



# 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!

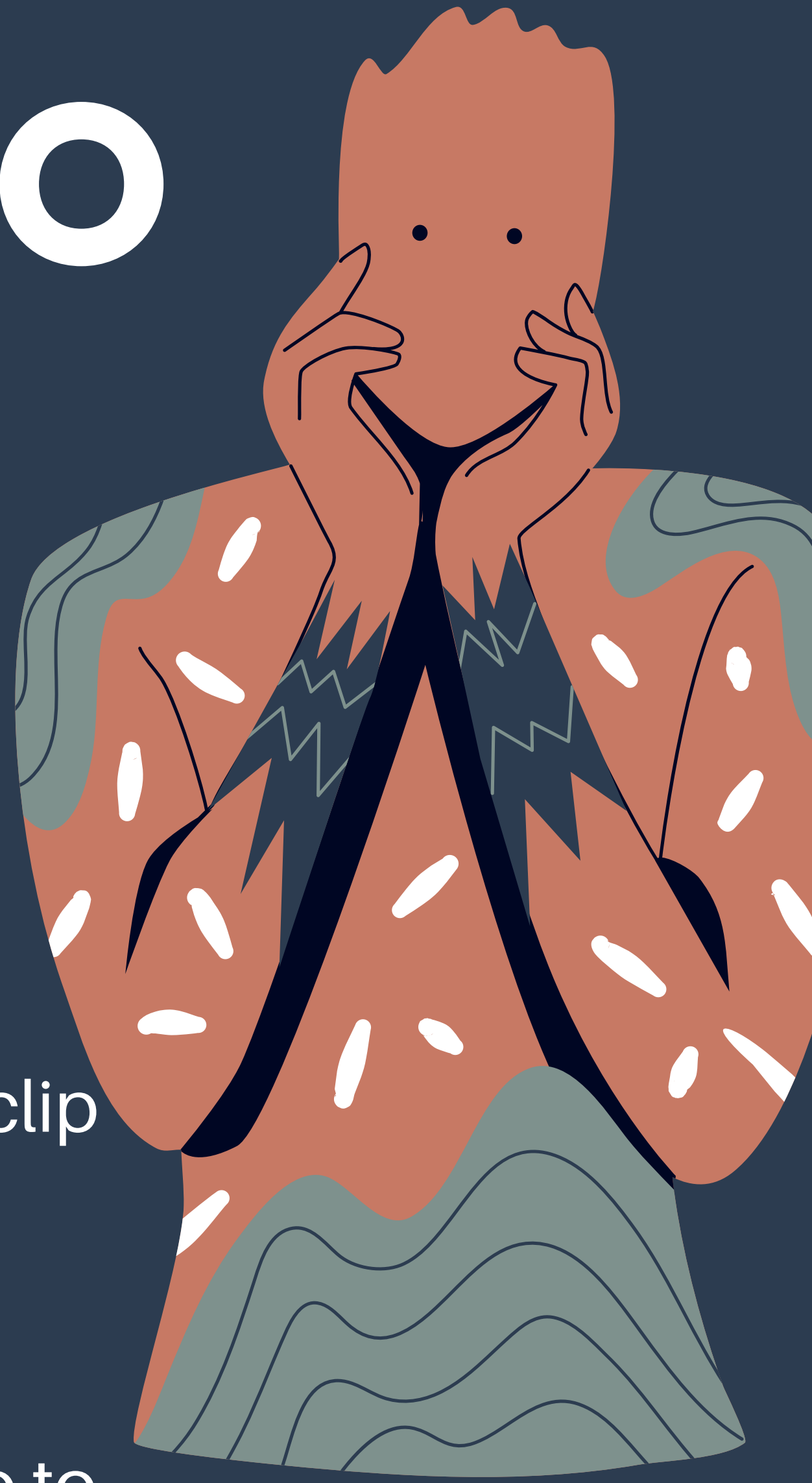




# IMPLEMENTING YOUR VIDEO

## 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 imbed 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!

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