



SECRET SAUCE

VLOG INFOGRAPHIC

Everything you need to know to own video marketing this year.

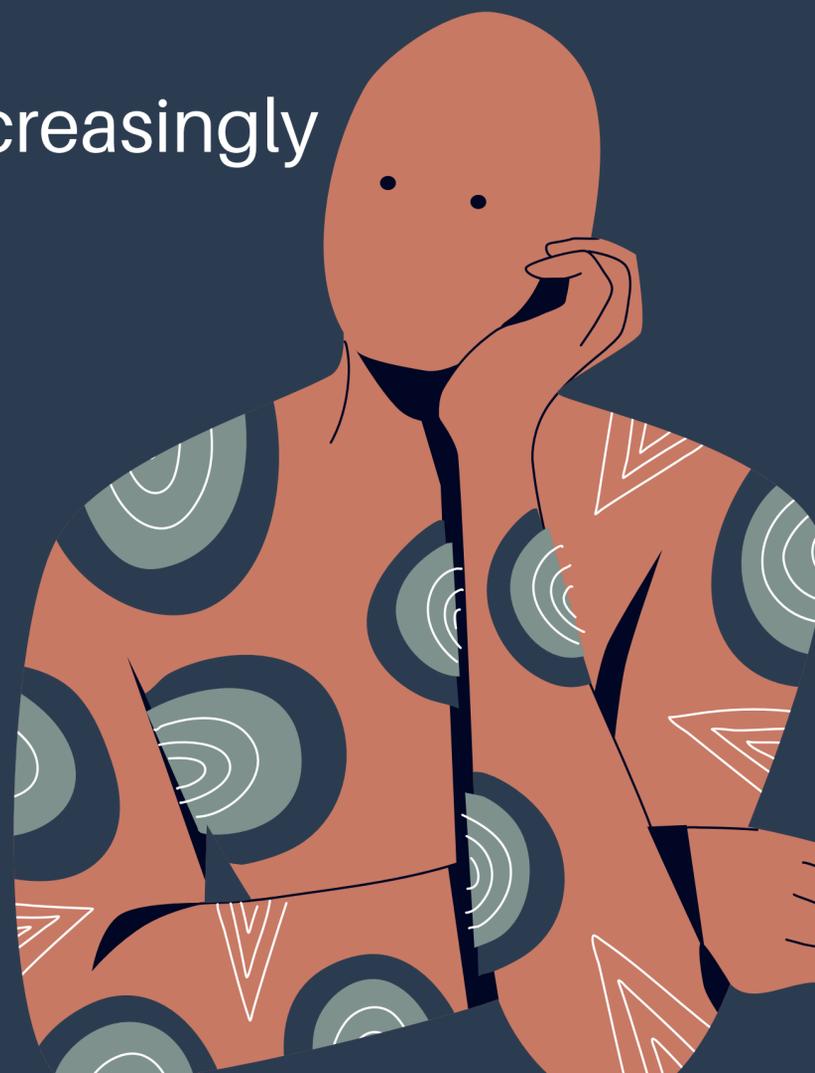


WHY VIDEO?

**BY THE YEAR 2022, VIDEO CONTENT
WILL FORM 82% OF INTERNET TRAFFIC.***

*CISCO ANNUAL INTERNET REPORT (2018-2023)

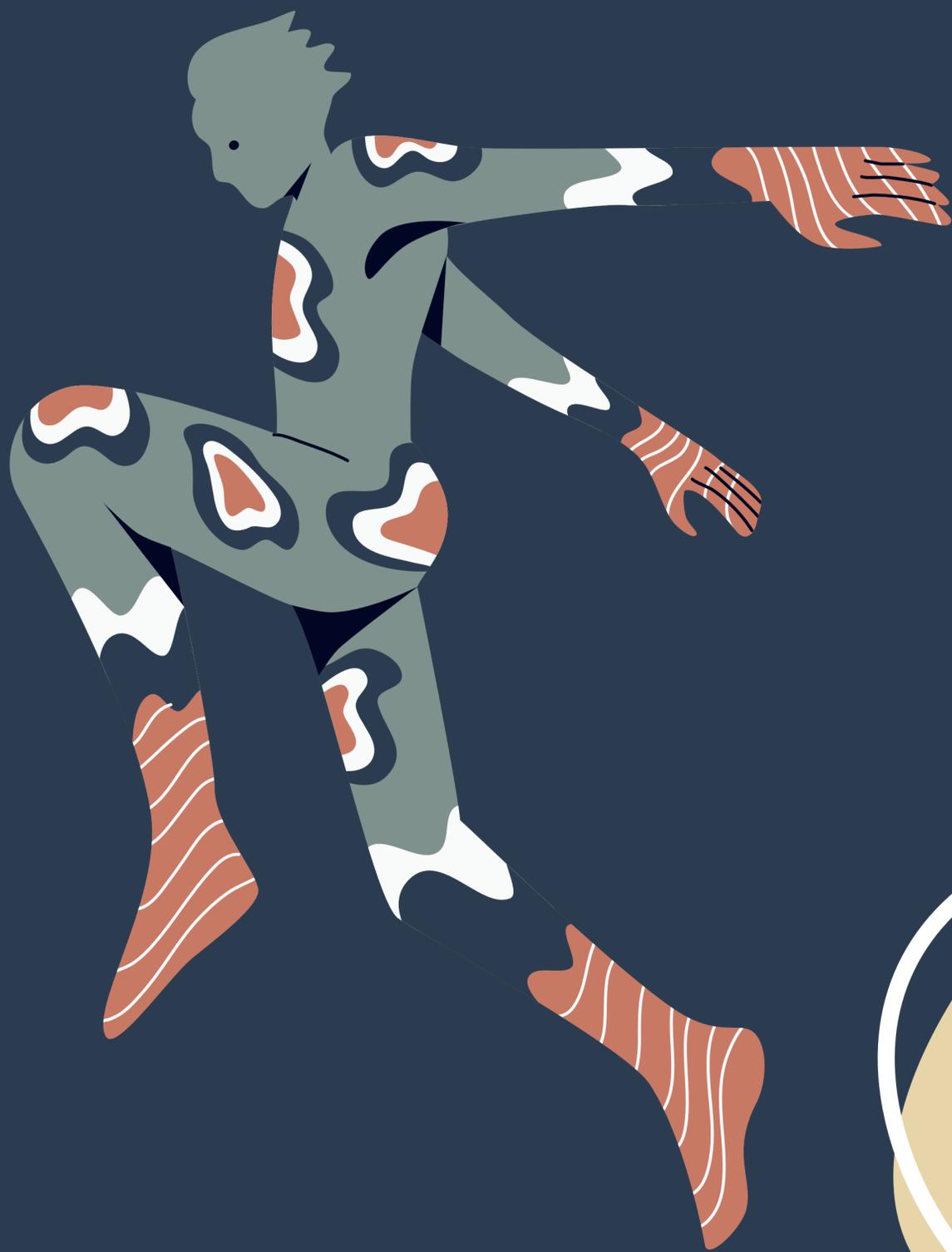
- Combats short attention spans by keeping viewers interested
- Easy to share, and content people will *want* to share
- Fastest and most efficient way to deliver your message
- Since COVID-19, the world is increasingly going digital



ACTIVITY!

Noise (in Marketing terms): Promotional clutter that takes away from the core message in your marketing.

Do you feel your company struggles with a lot of noise in their marketing? Why?



YOUR BRAND & VIDEO

Typically, video is used for:

- Top of funnel inbound marketing
- Explanation of your product or service
- Company overview or About Us
- Employee training
- Recruiting



Make sure to pick a production company that's right for your business

- They understand your brand
- Their goal is to help you achieve your goals
- They're more than a production company, they're marketers

CREATING THE PERFECT VIDEO

TIMING IS CRUCIAL

- Video should be between 60-90 seconds
- Social platforms favor shorter videos
- So, only show most important things



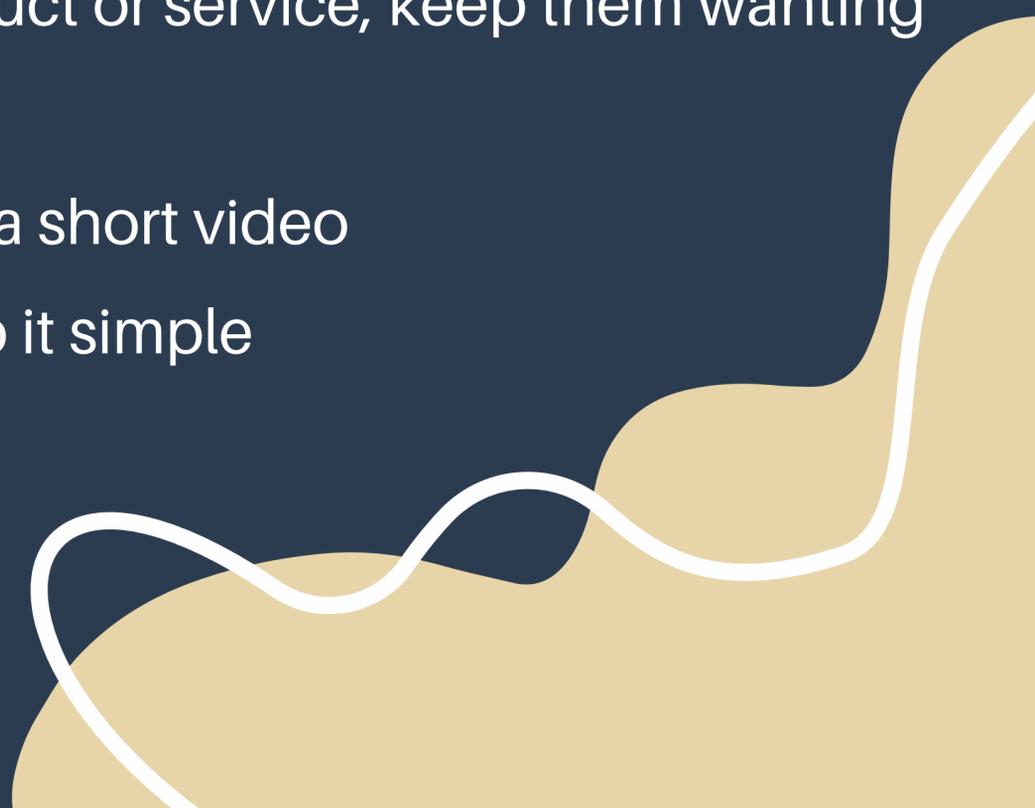
WHAT TO INCLUDE IN YOUR VIDEO

- Tell a story
- Pick highest value problems to target
- Include what you do and how you solve those problems
- Consider answers to FAQs or common objections
- Highlight why you're different from the competition



WHAT NOT TO INCLUDE IN YOUR VIDEO

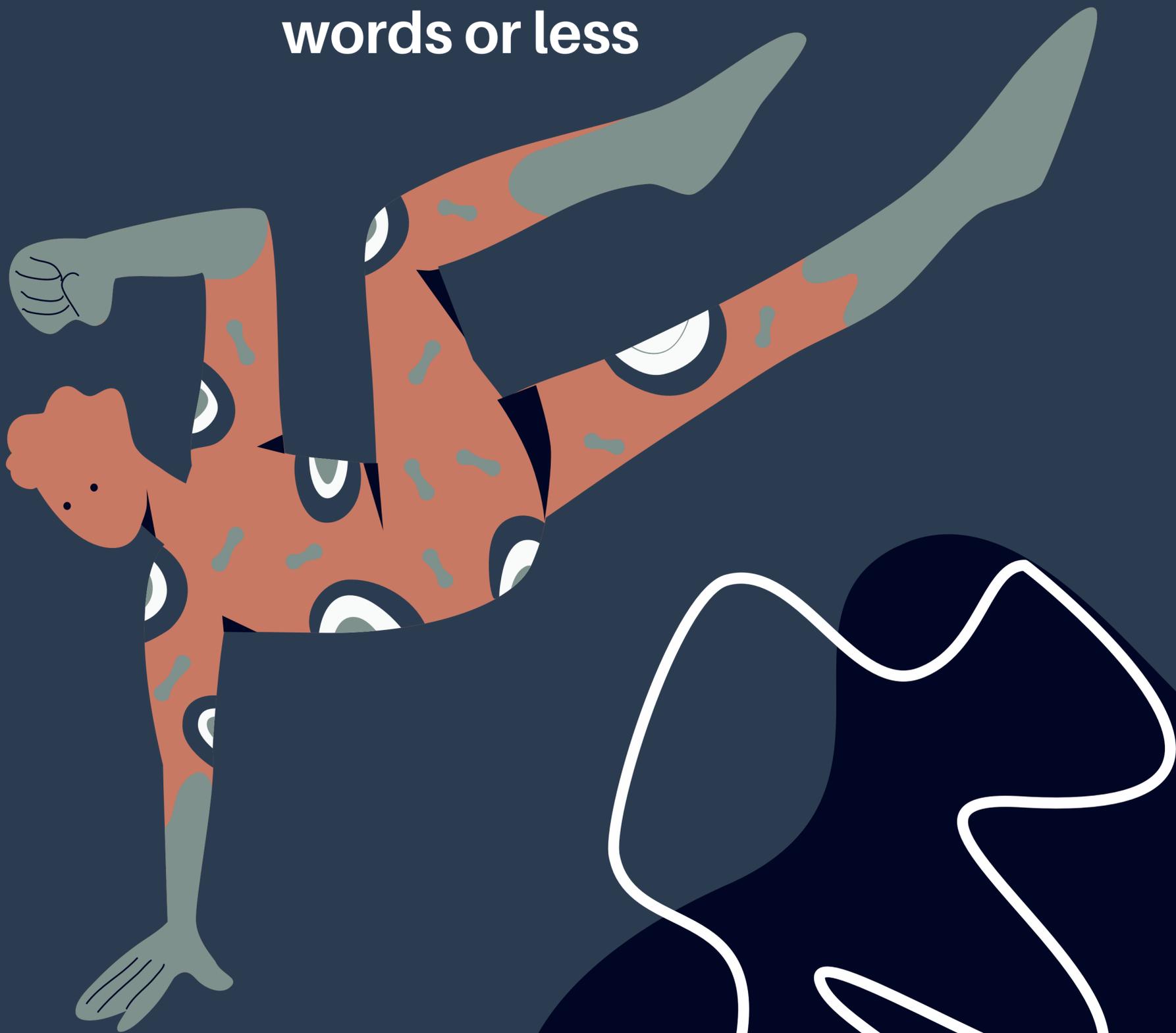
- Things that might change - you want your video to last 5+ years
- Very detailed description of product or service, keep them wanting more!
- Too ambitious of a story to tell in a short video
- Too many target audiences; keep it simple



ACTIVITY!

Value Proposition (in Marketing terms): The service or product you offer and why it's better than the rest.

Value Proposition Exercise: Please describe your value proposition in 10 words or less



EXAMPLE OF A GREAT VIDEO OUTLINE

Your roadmap to success!

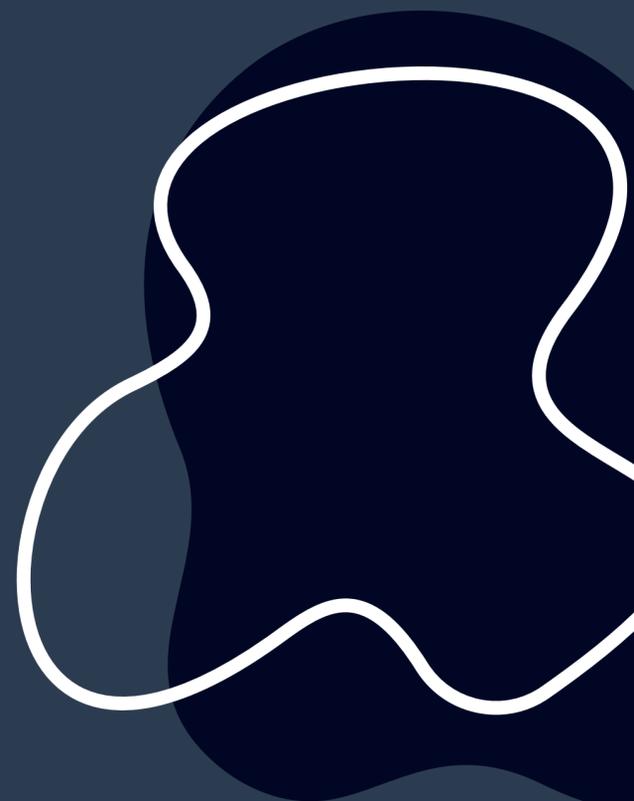
- Attention grabbing intro
- Call out problems that your viewer has
- Talk about how you solve those problems and how their life will be better with you
- Call back to attention grabbing intro
- Include a call to action
- Wrap it up in a story!



IMPLEMENTING YOUR VIDEO

PREP FOR YOUR VIDEO

- Set up your video hosting channel (YouTube, Vimeo, etc.)
- Tease on social media with a shorter clip
- Make sure you can embed videos on website
- Create a landing page featuring video to direct new traffic to
- If using for a marketing campaign, create campaign before-hand so it's ready to launch as soon as video is done



DECIDE WHERE TO PUT YOUR VIDEO

- Define your target audience
 - Age
 - Gender
 - Interests
- Find them online
- Check in on your competition
- See what has (and has not) worked for you in the past



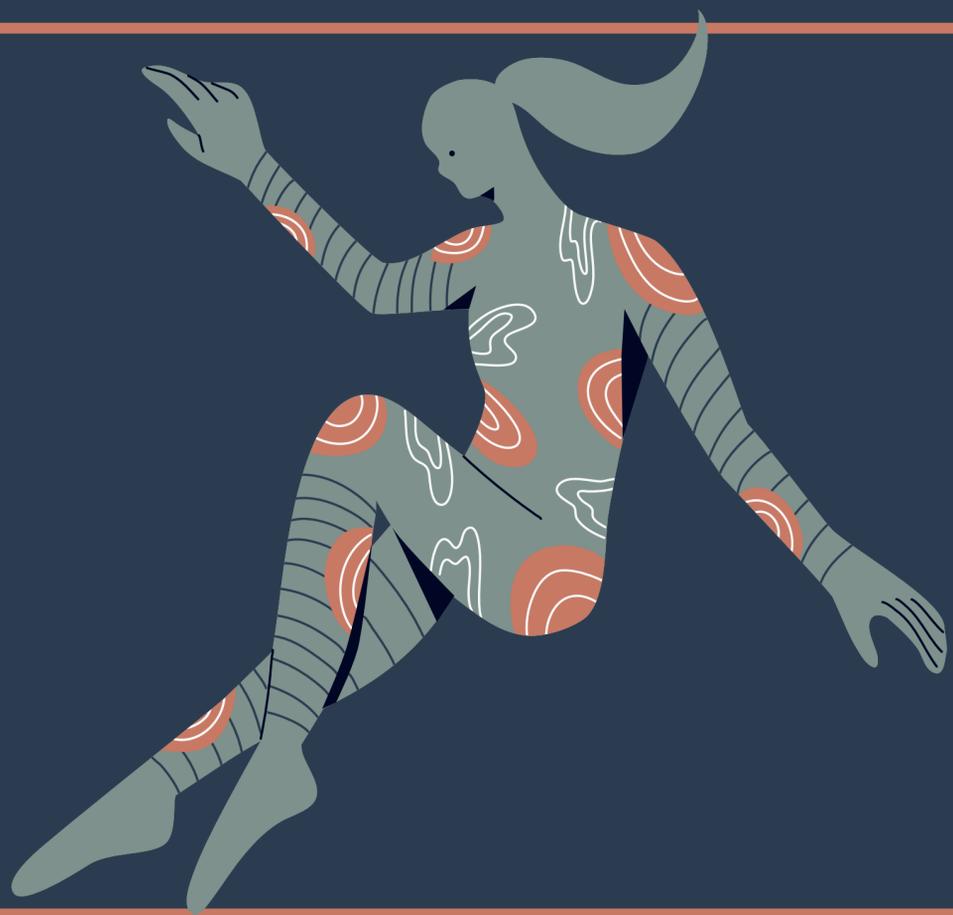
AFTER RECEIVING YOUR VIDEO

Drive traffic to your video

- Post it on YouTube to take advantage of SEO

Share on social media

- Facebook- 24-90 seconds
- Instagram- 30-60 seconds
- Twitter- 45 seconds
- LinkedIn- 15 to 90 seconds



Organic marketing

- Get employees to share
- Host it on your homepage
- Use it in email marketing



GETTING THE MOST OUT OF YOUR VIDEO

REPURPOSE CLIPS FROM YOUR VIDEO

Use them to create

- Gifs
- Create video banners
- Social cuts
- Video brochures
- Create new content using existing B Roll



REUSE YOUR ART ASSETS

- Website design elements
- Use on landing page
- Create infographics
- Create new social images featuring characters
- Themed email newsletters

MAIN TAKEAWAYS

- Video is the best way to communicate your message
- Great videos are simple and laser focused
- Know your audience, and share your video where they are
- Repurpose assets from your video



QUESTIONS? COMMENTS?

We'd love to chat!

Email us at nathan@digitalbrew.com or,
call us at 407-641-0152

