VIDEO MARKETING

WHAT IS VIDEO MARKETING

When Thomas Edison was recording the first video or talking motion picture back in 1913, he could not have known how great, different and more importantly, how vital that invention would turn out in the future. If a picture is as they say worth a thousand words, then a video, which is more than just a series of many pictures but also a piece with the accompaniment of sound in synchrony, is worth much more than a thousand – perhaps a million or more. Videos are a very effective information source and it is not surprising that TVs have been running commercials since forever till now, even when the electronic media, the Internet to be precise, seems to phasing out every other type of marketing media, including the TV and the radio.

In commerce, communication is important for various reasons; not only for reasons of running the business internally, but also for reasons of connecting the business with outsiders or patronisers or more appropriately, customers. Marketing, therefore, is inevitable for various reasons such as introducing new products and services to the public, promoting existing products or even setting the records straight. No business will survive without marketing in one form or another. Corporations and entrepreneurs know this – it is why they spend a good portion of their resources on marketing and they remain relentless when it comes to the modern type; internet marketing.

Simply put, internet marketing is a type of business communication about products and services which goes on online. Speaking of various shapes and sizes, internet marketing falls in that category, too. It comes in various forms, ranging from pay per click marketing, to email marketing but of all these types, video marketing presents certain unique features.

Video marketing is a form of advertising that goes on the internet in the form of a video recording. In other words, it is providing information about a business' products and services by stimulating both the senses of sight and hearing through a video. Video marketing is a simple yet powerful advertising

strategy and it will be wrong to reproduce statistics stating that videos will drive more than 70% of internet traffic in 2017. Why? It is already driving the internet nuts! People are more glued to their smartphones (not even laptops or desktops) than ever before – there are more people connected to the internet than ever before – and people are constantly seeking easier means of commerce than ever before – and with over a million videos going online on a daily basis, the pasture is much more greener for businesses seeking to reach larger audiences. Video marketing is just one of the tools, if not the most effective one, to deploy for this purpose. But how does video marketing work?

HOW VIDEO MARKETING IS USED

Video marketing is simple though it is not as difficult as rocket science or calculus. While I will not want to delve into how it is created at this stage as that is for the last stage, I should quickly point out one fact that compared with other forms of digital advertising such as pay per click advertising or email marketing, video marketing is relatively easy, not only to understand how it works, but also set it up – this point will be fully dealt with later.

To make video marketing work, you need the following: one, a business with products and services; two, a dedicated online resource or simply put, a website (not just a blog though this too may work); three, video making/ editing equipment, skills or a dedicated team or an expert; an account with popular online video sites or social media platform such as YouTube, Facebook, Twitter, Instagram, Pinterest etc.; and, finally, a reasonable dose of will power and patience. Each one of these will be discussed in full details below

Perhaps the detailed discussion should start from the end: willpower and patience. These two are important to see your business successful. In other words, if you really want to achieve some positive effects with digital advertising, you need a reasonable dose of willpower and patience, not only to start the process but also to see it through. These two will help you acquire the necessaries to make a successful video marketing campaign, deploy them effectively and wait out the first phase when it seems nothing is being achieved.

A business is the foundation of marketing. Put in a much better way, marketing presupposes a business; such can be owned by an individual or a partnership or a corporation. The most important thing is that there is a business with products and services being offered to the public. Such a business can have physical presence and it can also be a strictly online thing, offering only maybe electronic products and services such as a software company developing mobile apps across different mobile platforms.

An online presence or resource is another necessity for video marketing to

work because of what call to action buttons featured in each campaign. A business needs a website that, usually, offers more than just product or service descriptions. It should no doubt contain those but there should be more. The website should have the capability of allowing users to make purchases directly on it or through some other general online stores. Users should not be left to decide on whether to go to the physical store and make purchases. Even the goldfish's attention span shames human's these days; the lapse of time between shutting down the PC or locking the phone's screen and going down to the store is too much to allow users sustain their interest. If a video marketing campaign leaves users to decide whether to go to a store offline, such potential buyers are more likely to be lost to competitors with online presence.

Video making/editing equipment and skills, too, are important if you will be designing the campaigns yourself. These are much more easily available now than before. In fact, there are powerful mobile apps which make video marketing campaigns just as effective as those made with powerful software programs on PCs. If you do not have the skills to make such campaigns yourself, you can have a standby team within your organisation to do it for you or if that will be too expensive, you can outsource this. The internet is teeming with a population of skilled digital assistants scattered around the world etc. They will be very willing to always get the job done for you for a reasonable price.

Finally, a social media platform like Facebook, YouTube, Instagram, Pinterest etc is needed to deploy the video to target audience. To use any of these, you need an account which should be in the name of your business and be tailored for business purposes. These social media platforms are the best means of reaching the potential customers owing to their features, chief amongst which are the Like, Unlike and Share features. The Like feature allows you to get the approval of many with your videos. With your Likes soaring, a higher number more readily whets the appetite of the next user to watch the video, too. And with the Share feature, users can forward your videos to their own friends, circles, and audience, too. That way, you product or services continue to go

viral, attracting more purchases or patronage.

With all of the above, all you need do is design a short video not a full feature, advertising your products and services in the best possible way i.e. very short and straight to the point. You embed this video in a page on your website such as the homepage or the page where the concerned product can be directly accessed. While embedding, make sure the title of the video contains the name of the product or services or a very descriptive phrase of the product or services and make sure the description contains not only the name but also descriptions of the product or services. This should be the same case if the video is being uploaded to a platform other than your business' website, such as YouTube or Facebook or Instagram. The reason for carefully choosing a title and description is to help your video rank much higher in search engines so that they pop up in organic search results.

Google Adwords can equally be used to create video marketing campaigns. In that case, the video is optimised for search engine discovery in the same way pay per click advertising is. You make a video or videos for your business and bid on keywords which you have chosen for the video. These keywords should be contained in the title of the video as well as its description. Then anytime a user searches using the search engine, Google in this case, the video pops us the search results and you are only billed each time someone clicks the video.

Using Google services again, your video marketing campaign can be broadcast to YouTube users by Google. This works in pretty much the same way as in the above but this time, you select a category of audience. With over one billion users, YouTube in fact reaches more 18-49 year olds than any regular TV stations in the US. And, further, you can define the audience for your video marketing campaign based on age, gender, location, interests etc. While you can target sports lovers if your business sells sports equipment, you can target ladies if your business sells ladies' wears and so on. And the great thing about these campaigns is that you are billed, since the ad can be skipped by a user, only if a user engages your video to the end or does not skip it until after 30 seconds.

WHY VIDEO MARKETING IS IMPORTANT

What makes video marketing important? What makes it indispensable for businesses seeking to expand their customer base or clientele? The answer to these questions are readily available if we carefully examine the fact that internet activities revolve majorly around the social media platforms these days. There are many people online and a majority of them are busy double tapping videos or tapping Likes and Sharing posts – even at work, people still find ways to check out their Facebook or Twitter or Instagram newsfeeds. But the advantages in video marketing are much more than these and the following paragraphs will testify to this assertion.

01

It Creates and Boosts Trust

One thing you cannot avoid in business is creating trust in your products and services. In some other business parlance, this is known as building goodwill for the business. It is the total trust your customers have in your services or associate with your brand. Video campaigns are more engaging than written texts – they portray a practical or physical interaction with the product or services, often through people who have used these products or snagged such services. This goes a long way in creating trust in your products because the users see more than just pictures; they see how the real thing works. Given their distance, since the transaction is online, the closest they can get to your product is a video campaign

02

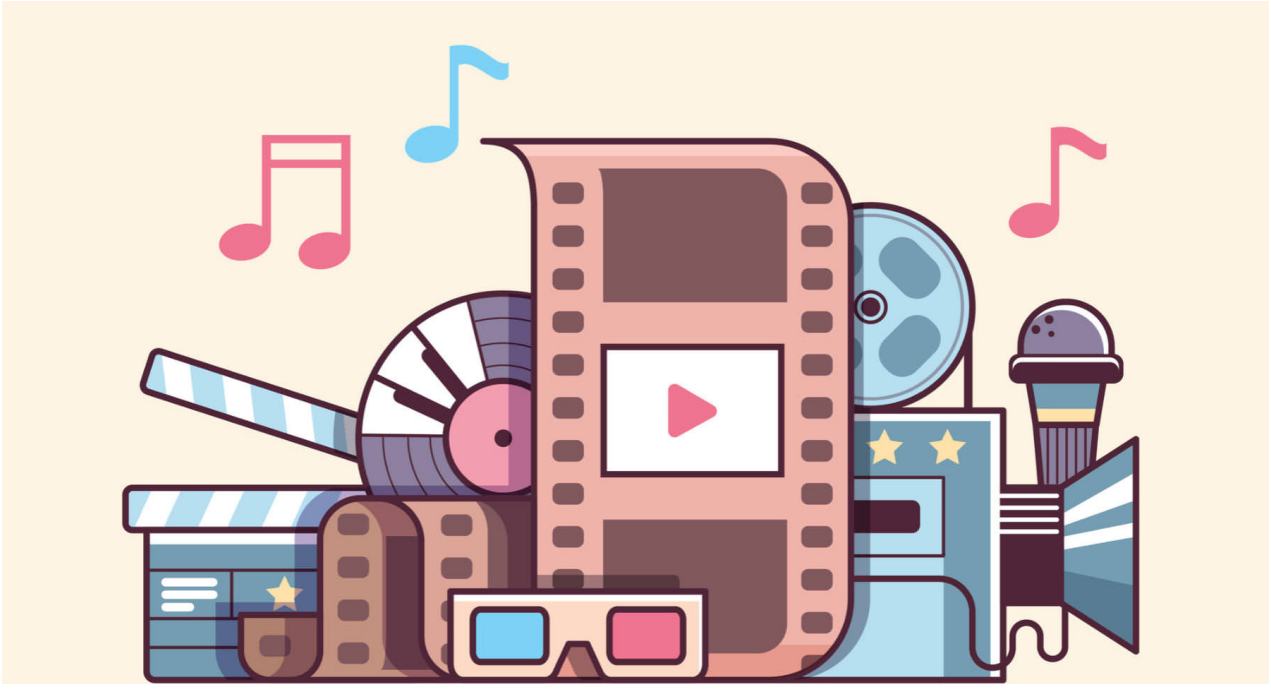
Boosts Online and Offline Conversions

Because of the engaging nature of video marketing campaigns, they boost both online and offline sales. If a video is engaging enough, the user who views it is more likely to convert. In other words, he not only clicks the link accompanying the video to your website, he also ends up make purchases on your website. If your store is close or you have retail outlets to your online customers, you can through an online conversion make them evangelists of your business; they will spread the word on your behalf among their friends and folks who are offline.

03

Boosts Your Site's Ranking With Search Engine

If a video marketing campaign is embedded on your website, say for example, on a particular product's page, it ensures users spend more time on your website. The watch the video and read through your product descriptions. The advantage to this is that it also boosts your website's ranking amongst search engines, making your website come up more easily amongst Google's organic search results, in fact on the first result page.



04

It Captivates Mobile Users

With billions of smartphones in the world, people are more glued to their mobile phones these days than ever before. People still use PCs – but they use mobile phones more. And thanks to the internet, especially the social media that make smartphones and tablets more indispensable. Coupled with power programming techniques that make delivery of videos to mobile phones much easier, mobile users are constantly engaged in video streaming to keep boredom at bay. Creating a funny, witty or engaging video can make it go viral and by extension pull up the popularity level of your product and brand.

05

It Explains Better Than Written Descriptions – Lazy buyers

Many buyers are lazy when it comes to having to read product descriptions. But they find video very engaging because while it is at the same time informative, it is equally entertaining. So, videos marketing campaigns do not induce boredom and because they are usually brief and straight to the point, they sustain the user's interest provided they are properly designed just for enough time to whet their appetite for the products or services.

06

Can Lead to Product Popularity

One great feature of platforms on which video marketing campaigns can run is the SHARE option. This allows one user to share the video with other users, usually their friends, followers or circles and these other users see such sharing as a recommendation, trusting the judgement of the one who shares the video. This way, the popularity of product and services soars among people who will convert immediately or later.

07

Works Well With Other Digital Marketing Options

Video marketing campaigns work well with other digital marketing platforms or media such as pay per click marketing and email marketing. In fact, it is very advisable to include videos in email marketing as it has been shown to increase the likelihood of users converting since they will be more interested in watching a video than reading a description. Equally, putting a video marketing campaign on your landing page in a pay per click advertisement ensures the user spends more time on your page and the advantage of this has been earlier discussed.

08

It Is Cost-effective

Video marketing campaign can be really cost-effective compared with other digital marketing mediums. In fact, apart from spending on the making of the video, you may not have to spend more deploying the video to potential customers. The social media page of your business which already has a followership can be used to deploy the videos. For example, if you make a very good video for your business' YouTube channel, users are more likely to subscribe and easily get updates from you via their accounts. Farther, using the right keywords and phrases can help make your channel come up more easily in organic results.

THINGS TO AVOID USING VIDEO MARKETING

Before setting out to make a video marketing campaign, there are certain things to avoid, or certain mistakes a person cannot afford to make. These should be considered in conjunction with the steps for making a successful video marketing campaign discussed in the next section.

01

Avoid Too Many Messages

It is normal to think one should say a lot about the product or services one offers but this is not true. Rather, devise a way to make your videos more engaging and interesting. Too many messages in a video marketing campaign translate into long videos and long videos induce boredom or simply lose the customer's attention very quickly. Only the important information the user needs to develop an irresistible desire for the product should go into the video.

02

Do Not Make Videos Too Long

Proceeding from the earlier point, long video campaigns do not do well with customers' attention spans which do not last more than eight minutes these days. Videos therefore should be brief and to the point, so that the first few seconds will have done the conviction. If the video campaign has to be long, then it should be split into smaller parts, with each one very interesting enough to ensure the user goes to the next. This way, you get the user coming back to your channel for more.

03

Do Not Turn Your Video into a Sales Pitch

Although a video marketing campaign is meant to drive sales, it should not be turned into a complete sales pitch. Sales pitches are about you and your customers but video marketing campaigns are about your customers and should therefore focus on them. They should tell a story about the product in relation to how they are used and those who use them.

04

Do Not Focus on Views and Clicks – Focus on Conversion

When making a video marketing campaign, the content should not be tailored to attract users to only view the videos. They should be designed to be sufficiently interesting so as to make users convert. Many people make the mistake of making the videos interesting so that it attracts more views – the focus should be only on making the users purchase. In short, do not focus on securing the attention of more people at the expense of losing the thrust of your campaign; your products.

05

Do Not Hesitate to Cut Out Videos

Where there are many video marketing campaigns running on a budget, such as those run by Google on YouTube videos for which a business owner is billed per view, the analytics should be used to monitor the video to see which ones are driving the sales. Video campaigns which are performing poorly e.g. such as those that only attract views and not lead to conversions or purchases, should be cut out.

06

Do Not Forget a Call-to-Action Button

A call-to-action button ensures that the users do not get to decide on their own whether to visit your website and make purchases; they ensure that the users get immediate and direct access to the product page. Putting contact information in the video and its descriptions is equally important. Sadly, many people fail to do these.

07

Do Not Link Ads to Home Pages

When a video marketing campaign advertises a specific product, any link from that ad to the website of the business should not take the user the homepage of the business thereby leaving them to make the decision to purchase or not, on their own. They should be taken to the specific page of the product which should focus more on making them convert.

08

Posting Links to the Video on Other Platforms

When a video marketing campaign is posted on a platform such as YouTube, and the business is desirous of posting the same on other platforms such as Facebook, Instagram or Twitter, it is often common to see people post links to the YouTube video from within these other platforms. This is wrong as it does not usually get users to click the link because they do not always want to leave that platform. So, it will be better to upload the video directly to the other platforms.

HOW TO BUILD A BASIC VIDEO MARKETING CAMPAIGN

It is necessary to understand the essentials of creating a successful video marketing campaign. However, before that, it should be borne in mind that the steps described below are to be followed in conjunction with the things earlier discussed. While the discussion is not tailored for any specific platform or medium of deploying video campaign ads, they can be followed for any platform or medium.

01

Set Your Goal

The first and most important thing is setting a goal for the video campaign. What do you intend to achieve by it? It is not just enough to say it should be meant to increase sales; this is an indefinite and imprecise goal. A goal for the campaign should be definite, measurable and precise. For example, it will be fine to state that it should be meant to boost purchases by 30% three months after its deployment. This is a definite goal and it can be easily measured to see whether the campaign is achieving the set goals or not.

02

Determine the Right Story to Tell

This is the most important part of your video campaign. It is very possible to get the goal right but if the story you have chosen to achieve that is not the right one, the goal will not be achieved. The video has to tell a story about the product and its users. This is important and it requires creativity. Only a story sells; facts and figures do, too, but not as well as a story. Stories are engaging and captivating. The connection the user feels towards the product through stories is what ensures they convert.

03

Make your Video

The next step is making the video. This can be done by the business owner himself, especially if he has a low budget and possesses some IT literacy skills. It does not have to involve real humans; it could be a combination of text, sound and animation. Animations are equally very effective and so are videos involving real humans who can be shown using the products. Where the business owner can afford it, a standby team can be prepared for this purpose, especially by large businesses. Where you cannot afford a standby team or cannot do it yourself, you can use the services of freelancers from around the world; Fiverr, Peopleperhour and other freelancing sites seem to be a good place to start.

04

Choose a Strategy

Choosing a strategy for deployment is equally important. It can be paid advertising where you pay the owners of the platform such as Facebook or Google for playing your ads before playing a YouTube video or for displaying your ad in people's Facebook newsfeed. It can also be non-aid advertising whereby you deploy the video via your own webpage, social media pages and emails. The latter type is very cost-effective for businesses with large followership on social media platforms such as Twitter and Facebook.

05

Choose Platforms

While a single platform may be used, it is not advisable. Once a strategy for deployment has been determined, it is equally important to determine which platforms are to be used and nothing should prevent you from using multiple platforms. While a paid video advertising may be running on YouTube, the same can be deployed via emails, on the products webpage and on the business' or product's Facebook page. This widens the net of potential customers.

06

Post the Video to Chosen Platforms

After making the video, determining the strategy for deployment and choosing the platforms, the next thing is to post the video to those platforms. When doing this, whether for paid advertising or otherwise, it is important to choose an appropriate title for the video, one that will contain some appropriate key phrases people search online. Such key phrases and words should equally be used in the video's description at least once. In the case of YouTube ads billed per view, it is important to determine the appropriate category for the ad based on the product or services offered. Certain age grades or gender or interests can be targeted, and you can also select geographical preferences.

07

Monitor the Videos

After posting the video, it is not advisable to go to sleep – the effect of this is either you may end up spending more than you gain from the video marketing campaigns or experience a reduction in ROI at the very least, especially if your campaign involves billing. The progress of each video, how many views they get, how many viewers end up clicking the link to the product page, how many make purchases after seeing the video etc should be monitored. The platforms have features that allow this; Google Analytics is one great tool for this purpose. And, even more, certain other services can be integrated to effectively monitor the performance of the videos marketing campaigns.