# MGT 6311

# Week 7

## Lesson 7.1: Digital Video Insights

>> Welcome to the module on video marketing. As I'm sure you know, consumer engagement with digital video is at an all time high and continues to grow, not just within the US, but globally as well. Improvements in technology, such as video capabilities within our mobile phones and tablets, have made it easy for both beginners and professionals alike to make, edit, and publish video content.

Both consumers and businesses are creating videos to entertain, inform, and inspire their audiences. Within this module, I will highlight the various ways video marketing can be utilized within a digital marketing ecosystem. In this initial lesson within the module, I wanna share some insights related to digital video. Specifically, I want for us to understand the significance of YouTube, highlight consumer trends related to video consumption, and also understand videos' impact on both social media and email marketing.

Before we delve into the details of digital video marketing, I'd like to clarify and reinforce why this channel is so important within the digital ecosystem. Fundamentally it's a function of consumer behavior. As I'm sure you're aware, YouTube has become a phenomenal success. Since the first video was aired on April 23rd of 2005, YouTube has grown to attract over one billion unique visitors each month.

Six billion hours of video are watched on the platform each month, and 25% of views come from mobile devices. It's the second largest search engine behind Google, and it counts for 17% of all internet traffic. To say the least, YouTube is a powerhouse. The majority of videos published recently are relatively short in length at less than two minutes long.

This is driven in large part by the high volume of user generated video content being created each day. It's also a function of certain social sites, such as Twitter and Instagram, having maximum video length limitations. The most common video types are explainer videos, product demos, how-tos, and testimonials.

Statistics such as these are potentially helpful guide regarding typical consumer behaviors and patterns. They should not, however, be used as a one size fits all approach to video production. We wanna consider the purpose of video through the interests of our target audience, and create them to align with these interests.

It may make sense to have long videos if we intend to inform and educate our audience. But we might also break the videos into smaller chunks if it makes sense to do so. If our purpose is to simply remind our target audience about our product and service offerings, we probably wanna keep them short.

Thus, the tactics associated with video production should naturally be grounded in strategic analysis and our business purpose. From a social media perspective, we see reinforcement of video engagement trends. More than four out of five Twitter users watch video content on Twitter, and an amazing 10 billion videos a day are watched on Snapchat.

Also, 500 million people each day watch videos on Facebook. One statistic of note regarding Facebook videos is that 85% of them are watched without sound. So you know, a video is considered a view in Facebook if it runs for at least three seconds. In 2017, Facebook announced videos in a user's news feed will autoplay by default, and also have the sound on by default.

Thus for this statistic to hold true indicates a significant percentage of Facebook users have changed the default audio settings to turn it off. The obvious implication for businesses that are leveraging video on Facebook is to assume that most video streaming will be without audio until the user selects the video for further engagement.

Therefore, we need to consider using written copy and imagery that entices the viewer to select the video, and to make sure this enticement occurs in the first few seconds. Video's impact on email is also very favorable. Just the use of the word video, specifically in an email subject line, has been shown to increase open rates by nearly 20%, increase click-through rates by 65%, and reduce unsubscribes by 26%.

Equally important, the click-through rate increases 200 to 300% when an actual video is included in an email versus not including a video. As we can see, the general impact is that including video in email increases consumer engagement and has an overall positive impact on the channel. From a business perspective, we wanna see a measurable impact on conversion rates.

Recent research indicates the use of video on websites does consistently have a direct impact on sales across several industries measured. As we see in this research, in many instances video has a roughly 100% increase in conversion rates. Although these insights are specific to product oriented sites, don't overlook the impact video can have on business to business sites to help encourage user engagement and conversions.

There are an array of statistics supporting the continued growth around video engagement at all levels. Cisco estimates online videos will account for 80% of all consumer web traffic by 2020. 83% of consumers indicate they're willing to share videos they like with their friends and peers. And 85% of the US Internet audience watches videos online.

I'll stop here with the statistics, knowing the point has been made that video is huge for consumers and marketers alike. In the next lesson, I'll talk about video content strategy and implementation best practices.

## Lesson 7.2: Video Content Strategy and Implementation Best Practices

>> Welcome to the lesson dedicated to video content strategy and implementation best practices. Within this lesson, I'm going to help us understand the core business goals supported by using online video, highlight video content considerations. Provide familiarity with onsite video best practices, understand how video can be used to support SEO, also understand video's role in social, and provide familiarity with reporting metrics.

Let's begin by thinking about the business goals for using online video. There are numerous business goals where video can be used within the marketing environment as a supporting digital channel. Examples include communication. Video can be a powerful, effective medium for messaging, building trust, and establishing credibility. Of course, it allows us to incorporate a mix of communication elements, such as body language, tone, imagery, and non-verbal sounds to convey our messages.

Sales. By using video we can lower barriers to purchasing online by helping consumers better understand our offerings. Seeing them being used and provide better context. Lead generation. As an example, in a B to B scenario, we may be selling products and services that are inherently complex and/or difficult to communicate in written form.

We can utilize video to demonstrate features and functionality, to better depict our offerings benefits. This can lead to a user making a phone call, or filling out a contact form on our site where the actual sales transaction will occur, offline. Customer service. We can also use video to assist with customer education and provide the ability to self service their issues.

An example of this would be a wireless router company such as Linksys using video to show customers how to connect devices such as their modem and smart TV to the router. As well as how to set up port forwarding for gaming. Rather than writing these steps out, we can show the user through video how to navigate each step of the process.

Promotion. We recognize promotion as being one of the four Ps in marketing. It's used to communicate information to the prospective buyer to positively influence their attitudes and behaviors. We can use video in this capacity to create interest and engagement for brand offerings in the same way we see television commercials being used.

Although this is nowhere near being an exhaustive list of business goals that can be supported through online video, I wanna discuss a few reasons for doing so. In the previous lesson I reference some metrics related to consumer behaviors. But I want to mention a few more because any general discussion involving strategy must include customers.

In a recent study, more than two thirds of consumers indicated they preferred watching explainer videos as the method for solving their problems. Nearly three quarters of millennials indicate video helps them in comparison shopping. And 40% of consumers stated video increases the chance they will purchase a product through their mobile device.

In another study, 69% of users said they would prefer to watch a video to learn a product or service versus reading about it. All of this is to say that consumers are both influenced by video and prefer it as a form of communication. When forming a video content strategy specific to a target audience segment, we need to understand their buyer journey in detail such that we can determine where videos should be used And what its purpose should be.

From a content perspective, there are a few key overarching considerations to keep in mind. It's important to capture the viewer's attention early. Experts suggest our attention spans are declining rather significantly. Thus, we need to reinforce the value of our content early on in the videos and make sure we are enticing the viewer to remain engaged.

Unless our content is educational in nature, it's typically better to keep the content relatively short, such as 30 seconds to two minutes in length. As I referenced in the previous lesson, most content being published on the web is in fact less than two minutes in length. Thus consumers are becoming accustomed to relatively short chunks of content.

Thanks to such a proliferation of video content we don't necessarily have to highly produce every video. In fact video that is shot thoughtfully but appears to be a bit more basic, down to Earth and didn't require hundreds of thousands of dollars to create, can actually be more appealing to consumers.

This more casual approach to video production also allows marketers the flexibility to create videos more frequently. Sustaining customer interest is of course critical. And to do so means we have to maintain relevance with our content. Therefore, it's important to think about the goals and purpose of each video.

Be careful about trying to pack in too much information, taking too many tangents, or shifting to a topic that is beyond the scope of the video you are creating. There's a definite skill and art in creating video content that is both focused and succinct. I want to address a distinction between online video and onsite video.

When talking about onsite video, I'm referring to the use of video on the organization's website versus residing on a third party site such as YouTube or even one of our own social media sites. In the scenario of onsite video, there's several reasons why we want to consider housing videos directly on our website.

First, video can make the website stickier. Thus customers are spending more time on our site, which equates to increased engagement. As a general rule, the longer time a customer spends on our site and is enjoying the experience, the better with respect to likelihood to purchase, increasing brand recall, and so forth.

Onsite video can also help capture a customer's attention. As they are navigating the site, customers are looking for sources of information. As such, having videos strategically placed throughout the website can help pull the customer deeper into the buyer journey while furthering customer engagement. Another potential advantage for hosting videos on our website is the opportunity to create new awareness and interest via viral advocacy.

Which is why we want to make it very easy for users to share our content. Therefore, when a user views a video and shares it with their peers and friends, it will drive them to our site. You've probably heard the adage, a picture is worth a thousand words.

When used correctly, video may be worth thousands of words. It may be easier for a customer to see a product in action, or within a certain context to better understand product details, features, functionality, etc. Video is also an intuitive medium for including human elements such as tone, body language, and physical interaction with our offerings.

Seeing and hearing a person talk can be a more engaging process as compared to written copy. Finally, there's a reason why salespeople are still used in many industries. Great salespeople have the ability to understand what a customer wants and needs and then helps them through the processing of fulfilling those wants and needs.

In recorded video, this requires planning and anticipation, but we can still help the influence of conversion or purchase by putting ourselves in the customer's shoes and addressing their interests. There are several best practices to keep in mind when using video onsite. First, we want to make it easy for users to control the video.

So having the ability to stop, rewind, forward, control the volume and size and etc. Fortunately, if we upload a video to YouTube, the platform makes is super easy to embed the video on our site. We can also embed videos on our site that leverage browser and operating system functionality to play them.

This depends upon how the video is recorded. Common formats include Windows Media, Apple QuickTime, and Adobe Flash. When making our videos we wanna think about the overall context to the video and potentially use text, music, imagery and so forth the further enhance the video. Naturally this provides additional complexity that may help create a more emotionally positive response from customers Also, make it very easy for users to understand the topic or topics and the length of the video.

Having an enticing thumbnail preview can also entice users to begin watching the video. Finally, as I mentioned previously, we wanna make it super easy for viewers to share our videos. You can do so by including social and email links around the video. Keep in mind Google owns YouTube, having purchased the platform back in 2006.

Give some thought to what this means when you consider more and more content is being consumed via a video type format and that Google is all about providing highly relevant search results to consumers. VSEO stands for video search engine optimization. Remember, YouTube is the second largest search engine behind Google Search.

And Google Search can return video recommendations on the search engine results page. Therefore, we want to make sure our videos are easy to find when a user conducts a search via search engine like Google or Bing or is searching within YouTube itself. There are several attributes that can be controlled by the market or when uploading a video.

Within this section I'll primarily focus on uploading videos to YouTube. When thinking about VSEO, we want to consider the best keywords to use that correlate with our videos. Keep in mind, we don't wanna cannibalize keywords across videos, thus diluting the potential effectiveness of our efforts. You should try to focus as much as you can, realizing there's bound to be some overlap once your video collection begins to expand.

When posting a video on YouTube and some other social networks such as Facebook, we can specify a title for the video. So think about the most relevant key words users are likely to use in their search and leverage these in the title of the video. We can also provide a description of the video.

Users will see this when video results are returned and they may show in search engine results as well. So just like the web page meta description tag we discussed in the previous module, we want to write copy that is compelling and encourages the user to engage. Studies have shown no correlation between keyword optimized video descriptions and rankings.

But again, this is a way to inform and entice the user regardless of the impact on SEO. YouTube also provides a tags box where we can enter metadata associated with the video to help the platform better understand what the video is about. Again we want to focus on our relevance keywords to populate the tags box.

Within YouTube we can set up what's known as a brand account. Within this account, we can create a channel that's specific to our business or organization. This is where we want to house our videos. Ideally, we want to add new videos over time to keep the content fresh, but this will be a function of your digital video strategy and the business goals being supported.

Once we have videos uploaded, we can encourage users to like the video and share it. This might be done within the video itself, and we can also encourage this behavior in the video description. We want to upload videos using a high-definition format. Studies have shown that the majority of page 1 results are HD videos.

In the previous slide, I talked extensively about YouTube. So I wanted to pick the video upload interface so you can see firsthand what it looks like. Take a moment to look this over and map it to some of what we just discussed. In addition to the marketer driven components associated with VSEO, we need to also consider what is controlled by the consumer.

And ways that we can influence the consumer's behaviors. Collectively, these actions are signals that affect YouTube rankings. Viewers of videos can rate a video by giving it a thumbs-up or thumbs-down. Therefore, we wanna remind users to give us a thumbs-up. Consumers can also provide comments for the video unless the publisher has disabled them.

Again, we wanna encourage comments as they demonstrate user engagement. Comment count has been shown to strongly correlate with higher rankings. As an ancillary point, these comments may also provide valuable feedback to us in marketing. The total number of video views is also a ranking factor used by YouTube, and has a strong correlation with rankings.

Beneath each video is a share function that allows the user to share a link across various social media, such as Facebook, Twitter, and Reddit as well as copy the link to the video. By encouraging users to share the video, we entice advocacy and drive more views. Shares have also been shown to have a strong tie to first page rankings.

YouTube users can also create playlists for the videos. Additionally, users can subscribe to a channel. There's a moderate level of correlation between subscriber size and rankings. Videos obtaining new subscribers do tend to have higher rankings, however. Finally, users can flag videos with the report feature. The categories YouTube lists are for things like sexual content and violence, but there's also an option labeled spam or misleading.

To say the least, we want for our videos to add value and have content aligned with the title and description while also avoid being offensive. Although, most online videos are hosted on either an organization's website or YouTube, we shouldn't overlook the potential for using video on other social sites as well.

Having over 2 billion monthly active users, Facebook is certainly a social site for consideration. There are over 8 billion daily video views on Facebook, and as I mentioned earlier in the module, 85% of users watch the videos with the sound off. Videos are in the highest engagement rate despite making up only 3% of content.

Best practices for a video on Facebook include set the user's expectation by providing a brief expectation of the video in the comments when posting. Keep the video short, preferably 60 seconds or less. Facebook permits longer video play times, but be judicious about choosing to go longer. Remember user's attention spans are short, and especially when it comes to medium such as Facebook.

So we wanna be very thoughtful about capturing the viewer's attention and interest early in the video. Consider ways to capture their curiosity. When we post a video, we can choose the thumbnail image that will be shown before the video is played. Therefore, we want to select an image that is intriguing and entices the user to press the Play button.

If the video plays by default, this is a moot point, but keep in mind many users have changed the default settings, and will see the thumbnail image. Within the post comments as well as in the video itself we want to think about the various call to action moments to encourage deeper engagement when that's the goal.

For example, we might want the user to click through to a product page after watching the video. You can also post videos on other social media sites, such as Twitter, LinkedIn and Instagram. Each platform has it's own native functionality and you want to keep in mind how users typically engage with each platform.

For example, many business people that use LinkedIn regularly do so expecting to spend time reading content and engaging for longer periods of time, versus users that are quickly scrolling through platforms such as Instagram and Snapchat. What you can measure depends upon where your video is hosted. So if your videos are hosted on your own website, on Facebook, and on YouTube, you'll have access to some similar metrics, but not necessarily the same metrics across each area.

Shown here are examples of some of the metrics we can typically access. Over time, we can benchmark metrics for our videos against one another. But the important thing to consider is which ones matter, what our targets are and the various hypothesis for continuous improvement for maintaining great results.

This concludes the lesson on Video Content Strategy and Implementation Best Practices. In the next lesson, I'll talk about video promotion.

## Lesson 7.3: Video Promotion

>> Welcome to the lesson on video promotion. Within this lesson I wanna provide an understanding of the differences between paid, earned, and owned media, and also help you to understand how to promote video through various media channels. This may be review for some of you, but it's important I clarify the distinction between various media types.

Paid media is media where, as the name suggests, we have to pay for it. Generically we can think about this as advertising. Whether it be traditional formats of advertising such as TV, radio, and print, or digital channels such as display or paid search. We have to use what's known as working dollars to access these channels to promote our business.

Owned media relates to media channels that we own such as our website, social media pages, blog, white papers, micro sites, and so forth. Earned media refers to publicity obtained through promotional activities other than paid media or owned media. So whenever someone or an organization advocates for our brand without receipt of payment, this is owned media.

In the following slides I'll talk more about how video can be leveraged in these various media formats. As an example of paid video promotion, let's consider YouTube and the various ways we can advertise across the platform. One option we have are what is known as in search ads.

These appear at the top of the search results page in YouTube, above the organic results and have a yellow ad icon associated with them. Another option we have are discovery ads. These are thumbnail image ads that appear in the upper right corner of the search and watch pages.

Additionally, we have access to video ads. These ads appear at the start of or during regular YouTube videos. The ads can be skipped after the first 5 seconds, in which case the full video can be 60 seconds long, or non-skippable, in which case the full video can be 30 seconds long.

With this format, brands can include a small banner ad next to the video for free. Overlay ads are ads that are only available on YouTube's desktop platform. They have fixed dimensions of 468 by 60 or 728 by 90 pixels and will appear in a semitransparent state over the lower 20% of the videos you choose to target.

The ad can be text or images. Bumper ads are non-skippable ads up to six seconds long that must be watched before a video can be viewed. Sponsored cards are cards that are appear during your video to display relevant product features within the video. Owned videos are housed on our website as well as being housed on our social channels such as Facebook and YouTube.

I discussed this in depth in the previous lesson, but what I wanna show here is an example of how Crutchfield is using videos to help their customers both learn about their products, as well as how to install them. The pinnacle of media, of course, is earned media, because we want to obtain the greatest exposure possible as efficiently as possible.

Where this may get a bit confusing is in the balance between creating video content that is so great people outside of your organization want to share it while also focusing on making this video content found. And when we talk about making the content discoverable, we begin to talk about video search engine optimization as well.

Remember, Google owns YouTube, so marketers typically consider both VSEO and the opportunity for free publicity simultaneously. From a pure earned video promotion standpoint, the key is to create videos that provide tremendous value. When we do this, human nature takes over and consumers freely share the content accordingly. So this concludes the lesson on video promotion.

In the next lesson we'll look at some examples of excellent digital video implementation.

## Lesson 7.4A: Introduction to the Video Implementation Examples

>> In this last section of the Video Marketing module, I wanna highlight a few examples of videos that have experienced significant success, in terms of the number of views, as well as highlight some of the different goals associated with digital video. My recommendation is that you watch the video in its entirety and then advance to the next slide, while I make some comments and post questions for consideration.

## Lesson 7.4B: Video Implementation Example #1 (TNT)

>> Now that you've watched the video, I'll point out some things to consider. In this example from TNT, there are a few things to point out and to think about. First, notice that this video has received over 50 million views. What is it about this video that has led to so many views, in terms of the content, and the content format being used?

Take note of the relatively quick shifts from one scene to the next, lasting no more than a few seconds each. So what makes this shareable? Clearly this video required substantial production expense. Let's say it costs as much as a million dollars to produce. Is it worth it based upon 50 million plus views?

Aside from the reach aspect of the video, do you think the content was aligned with TNT's overall brand? How does the video support its business goals? I encourage you to think about these questions, discuss them with your peers, and to contact me with your thoughts if you'd like more feedback.

## Lesson 7.4C: Video Implementation Example #2 (Dollar Shave Club)

>> In this example from Dollar Shave Club, we also see a significant number of video views at 25 million plus. The company was founded in January of 2011 and launched their website in April of that year. On July 19 of 2016, just five years after launching, the company was acquired by Unilever for $1 billion in cash.

Mike Dubin, the co-founder, who's shown in the video, said they spent just $4,500 to produce this video, and attributes the rapid success of this company to this piece of content. Why do you think this video has such viral success, especially given the fact that there are plenty of entertaining videos on YouTube?

If you parse the messaging within the video, do you notice how Mike is appealing to certain emotional hot buttons that have a serious undertone? Although he's using comedy to express his points. Why do you think this combination is effective? The video run time is 1 minute and 33 seconds.

What do you think about this length in terms of maintaining a user's attention?

## Lesson 7.4D: Video Implementation Example #3 (DHL)

>> Now that you've watched this video, let's talk about it. If we think about the impact of this experiential marketing initiative, what does your intuition tell you about the realistic influence this had on the people that were in the presence of these packages? Do you think many people saw them and made the connection about the DHL package containing language, indicating they are faster than being handled by a competitor?

And were these people their target customers, who are in a position to make decisions about a package carrier? I encourage you to think about the implications of owned and earned media here, with respect to the purpose behind this video.

## Lesson 7.4E: Video Implementation Example #4 (Dove)

>> And now that you've seen this video, let's talk about it. The last I checked, this video had nearly 70 million views. First and foremost, how did this video make you feel? Why would Unilever create a video like this, which is not directly focused on the Dove product line.

What is the expectation related to consumer behaviors? Do you feel like this is a video that people would want to share and want to watch, and if so, why? What I hope that you will think about with all of these videos are the psychological aspects about them that help encourage user engagement and make them so shareable.

So this concludes the module on video marketing. I'll look forward to seeing you in the next module soon.