



6 VIDEO MARKETING TIPS

INTRODUCTION

Video is taking the marketing world by storm. Recent studies show that more than half of businesses are already making use of the medium and 64% of marketers expect video to dominate their strategies in the near future — and it's not difficult to see why.

Online video consumption rises by around 100% every year. Before long, video will be the most popular way for consumers to satisfy their information and entertainment needs. Marketers and businesses need to adapt — and fast.



However, as video becomes more popular and competition stiffens, simply producing and uploading a video no longer yields the required results. Too often, companies waste millions producing videos without thinking about the end goal: actual viewers.

Taking advantage of tools such as social media and online advertising to actively promote your video content will allow you to reach out to more potential customers and achieve your top level marketing goals.

What are you waiting for? Start reaping the benefits of video marketing today! Read on to discover six simple tips that will get off on the right foot.



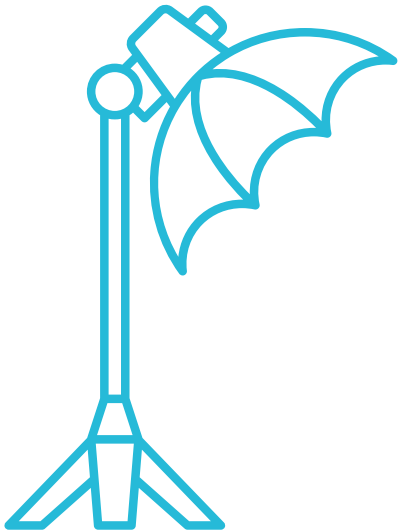
“Before long, video will be the most popular way for consumers to satisfy their information and entertainment needs.”

1

MAXIMISE VIEWABILITY AND SHAREABILITY

The popularity of video content lies in its highly engaging and digestible nature. In comparison to text-based content, video takes little to no effort to consume. Consumers are watching more and, as a result, they are sharing more. In fact, video content is shared a massive 1200% more than text, links and images!

Capitalising on the viewability and shareability of video will ensure that your viewers take your message on board, share your content with others, and move through the sales funnel.



Keep it short and sweet

Internet users crave content that is short and to the point. Reports show that 45% of viewers stop watching a video after one minute, so try to keep your video content less than 60-seconds. Try to focus on one particular benefit of your product or service — you can always save any other bright ideas for your next video!

If your video is more of a long-form educational piece, consider cutting it up into smaller, bite-sized chunks. Making your video into a series will keep your viewers coming back for more.

Get to the point

We live in an age of low attention spans and immediate gratification. Studies have shown that 20 percent of people click away from a video within the first 10-seconds if the content isn't engaging enough, so put your key message towards the beginning.

This means cutting out any lengthy intros and fancy animated sequences that delay your message. Nobody cares about your company at this point!

“You should be looking to entertain and engage your audience!”

Remember: it's about them, not you!

Only present information that is useful or interesting to your viewers. It's not about the history of your company, your team or all the awards you've received; it's about the value you can provide.

Put yourself in your customers' shoes. Show them that you understand and empathise with their wants and needs. Instead of reeling off all the awesome features of your product, demonstrate how it can solve a common problem they might have.

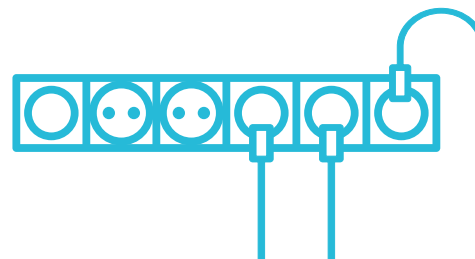
Tell your audience a story

Avoid creating a video that resembles a force-fed sales pitch. You should be looking to entertain and engage your audience! Delivering your message in the form of a story will make your video more memorable and create an emotional connection between customer and company. If you can get your viewer to really feel something, they are more likely to share your video with others.

Include a call-to-action before your viewers lose interest

Every video you upload has the potential to navigate a viewer to your website, drive them to watch another video, persuade them to download an ebook or encourage them to sign up for an email newsletter.

Add a relevant call-to-action in a clear and contextual manner — maybe as a lower third or clickable button — but don't wait until the end of the video or you will lose a large proportion of valuable leads, sales or clicks. Very few people will watch your video right to the very end!



2

HARNESS THE FULL POWER OF SOCIAL MEDIA

With over 2.8 billion active users worldwide, the power of social media cannot be denied. Building a social media presence for your business is an absolute must.

As video content gains popularity, all the major social networks are adapting their platforms for a video-dominated future. Use this to your advantage.

Here are five key ways to actively promote your video content on social media to reach a wider audience...

Upload your video directly

All the major social networks have adjusted their algorithms to prioritise native video content. This means that videos uploaded directly to social media platforms are more likely to be seen by your audience than links to Youtube, Vimeo and other video platforms. In fact, native videos are winning close to 80% of all video interactions on Facebook!

Caption your video

Believe it or not, 85% of Facebook videos are viewed without sound. This has led to many marketers adding subtitles to their videos. These subtitles don't necessarily need to include a full transcript of your video. Inserting a few captions to highlight some key points will keep your video engaging while still getting your message across to users who decide to hit mute!



Use hashtags wisely

Hashtags make it easier for people to discover your video content and they're a great way to expand the reach of your video without having to pay for sponsored ads. However, improper use can have a negative effect on your video marketing efforts.

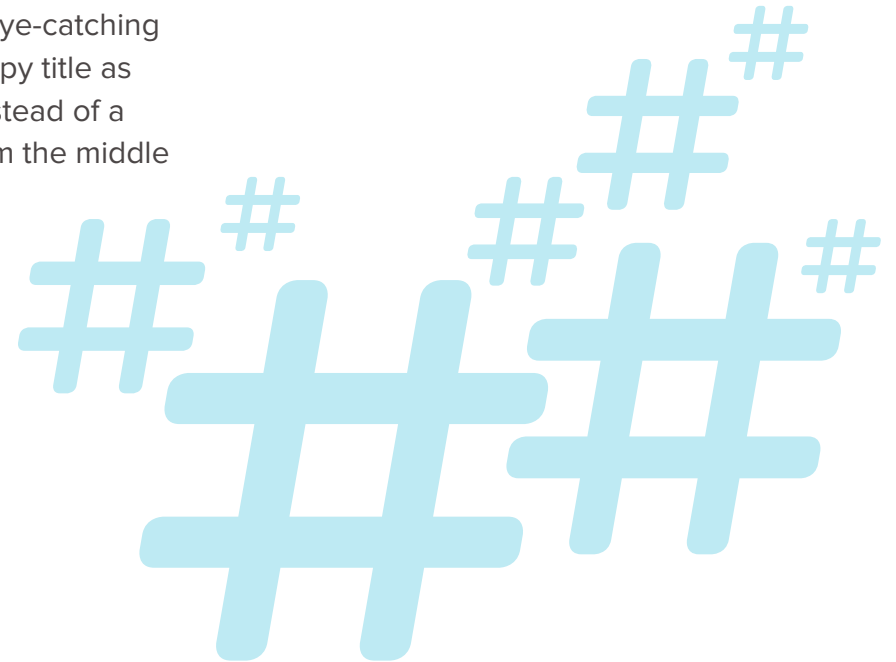
Only add hashtags that are relevant to your content; don't be tempted to add a tag just because it's trending! There are plenty of online tools — such as RiteTag and Hashtagify — that can help you to find the best hashtags for your content.

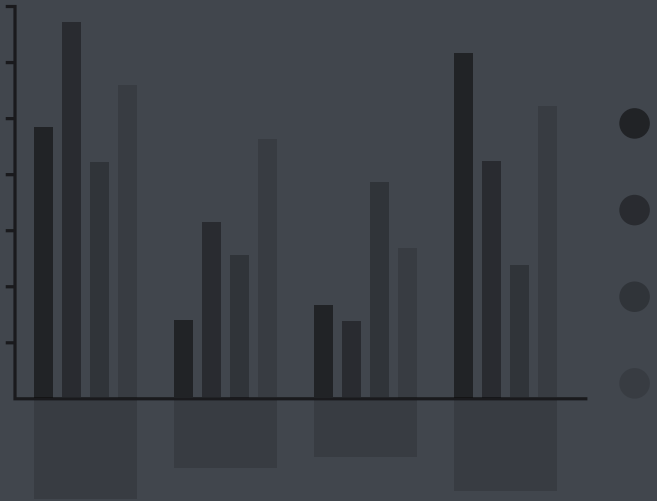
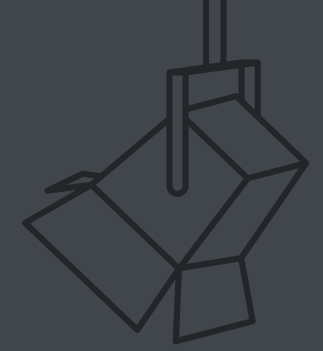
Choose an eye-catching thumbnail

Grabbing the attention of a social media user can be tricky, especially when there is so much content on their news feed vying for their attention. Luckily, Facebook now allows you to add a custom thumbnail to videos that are uploaded directly. This gives you the option to use an eye-catching image with a snappy title as your thumbnail instead of a random frame from the middle of your video.

Pin your video to the top of your feed

To really increase the visibility of your video, pin it to the top of your Twitter and Facebook profiles after posting. This will ensure that your video is the first thing people see when they visit your profile — a great way to make a good first impression!





3

REFINE YOUR STRATEGY USING ANALYTICS

One of the key advantages digital marketing has over print ads, television commercials and other traditional marketing methods is its complete measurability. You can track the success of every video you post in real-time. This insight can be used to guide your distribution strategy and improve future video content. We suggest starting with these five key metrics...

3.1 REFERRAL TRAFFIC

Google Analytics will allow you measure how much traffic is coming to your website from your social media and video platforms. If you find that the number of click-throughs is less than expected, consider including more compelling call-to-actions in your video content and social media posts.

Google Analytics:

1. Set up Google Analytics, if you haven't already, following this simple guide.
2. Once you've signed in, find "Acquisition" in the left-hand sidebar and click "Social".
3. To view basic information on the total sessions from each social network, navigate to the "Overview" tab.
4. For more details, including duration and pages visited per session, head over to the "Network Referrals" tab.



“Posting more engaging content will encourage your followers to share your posts”

3.2 REACH

The reach metric gives you a more accurate view of the size of your audience. It combines the number of users who have viewed your content inside your circle of followers with the number of users you have reached outside of your network through a retweet or shared post.

Posting more engaging content will encourage your followers to share your posts and will significantly increase your reach. Video content is particularly shareable. A recent study showed that videos are shared 1200% more than text and links.

Facebook:

1. On your Facebook Page, go to the “Insights” tab.
2. In the “Overview” section, you’ll find your total reach (the number of individual users who viewed any activity from your page) for the selected period of time.

Twitter:

1. On Twitter, click on your profile picture on the top navigation bar and choose “Analytics” from the drop-down menu.
2. Go to the “Tweets” tab at the top of the page to find out how many “Impressions” you have earned (the total number of views your Tweets have received) for the selected period of time.

Instagram:

1. Firstly, ensure that you have a Business Profile. Click the cog on your profile and select “Switch to Business Profile” if it appears on the list.
2. On your profile page, click the bar graph icon at the top of the screen.
3. Swipe through the top section to view your “Impressions” (the total number of views your posts have received) and “Reach” (the number of individual users who viewed your posts) for the week.



3.3 ENGAGEMENT

Measuring your engagement will show you how many times users have interacted with your posts with a like, comment or share. Looking at which content is performing well in terms of engagement, will help you to determine what your audience finds interesting and will allow you to weed out anything that isn't working as part of the larger conversation.

Facebook:

1. On your Facebook Page, go to the “Insights” tab.
2. In the “Overview” section, you’ll find your total Post Engagements for the selected period of time.
3. To view the performance of each individual post, select “Posts” in the left-hand sidebar. Under “All Posts Published”, click the right-hand arrow and choose “Reactions, Comments and Shares” to view the number of likes, comments and shares each post has received.

Twitter:

1. On Twitter, navigate to “Analytics”.
2. Go to the “Tweets” tab at the top of the page.
3. The graphs on the right-hand side of the page will show you the total number of retweets, likes and replies you’ve received for the selected period of time.
4. To view the performance of each individual tweet, click “Tweets” at the top of the page. The “Engagements” column will show you the total number of engagements each tweet has received.

Instagram:

1. On your profile page, click the bar graph icon at the top of the screen.
2. Click “See more” on the “Posts” section.
3. Sorting your posts by “Engagement” will show you the total number of engagements each post has received.

3.4 AUDIENCE DEMOGRAPHICS

Researching your audience demographics is one of the best ways to inform your strategy. It will help to determine the tone and content of your videos, and will also allow you to target your social media ads more successfully.



Facebook:

1. On your Facebook Page, go to the “Insights” tab.
2. Click “People” on the left-hand sidebar to get an overview of your audience’s gender, age and location.

Twitter:

1. On Twitter, navigate to “Analytics”.
2. Go to the “Audiences” tab at the top of the page to gain insight about your audience’s gender, location and interests.

Instagram:

1. On your profile page, click the bar graph icon at the top of the screen.
2. Click “See more” on the “Followers” section to get an overview of your audience’s gender, age and location.

3.5 OPTIMAL ENGAGEMENT TIMES

Believe it or not, when you choose to post your video content on social media is almost as important as what you post. If the majority of your audience isn't online when you share your content, your reach and engagement will suffer. Knowing when your followers are most active online will allow you to distribute for maximum effect.



Facebook:

1. On your Facebook Page, go to the “Insights” tab.
2. Click “Posts” on the left-hand sidebar. The graph at the top of the page will show you “When Your Fans Are Online”.

Twitter:

1. On Twitter, navigate to “Analytics”.
2. Go to the “Tweets” tab at the top of the page.
3. Although Twitter doesn't provide information about your audience's activity throughout the day, you can use your engagement metrics (see above) and a bit of trial and error to determine the optimal engagement times for your Twitter audience.

Instagram:

1. On your profile page, click the bar graph icon at the top of the screen.
2. Click “See more” on the “Followers” section. The bar graph at the bottom of the page will show you when your followers are most active.

4

PAY MONEY, GET MORE VIEWS



Experts predict that advertising spending across all social media platforms will exceed £27-billion this year. This is not only an increase of around £10-billion in just two years, but proof of consistent growth of at least £4-billion every year for nearly half a decade.

In short, social media advertising is big business. And for one simple reason: the ads really work. Facebook ads, in particular, are incredibly effective. The desktop ads achieve click-through rates that are, on average, 8.1 times higher than normal web ads — and mobile ads are even more successful with 9.1 times higher click-through rates.

For a lot of people, these ads are a completely new territory. But, if you're looking to boost your video views, Facebook ads are the way to go.



Define your objective

Choosing a goal for your ad is the first and most important step. Rather than just “boosting” an existing video post on your Facebook Page, create an ad from scratch using Facebook Ad Manager and tailor every element of your ad towards one specific goal — boosting website traffic or creating leads, for example.

Include a call-to-action

Spend some time crafting a headline that aligns with your main objective. Keep it short and to the point, and focus on a key benefit of your brand, product or service. Most importantly, ensure that you include a call-to-action that encourages your audience to take the next step — navigating to your website or signing up for your email newsletter, for example.

“ensure that you include a call-to-action that encourages your audience to take the next step”

Target your ideal customer

The power of Facebook ads lies in the ability to target audiences with remarkable precision. Ad Manager gives you a variety of targeting options — including age, location, gender and interests. Try to define your ideal customer or use analytical tools to determine the demographic of your current audience. Be as specific as possible and aim to keep the “Audience Size” gauge on the right-hand side of the screen towards the middle of the green section.

Split test to discover your winning format

Torn between headlines or struggling to pin down a specific audience? Split testing is a simple way to optimise your ads and uncover the options that will give you the best results. Run a couple of different versions of your ad, varying one or two elements. Give each campaign a low budget and limited running time, then compare the final results in Ad Manager to determine your winning formula.

5

BOOST SEARCH ENGINE RANKINGS



As more companies cotton on to the benefits of video marketing, it's becoming harder to stand out from the crowd. However, there are certain tricks you can put into action that will send you flying ahead of the competition and straight to the top of search engine results...

Produce high-quality content

Creating quality content that's relevant to your audience is by far the best thing you can do to improve your search engine ranking. If you prove to be a valuable source to internet users, search engines will reward you with a higher ranking. So, before you even think about applying the tips below, think carefully about how you can add real value to your content!

Use effective titles and descriptions

The most basic thing you can do to help your SEO efforts is providing all the necessary text data.

In other words, think carefully about what you include in the title and description.

Keep your title short, concise and informative, and use the description to provide further details and any keywords that you think will lead to better search results. But make sure you don't sacrifice legibility — your aim should be to inform your audience as well as search engines!

Finally, don't forget to add tags to your video. Use any keywords from your title and description, along with any other terms or phrases related to your topic. You could also use general industry keywords, providing they are related to the video.

Add a video transcript and closed captions

Including a full video transcript in the description of your video will help search engines learn even more about your content and will give you another opportunity to include keywords.

Closed captions are also proven to increase search engine rankings. They make your video accessible to those with hearing disabilities and viewers who want to watch videos in an unfavourable environment like a noisy train or quiet library. You can also take this a step further by having your captions translated into multiple languages, allowing viewers from all around the world to enjoy your videos!



6

GO LIVE

Since it burst onto the social media scene a couple of years ago, live streaming has been unstoppable. New platforms — from the likes of Facebook, Snapchat, Instagram, Youtube and more — have been popping up left right and centre.

It's quickly become clear that live streaming is going to dominate social media — and it's proving itself to be a powerful new tool in the marketing toolbox.

Live streaming allows businesses to break down barriers and connect with large audiences in real time — something that hasn't been possible before. It's a fantastic new way to create a more interactive brand experience and boost audience engagement!

Consider the following tips to ensure your stream runs smoothly and provides your audience with the most value...

Notify your audience ahead of time

Build anticipation by posting about your live stream before the event. Be sure to let your audience know exactly when and where they need to tune in. Ideally, give them about one day's notice.

Keep an eye on the comments

Connect with your viewers and make them feel valued by answering any questions that appear in the comments. And don't forget to address users directly by their name or handle.



Avoid any possible disputes

If you're not recording in your own premises, make sure you have permission to film. Turn off any background music that you don't own the rights to. Don't share sensitive information or film individuals who haven't expressed a wish to participate.

In other words, exercise a bit common sense and be mindful of who/what you include in your live stream.

Expand your reach


On many live streaming platforms — including Facebook and Youtube — your stream is automatically saved after the event. From there, you can share the video on other social media platforms and embed it on your blog — a great way to maximise the reach of your video content!





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