



QUICKCUTS VIDEO


Getting Started with Video Marketing

Have you made the decision to add video to your marketing strategy, but aren't sure how to get started? If so, keep reading - we created this short video marketing primer just for you.

Top 5 Video Marketing Facts:


1. *Most people have a short attention span.*

Almost 63% of all viewers stop watching a video after 2 minutes. Unless it's a 'how-to' or a music video, most people don't spend a lot of time on any particular video.

 This means you don't have to create a long, expensive cinematic epic. Short 30 or 60-second videos capture viewers' attention best!


2. *Over 72% of all videos are viewed on a mobile device.*

While planning on what to put into your video is important, planning on how it will be viewed is important, too. Video on a smartphone displays differently than on a laptop. Make sure your clips play correctly no matter what device a viewer uses.

 Video editing programs have the ability to produce a video in any size or format with just the click of a button. That makes it easy to create videos for YouTube, Facebook, Instagram - any platform!


3. *Most people watch video with the sound muted.*

Platforms like Facebook auto-mute videos displayed on their pages. Other video sources allow for muted sound and the vast majority - 85% - of viewers hit that mute button.

 This means you don't necessarily have to add costly soundtracks or narrations to your video - a smattering of text here and there on your video will get your point across quickly and clearly!


4. *People are more apt to interact with & share videos than pictures or text.*

Getting your brand exposed to the masses is what all marketing strategies are supposed to do. Branded video viewership has exploded and continues to expand, for good reason: 4 times as many consumers would rather watch a video of a product or service than read about it.

 Videos don't get shared just because they are mind-blowing reels: consumers are just as apt to share a simple explainer video or a how-to video with likeminded friends and family who would want the same information!

5. *'Brick-and-Mortar' businesses need video, too.*


Even if you don't run an online business, people *search* for you online. And businesses that advertise with video get 57% more traffic from search engine results than ones who don't.

 It's worth noting that over 52% of consumers look for videos related to a product or service *before* visiting a store. Combine that with the fact that 84% of consumers purchased a product or service *after* watching a video and you see why video is so important!

5 Most Popular Types of Marketing Videos - and Where to Use Them:


1. *'Introductory' Video*

Use video to introduce your company to the 'neighborhood'. Tell them who you are, what you do and why they should choose your product or service.

 Post these everywhere: YouTube, Vimeo, Facebook, Instagram, your website, your Twitter account, your Yelp page...well, you get the idea!


2. *'Welcome' Video*

When visitors come to your website, use a short video to welcome them. Thank them for coming, tell them what information they can expect to find and show them how to navigate your site.

 Obviously you'd want this on the front page of your website, but you could also use it on your social media pages and directory listings such as Yelp.


3. *'Special Announcement' Video*

Do you have a new product or service coming out you'd like to spread the word about? Perhaps you're moving to a new location or opening a new branch, launching a special sale or featuring an open house event - make the special announcement *really* special with a short video.

 This is another type of video you should post everywhere, including email blasts you send to your existing customers.


4. *'How-To' Video*

Did you know 65% of all Google searches begin with the words, "How to..."? Establish yourself as an expert in your field by creating a how-to video that addresses a problem that your product or service solves.

 Again, post these types of videos anywhere and everywhere you can. To really get your brand noticed, post these clips as video responses to questions in 'do-it-yourself' or 'help' forums that pertain to your business.

5. *'Customer Testimonial' Video*


A testimonial video doesn't have to be a big cinematic production. A short clip of a satisfied customer singing your praises can be taken with your smartphone, keeping the testimonial natural and spontaneous!

 A couple or three of these on your website adds 'social proof' to your brand. An occasional testimonial post on your social media business pages can be very effective, too!

Top 5 Questions to Ask Yourself Before Contacting a Video Agency:


1. *Who is my target audience?*

Nobody knows your customers like you do. Understanding their demographics is essential in setting the correct 'tone' of your videos.

 For example, if your target audience is in the 55 to 65-year-old age group, a head-banging music track in your video probably wouldn't engage them very well!

2. *What will be the overall tone of my marketing videos?*

Some businesses use a 'cut-and-dried' approach to deliver their video content. Some use a more 'folksy' style. Some incorporate humor in most if not all of their clips.

 Decide the tone you want your brand to project across all its videos and be consistent!

3. *What type(s) of video do I need?*

Knowing what you want your video's message to be determines the type of video you need. Sometimes a couple of different video types can work well together (such as an 'Introductory' and 'Special Announcement' combination). But to really make your video marketing effective, message-specific videos provide the best results.

🎬 Depending on how broad your target audience is, you may find you need to send out the same message with two different types of video!

4. *Where will my videos be posted?*

Video hosting platforms like YouTube and Vimeo have been around a while, but social media platforms (especially Facebook) have become great places to 'park' your videos. Hosting your videos on your website makes for convenient analytics, but can cost you a tad more, depending on your website host's data storage plan.

🎬 Posting video on e-business cards and emails help promote your brand's video presence as well!

5. *What is my marketing budget for video?*

The only thing more convoluted than getting a price for a new car is getting a price for a video!

> Now, to be fair to video agencies, there are a lot of variables that go into a price quote: video length, style, shot location, graphics, edits, etc. - you can see why their standard answer to a price request is "Well, it depends...".

> But to be fair to business owners, how can they set a budget for something they know nothing about?

🎬 The fact is, most agencies can give you a ballpark price range if you provide them with enough detail on what you want...which you should be able to do now that you've completed this primer!

Your options limitless when it comes to video marketing. Whether you showcase a handful of short promotional-style vids or feature an extended series of helpful 'how-to' clips, nothing gets your brand noticed like video.

Welcome to Hollywood!

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