

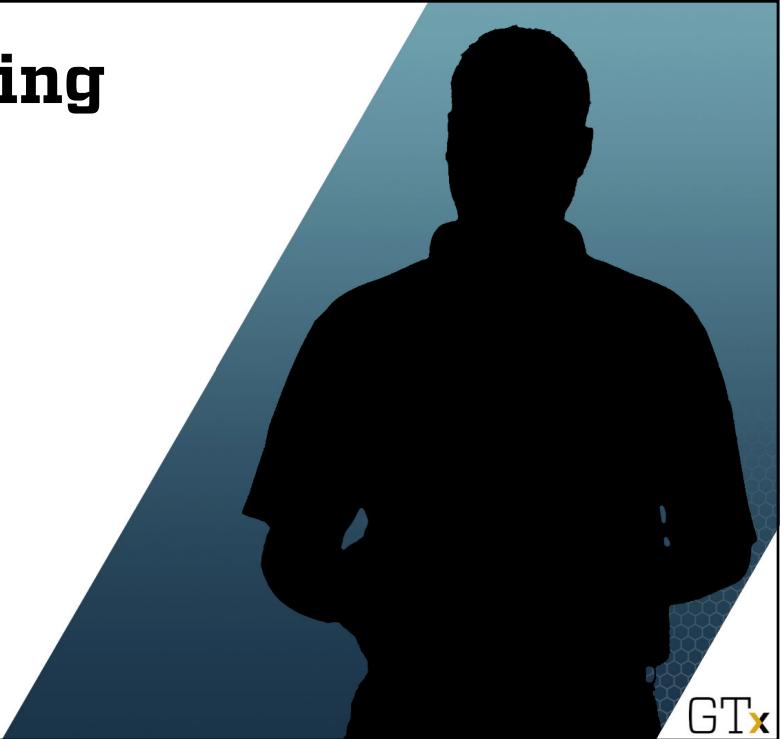
# Digital Marketing

## Video Marketing

**Michael Buchanan**

*Lecturer*

Scheller College of Business



# Digital Marketing

## Video Marketing

**Michael Buchanan**

*Lecturer*

Scheller College of Business

Digital Video Insights



## Lesson Goals

- Understand the significance of YouTube.
- Highlight consumer trends related to video consumption.
- Discuss video's impact on both social media and email marketing.



## The Massive YouTube Ecosystem



YouTube Stats Infographic. (n.d.). Retrieved June 18, 2018, from <https://www.hooksounds.com/article/online-media-will-dominated-video-future/attachment/youtube-stats-infographic/>



# Video Marketing Statistics

**56%**

of all videos published  
in the last year are less  
than 2 minutes long.

Websites and social are the most  
popular video distribution channels.

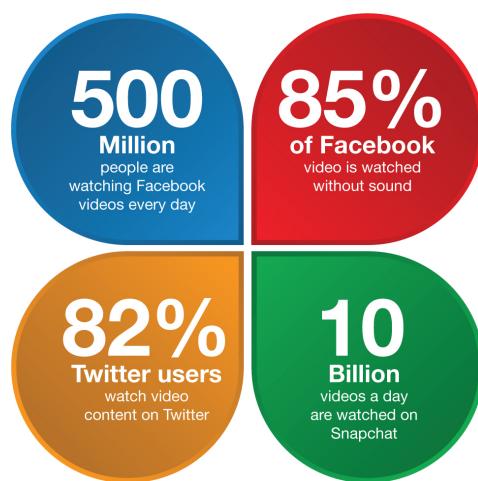
## The four most common videos

- Explainers
- Product Demos
- How-Tos
- Testimonials

Kolowich, L. (2018, April 18). 16 Video Marketing Statistics to Inform Your Q4 Strategy [Infographic]. Retrieved June 18, 2018, from <https://blog.hubspot.com/marketing/video-marketing-statistics>



# From a Social Media Perspective



2017: The year of video marketing. (n.d.). Retrieved June 18, 2018, from <https://highq.com/2017-the-year-of-video-marketing/>



## Video's Impact on Email

When marketers include the word “video” in the subject line of an email...

... open rates increase by  
**19%**

... click-through rates increase by  
**65%**

... unsubscribes decrease by  
**26%**

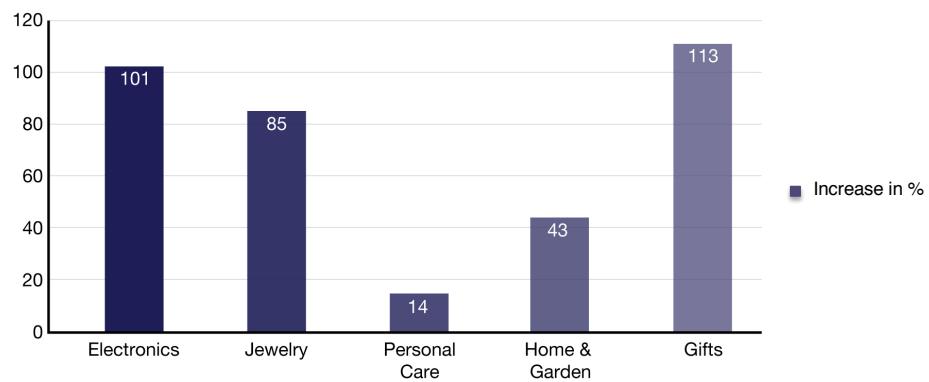
When marketers include a video in an email (versus not including a video)...

... click-through rates increase  
**200-300%**

2017: The year of video marketing. (n.d.). Retrieved June 18, 2018, from <https://highq.com/2017-the-year-of-video-marketing/>



## Percent Increase in CVR



Hainla, L. (2018, May 21). 8 Powerful Reasons You Need to Use Video Marketing. Retrieved June 18, 2018, from <https://www.dreamgrow.com/8-reasons-why-your-business-should-use-video-marketing/>



# Digital Marketing

## Video Marketing

**Michael Buchanan**

Lecturer

Scheller College of Business

Video Content Strategy &  
Implementation Best Practices



## Lesson Goals

- Understand core business goals supported by using online video.
- Highlight video content considerations.
- Create familiarity with onsite video best practices.
- Understand how video can be used to support SEO.
- Identify video's role in social.
- Create familiarity with reporting metrics.



# Business Goals for Using Online Video

- Communication – powerful, effective medium for messaging, building trust, establishing credibility
- Sales – lower barriers to purchasing online
- Lead Generation – promote offline sales transactions
- Customer Service – customer education and self-service
- Promotion – create interest/engagement for brand offerings



GTx

## Customer Preferences/Behaviors



Hainla, L. (2018, May 21). 8 Powerful Reasons You Need to Use Video Marketing. Retrieved June 18, 2018, from <https://www.dreamgrow.com/8-reasons-why-your-business-should-use-video-marketing/>  
 Guerin, E. (n.d.). The Top 17 Video Marketing Statistics for 2017. Retrieved June 18, 2018, from <http://www.adeliestudios.com/top-17-video-marketing-statistics-2017/>  
 Guerin, E. (n.d.). Marketing to Millennials? Better Be Using Video. Retrieved June 18, 2018, from <http://www.adeliestudios.com/marketing-millennials-better-using-video/>

GTx

## Video Content Tips

- Capture attention early – if informative, reinforce the topic at the beginning
- Shorter is typically better than longer unless educational
- Keep it casual – not always necessary to have a highly produced product
- Maintain relevance – content should be on topic and relevant to user interests



GTx

## Why Use Onsite Video?

- Make website stickier
- Capture customer/prospect attention
- Create buzz – viral distribution
- Disseminate information more clearly
- Build product/service interest with a human connection
- Entice conversion/purchase



GTx

## Onsite Video Best Practices

- Providing Control – Stop, pause, rewind, volume control, size
- Context – Consider using text, music and images to support video
- Highlights – Display video topic summary, duration, thumbnail preview
- Ease of Dissemination – Make it easy to share the video with other users (e.g. links and social bookmarks)



GTx

## Food for Thought



Arici, A. (2017, November 28). Would you be interested in a YouTube Phone made by Google? Retrieved June 18, 2018, from <http://www.androidguys.com/2017/11/28/would-you-be-interested-in-a-youtube-phone-made-by-google/>

GTx

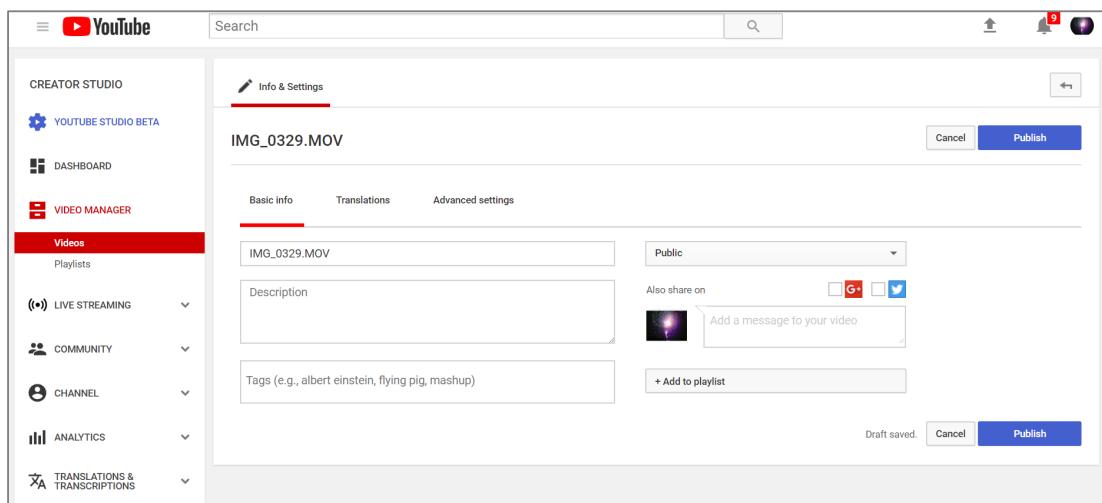
## VSEO - Marketer Driven Components

- Keyword relevance
- Title
- Description
- Meta tags
- Keep channel content fresh (new videos & comments)
- Encourage likes and sharing
- HD



GTx

## YouTube Video Upload



GTx

## VSEO - Consumer Driven Components

- Ratings
- Comments (use to engage audience – also useful as a market research tool)
- Views
- Shares
- Playlist additions
- Subscribes
- Flags



GTx

## Video on Facebook

- Set expectations (content)
- Keep it short (<60 seconds)
- Hyper optimize the first 4-5 seconds
- Select your thumbnail wisely
- Include CTAs



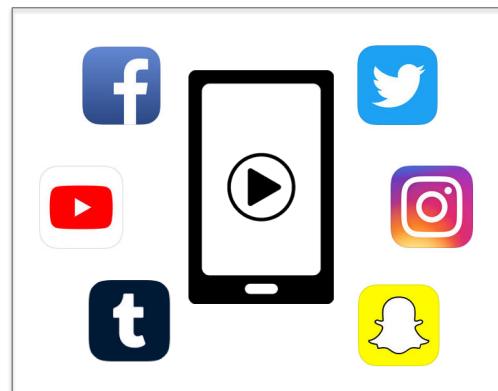
Stansby, D. (2017, July 18). TIME SPENT WATCHING VIDEOS ON SMARTPHONES PREDICTED TO DOUBLE. Retrieved June 18, 2018, from <http://markettiers.com/news/article/watching-videos-on-smartphones-doubling-matters-for-content-production>

Donnelly, G. (2018, June 6). 75 Super-Useful Facebook Statistics for 2018. Retrieved June 18, 2018, from <https://www.wordstream.com/blog/ws/2017/11/07/facebook-statistics>

GTx

## Video on Other Social Media Sites

- Consider platform capabilities/constraints
  - Length
  - Sound
  - Aspect ratio
  - Optimize (keywords & hashtags)
  - CTAs
- Contemplate user behaviors on the platform



Top 5 Best Tools to Make Social Media Videos. (n.d.). Retrieved June 18, 2018, from <http://thestartupvideos.com/marketing/top-5-best-tools-to-make-social-media-videos/>  
S. (2017, August 25). Social Media Video Best Practices (By Platform). Retrieved June 18, 2018, from <https://www.thedvigroup.com/video-production-blog/2017/07/social-media-video-best-practices/>



## Measurement & Reporting

- Watch time
- Videos in playlists
- Views
- Subscribers
- Average view duration
- Audience Retention
- Likes and dislikes
- Demographics (Age, gender, and geography)
- Comments
- Traffic sources
- Shares
- Playback locations



# Digital Marketing

## Video Marketing

**Michael Buchanan**

Lecturer

Scheller College of Business

Video Promotion



## Lesson Goals

- Differentiate between paid, earned, and owned media.
- Determine how to promote video through various media channels.



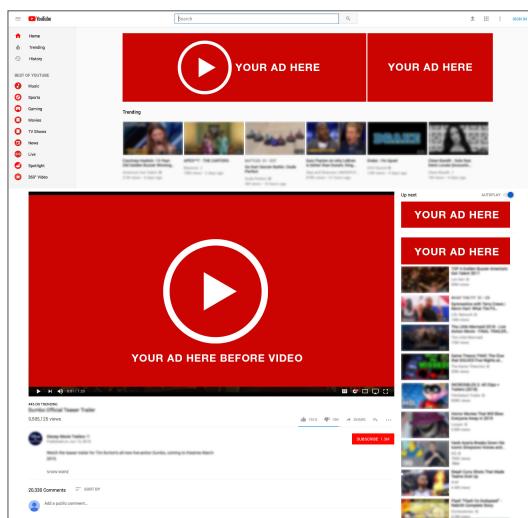
# Media Types



Ski Paradise. (2017, April 20). Looking for Inspiration: Excerpts About Paid Owned Earned Media (P.O.E.M.). Retrieved June 18, 2018, from <http://nieveyalgomas.blogspot.com/2016/07/looking-for-inspiration-excerpts-about.html>



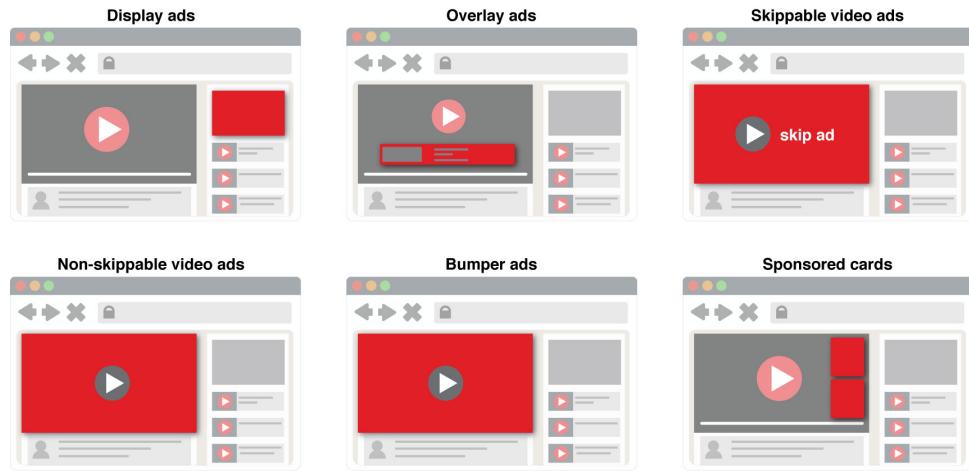
# Paid Video Promotion



Advertising Campaigns and Video Ads in YouTube with eStudio34. (2016). Retrieved June 18, 2018, from <https://www.estudio34.com/en/videomarketing-advertising-youtube/>



# Additional YouTube Advertising Options



Tricity-EBS. (n.d.). Retrieved June 18, 2018, from <http://tricity-ebs.com/youtube-advertising/>



# Owned Video Promotion

The screenshot shows the Crutchfield website's 'Videos' page. At the top, there's a banner with user profiles and a '10 reasons to shop with us' link. Below the banner, the Crutchfield logo and a search bar are visible. To the right of the search bar are links for '1.844.510.4622', 'Contact Us', 'My Account', and a shopping cart icon. The main content area features a heading 'Our latest videos' and a search bar with 'Subject' and 'Type' dropdowns. Below the search bar, there are three video thumbnails:
 

- Video: Focal Integration car speakers** by Video Team. Description: 'Focal's integration line of car speakers are designed to give you audiophile sound quality in your car, and also to run efficiently enough to work with your factory radio. They also sound great with an aftermarket stereo and amplifiers.'
- Video: Wiring RCA cables to Phoenix-style connectors in a commercial system** by Video Team. Description: 'Commercial audio amps work a little differently than those we are used to at home, and you may have to modify a stereo connection to make a mono connection at the back of the commercial amplifier. Our expert shows you how in this video.'
- Video: Wiring XLR cables to Phoenix-style connectors in a commercial system** by Video Team. Description: 'Commercial audio amplifiers are different from those you use in your home, and you'll need to modify your balanced XLR cables in order to make a connection. Our expert shows you how in this video.'

 To the right of the videos, there's a 'Need Help?' section with a photo of a person, a brief description, and a link to 'Download Install Guide PDFs'. A sidebar on the right also mentions 'Free 2-Day Shipping to Georgia'.

Crutchfield Videos - Product demos and reviews; How-to guides. (n.d.). Retrieved June 18, 2018, from <https://www.crutchfield.com/research/videos.html>



# Earned Video Promotion

## YOUTUBE VIDEO OPTIMIZATION CHECKLIST

- |   |  |
|---|--|
|  <b>Video Filename</b><br>Be descriptive and use hyphens between words.                                    |  <b>Description</b><br>Accurately describe content of video.<br>Add outbound links.                                 |
|  <b>Title</b><br>Grab attention and accurately present the content.  |  <b>Promotion</b><br>Shared video on social media channels and company blog.  |
|  <b>Tags</b><br>Include keywords specific to the video and to the subject. Include brand/channel keywords. |  <b>Keywords</b><br>Why is this video helpful? What questions does it answer? Use YouTube and Google keyword tools. |
|  <b>Playlist</b><br>Add video to your relevant playlists.  |  |

Walker, C. (2017, March 14). YouTube Video Optimization Checklist. Retrieved June 19, 2018, from <https://www.punchbugmarketing.com/youtube-video-optimization-checklist/>



# Digital Marketing

## Video Marketing

**Michael Buchanan**

Lecturer

Scheller College of Business

Introduction to the Video  
Implementation Examples



# Digital Marketing

## Video Marketing

**Michael Buchanan**

Lecturer

Scheller College of Business

Video Implementation Example #1



## Video Implementation Example #1



# Digital Marketing

## Video Marketing

**Michael Buchanan**

Lecturer

Scheller College of Business

Video Implementation Example #2



## Video Implementation Example #2



# Digital Marketing

## Video Marketing

**Michael Buchanan**

Lecturer

Scheller College of Business

Video Implementation Example #3



## Video Implementation Example #3



# Digital Marketing

## Video Marketing

**Michael Buchanan**

Lecturer

Scheller College of Business

Video Implementation Example #4



## Video Implementation Example #4



## Lesson Wrap-Up

**Head Shot**

