

# **What are the key elements of a successful marketing video?**

Marketing videos are quickly becoming the most popular form of content marketing on the internet. Demand for video content has surged amidst the busy lives of audience members who are looking for a quick and easy way to get information. Effective marketing videos provide this information but also pave the way for the viewer to easily travel down the marketing funnel.

## **1. Thinking Outside the Box**

If you aren't familiar with the phrase, thinking outside the box means using creativity to generate original concepts. It means thinking differently and surprising your viewer. This, indeed, grabs their attention, a difficult task inundated with advertisements and other marketing content.

Examples of outside-the-box marketing video ideas include how-to, animated, and interactive videos. What makes them surprising is their originality, which means you must find something new that hasn't been tried by your competitors or other like-minded people. Outside-the-box ideas capture your viewer and build brand awareness.

## **2. Forethought Goes into Effective Marketing Video**

Planning is essential in video creation, as there are many working parts. If you are doing a live shoot, visit the site in advance to evaluate the lighting conditions. Pre-plan music and other audio picks, so your video and audio will have a similar theme. Think about opportunities for staged video versus on-the-fly, and consider options for retakes. You may have a professional videographer to do the filming, but you need to be involved in the planning in order for the video to be a success.

## **3. Value**

Entertainment inherently has value, and it can be used as a source of value for many marketing videos. However, some videos are clearly soliciting sales, and your viewer will recognize this as NOT having value. They will exit your video, and if you've offered any brand recognition, it will have garnered some negative attention. Instead of being sales-pitchy, offer your viewers something they want to know. This may come in the form of an informative, biographical, or how-to video. They won't consider conversion if there is no recognized value.

## **4. Urgency**

Conversions are the ultimate priority in any marketing content, but a quick conversion is better than one that takes time. That is why urgency is an important element of an effective marketing video. The more time a person has to second-guess a purchase, the less likely they are to make that purchase.

Instead, offer potential consequences to not having your product or service. Offer discounts that expire, or let people know about the scarcity of your product. Whatever it takes to make the customer know they don't have a lifetime to take advantage of the opportunities you offer will have them accessing your website sooner.

## **5. Solution-Oriented**

Offering solutions to life's problems can be a surefire way to gain trust and positive branding associations. The solutions are not limited to the benefits of your product or service. Offer solutions for problems with your product. You might even offer solutions to problems with your competitor's product. Whatever the subject matter, make it helpful, and your viewer will appreciate it.

## **6. Mobile-Friendly**

Many elements of effective marketing videos are in regard to the subject matter, but mobile-friendliness is another must-have. Most people are going to access your video content through their mobile devices. If it isn't mobile-friendly, they'll move on to the next video. They may not even get a glance at your product. Many video production apps exist that make mobile-friendliness a given, but sometimes novices develop these apps, making improvements impossible. If you really want your content to be optimized for all mobile options, contact a professional video production company that can handle every marketing video element.

## **7. Effective Marketing Videos Include Readable Text**

How many times have you muted a video out of respect for others? The fact is, many people are watching videos on silent. This means you need to include words in your effective marketing video. Thus, use titles, subtitles, and other text options to make sure your message is seen if it cannot be heard.

## **8. Target Audience**

Videos that are created for a general audience do not generally attract enough attention to warrant production. This is why the word "target market" exists, and it doesn't go away when you enter the video marketing world. Identify your target market, so you know who you are talking to. You don't talk to your boss in the same manner that you talk to your friend or your parents. Once you've figured out who you are talking to, your video can adopt a tone and language level that is suitable and attractive to your target audience.

## 9. Distribution Strategy

Once you've identified your target audience, you can figure out where they are and ensure your distribution strategy reaches those places. This is why marketing, from cable television to social media, exists. There are certain demographics that have a tendency to use certain forms of media. If you aren't figuring out which media your target audience uses, your conversion rates will suffer.

## 10. Purpose

Possibly the most important element of an effective marketing video is purpose. Each video should have a clear purpose. Highlight that purpose so the message does not stray from it. For example, it is easy to start a video talking about the benefits of water softeners only to convolute your message on a tangent about the need for safe drinking water. The two subjects are related but have very different purposes. Identify your purpose, and your video will be fluid and easy to understand. Your audience is looking for simplicity. This is why they are drawn to video in the first place.

### *Effective Marketing Video Requires Essential Elements*

When embarking on the creation of marketing videos, many organizations believe that more is better. In reality, more is only better if the videos contain the essential elements for success. This requires planning, intention, and delivery in order to reach your audience and stimulate conversion. Video marketing is fun and can attract many eyes to your product or service. However, it is a waste of time unless you do it correctly by including the above elements.

## How do you analyse video performance?

### View Through Rate (VTR)

VTR is a key tool in video performance analysis. It finds out how many people watch a full video ad. This tells you if your ad holds attention for its whole length. It's not the same as the click-through rate or CTR. While VCR shows how often a video was watched till the end, VTR simply checks how many times it was viewed at all. In digital ads, VTR helps decide if your videos are making an impact.

### Click Through Rate (CTR)

Click Through Rate (CTR) tells how often people click your video. We find it when we divide the number of clicks on a video by how many times the video was seen. A high CTR shows that your video is doing well. This means that **more people are interested** in what you have to say or show. You can also use this method for social media posts, not just videos! The higher your CTR, the better your content performs!

## Share Statistics

Shares mean people like your video. They send it to others on social media. This is a key part of video performance analysis. More shares often lead to more views. You want a lot of shares for your videos. This shows that your video content strategy is working well. It means more people are likely to see and click on your content too! So, keep an eye on the share stats in your video engagement tracking tools.

## Watch time

Watch time is a big deal in video performance analysis. It tells you how long people watch your videos. The longer they watch, the more engaged they are. This shows that your content grabs attention and keeps it. If a person watches just part of a video, it will count towards the total watch time too. So, if your video gets played again and again, that's excellent news! Look at both average watch time and completion rate for deep insights into audience behaviour and ad effectiveness.

## Life Time Value of a Video (LTVV)

The Life Time Value of a Video (LTVV) tells us how much money a video might earn over its life. We use it like the Customer Lifetime Value (CLV), which shows how much money we get from one customer. To find the LTVV, we look at ad earnings, people's reactions to the video, and sales made after watching it. This helps our team make good choices about making and sharing videos. It also helps us learn if a video did well in earning money or getting people interested in our products.

## How to Track Video Performance on Different Platforms

Navigating video performance tracking can differ significantly on varied platforms like YouTube, Vimeo, or social media sites. Each platform provides unique metrics and tools to evaluate the success of your content.

## YouTube metrics

1. **Views:** This tells you how many people watched your video.
2. **Watch time:** Find out how long people watch your videos. The longer they watch, the better!
3. **Likes and dislikes:** These show if people liked or didn't like your video.
4. **Comments:** You can read what people say about your video here.
5. **Shares:** If someone shares your video, it means they really liked it and want others to see it too.

6. **Subscribers:** This number tells you how many new people liked your videos so much they want to see more from me.
7. **Click Through Rate (CTR):** This lets you know if people clicked on the ads in your video.

### Vimeo metrics

1. **Reach:** It shows how many people saw your video.
2. **Number of views:** Counts how many times your video got played.
3. **Engagement rate:** Tells you the share of viewers who liked, commented, or shared your video.
4. **Play rate:** Sees what part of your audience clicked to play the video.
5. **Average view duration:** Checks how long viewers watch before they stop.
6. **Conversion rate:** Looks at how often viewers did what you wanted them to do after watching.
7. **Click-through rate:** Measures how many viewers clicked on links in or near the video.

### Social media video metrics

Social media video metrics help you know how well your videos are doing. They tell you if you are reaching the right people. There are different types of social media video metrics.

1. **Video views:** This shows how many times people watched your video.
2. **Impressions:** This is how often your video shows up in people's feeds.
3. **Play rate:** This tells you what percent of people played your video after seeing it.
4. **Watch time:** The longer people watch, the better your video is doing.
5. **Engagement:** This includes likes, comments, and shares on your video.
6. **Click-throughs:** How many viewers clicked on a link or button in your video?
7. **Rewatches:** If someone watched parts of your video again, it counts as a rewatch.

### Setting Goals and Measuring Metrics for Video Marketing ROI

Always focus on setting clear goals before starting any video marketing campaign. It's important to know what you want to achieve. Some may aim for more views, others might need a high click-through rate (CTR).

Matching your goals and videos is key.