly regarded as an online video platform (OVP) than social media. While basic functions are free, a variety of paid tiers offer tracking, search engine benefits, and brandable players.

**Vine.** Vine became Twitter's baby in 2012 and launched in 2013. On Vine, six-second videos play in a continuous loop. While the microvideo format presents challenges for marketers, many develop clever and engaging content, the most popular being stop-motion style videos. Vine was re-incarnated as the pared-down Vine Camera app in 2017, allowing users to create looped videos in the application and post them to their Twitter feed.

**Snapchat.** Snapchat offers both photo and video capabilities, and the platform recently released a new tool that lets users record up to six consecutive, 10-second video Snaps at once. Snapchat has updated a number of features to allow looping videos, "infinity" viewing to allow viewers to watch a Snap for as long as they want, and Stories, which disappear from the platform after 24 hours. Standard Snaps are deleted after a viewer closes the snap.

**Instagram.** Instagram was around for two years before Facebook snagged the company for a cool billion in 2012. Home to both images and video, Instagram has been embraced by marketers, especially for consumer brands. Videos are limited to 60 seconds.

**Google+.** While Google+ is a very video-friendly network, its videoconferencing Hangouts feature sets it apart. In addition to its ability to record multiple participants at once, Hangouts make it easy to share screens, files, and presentations, as well as chat and share. B2B marketers seem to love Google+.

**Pinterest.** Pinterest redefined social bookmarking with its free service enabling users to post (aka "pin") images and video on "pinboards." A fast-growing social phenom, Pinterest drives more referral traffic than YouTube, LinkedIn, and Google+ combined. Naturally, marketers are becoming increasingly pin-happy.

**Tumblr.** A cross between a social networking site and blog, Tumblr makes it easy to share any type of media. Owned by Yahoo!, Tumblr has designs on competing with YouTube. According to a [Fortune](#) magazine article, video posts are now growing twice as fast as photos on Tumblr.

**Facebook.** A MarketingLand [blog post](#) asks, *Is Facebook the New YouTube for Brands?* Facebook has made a clear commitment to video, adding autoplay, view counts, and more mobile functionality to its native video player. Unsurprisingly, Facebook has made YouTube videos incompatible with their sponsored posts ad service. The war is on and, given Facebook's immense targeting capabilities, it will surely be a powerful weapon in the arsenal of video marketers.

**Twitter.** Like Facebook, Twitter has been developing its video marketing pitch. Twitter's pay-to-play approach charges advertisers when users view a six-second teaser and then click. At present, Twitter offers an iPhone and Android app enabling you to capture, edit, and share video. You can also post video from any device, provided you trim them to 45 seconds or less.

## Sharing

Learning what is and is not shared and to what degree

## ROI

Reports on marketing and sales results

## What do the numbers mean?

Tracking consumption and the various metrics introduced above will deliver important insights into what is and isn't helping you achieve your marketing goals. Accurate assessments of the customer experience enable brand managers to make adjustments in the interest of improving content and results. In this example, video analytics reveal important insights into attention span data.



Source: [The Video Marketing Handbook](#) by Vidyard

In [Digital Video Vital Signs: How Healthy Is Your Online Video Investment?](#), Jessica Hall of 3Pillar Global provides examples of how marketers might align metrics with specific goals, including:

### Goal: increase membership

Focus on this metric: shares over a short time period (30 days)

### Goal: increase customer engagement

Focus on this metric: number of views + shares in 30 days

### Goal: engage a new audience

Focus on this metric: identify who is in the high-performance segment and adjust

## Lead Scoring with Video Metrics

Lead scoring determines when a lead will be passed to sales. Marketing and sales should work together to define the lead-scoring and hand-off processes.

Of course, marketers should work to collect meaningful metrics from video and feed them into the marketing automation platforms used to determine lead scores. The video measurement experts at Vidyard recommend that lead-scoring rules look at how much video a lead has consumed during a time period, thereby giving the sales team the power to follow up when prospects are most engaged.

# ABOUT



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