

WHY YOU NEED VIDEO.

How To **Get Real Results**
From a Hand-Crafted Video

FROM YOUR FRIENDS AT



**DIGITAL
BREW**

WE KNOW YOU'RE BUSY. **WE'RE BUSY, TOO.**

You know who's busier than any of us combined? Your target customer.

The internet is filled to the brim with content for customers to consume, from slime videos to TED Talks. That's why you need to be strategic.

When you plan and execute a thoughtful video marketing strategy, you bypass the typical barriers keeping you from conversions: low attention, little interest and (the bane of everyone's existence) Ad Blocker.

Luckily, you've already succeeded in one area: having the thirst for original and creative content. When you decide to work with the pros at Digital Brew, you'll be securing a piece of video content that is light years ahead of your competition. And once that kick-ass video is in your hands, the sky's the limit.

Sure, you can get a beautiful video that tells your brand's story in a compelling way, but unless you have the right strategy in place, the only person who will enjoy that video is you.

But don't worry, we're here to help!

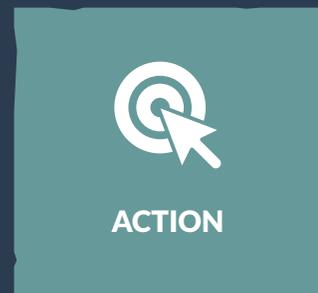
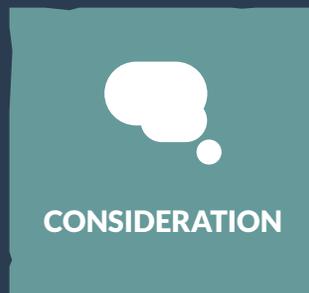
In this packet, you'll find a series of handouts explaining some of the building blocks of a successful video marketing strategy, so you know how to show off the video we brew up for you.

We created this packet out of a genuine desire to see our clients succeed, and we'd love to hear your feedback. If you ever need additional help, your friends at Digital Brew are here.



HOW TO MEASURE YOUR VIDEO'S EFFECTIVENESS (KPI'S)

According to Google, there are three basic goals used to measure a campaign's impact:



Within these goals are a number of specialized KPI's you should be tracking. We recommend revisiting a single spreadsheet once a month to update your numbers and evaluate your performance data.

Measuring Brand Marketing Goals With KPIs

| MEASURING MARKETING GOALS | Awareness | Consideration | Action |
|---------------------------|----------------|---------------------|----------------------|
| KPIs TO MEASURE THAT GOAL | Awareness | View-trough rate | Clicks |
| | Impressions | Watch time | Calls |
| | Unique users | Favorability | Sign-ups |
| | Awareness Lift | Consideration lift | Sales |
| | Ad recall lift | Brand interest lift | Purchase intent lift |



Listen, we know you want conversions. We do, too. But without awareness and consideration, you're doomed to rely on this scenario:

1. Customer visits your landing page, probably because they've already engaged in a proactive search process.

2. Customer connects with a huge variety of factors unbeknownst to you. Copy, color palette, button size, video -- any number of these things could cause a conversion.

3. Customer submits a form in that moment, converting and becoming a lead.

4. Your sales funnel/team is totally equipped to handle the next conversion, making a sale.

Let's say you're not tracking much of anything. Can you count the number of external factors out of your control that you're now relying on to generate a sale?

We present goals and KPI information first because we believe it is the most essential element of any successful video marketing strategy. Without consistent evaluation, you'll lack the ability to really understand your strategy's successes and failures.



HOW TO FIND YOUR TARGET AUDIENCE ON THE INTERNET

You should already have a pretty solid grasp on who your target audience is. What you may not have considered yet, however, is how to find them on the Internet -- particularly, where to reach them with your potential video.

In most cases, the answer will be YouTube and Facebook. As Google and Facebook duke it out for retention rates and advertising dollars, the majority of companies will need to utilize either one or both of these platforms to reach their target customer.

Every strategy is unique, so there's really no one-size-fits-all answer here. What we can recommend, however, is asking yourself a series of questions to locate your people online:

- 1. How old is my target customer?** For younger audiences, YouTube is key. Older generations spend more time on Facebook.
- 2. Is my target customer male or female?** This might impact creatives such as copy, color schemes and overall brand aesthetics.
- 3. What is my competition doing?** Copycats never win, but understanding your industry is necessary to a successful online video campaign.
- 4. What are my target customer's interests?** Explore where some of these interests lead them online. What publications do they read? What Instagrams do they follow?
- 5. How have we acquired leads in the past?** Consider surveying your customers on how they found you and what led their decision-making.

Knowing the answers to these questions will lead you to a more informed video marketing strategy, which is why they're an essential first step.

Though it's a bit Marketing 101, we still recommend creating an avatar of your target customer and keeping them handy throughout

the entire process of shaping your video with us and sharing it on the web. Distribution has a huge impact on those goals and KPI's we mentioned earlier, so it's important to make sure you're being thoughtful in the way you share your video content.



HOW TO WORK VIDEO INTO YOUR SALES FUNNEL

One of the most important elements in any successful content marketing strategy is the use of a high-powered sales funnel. When implemented correctly, sales funnels have the power to draw a potential lead (who may have never even heard of your company) straight down into a sale.

At the top of your funnel is awareness and interest. This is where your evergreen, totally free content helps you increase brand awareness capture leads. Explainer videos are a great example of top-of-the-funnel content.

Once you've secured a lead, your job is to pull them down the sales funnel by fostering consideration and intent.

For many companies, this is where gated content strategies come in -- free downloads, email drip campaigns, etc.

The bottom of the funnel is where the real magic happens: evaluation and purchase. If you're lucky, you have a killer sales rep or team and they can do the heavy lifting here. Sometimes, one strong testimonial is all it takes to secure the sale.

Our recommendation: spend time with your sales funnel strategy and evaluate where you need an extra push. This is where it will be most beneficial to focus your energy and money.

EXAMPLE

Company: Dave's Food Delivery App
Offer: Free Delivery On Your First 3 Orders
Goal: 50 App Downloads A Day

TOP OF FUNNEL:

Using free delivery offer as an incentive, Dave captures leads through a variety of channels: Instagram ads, Facebook ads, Google AdWords. Ads lead to a landing page where Dave has a cheeky animated explainer video accompanied by download buttons for the app.

MIDDLE OF FUNNEL:

Since the app requires email registration, leads are then added to an email list. Dave optimizes the email campaigns geographically, so list subscribers are sent a daily newsletter of restaurant deals in the area.

BOTTOM OF FUNNEL:

What if a customer only orders twice? That's not really a sale -- Dave makes very little return on their download. For that reason, Dave runs a remarketing campaign on YouTube using his email list as a custom audience. The goal? Make people with the app hungry enough to order again and again.

Without a thoughtful video marketing strategy, Dave's retention rates would likely plummet. This is why understanding your customer journey/sales funnel is so important.



HOW TO INTEGRATE VIDEO INTO YOUR WEBSITE

We promise you'll want to share the video we craft for you to everyone and their grandma. Here are the top three places we recommend embedding it so no one misses out.

1. Your Landing Page

Landing pages with video convert more -- the numbers suggest this as almost inarguable, a rare feat for the marketing world. Our clients have seen as much as 30 percent more conversions, just by incorporating an explainer video into their landing page.

Best practice: Embed the video above the fold, or above the line where you have to scroll down. The video should be immediately viewable with an attention-grabbing thumbnail.

2. Your Home Page

We don't know about you, but our analytics data suggests that a good portion of our website traffic only ever visits our homepage. Without a reel, those potential customers might log off without ever seeing an example of our work.

Obviously not everyone is a video company, but if your video content is stellar there's no reason not to include it on the forefront of your company's website. Think of this as your storefront: wouldn't you want your customers to stay put as long as possible? Video can drastically increase the time spent on your site.

3. Your "About Us" Page

If someone clicks to your "About Us" page, they are making an active effort to get to know you. This is an invaluable form of brand engagement that is way too important to drag down with boring copy and stale headshots.

Why not embed a brand story video right there where they can see it?

An effective brand story or Q&A video will reflect your corporate personality and give customers a real chance to connect with the human side of your brand.

If you need a stellar website that can handle your newfound video revolution, we can't recommend our friends at Roger West enough.



HOW TO ADVERTISE YOUR VIDEO ON GOOGLE/YOUTUBE

Google TruView Video Ads

Let's get down to it. TruView ads are the kind you're likely most familiar with: they're the ads you likely watch on YouTube or through embedded ads on the Google Display Network. There are two primary types of TruView ads:

In-stream Ads

These ads play before or during another video by a YouTube content creator.

You pay when a viewer watches 30 seconds or until the end of the video (whichever is shorter), or clicks on an element of your creative.

Tip: Skips typically arrive 20 seconds after the start of the ad. If you can fit the true message of your ad before the skip, you can hack the system in your favor. We recommend creating a 30-second spot and using the last 10 seconds as filler, that way it won't matter if the viewer skips and you won't have to pay for it.

Discovery Ads

These ads appear alongside other YouTube videos, in YouTube search pages, or on websites on the Google Display Network that match your target audience.

You pay when a viewer chooses to watch your video by clicking on the ad. If you're familiar with PPC advertising, this is probably familiar to you. While less disruptive, a benefit of discovery ads is that you can be sure a customer intended to watch them.

Google Bumper Ads

Google bumper ads are an attempt by the search network giant to capitalize on mobile video viewing, which half of 18-49 year olds are consuming in record rates.

Bumper ads are sold through AdWords on a CPM basis, and while typically not enough to sell your product by themselves, they're incredibly useful when combined with TruView campaigns. Consider highlighting a 6-second segment of the ad that is particularly powerful.



HOW TO REMARKET TO CUSTOMERS WITH YOUTUBE

If you haven't already done so, now is a good time to link your YouTube and AdWords accounts. This integration allows you to do more with your customer data, including targeting those who have already viewed or interacted with your content online.

Audiences can be made from viewers who:

1. *Viewed any video from a channel*
2. *Viewed certain videos*
3. *Viewed any video (as an ad) from a channel*
4. *Viewed certain videos (as ads)*
5. *Subscribed to a channel*
6. *Visited a channel page*
7. *Liked any video from a channel*
8. *Added any video from a channel to a playlist*
9. *Commented on any video from a channel*
10. *Shared any video from a channel*

Once you've generated a bit of performance data, the high powered bidding system that is AdWords will allow you to refocus your energy and money into those practices driving the most return.

Let's say you get 50 new subscribers every week on your YouTube channel. Your content, purposefully designed to position you as an expert in your field, is getting the attention you want...but not the conversions.

An AdWords/YouTube integration would allow you to target those new subscribers and show them a custom in-stream ad, which might be just the push they need to fill out a form or sign up for your service.

HOW TO ADVERTISE VIDEO TO CUSTOMERS ON FACEBOOK

We've talked a lot about Google and YouTube, but there's another video marketing giant lurking in the shadows: Facebook. Studies show that Facebook gets upwards of 8 billion views a day, which means you'd be smart to include Zuckerberg in your video marketing strategy.

Depending on where you need the push, you can use Facebook video ads to find new leads or guide existing ones down the funnel.

For new leads, we recommend using Facebook's business platform (business.facebook.com) or a service like AdEspresso to test unique target audiences as well as creative assets like video length, headlines, descriptive copy, CTA's, etc.

This is one of many instances where knowing your target audience will be essential to success. Facebook's audience insights tools are powerful (ever think about how much of your data they have?), but shooting blind rarely works out in anyone's favor. Taking the time to understand those initial questions of who your target customer is, how old they are and where they hang out online will be an invaluable resource in this step.

For remarketing and existing leads, Facebook's strongest asset comes in its custom audiences, managed and tracked by installing the Facebook Pixel.

Through custom audiences, you can target...

- *Anyone who visited your website*
- *People who visited specific web pages*
- *People visiting specific web pages but not others*
- *People who haven't visited in a certain amount of time,*
- *and a wealth of other combinations.*

We recommend using this data to inform your video marketing strategy and A/B test a number of factors to see what works out the best.



HOW TO SHARE YOUR VIDEO ORGANICALLY

OK, we've talked your ears (or eyes?) off at this point about paid advertising -- what about organic methods? While not as far-reaching in sales funnel strategies, organic methods can be seen as more authentic than those listed above.

Here are our top ten ways to share your (potential) video online without coming out of pocket:

- 1. Post the video organically to your social media networks. The framing here is crucial: the same video should not go on Facebook and Instagram, as watch times are lower on the 'gram. Consider using bite-sized clips as a CTA to point your audience to where you want the most views (probably YouTube).*
- 2. Draft a piece of written content around the video and pitch it to blogs as a guest post. Many will allow you to include the video if it is directly related to the blog and doesn't stick out like a sore thumb.*
- 3. Embed the video on your website, particularly your landing pages.*
- 4. Send out an email newsletter blast announcing your brand new video content.*
- 5. Integrate the video into your email drip campaign, so all new subscribers have a chance to see it.*
- 6. Share the video with your real life network! We're sure your mom would love to see it.*
- 7. Attach a link to the video in your email signature.*
- 8. For brand stories or mini-documentaries, consider putting the video on a flash drive or DVD and sending them to clients. Keep in mind, many people no longer have CD players!*
- 9. Share the video with influencers in your industry.*
- 10. Bring the video to trade shows or conferences and share it as a part of your presentation.*

Now is the time to act. We're confident our production team will brew up the perfect video for the message your brand wants to send. Best of all, your audience will know you cared enough about them to invest in their attention and entertainment -- that's huge!

At Digital Brew, we hope to be a resource to you not only in your production process, but also in your video marketing strategy overall. It means more to us when you succeed.

So, what do you say, are you ready to create your custom video?

LET'S GET BREWING!