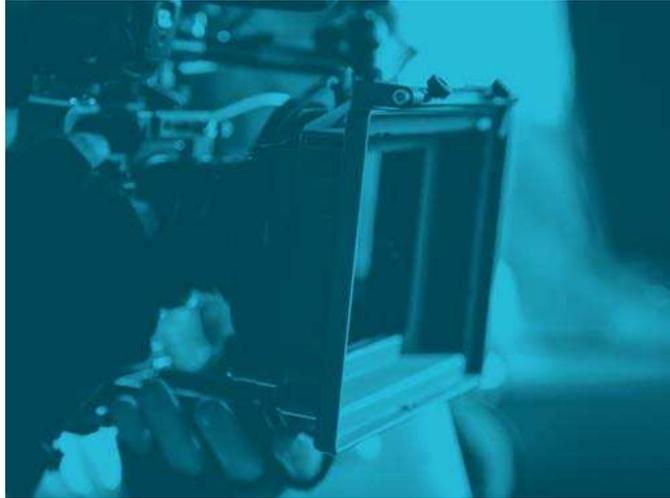


WHY VIDEO IS IMPORTANT TO YOUR BUSINESS



“74% of consumer internet traffic will consist of videos by the end of the year!”

INTRODUCTION

Marketing has come a long way since the TV commercial and billboard dominated world of Don Draper — and it’s evolving at an ever increasing rate. Traditional marketing methods are proving themselves to be overpriced, unmeasurable and ineffective in a digital world.

Online video is taking over.



More than 400 hours of video are uploaded every minute with 100 million users eager to consume that content each day — and these figures are constantly increasing. It’s predicted that 74% of consumer internet traffic will consist of videos by the end of the year!

Businesses across the world are steadily catching on, adjusting their marketing strategies to accommodate video content. In fact, 87% of online marketers currently use video content and 76% plan to increase their use of video marketing in the year to come. And for a good reason: they have seen remarkable results.



HOW WILL VIDEO BENEFIT YOUR BUSINESS?

Not only is video marketing proving itself to be the best way to connect, resonate and engage with customers, but it's been shown to drastically boost website traffic, increase sales and much more. In fact, a recent report found that video promotion is 600% more effective than print and direct mail combined. That's not a statistic that can be easily ignored!

**LET'S TAKE A CLOSER LOOK AT EXACTLY
HOW VIDEO CAN BOOST YOUR BUSINESS...**

WEBSITE TRAFFIC

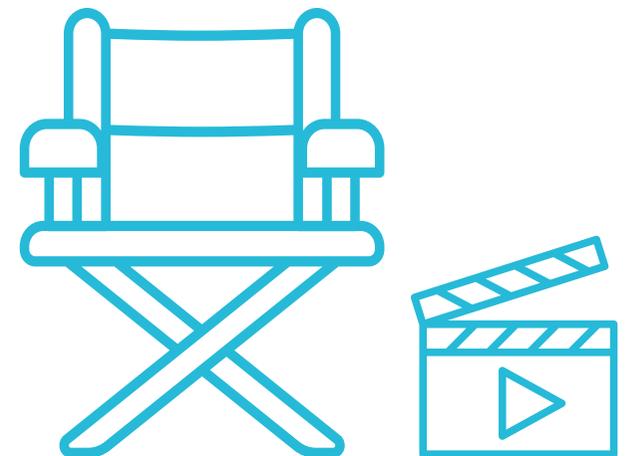
Search engines award higher rankings to content that provides the most value to internet users. So, as video viewing figures continue to rise, video content is being favoured by search engines more and more.



By embedding a video on the homepage of your website, you will be considered as a more valuable source of information by search engines and your website will quickly rise through the ranks. A higher ranking means more traffic and more potential customers!

What's more, the average internet user spends 88% more time on a site with video, which gives your site visitors plenty of time to get to know your brand, products and services!

“the average internet user spends 88% more time on a site with video”

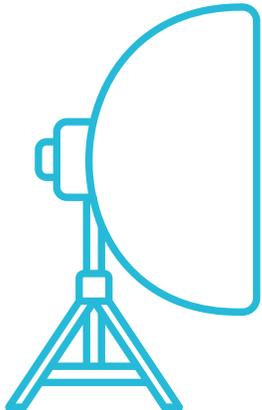


BRAND AWARENESS

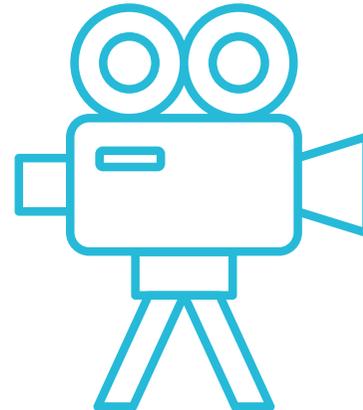
A consumer's ability to recognise a brand is central to the purchasing decision-making process. In order to become more recognisable, you need to ensure that your brand is memorable and that your message reaches as many people as possible.

Most of us are visual learners, so video is the perfect way to package your message for maximum memorability. Studies have shown that 80% of users recall a video they viewed in the past 30 days!

As for reaching as many people as possible —



not only will quality video content improve your visibility online through improved search engine rankings, but video is shared 1200% more than text and links. If viewers recognise and relate to your brand and the vision you're presenting, they are much more likely to trust you with their business and spread the word to others!



SOCIAL MEDIA

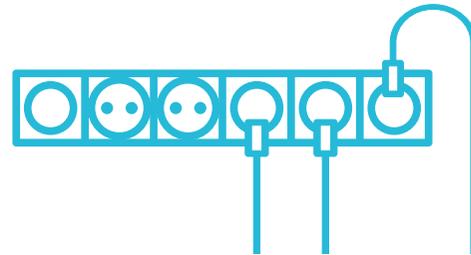
Video and social media are a match made in heaven. If you want more likes, follows and shares, video content will deliver. Video is shared on social media more than any other type of content — and social media use on the whole is increasing constantly. That's across all age groups! 90% of millennials use social media and now over 35% of people over 65 do too!





MAILING LISTS

The benefits of videos aren't limited to your website and social media. You can also use video to effectively attract new email subscribers and keep current subscribers engaged! According to a recent study, using the word "video" in an email subject line boosts open rates by 19% and clickthrough rates by a massive 65%. Subscribers are also more likely to forward your emails to their friends, family, and colleagues if you include video content.



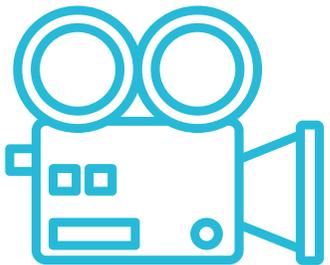
DIRECT SALES

As you can see, video promotion will increase your brand's exposure and will, without a doubt, drive more potential customers to your door. But what about the all important purchase? How will video promotion affect your sales figures?

Unlike the written content, video gives you the opportunity to speak directly to your potential leads and demonstrate all the benefits of your products and services in a clear, concise and engaging format. This has a massive impact on sales. 90% of users say that seeing a video about a product on a website is helpful in the decision process and 64% of users are more likely to buy a product online after seeing a video.

ALL BUSINESSES CAN BENEFIT FROM VIDEO MARKETING

Don't be fooled into thinking that video marketing is only suited to large corporations. All businesses can benefit from video marketing; whether you're a small business, university (86% of colleges and universities have a presence on YouTube), estate agent (real estate listings that include a video receive 403% more inquiries than those without) or business-to-business organisation (96% of B2B organisations use video in their marketing campaigns and 73% report positive results). Even niche businesses can find an audience using video marketing!



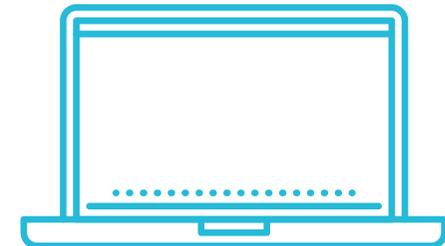
USING VIDEO FOR INTERNAL COMMUNICATIONS

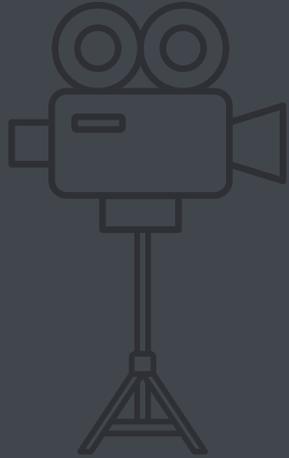
Video has also proven itself to be an effective form of communication within the workplace. Currently, 75% of executives watch work-related videos at least once a week and 59% of executives would rather watch video than read text.

Videos can be used to quickly and efficiently explain new software, implement new staffing procedures, and much more — saving precious time, money and resources!



“Even niche businesses can find an audience using video marketing!”





If your business is new to video marketing, you may not be familiar with the different types of video content you could produce for your business. So, let's take a look at the main types of video that can bring serious benefits to your business...



WHAT TYPE OF VIDEO DO YOU NEED FOR YOUR BUSINESS?

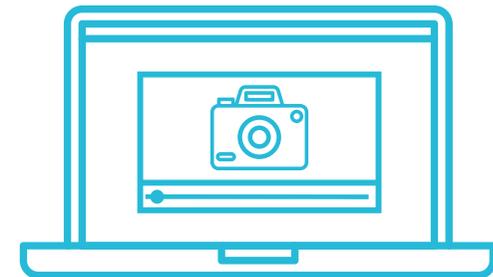


WEBSITE VIDEO

Including a video on your website is a great way to introduce your brand to your audience in a creative, concise and compelling way. A video is much more entertaining than your bog-standard about page and, as we've shown, embedding a video on your homepage will also have a significant impact on search engine optimisation, moving you up the rankings and ahead of your competition.

PRODUCT VIDEO

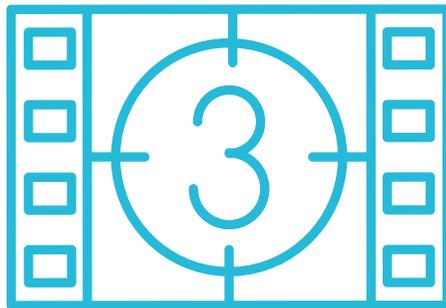
Build intrigue and interest by showing your product in action and detailing all of its benefits and the value it will bring your customers. Not only will a professional and informative product video have a massive impact on your sales but, if you impress your customers, they will share your video with their friends, family and social media followers.



“one 60 second video could say it all”

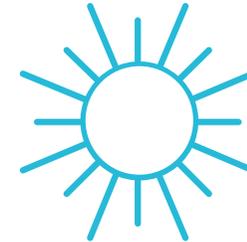
TESTIMONIAL VIDEO

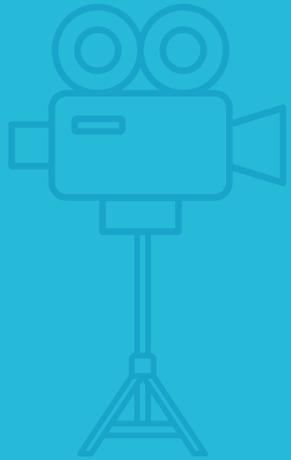
A collection of video testimonials from satisfied customers will give potential leads direct proof that your product or service is reliable and useful. Any customers that find themselves “on the fence” will see the video and feel confident that they are making the right decision by choosing you over your competitors.



EXPLAINER VIDEO

Reading up on how to fix or use products — especially when the average person can't make sense of the jargon — isn't the most effective way to inform customers of how to use a product. Why make your valued customers scroll through pages and pages of text when one 60 second video could say it all? And, when produced to a high standard, explainer videos are as compelling and entertaining as they are informative.



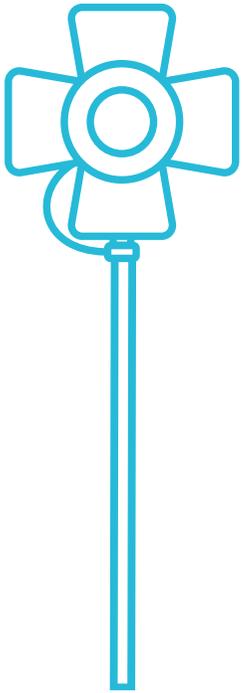


Now you've decided to invest in a video for your business, it's time to start thinking about finding the right video production company for you. Price will naturally be an important factor, so weighing up the costs of video production should be your starting point.

CHOOSING A VIDEO PRODUCTION COMPANY

THE MAIN COSTS OF VIDEO PRODUCTION

There are many elements that make up a video production. If you're looking to hire a video production company, it's important to understand and consider each of these elements so you're aware of all the costs that will make up a quote.



- Pre-production

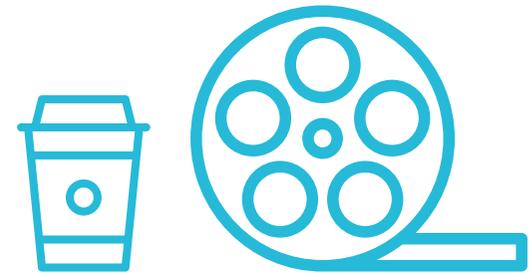
Before a production company even thinks about hitting record, there's a lot of planning and preparation to be done. It can take many hours to brainstorm and develop a concept. Then there's scriptwriting and storyboarding; all important stages if you want filming to be efficient and successful. Each of these steps will incur an hourly charge or a pre-agreed sum.

- Filming

There can be many costs involved in the filming stage of production depending on the scale of the project. The biggest costs will often be crew, studio or location hire, film equipment and lighting. A typical crew member can cost between £100 – £500 per day and camera kit between £250 – £3,000 per day. Studio hire can be hundreds of pounds per day – and that doesn't even include set design!

- Post-production

Editing and post-production will bring your entire project together. Depending on the brief, it could take anywhere from a few days to a few weeks.

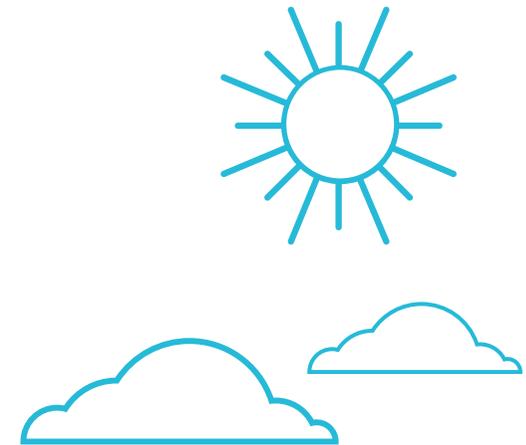
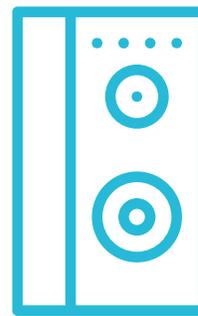


“Everything is negotiable, but it’s good etiquette to respect union guidelines”

- The hidden costs

The production company will be responsible for catering and travel costs, and will also need someone to project manage and take care of the admin side of things (looking after release forms, call sheets, location details, liaising with hire companies, etc.).

If your video requires music and voice over, this will also incur costs. These costs are often set by organisations like the Performance Rights Society. Everything is negotiable, but it’s good etiquette to follow and respect these union guidelines wherever possible. A music track or a voice over can cost hundreds of pounds, with actors costing similar amounts.





GETTING A QUOTE

As video is very much a bespoke craft, many video production companies don't include prices on their website. You'll need to get a tailor made quote by contacting each company directly with any ideas and requirements you might already have. Send a variety of companies — large and small — the same brief. We recommend requesting quotes from at least three companies. You'll most likely get back a wide range of prices, so you can start ruling out the ones that are way out of your budget.



THE DRAWBACKS OF CHEAP

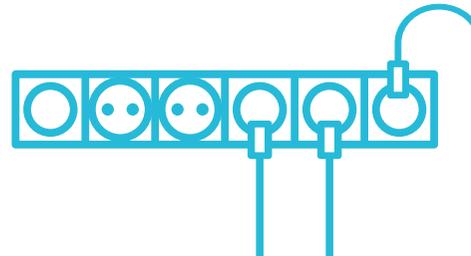
That being said, you should think twice about immediately opting for the lowest price. The cheapest quote won't necessarily be the best choice for your business. Sometimes, video production companies offer cheap prices for a reason – and not a good reason!

Here are a few points to be aware of:

- **Quality**

Quality should be the most important factor when choosing a video production company, alongside cost. The cheapest price may buy you a poorly made video, which can be as harmful as not using video at all. It's all about trying to strike a balance that is appropriate for your business.

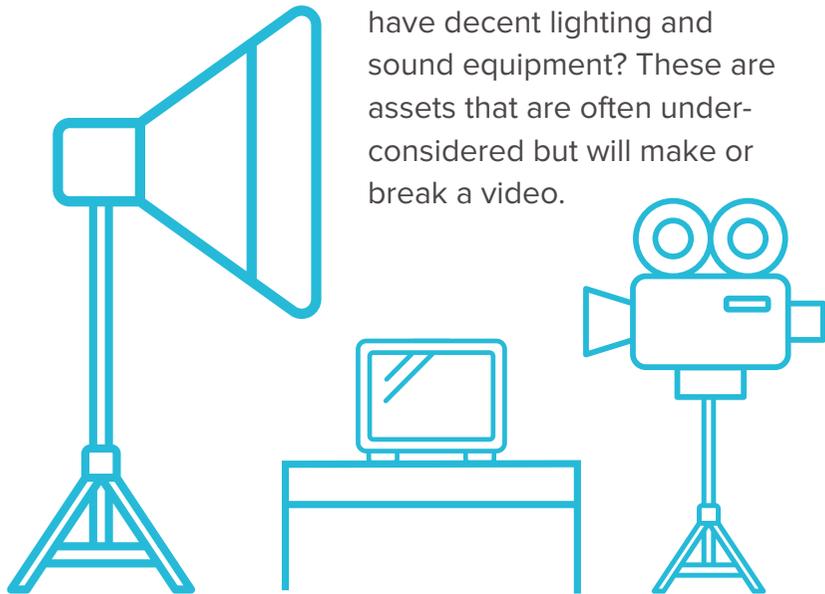
You can get a good idea of the quality that a video production company will provide by taking a look at their portfolio. You don't have to be an expert to judge whether their videos are up to scratch. Ask yourself: are they aesthetically pleasing? Do they sound good? Are the motion graphics and/or animation professional and effective?



“a varied portfolio shows that a company is probably more versatile and experienced”

- Equipment

The right equipment plays a big part in producing a well made video. If a video production company is asking for a low price, they may not be offering you the best resources. They might have access to a top-of-the-range camera, but do they have decent lighting and sound equipment? These are assets that are often under-considered but will make or break a video.



- Experience

A low price can also buy you an inexperienced team. This may not only compromise the quality of your video, but could mean slow production timescales and unreliability. Look at the clients who have commissioned the production company in the past. If you see names you recognise — whether it's big companies or a few local businesses that you know of — then that's usually a good sign. Even if you don't recognise any clients, a varied portfolio shows that a company is probably more versatile and experienced.

- Creativity

If you're new to video production, you may not have many ideas. So, when you're hiring a video production company, you should hope to take advantage of their knowledge, creativity and expert opinion.

A company that is offering you a low price, they may also be offering you a passive approach and could be unwilling to offer any creative input that will help you leverage the total potential video has to offer.





WHEN CHEAP IS GOOD

While there are many drawbacks of cheap, you shouldn't immediately dismiss every cheap quote you receive.

If you're a new client and a company really wants to work with you, a good video production company will sometimes offer a lower quote for the first video to gain your business. This is just good customer service and is also a financial gamble for the video production company.

Companies that have just started up and don't have a massive portfolio of work might also be looking for their first clients.

If the company is honest and the quality of any videos they've produced is high, there's no harm in considering them.

If you have a good idea of what your budget is, don't be afraid to be upfront about it. A good, experienced production company will be happy to work out a proposal for you based on your budget. They will find creative ways to keep costs low without affecting the overall quality and may have contacts in the industry that will allow them to source cheaper options.



TRUST YOUR GUT!

Sometimes gut instinct, regardless of price, will be your best guide. Be sure you've seen examples of the production company's work, spoken to someone from the company directly, received a quote, and ensured that the company understands your business and vision.

If you get the feeling that you can trust a company with your business, then you should trust that judgement.



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