



Video Marketing 2015

So how can your business make the most out of Video Marketing in 2015?

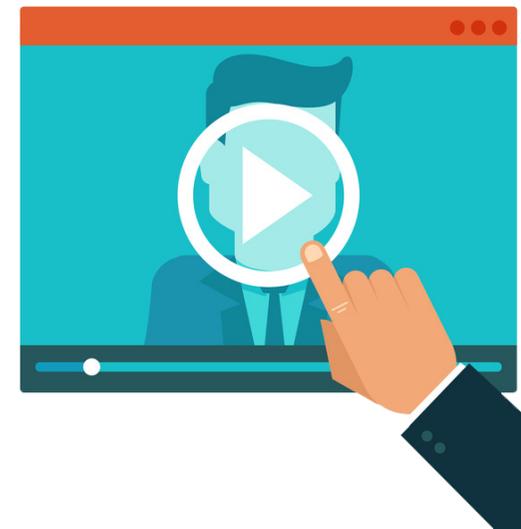
Thanks to modern technology, we have turned into a species that has little patience and even less of an attention span with a huge appetite for information. Laptops, tablets, smart phones and now even smart watches all mean that our attention is fragmented across multiple screens and platforms. This results in marketers constantly battling to keep up by finding effective ways to capture our attention.

No one wants to be left behind so how do we capture peoples attention and, more importantly, maintain it for enough time to get our message across?

Video. It is here and here to stay. Successful marketers have realised the power of video, its ability to engage and its ability to make us act.

Why should businesses who want to be here tomorrow embrace video marketing?

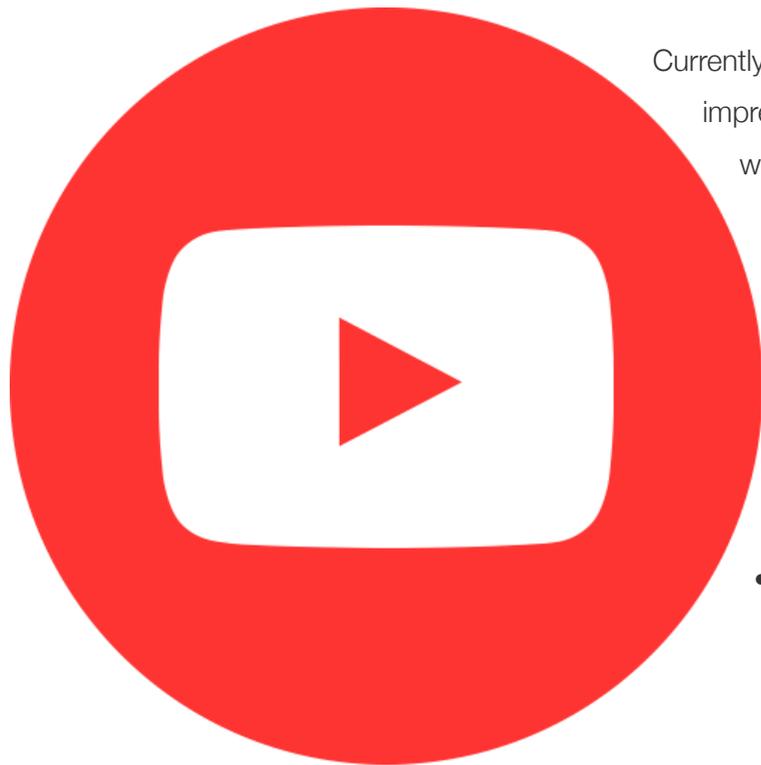
“Online video today is what T.V. was a couple of years after it came onto the scene” said Brent Weinstein, Head of Digital Media at united Talent Agency.



Recently, YouTube over took Facebook in the US as the most visited social media site. According to Compete PRO, YouTube had 167,848,349 unique visitors in June 2014, while Facebook had 166,497,314 and Twitter had 48,203,344 during the same month.

Its hard to comprehend, but 500 years of YouTube videos are watched on Facebook every single day and that 700 YouTube videos are shared on Twitter every minute. This growing popularity of YouTube demonstrates that video is an incredibly captivating, effective and compelling medium.

Currently a staggering 300+ hours is being uploaded to YouTube every minute. These numbers are impressive and by the time this document will be released even more new staggering figures will be available from these social media giants that relate to the rise of video interest.



According to YouTube Insights for January 2014, YouTube TrueView ads:

- Are 76% more likely to drive a relevant web or YouTube search.
- Are 3x more likely to drive a relevant search on YouTube.
- Generate 74% lift in those visiting the advertiser's site.
- Are 10x more likely to drive engagement on the advertiser's YouTube channel.



When it comes to potential reach, video is incomparable. In the UK, one in three people view at least one online video every week – that's a weekly audience of more than 20 million people in just one part of the world.

The success stories of videos that have gone viral are legend. For example, one campaign by Volkswagen saw three of its online videos viewed a combined 155 million times. It's really quite clear; if you engage viewers then they will share the video with others. They will spend longer on your website and more time interacting with your brand. **For any marketing campaign, video is without doubt one of the best tools to have.**

Perhaps one of the questions you're asking yourself now is why is video so popular? Quite simply, it's accessible, naturally engaging and easy to digest. Axonn Research found seven in ten people view brands in a more positive light after watching interesting video content from them. Animato conducted a survey which revealed that 96% of consumers find videos helpful when making purchase decisions online.

Source: Video Helps Persuade 73% of People to Buy a Product or service

<http://searchenginewatch.com/sew/study/2333878/video-helps-persuade-73-of-people-to-buy-a-product-or-service-survey>

What about tomorrow?

In the future, will we read everything or expect to get it played out in video for us? Looking at the rapid growth forecasts for online video, it's not as strange a question as it seems.

According to Cisco, by 2017, video will make up 69% of all consumer internet traffic.

Research shows that more than half of companies are already making use of video. Nielsen predicts that 64% of marketers expect video to play a significant part in their strategies in the near future.

If these rapid growth forecasts for video are anywhere near accurate, any business that fails to include it in their marketing strategies will surely be missing a big trick.

Source: Why online video is the future of content marketing <http://www.theguardian.com/small-business-network/2014/jan/14/video-content-marketing-media-online>



Why online video is the future of content marketing

Video marketing isn't just for big brand budgets. Small and medium sized businesses can also take advantage of it with well planned campaigns that engage audiences, help raise awareness and generate sales.

In previous years, the term 'video production' was synonymous with 'expensive' and 'big budget required'. Today, this is no longer true, which means that all types of business can play a part – no matter what size they are. In recent years, video production costs have plummeted and there is now a range of ways to easily access the world of video. For example, to support your main video productions, the Twitter app Vine gives businesses with a limited budget a fantastic opportunity to get started.

One example of a small business that enjoyed video marketing success was a law firm in Georgia. They successfully managed to gain more impact than over 900 Yellow Pages listings with a viral video that's been watched by millions and discussed in national media.

Source: Small Brands Can Become Video Marketing Superstars <http://www.reelseo.com/small-brands-video-marketing/#ixzz39tZ6ilWa>



Video marketing for all businesses

Globe Fire Sprinkler, a Michigan manufacturer, is another example of how successful video marketing can be implemented on a small budget. Football is the big local pastime in Michigan, so Globe Fire Sprinkler decided to take advantage of this and started using video highlights from local high school matches. They now enjoy the reputation of a good corporate citizen and would-be employer.

Remember, its not all about producing videos that go viral. As long as the content in the video can engage your followers then the video is a success.

Source: 300+ Hours of Video are Uploaded to YouTube Every Minute <http://www.reelseo.com/youtube-300-hours/>

Getting it right

Whatever the aim of your business is, whether it be to generate awareness or to increase sales - good planning will maximise your end results. Your plan should include content development that is relevant to your audience. Who are your audience and what is relevant to them? It's essential to always consider the audience you are trying to reach and ensure the video is relevant to them.

Be as creative as you can be to really capture your audience's attention. Don't be afraid to get edgy: a lot of successful video marketing makes use of humour to attract customers' attention, gain their interest and compel them into action.

If you are looking for some inspiration, here are a few ideas to help get you started:

- Add customer testimonials or review videos of your services or products - this can add a human touch to your business and creates confidence and trust with your brand.
- Add a video clip to your email marketing campaigns - You can embed a video link for people to click through to your website, it is also quicker and easier for viewers to consume the information.
- Interviews, training and live event coverage videos - These are good opportunities to share information about your business without seeing like you are selling to viewers.
- Share big news with your customers through video - It is one of the most rapid ways to share your news or information.



A good quality video production company like Studio 8 will be able to point you in the right direction.

Source: Small Brands Can Become Video Marketing Superstars <http://www.reelseo.com/small-brands-video-marketing/#ixzz39tZNs6Wg>

The Distribution Strategy



When planning your distribution strategy, it's important to make sure you embrace multiple channels in order to reach your audience.

Earlier we looked at YouTube and its growing popularity, however, that isn't the only platform that will get your video noticed.

Advert networks and advanced targeting technologies mean that there are now more affordable opportunities than ever for small businesses to appear on premium websites.

A semantic engine driven advertising platform will allow businesses to promote their brands in the most relevant places. This works because the semantic engine understands concepts and relationships between words.

The beauty of this method is that the sponsored message is distributed in such a way that it sits beside the most relevant content and topics you may not have even thought about if you were only limiting yourself to keywords.

Whether you are a huge multinational organisation, a small law firm or a Michigan manufacturer, video marketing has the potential to be your most powerful tool to reach your customers.

Source: Small Brands Can Become Video Marketing Superstars <http://www.reelseo.com/small-brands-video-marketing/#ixzz39tZXXg1U>

Social media

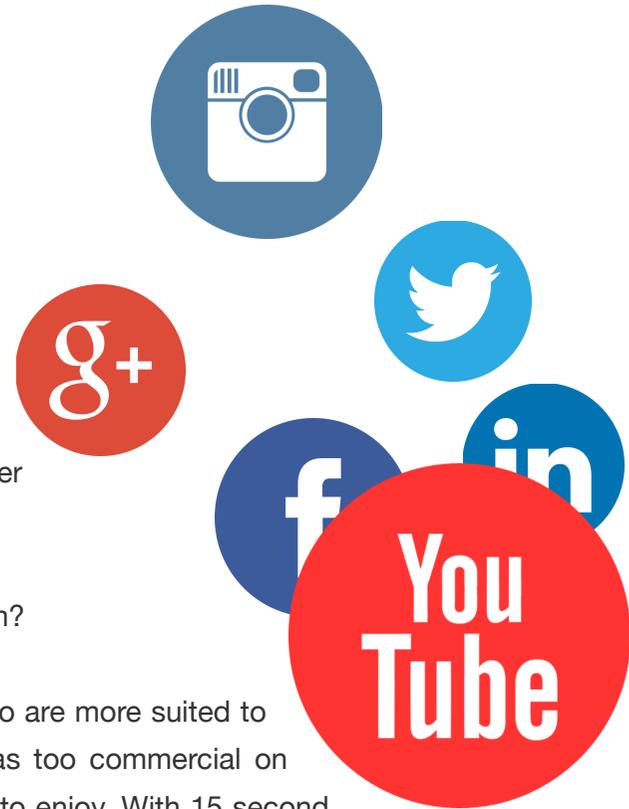
YouTube has over a billion unique monthly visitors. Facebook has over 800 million active users who visit every day. More than 250 million active Twitter users send over 500 million Tweets per day. Over 200 million Instagram users have shared over 20 billion photos.

But where should you post what? Well, where are your customers, and what are you telling them?

If you want to educate your audience through a tutorial or demonstrations, these types of video are more suited to YouTube. If you want to produce a traditional advert to sell something, it might stand out as too commercial on Instagram. What appears to be most successful on Instagram are videos designed for people to enjoy. With 15 second snappy, succinct and delightful video clips, Ooyala has stated that mobiles and tablets see a tenth of all video plays, and it's quickly increasing as a significant segment, with mobile phones having 41% more share of video plays.

Source: 7 Tips for a Wildly Successful Instagram Video Marketing Campaign <http://www.reelseo.com/7-tips-instagram-video-marketing/#ixzz39tY5FIfz>

Make sure you promote your video across multiple channels. If your customers are on it, then so should you be. If you want to maximise your video's potential, you need to make sure it's located in places and platforms that are relevant to your audience. They must be able to find it easily so they can then share it. Don't forget mobile either. Ooyala has stated that mobiles and tablets see a tenth of all video plays, and it's quickly increasing as a significant segment, with mobile phones having 41% more share of video plays.



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Instagram

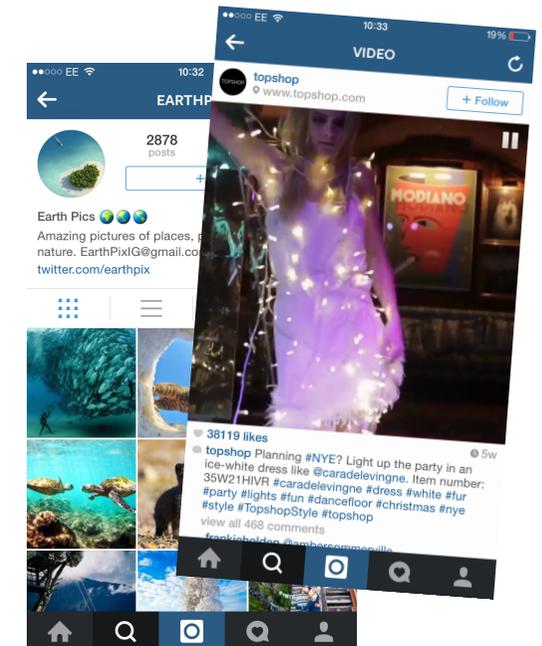
We've looked at YouTube and touched on Facebook and Twitter, but what about Instagram?

When Facebook purchased Instagram in 2012 for \$1 billion it had only 30 million active users. Today, this has grown to a whopping 200 million active users per month, with over 20 billion photos and videos shared. Instagram has come into its own as a social media power player, and there have been credible reports that younger users may be shifting away from Facebook and towards Instagram.

In 2015, more and more people are accessing social media sites via mobile. Facebook, YouTube, and other platforms have struggled to incorporate paid content and adverts without having a negative impact and turning users off altogether. This is why shrewd video marketers are looking to Instagram video: the platform was built for mobile.

While high-quality videos with the right lighting and sound etc. are important, the content of your videos is even more so. Since Instagram caught on as a way for friends to share videos with each other, the platform's culture is one that presumes there's a personality behind the camera. The challenge for brands is to convey just as much personality as individual users. Through trial and error, successful marketers on Instagram have found that the best way to do this is to try something different to the professionally lit videos with a staged studio. A feed full of glossy, magazine-style videos will seem out of place on a platform whose very success is built on amateur video and photography.

Fashion and accessories brand Topshop, whose target market is made up of teenagers and people in their twenties (a demographic who has wholeheartedly embraced Instagram), understand this. They only upload videos and images that are virtually indistinguishable from the content their fans are uploading themselves. Yet, they still manage to convey their brand very well.



Measuring success

Of course, as with every element of a good solid marketing campaign, measuring the success of your video is crucial. With video, this is relatively easy to do. Using web analytics, you can clearly tell how many times it has been viewed, shared, liked or commented on. In addition to this quantitative information, you can easily collect qualitative information from comments posted on it.



" At [Glooo](#) our mantra for monitoring & reporting on our client websites is always about better engagement with visitors . The better the engagement the increased chance of conversion from visitor to actual client/partner.

In 2015 we will be pushing further with regard to the transparency of our clients businesses in the digital world, visitors need to get a deeper understanding of the business ethos, who they will be working with, and how they will be working with the business as a potential new client/partner.

Videos provide a dynamic, interactive experience for site visitors that is unmatched, and with visitor engagement increased by 35% when videos are implemented onto websites / social media we feel it is essential that all businesses have them " - Chris Jones, www.glooo.co.uk



How Studio8 can help you

Studio8 is a high quality video production company based in Oxford. Our team create visually stunning films and videos that inspire and help businesses connect with their audiences in the most engaging way possible both online and offline. We keep our equipment we use up to date and invest in the latest technology to ensure our video production is the highest standard.

We have worked with a wide variety of businesses including; educational institutions, marketing companies and charities, all over the south of the UK, in Europe and internationally. We would be very happy to help with any ideas you have.

If you would like to discuss a Video Project with our team please call us on 0044 1865 842525 or email : info@s8.co.uk



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