



# VIDEO MARKETING

## FROM PRODUCTION TO PURCHASES

CREATING BRANDED VIDEO STRATEGIES  
TO FUEL AWARENESS, LEADS AND SALES



# VIDEO MARKETING, FROM PRODUCTION TO PURCHASES:

BRANDED VIDEO STRATEGIES TO FUEL AWARENESS, LEADS AND SALES

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# VIDEO MARKETING FROM PRODUCTION TO PURCHASES:

BRANDED VIDEO STRATEGIES TO FUEL AWARENESS, LEADS AND SALES

## *Introduction*

Just as television transformed how brands interacted with customers in the 1940s, online videos are bringing in a new era of engagement opportunities today.



Videos are highly interactive – and, potentially, highly lucrative. They’re shown to increase purchase intent by up to 85 percent <sup>1</sup>, which explains why 70 percent <sup>2</sup> of all U.S. B2B and B2C businesses have some form of branded video content in production. There’s a cross-web demand for video, as thumbnails make their way into search results and social users share video above other types of content. Adding this rich media to other marketing campaigns is proven to boost ROI.

It’s time for your brand to get into the scene.

Brafton helps businesses of all sizes develop custom video content strategies, produce professional clips and distribute their content across the web for maximum return. Our teams work together to bring the offline tradition of highly interactive video to a dynamic web where brand relevance wins.

This guide will cover strategies for getting started with your video marketing. First, we’ll explore the consumer demand for video and how it enhances overall web presence. Then we’ll go through the steps you need to create and execute goal-oriented branded videos, from the types of videos to impact different buyers to hosting solutions and production tips. We’ll also look at how you can optimize videos on your site and distribute them across the web for maximum marketing impact.

## *Pause*

### *Why Do Brands Need Videos?*

In recent years, web video has quickly taken off as a major component of American web browsing time. The types of video available online, along with the reasons people watch, continue to grow. This gives marketers a new opportunity to make video part of their presences on the web.

Despite the appeal of video, marketers often cite <sup>3</sup> production issues and uncertainty around video impact as reasons against video marketing.

Using any kind of content for internet marketing requires understanding of two key points: who consumes the content and what motivates people to buy.

### **Television sets? Antiques. Consumers demand web videos**

Television is still a substantial medium (so TV sets are not likely to be antiques any time soon), but Americans now spend hours every month accessing web video content. It's part of their regular online routines, which means branded videos can become part of online consumers' routines. With nearly 80 percent of U.S. residents accessing the web, the potential audience for effective video content is massive.<sup>4</sup>

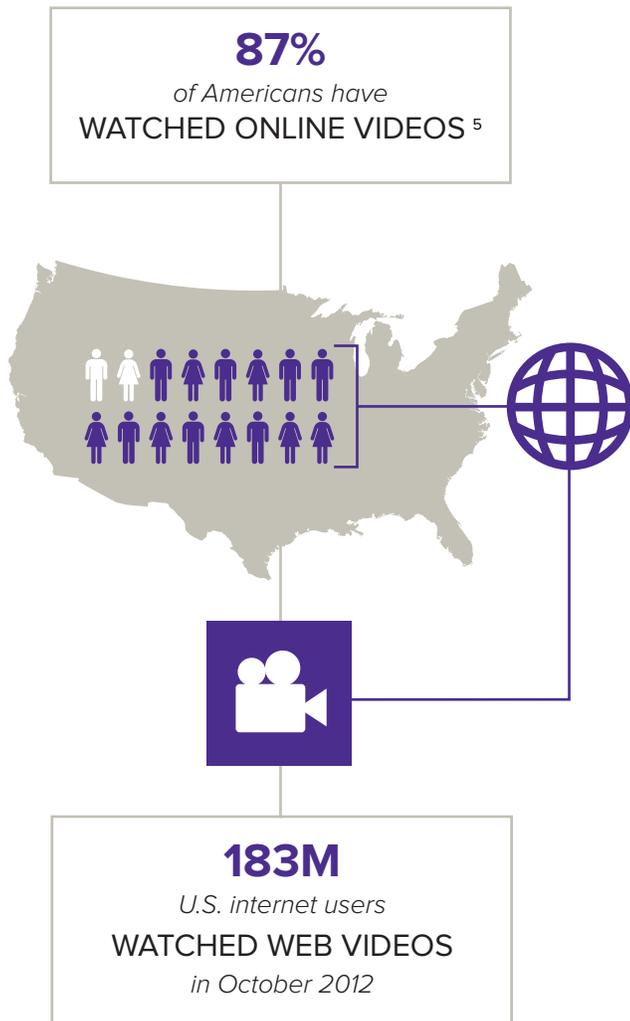
In August 2012, online video viewership reached an all-time high, with 188 million Americans watching video content on the web.<sup>5</sup> Since 2011, the monthly web video audience has fluctuated between 179 million and August's record-breaking viewer rates, but the data indicates more than 87 percent of internet-using Americans have viewed online video at some point.

Increased web use paired with faster, more reliable web connections will consistently drive the popularity of video content moving forward. It's essentially impossible for consumers to browse the web without coming into contact with video. In fact, the top five web properties in terms of unique visitors are also among the sites most frequently used to access video content.<sup>6</sup> Google sites (including YouTube), Yahoo, AOL, Vevo and Facebook were the top five video platforms in September 2012, and each of them also ranked among the 50 most popular web properties.<sup>7</sup>

Whether it's search, YouTube, popular social networks or email inboxes, video is everywhere.

### **Press play for SEO, social and email lifts**

With online videos in high demand, it makes sense that consumers look for this content on their platforms of choice. Search engines strive to include (quality) video content in results.



*“[We’re working to] deliver a rich set of results that are more likely to get searchers what they’re looking for - whether it’s a link, a video, a news item, a map or a snippet of information.”*

*Chief Scientist for Core Search at Bing  
Jan Pederson<sup>9</sup>*

In 2009, it was fifty times more likely for a video thumbnail to get presence on page one SERPs than a text link.<sup>8</sup> While the odds might not be this good as more optimized videos hit the web, both Google and Bing are looking to present searchers with mixed-media results that can best answer their queries. Filling a niche video void for relevant searches can increase the chances a brand appears prominently in search.

“[We’re working to] deliver a rich set of results that are more likely to get searchers what they’re looking for - whether it’s a link, a video, a news item, a map or a snippet of information.” -Jan Pedersen, chief scientist for core search at Bing<sup>9</sup>

More searcher eye tracking shows people focus on the video thumbnail images on SERPs. They potentially garner even more attention than No. 1 results.<sup>10</sup>

[Quick & Easy Makeup Tips - How to Apply Eyeliner. Quick Makeup...](#)



[www.youtube.com/watch?v=YVdetSEH74](http://www.youtube.com/watch?v=YVdetSEH74)  
Jan 22, 2008 - 1 min - Uploaded by expertvillage  
Learn how to apply **eyeliner** with a pencil for quick and easy makeup with expert cosmetic **tips** in this free ...

[Winged Eyeliner Tips - YouTube](#)

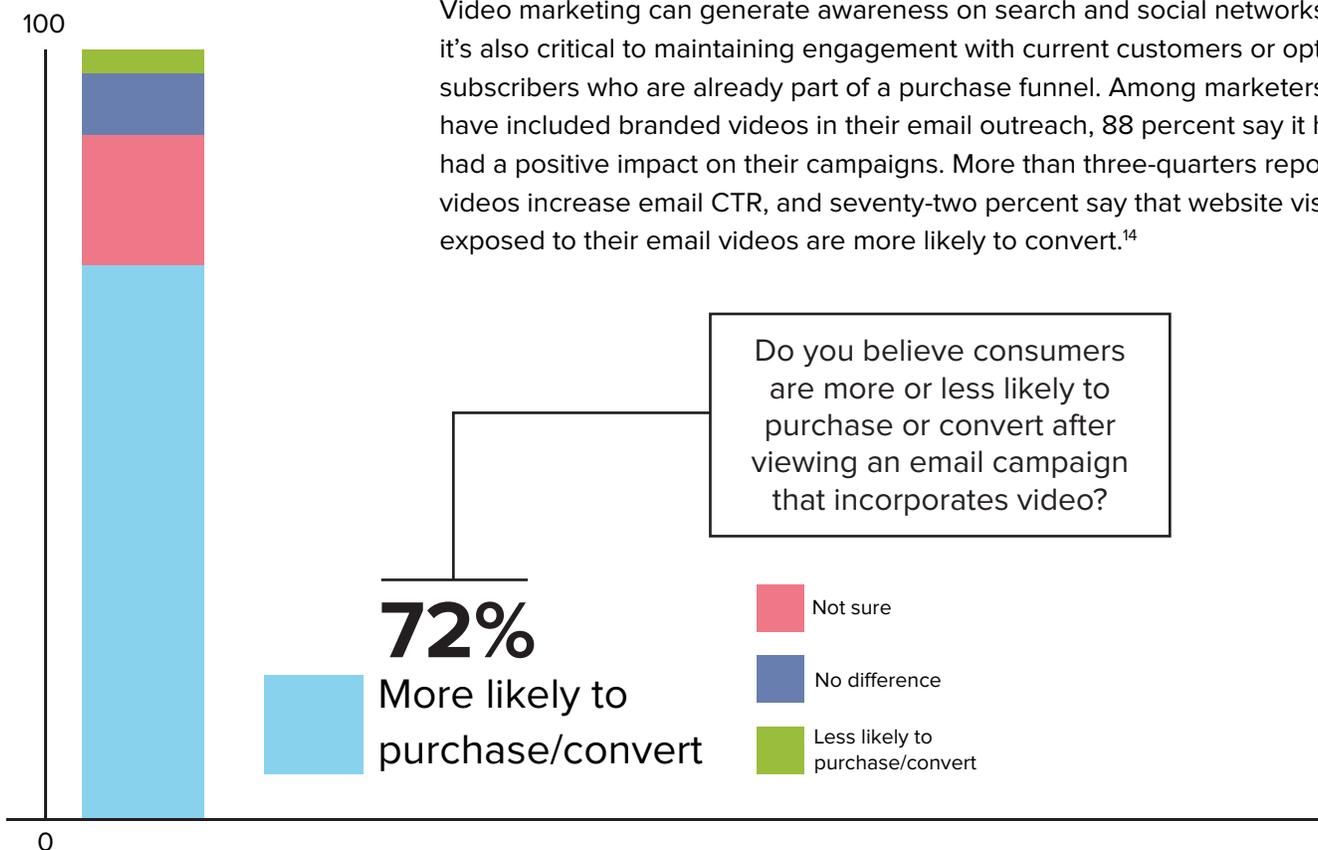


[www.youtube.com/watch?v=ANipLPuzPk](http://www.youtube.com/watch?v=ANipLPuzPk)  
Dec 12, 2011 - 3 min - Uploaded by bighairbiggerlashes  
Winged **eyeliner tips** for anyone who doesn't have a steady hand. Not really a tutorial since there are tons of ...

[More videos for eyeliner tips >](#)

The media also attracts the attention of social users. On Facebook, videos drive twelve times more shares than text and photos combined.<sup>11</sup> Video is also one of the most popular forms of social content users share on Twitter, with 9 percent of Tweets in an average day containing a link to a video.<sup>12</sup> In general, social video viewership in Q3 2012 was up 75 percent over the same period the year before.<sup>13</sup>

Video marketing can generate awareness on search and social networks, but it’s also critical to maintaining engagement with current customers or opt-in subscribers who are already part of a purchase funnel. Among marketers who have included branded videos in their email outreach, 88 percent say it has had a positive impact on their campaigns. More than three-quarters report videos increase email CTR, and seventy-two percent say that website visitors exposed to their email videos are more likely to convert.<sup>14</sup>





### The “Play-to-purchase” effect

Both consumers and B2B buyers use video to learn about companies. In fact, more than half of Americans included in an “Ask Your Target Market” poll say exposure to relevant video has impacted their purchase decisions.<sup>15</sup> Videos have also been reported to enhance brand favorability, appealing to roughly 60 percent of people who are audio-visual learners.<sup>16</sup> By creating an interactive business experience through videos, brands are able to build positive connections that influence purchases.

There are myriad accounts on the web of marketers reporting that video has a greater impact on prospect purchase intent than other forms of web media.<sup>17</sup> In some cases, specific video marketing campaigns have improved purchase intent by as much as 76 percent.<sup>18</sup>

Effectively targeting convertible audiences with video isn’t easy - but a good strategy makes it possible.



## Four common misconceptions about video marketing

Though companies can't deny the competitive demand for branded videos, nearly half of businesses<sup>19</sup> are stalling to get started. Common misconceptions could be holding them back - and it's time to debunk some myths.

### 1 *Not every brand has an audience for videos*

The numbers don't lie - more than 180 million Americans watch videos on the web. What's more is that some of the most popular YouTube videos in recent years have been "how-to clips" that any brand with industry expertise can emulate. This demonstrates there are formats beyond ads that can work for companies.<sup>20</sup> Whether you're targeting tech-savvy teens or Baby Boomers, the majority of Americans aged 18 to 64 watch web videos at least weekly.

### 2 *It's only useful if your content goes viral*

Viral videos are great for brand exposure, but they're not the only way to gain value. In fact, one could argue that a viral video reaches a lot of unqualified viewers. A sustainable video strategy that aggressively distributes the content across the web and optimizes it for relevant discovery presents opportunities for continued engagement. Nearly half of users subscribe to at least one YouTube Channel to consistently watch clips from their favorite providers (and 22 percent subscribe to "many" Channels.)<sup>21</sup>

### 3 *It doesn't offer "real" results*

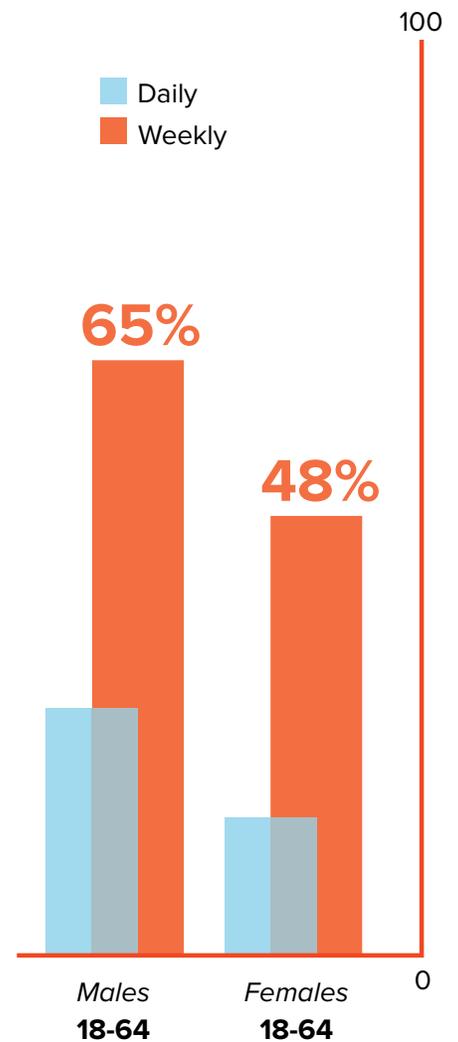
Awareness and engagement are fake metrics, right? Before relegating video to the role of a marketing dead end, consider that consumers who view product videos are up to 85 percent more likely to buy.<sup>22</sup>

### 4 *It's unaffordable*

When 66 percent<sup>23</sup> of marketers don't have a budget dedicated specifically to content marketing efforts, it's easy to see why certain premium content types - like video - might seem out of range. Video equipment has a high price tag, but businesses don't need to own this equipment - it can be rented. The bigger problem (and the one that's more expensive in the long-term) is hiring someone with the skill sets to use the tools.

Outsourcing video production ensures equipment, skills and marketing distribution are part of the sticker price. Businesses can also be smart about choosing partners. Someone who charges by the minute might seem like a cost-efficient solution, but in the long run, a partner who focuses on the subject matter over the running time might drive more revenue. The bottom line is that video can be a worth investment if you're prepared to measure its impact on your goals.

The majority of Americans  
AGED 18 TO 64 WATCH WEB  
VIDEOS AT LEAST WEEKLY



# Lights, Camera, STRATEGY

## Filling the Sales Funnel with Videos

To create a successful video marketing strategy, it's essential to understand how target audiences interact with this form of content and the specific messages that will influence viewers. With nearly two-thirds of Americans watching web videos at least weekly,<sup>24</sup> it's also important for brands to build sustainable strategies that can keep visitors returning to their branded content.

*An “entertaining corporate video” does not have to be an oxymoron!*

Producing an entertaining video is one thing (and it's a valuable thing - an “entertaining corporate video” does not have to be an oxymoron!), but aligning video with the purchase paths and existing channel marketing efforts is another. An integrated strategy across all channels helps businesses keep their prospects moving through a conversion funnel with branded content that engages them.

### Establishing video marketing goals

Like any other form of content marketing, video strategies require a clear identification of business goals. Service providers might want prospects to book a demo, while insurance agents might strive for form completions. On the other hand, some brands will have more transactional goals, aiming to get customers to buy a product online or download a file.

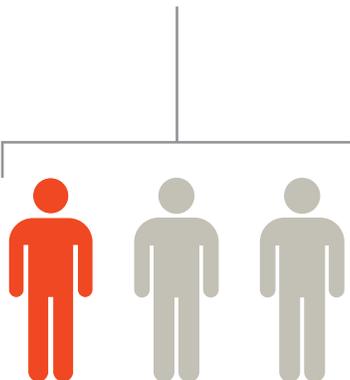
By defining success from the start, it's easier to determine suitable video topics and metrics that count. It's also important to consider that different components of a video mix will serve different goals. One-third of marketers say they're using videos to generate sales leads,<sup>25</sup> but in effect every marketing video should work toward this goal. Unique audiences will have specific needs throughout the business relationship, and diverse video content can support different audiences and work together to achieve ultimate goals.

Strategic video marketing campaigns will target audiences at different phases in the purchase funnel to bring them closer to online conversions and then maintain their business through loyalty. With this in mind, it's important to consider the key performance indicators that can show how different videos impact different goals.

For example:

- ▶ Cross-web view rates and new traffic to video pages can indicate awareness.
- ▶ Viewing time and social shares can be markers of engagement.
- ▶ Click-throughs and transactional activity will reflect lead gen.

**1 out of 3**  
*marketers say they're using*  
**VIDEOS TO GENERATE**  
**SALES LEADS**<sup>25</sup>



## Why Build a YouTube Channel?

YouTube has a lot to offer brands that create a Channel and optimize it as they would a social channel.

HERE ARE SIX REASONS YOU CAN'T PASS UP THE CHANCE FOR A YOUTUBE PRESENCE

- ▶ It's **free!**
- ▶ It offers **unparalleled video reach**, garnering more than **800M monthly visits**
- ▶ It's **easy to customize** and can be linked to other social networks to **create an off-site brand experience**
- ▶ It **connects with Google search** and offers keyword control for potentially **more presence in SERPs**
- ▶ The related videos feature **encourages viewers to keep clicking and watching** (*and active brands can dominate the space on their own videos*)
- ▶ It offers **free analytics tools** to measure video engagement and reach

- ▶ Subscriptions, returning viewers and social endorsement indicate loyalty.

Set goals for what video should achieve, and then consider what brand messages or insights can help accomplish them, as well as what technical tools will be needed to publish the videos.

### *Hosting and optimizing videos to fill the funnel*

The player used for videos is key. While brands publishing videos can benefit from a YouTube presence, there are benefits to publishing video directly on a site instead of embedding them through Google's video platform or similar ones. For one, the "related videos feature" on YouTube will display up to twelve similar clips once a video is complete. In some cases, companies embedding their own branded YouTube videos onto their sites run the risk of accidentally promoting competitor videos at random.

More, while hosting videos through social platforms gets videos in front of more eyes, these networks can also often outrank brand domains for videos in search. Considering YouTube garners more than 800 million monthly visits,<sup>26</sup> it's still advisable to build a Channel ... but the related videos conundrum makes it somewhat undesirable as a tool for publishing videos on a site.

Self-hosting or using a third-party service for video publishing maximizes video SEO. It's more likely a brand domain will rank for related searches, and if and when other sites embed the video, the backlinks will point to the publishing company's website. Businesses working with video marketing providers can use agency hosting solutions as a determinant in selecting the right partner, while those creating videos in house might consider some of the most respected services, such as:

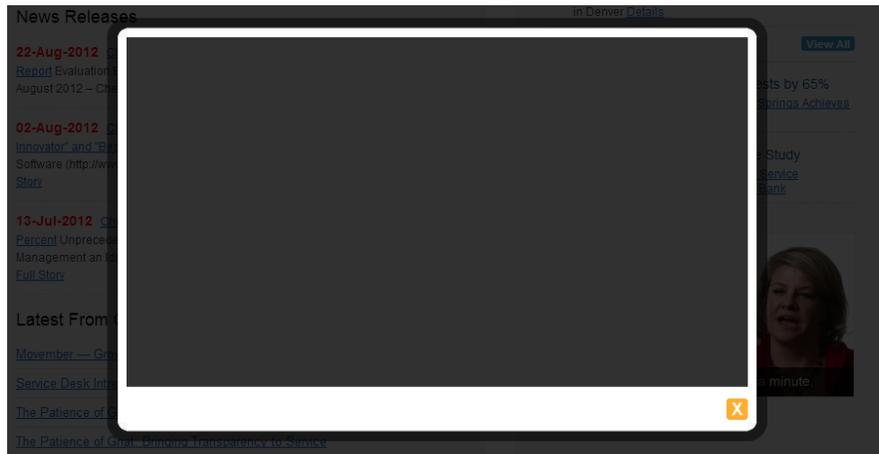
- ▶ BrightCove
- ▶ Wistia
- ▶ Vzar

*Brafton's proprietary CDN enables clients to seamlessly host and publish branded videos.*



*Brafton's video strategists consult on sustainable, audience-targeted campaigns to reach buyers throughout the purchase funnel.*

Beware of lightbox solutions. Some hosting providers offer tools that dim the rest of the screen, arguably creating an immersive viewing experience, but also eliminating on-page calls to action or related content. Even though some video solutions offer skins for interactive or pop-up CTAs, marketers should consider that lightboxing undoes any on-page conversion optimization efforts for video pages on a site.



It's important to create interactive content that can stand on its own and supplement or enhance existing landing pages. This calls for diverse videos that could theoretically take a viewer down a purchase funnel.

### Identifying video topics for buyer personas

For video marketing to work, brands need to have a strategy to build a holistic brand presence. Sixty-nine percent of people say their view of a company improves when video and other content supports the same message.<sup>27</sup>

It's also important to consider the information that will best address what buyers want to know. Nearly 70 percent of consumers<sup>28</sup> said they have stopped watching a web video because it didn't offer the information they sought or failed to resonate.

Importantly, video scripts or storyboards should reflect a succinct but complete message rather than trying to cram information into a 30-second spot. Recent data busts the myth that shorter is always better with brand videos. Videos more than one minute in length earned 70 percent of all views, while clips longer than two minutes were still completed 87 percent off the time.<sup>29</sup> Video subject matter has more impact on completion rates than run time, though appropriate lengths for different audiences will vary.



For example, shorter content is more effective for spreading awareness, while longer spots can cement a prospect's existing understanding of potential partners.<sup>30</sup>

Different audiences will have different informational needs depending on how well they already know a business. Of course, depending on a company's industry, the average length of the **purchase funnel** could be two days or 10 months. But regardless of how long it takes for customers to act, marketers must cater to a spectrum of interests.



To **generate awareness** with videos, sustainability and appealing to slightly broader interests are important factors. This is a phase where brands can focus on building an audience. Companies might offer regular industry news digests, or weekly tips through a studio format to help get a brand name out there as a player in its market. This is also a stage for highly creative “commercial-like” spots to catch interest. Businesses might present audiences product-relevant polls: Unexpected answers can provide comic appeal.

Audiences in more of a **research phase** could be interested in the details about how a company operates or nuances of using a product. Video product demos or how-to videos that address audience inquiries on getting the most from offerings can show off a brand's expertise and value. This category should be more informational and less promotional, speaking to an opt-in audience, as if they've already entered the store or called the brand. How-to's are actually an ideal video type to appeal to prospects and existing customers - 16 percent of all web video viewers seek how-to or Instructional videos.<sup>31</sup>

When it comes to targeting a **ready-to-buy** discerning shopper, companies might use testimonials, corporate promos or employee interviews to show off their satisfaction rates. Consider the types of referrals, rave reviews or consultancy that has won customers in the past as a launching point for this type of content.



For **ongoing loyalty**, brands might turn FAQs into video topics or create love notes to customers, sharing user stories. What are the highlights of relationships with shoppers or clients? What ongoing pain points or seasonal needs can a brand solve for them?

Ultimately it isn't enough just to sell, and it isn't enough just to entertain. Video marketing has to achieve both goals. Audience research, expert insights and quality script writing or storyboarding is essential.

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## *Director's Cut*

### *Creating Actionable Videos that Look and Feel like a Brand*

Unlike written content, branded videos make an impression at first glance. Once the subject matter is worked out, there's still a lot of pre-production planning. The interactive nature of videos can be used to marketers' advantage. Audiences read and gradually digest the information a company presents, but viewers have an instant emotional response to videos. What's the optimal, actionable effect on unique audiences that can be achieved while staying true to a brand?

Consider elements of films from acclaimed directors. Quentin Tarantino has high-action shots and violent themes reminiscent of dime novels or comics. Sofia Coppola's movies have a completely different feel. Her films are quiet, with nostalgic cinematography (think scenes set in a golden evening twilight) and they often explore female leads trapped in gilded cages. Christopher Nolan's movies are almost games, as the director creates worlds where viewers have to first understand the rules.

Corporate videos are not meant to hit "theaters near you," but they can learn from premium filmmakers. Leading directors create their own brand of video that viewers come to expect – and this is reflected in everything from their camera shots and special effects to the soundtracks and subject matter.

Similarly, marketing videos should become natural extensions of a brand, delivering messages and overall "feelings" that viewers can rely on. One business's video should set it apart from competitors just as theater-goers would quickly realize they'd wandered into Coppola's latest release when they intended to see a Tarantino.

Strategic corporate videos take a holistic approach to creating a brand experience.

*Audiences read and gradually digest the information a company presents in text, but viewers have an instant emotional response to videos.*

## Pre-production planning

Pre-production planning is the most important part of building a quintessential “brand feel” in videos. Identifying the right subject matter is part of this process, but it will follow a more traditional audience profiling strategy (culminating in content topics that address audience informational needs, brand expertise and business goals). There are other points to consider that require marketers to reflect on more intangible elements. These start with, “What does your brand mean?” and “How should your audience feel when they interact with your brand?” It would be inappropriate for a law firm to have a home-made, light-hearted feel in the style of LOL cat videos, just as it wouldn’t make sense for a beauty supply store to create videos that had a hyper-serious, urgent feel.

To get at the subtle elements of what a brand should stand for in its videos, make conscious decisions about:

- ▶ **Visual cues**  
What color palette should the videos use? If and how can a logo be incorporated into a clip?
- ▶ **Camera work**  
Are cinematic pans appropriate, or is a broadcast studio style in order? Will loose camera work with fast editing (similar to a music video) reflect a brand?
- ▶ **Animations and interactive elements**  
Should icons or images be popping in and out of the screen, or is it more appropriate to have subtle fades?
- ▶ **Music and sound effects**  
What music qualities can translate into a brand’s attitude or ethos? Punchy jazz or electronic sounds? Laid back instrumental? Something with a classic vibe or more contemporary?
- ▶ **Presenter aesthetics or narrator sound**  
Who is the ideal spokesperson? What demographic characteristics are needed in a presenter?

Remember that even on film sets, directors aren’t tasked with executing the special effects – they’re asked to have the vision. A company doesn’t need to have these skill sets, tools or capabilities in house, but they need a video partner who can execute them.

*In-house expert video production teams at Brafton use their studio and animation skills to help brands turn their vision into actionable videos.*





### Overcoming the “talking heads” problem

A spokesperson or brand advocate talking directly to users will likely be the best fit for certain videos in any strategy, whether how-to v-blogs or client testimonials. These types of videos can be highly rewarding if the viewer connects with the presenter, but they can also lose people’s attention quickly.

Don’t give an audience time to get bored. Even mainstream news providers with well-known anchors bring in non-studio video footage to illustrate their stories

***To keep audiences’ interests, remember to “keep it moving.”***



- ▶ Select presenters who are animated, appropriately moving their hands or facial expressions and shifting voice intonation
- ▶ If appropriate, let presenters physically demonstrate how to do something
- ▶ Bring in (and fade out) image stills or graphics that can illustrate what a speaker is describing at a given point in a video
- ▶ Change the camera angle in extended interviews or presentations to give the viewer a slightly new perspective
- ▶ Use subtle text slides to list key points or highlight important quotes
- ▶ Incorporate animations, whether complex and interactive 3D representations of ideas, simple 2D speaker titles or company logos that move in and out of the clip

The key is to hold the audience’s attention – and a static image that lasts much longer than 2 seconds can lose a post-music-video audience that’s used to fast-paced editing.

Of course, you don't want to go overboard and overwhelm the viewers' senses. This can have a similarly negative impact! With this in mind, choose a video producer who has more than technical knowledge. Any trained producer can create a video with lots of moving parts, an ideal video producer uses these skills to tell a compelling brand story.

### **Video CTAs to support specific goals**



One place where marketers and traditional directors have to diverge is transparency around goals. The video marketing director has the unique task of creating videos for explicit business goals, where traditional directors can make their motivations subtle. Each video produced by a company can have its own specific goal (an “awareness” or “loyalty” video that directs viewers to Like a brand Page or subscribe to newsletters? a “lead generation” video that invites users to request a demo?). But every video must be scripted and storyboarded with a mind (and eye) for getting viewers to take the next step.

Marketers should determine how to best incorporate calls to action into their video content. This can be achieved visually, through the script or through a combination of approaches.

Beyond the video itself, marketers should also add calls to action on the branded websites and social avenues where they publish video content. Conversion-optimized distribution channels are an essential component of video marketing strategies.

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## **Action!**

### *Distributing Optimized Videos to Maximize Engagement and Leads*

Once a company has its targeted video content and a hosting system in place, it's time to publish and promote branded videos.

### **Optimizing video pages for SEO and on-site conversions**

The videos published on a site should be easy for visitors to find – whether they're in a new content category dedicated to videos, within blog posts and/or on relevant product or service landing pages.

For blogs or video-category pages, add the word “video” to the title to make sure the content stands out. This can also help the content get a rich snippet in search results. SERP analysis for brand-targeted keywords can show which phrases commonly return rich video snippets, if any. Those words should be incorporated - when appropriate - into page titles.

*“In addition to searching among the many videos that exist on YouTube and Google Video, Google’s spiders also crawl billions of pages from all over the web, finding millions of videos for you to view. Google’s advanced spidering technology analyzes the text on the page adjacent to the video, the video caption and dozens of other factors to determine the video content”*

*Google Support Page <sup>32</sup>*

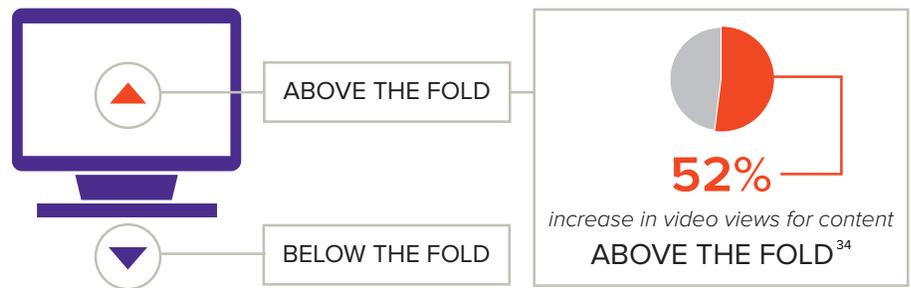
Some other phrases likely to return rich snippets include

- ▶ Testimonial
- ▶ How-to
- ▶ Tutorial
- ▶ Demonstration

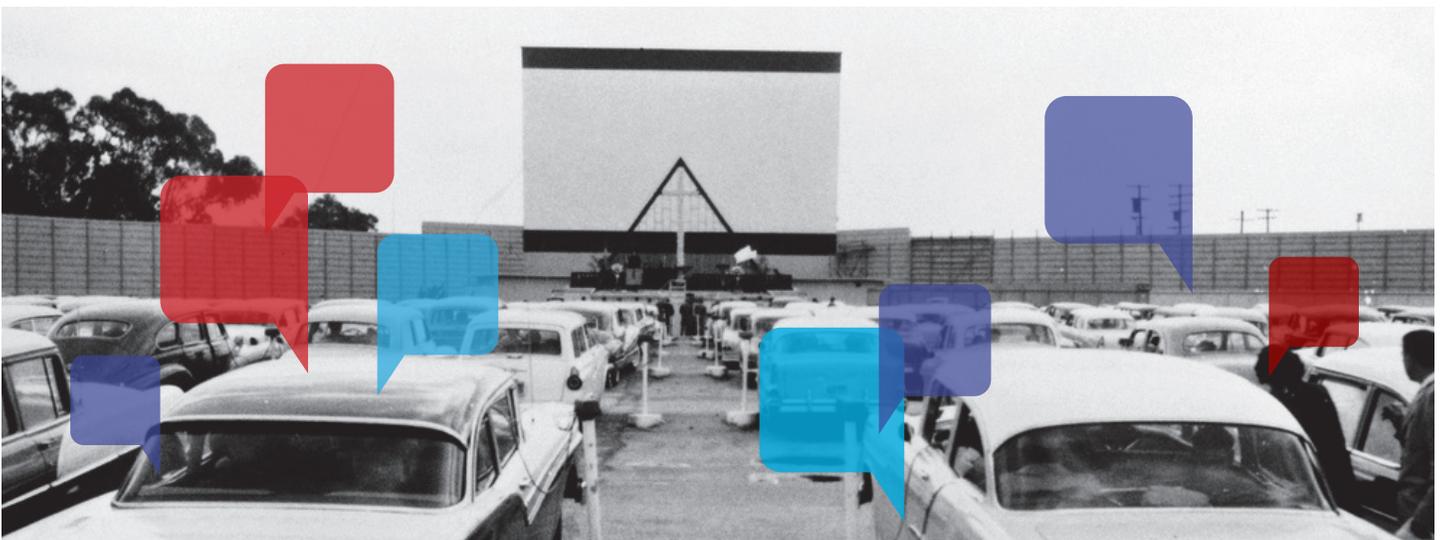
Relevant and meaningful content on the pages featuring videos will also boost search appeal since search engines can’t crawl videos, themselves.

Publishing for maximum SEO appeal is critical. Videos on SERPs receive 41 percent more clicks<sup>33</sup> than text links.

Moving from users’ SERP to site experience, it’s important to consider video placement on a page and the CTAs supporting this content on a site. To start, put videos above the fold. Sites tend to see a 52 percent increase in video views for content above the fold versus below.<sup>34</sup>



As far as CTAs, bigger can prove better. Large calls to action directing traffic to watch (such as “Click to play” or “Watch the video”) generate more than double the view rate for small videos with smaller CTAs. Of course, the prominence and relevance of a CTA is more likely to impact clicks than its size. Successful on-page CTAs are targeted at the perceived audience of a given video, such as a newsletter subscription for awareness video viewers and forms on lead generation videos or shopping cart options for products featured in a promotional clip.





## Optimizing YouTube

Even though it's recommended to use a separate CDN for sharing videos on websites, YouTube is America's go-to source for videos. The platform is essential for discovery and community, making it a valuable place to build a video presence.

There are countless ways to optimize YouTube for maximum search discovery, social sharing and overall audience engagement, but success starts with production strategies. Sharing original videos on a Channel gives viewers a reason to tune in, and different types of content that address informational needs or interests of a wide range of prospects will build appeal. We've covered setting (and executing) a sustainable and diverse video strategy, but here are five other keys to YouTube success marketers shouldn't miss.

▶ ***A branded Channel***

Just like any other branded network Page, YouTube design should offer visitors a brand's distinct look and feel. Create a Channel prominently featuring the brand name, logo, a representative background and a clear description.

▶ ***Search-friendly video tags***

The title tag, video description, video keyword tags and selected categories are all opportunities to maximize discovery within YouTube and in Google search. Incorporate relevant keywords while accurately describing the content of a given video, and use the YouTube keyword tool<sup>35</sup> to expand keyword lists according to hot searches within the network.

▶ ***Playlists***

Playlists help users find the types of videos most interesting to them – and they're a great way for brands with diverse content to show off their range. Set up playlists according to subject matter, company products or content type (ie: a how-to versus an interview, or a playlist for a specific FAQ series).

▶ ***Engage***

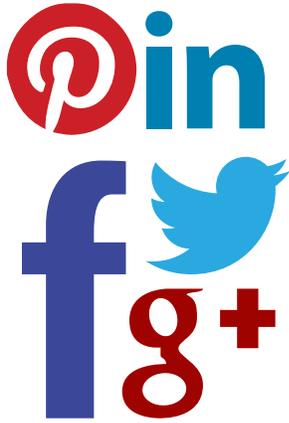
Don't forget that YouTube is a social network. Respond to all comments on a Channel and on individual videos. Brands can also post Channel status updates, though these should be limited. Another pro tip: Comment on other relevant (but not competing) video Channels to build authority and enhance branded video reach.

▶ ***Cross promote***

One of the best ways to get more subscribers is to ask current followers on other networks to take the leap to YouTube. Brands should be sharing videos on other leading platforms anyway.

*Brafton's full-time social media strategists set up or enhance YouTube Channels for video clients, and they distribute branded videos across the web with custom, interactive social posts.*

## Spreading the word on social media



Thirty-seven percent of consumers are more likely to engage social content when there's the promise of a video.<sup>36</sup> The good news is social networks are increasingly adding capabilities for easy video access.



Facebook, specifically, has become a top platform for video content. Fans watched more than 260 million videos on Facebook in August 2012.<sup>37</sup> Marketers can distribute videos directly on Timelines, using the Highlight feature to shine a greater spotlight on their social video content.

Similarly, Twitter, Pinterest, LinkedIn and Google+ enable users to watch videos directly on the platform. Some CDNs may not be compatible with these networks, which is another benefit of having a YouTube presence.



Think Twitter is too fast-paced to hold a viewer's attention? Think again. Video is among the most popular forms of social content users share on Twitter, with 9 percent of Tweets in an average day containing a link to a video.<sup>38</sup> Sharing a YouTube link to a clip embeds the video directly in a Tweet – but be sure to add a #video hashtag so followers don't miss it on their feeds.

**37%**  
of consumers are more likely to engage social content when there's a **PROMISE OF VIDEO**<sup>35</sup>



Pinterest is another rapidly rising viewing platform. Google indexed just 1,170 videos on Pinterest in late March 2012, but this jumped to 114,000 videos by mid-September.<sup>39</sup> Videos can be shared from YouTube or Vimeo using the "Pin it" bookmarklet provided by Pinterest. As with Twitter, using a #video hashtag is key, and it's important to pick an eye-catching thumbnail for this highly visual network. Brands can create video-specific boards to streamline the viewing experience for followers.

With LinkedIn, it's important to be discerning about which videos a brand shares – business advice or B2B tips might work best. Meanwhile, Google+ not only allows brands to share videos, but they can also create videos by recording Hangouts and exporting them to YouTube.

Brands can also share videos on other discovery platforms, including Reddit and Stumbleupon.com/video for maximum exposure. Both of these networks allow users to embed YouTube videos.



Remember that videos shared across networks through YouTube are creating links to a YouTube Channel (instead of a site), so it's even more important to have a strong in-video CTA. Tell viewers what they're next step can be to stay connected with a brand. Another option is sharing the blog posts or site pages where videos are published to encourage social clicks directly back to a website. In general, the rise of video viewing within networks suggests companies will win more exposure with embedded videos, but it's a good strategy to share the video as well as a link to the related site post on leading social networks.

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## Conclusion

### *Video Marketing ... It's Never Really a Wrap*

Video marketing has to be responsive to audience demand for best results. Video production, distribution and analytics-conscious strategy work should be ongoing.

It's important to measure which videos are getting the most Likes and shares across networks, but also which ones drive the most CTRs and site traffic, or how the presence of particular videos on site pages increase web conversions. A holistic approach to metrics shows where video delivers the most impact in a shopping cycle so ongoing videos can be planned accordingly. At the same time, careful measurement pinpoints areas where specific video themes, titles, lengths and distribution channels can be updated to ensure video marketing continuously optimizes user experience throughout the funnel.

Brafton offers customized video marketing strategies and diverse, expert video content to put clients' best face in front of the camera.

Contact us to learn more.

*Brafton's video marketing strategists regularly deliver analytics to help clients fine-tune their campaigns for maximum ROI.*



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## End Notes

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