



**Makers**

Video Marketing

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# Video Strategies for Success



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## Strategies For Video Success

While online video can greatly improve visitor experience and boost conversion rates on your website, video is only effective if implemented properly. Making sure your videos are easy to find, contain compelling content, and drive your visitors to take action are fundamental to video success.

### VIDEO BEST PRACTICES TO ACCOMPLISH YOUR GOALS:

#### **Keep your videos short.**

Online viewers have a low attention span. Short and concise videos (15 – 45 seconds) are perfect. If you need to include more content make sure not to exceed two minutes.

#### **Be strategic about the placement of your video on your web site.**

Place your videos on the homepage or subpages. Make sure you clearly know the goal of your video (to educate? engage? convert?) and place the video on your site accordingly. High quality, conversion oriented videos, should be placed on your home page. If your video educates visitors on a particular issue or product, place it on an appropriate subpage. Strategically placing your video will help visitors achieve their goals on your site and boost overall conversion rates.

#### **Make sure visitors find your videos.**

Your high quality video content is only beneficial if visitors can find your videos. Optimize your videos for search engines. Post to multiple video sharing platforms, properly tagging and describing your videos, and distribute via social media. If you're hosting video yourself, submit a Video Sitemap to google to index your video content.

#### **Include a Call to Action.**

Drive visitors to take action on your site. Include a Call to Action either in your video, the description, or surrounding text. Use any of the following methods:

- Place the Call to Action in your video as a "lower third"
- Add a Call to Action in your video description. If posting to YouTube or Vimeo, include a link to your site or the landing page along with the Call to Action.
- Use YouTube's Annotation feature to add interactive commentary to your video, such as speech bubbles or notes. These can link to other videos or contain Call to Action text.
- If you've signed up for YouTube Promoted Videos, you can include a Call to Action overlay on the bottom portion of your video. This video can contain additional information related to your video or link visitors to an external website.
- Integrate a Call to Action into the dialogue of your video.

As of February 2011, 170 million people watched online video: over 6 billion video viewing sessions for an average of 816 minutes per viewer.

(comScore)



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# Video Marketing and Production Tips



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### **The Business Benefits of Video**

Online video provides a method for small businesses to attract the attention of potential buyers, provide more information about their products and demonstrate how they work.

### **Marketing online is all about the content.**

The more content, the better the chances are of being noticed by the search engines and by target audience members that are looking for what you have to offer. Most businesses get that, but what they sometimes don't get is what kind of content this should be. Most people think "text" when they think of web content. Articles, blog posts, and white papers are great but they might not be reaching all of the right people. Some people simply don't want to spend their time reading, but they are much more likely to watch a short video that explains the exact same thing. That's why it's important to include videos as a part of your content marketing strategy. It's about your target audience and if they like watching videos, videos need to be created.

### **5 VIDEO MARKETING TIPS:**

#### **Keep it simple**

You don't need lots of fancy production and editing equipment to be effective. In many cases, especially for small businesses, this really isn't the case. Technology has advanced so much that quality filming can be done for much less.

#### **Promote Your Video**

Once you've created a video that will provide value to your target audience it's important to promote it. Post it on your website, your blog, and on your social media pages. This will improve the chances of the video being viewed and shared.

#### **Remember SEO**

Videos rank in the search engines. Optimize online videos using targeted keywords in the titles, descriptions, and links.

#### **Videos don't need to go viral**

Many companies think that if they're going to create a video it needs to be funny, quirky, or flashy so that it will go viral. If your company is funny or quirky, it may make sense, but that isn't true for every business. Think about your customers, clients, and prospects. What would they find beneficial?

#### **Video sharing sites**

In addition to YouTube, upload your video to Vimeo, Metacafe, Break, and Daily Motion. You'll improve your SEO efforts and increase the chances that a potential prospect will see it.



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## VIDEO PRODUCTION TIPS

If your videos are produced properly, viewers will be more engaged, and less likely to navigate away. Not only do quality videos look better, they will also compress better, which helps with two important factors - you save on video delivery costs, and your viewers need less bandwidth to watch the videos smoothly.

### **A few tips for making your videos look and sound as good as possible.**

Make sure to start with a video in its original format and in the highest quality possible. Video compression is lossy. It will always degrade the image quality of your video.

### **The Right Equipment**

The right equipment will improve your video quality.

- Tripods. Make sure your image is stable. Use a tripod whenever possible and only use handheld shots as a deliberate choice (e.g. to give your video more of a in-the-moment feel), or when you have no other choice.
- External Microphones. The cheapest way to improve audio quality with your video is by using an external microphone. Built in microphones generally don't perform well. Audio quality improves as the microphone is closer to the audio source. Almost all cameras have a microphone input.
- Lighting. If there isn't enough light, you will get a lot of noise in your picture. Noise doesn't look good and won't compress well.

To make sure that there is enough light:

Shoot in locations with a lot of natural light, preferably during the day. Bring your own light.

If your camera and/or lens support it, use a higher aperture (lower f-stop) in low-light situations, so more light will reach the sensor. This option is generally only available for higher-end video cameras, although newer consumer-end digital SLRs are now capable of shooting high-definition video.

### **Plan Your Shots**

When choosing your shot there is also a lot you can do to make sure that your video compresses well.

- Reduce Background Movement.

While a background of an ocean or blowing trees in the wind can give your video a nice touch of nature, it means that the video encoder will spend time and bandwidth properly encoding your dynamic background instead of focusing on the main subject.

- Reduce Horizontal Movement.

Panning shots are difficult to compress because new information is continually entering the shot. Panning in particular is inefficient when it comes to decoding panning shots when they are encoded in H.264.

Zooming, on the other hand, is much easier to encode.



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## VIDEO PRODUCTION TIPS (continued)

### Plan Your Shots (continued)

A cool setting found in most high end cameras is filming with a shallow depth of field. This means that closer objects in focus stay in focus and anything outside, behind or around the shot will blur faster. This is beneficial since blurry parts of an image don't have sharp edges and compress far more efficiently. In addition to it being a nice effect, a shallow depth of field improves the image quality.

If possible, configure your camera to shoot video in progressive mode. If video is interlaced, chances are your end result will have interlace artifacts like in the image to the right below.

### Conclusion

You get the best results by making the original picture as clean as possible, and removing unwanted movement. Using a separate microphone will help your audio quality. These are just a couple of simple tips to get you started. Check out VMakers.com for more information and helpful hints!