

Inbound Video and the Death of Impersonal Marketing

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WHAT DO WE DO?

We help brands use video



Understanding the problem

Building and launching a plan

*setting up workflows for sharing
video across your digital channels*

When it comes to video, getting the fundamentals right can make a big impact on success. We'd like to work with the digital team to audit the current channels you share video on and understand historical performance on each. That will give us a clear picture on where we should focus our attention in 2018.

We'd also like to work with the digital team to select a dedicated video host and also video advertising partners in conjunction with your digital ads team at TribalVision.

From there, we can build a set of best practices for sharing video on each of these channels that your team can reference at the start of any project.

Deliverables Quick View

- Meet with digital team to audit content
- Select and onboard the best video platform and distribution partner
- Establish best practices checklists for each channel

Analysis and optimization



The scientific method



Experimentation

LET'S GET STARTED

What we're covering today

1. Why video should be in your marketing plan
2. How video marketing means more than just an ad unit
3. High impact/low effort ways to get started with video
4. How to work with external partners

1. Why video should be in your marketing plan
2. How video marketing means more than just an ad unit
3. High impact/low effort ways to get started with video
4. How to work with external partners

This is a lot to cover!
(don't panic, there are links)

Why video?

Why (good) video?

WHY VIDEO?

It's how we consume content

Video could claim up to 80% of web traffic by 2019

Source: Forbes

WHY VIDEO?

It's inherently engaging

**Landing pages with video convert
up to 80% better than those
without**

Source: Vidyard

WHY VIDEO?

It's what your audience wants

**50% of people look for videos
related to a product or service
before they visit a store**

Source: Google

WHY VIDEO?

It's extremely effective

**Over 50% of global marketers
name video as the type of content
with the best ROI**

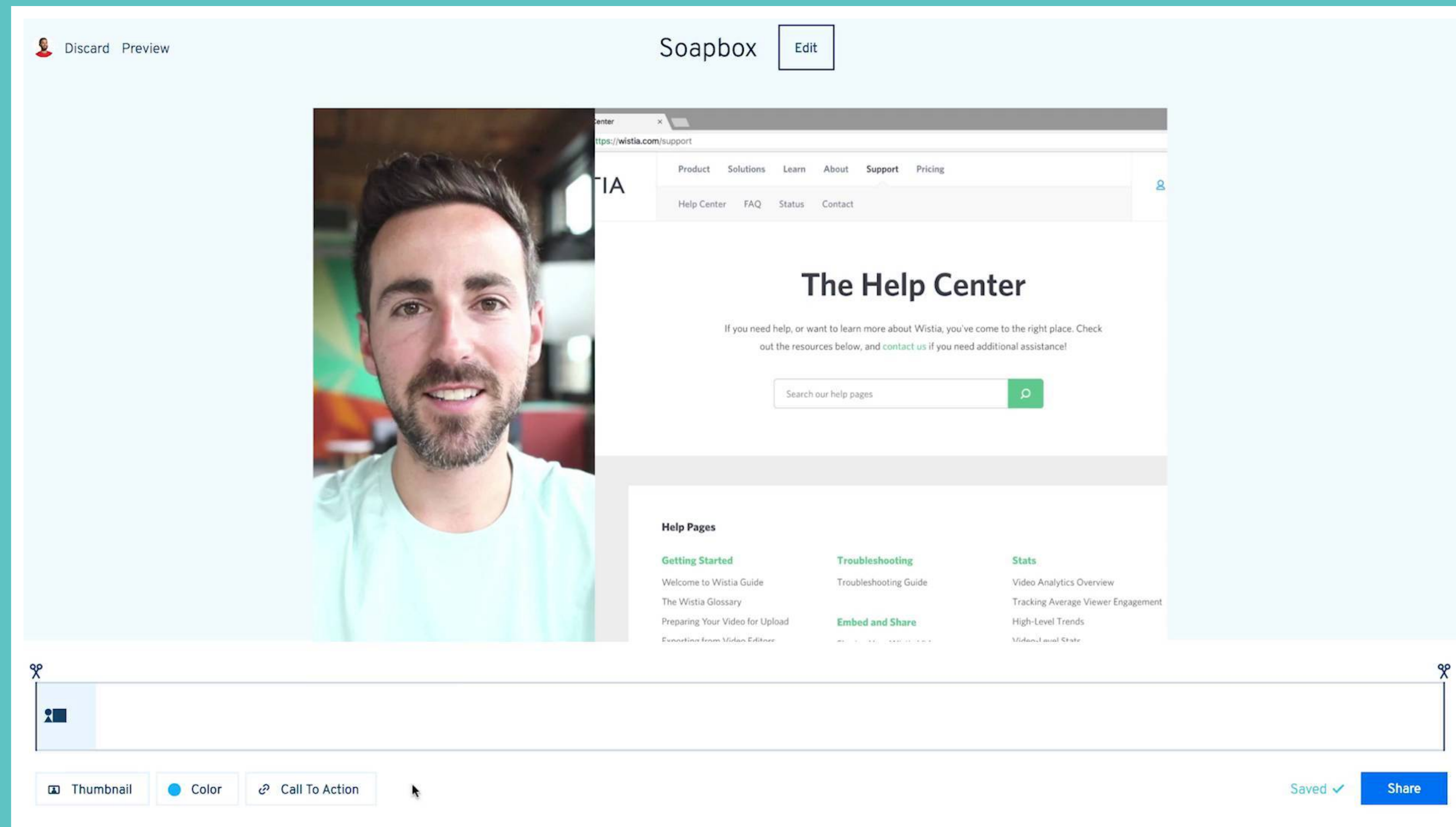
Source: Adobe

<http://vstr.at/stats>

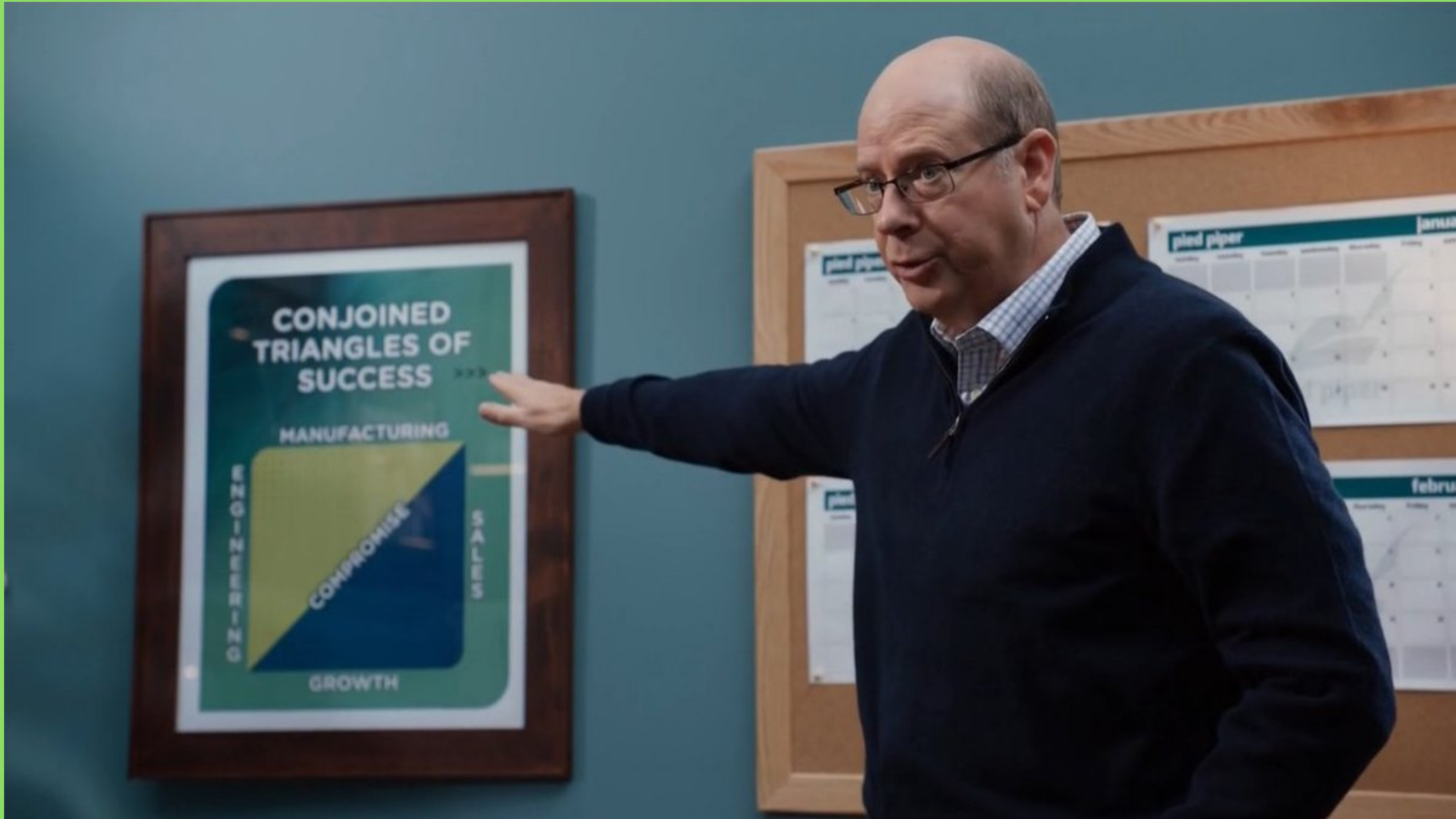
What is video marketing?

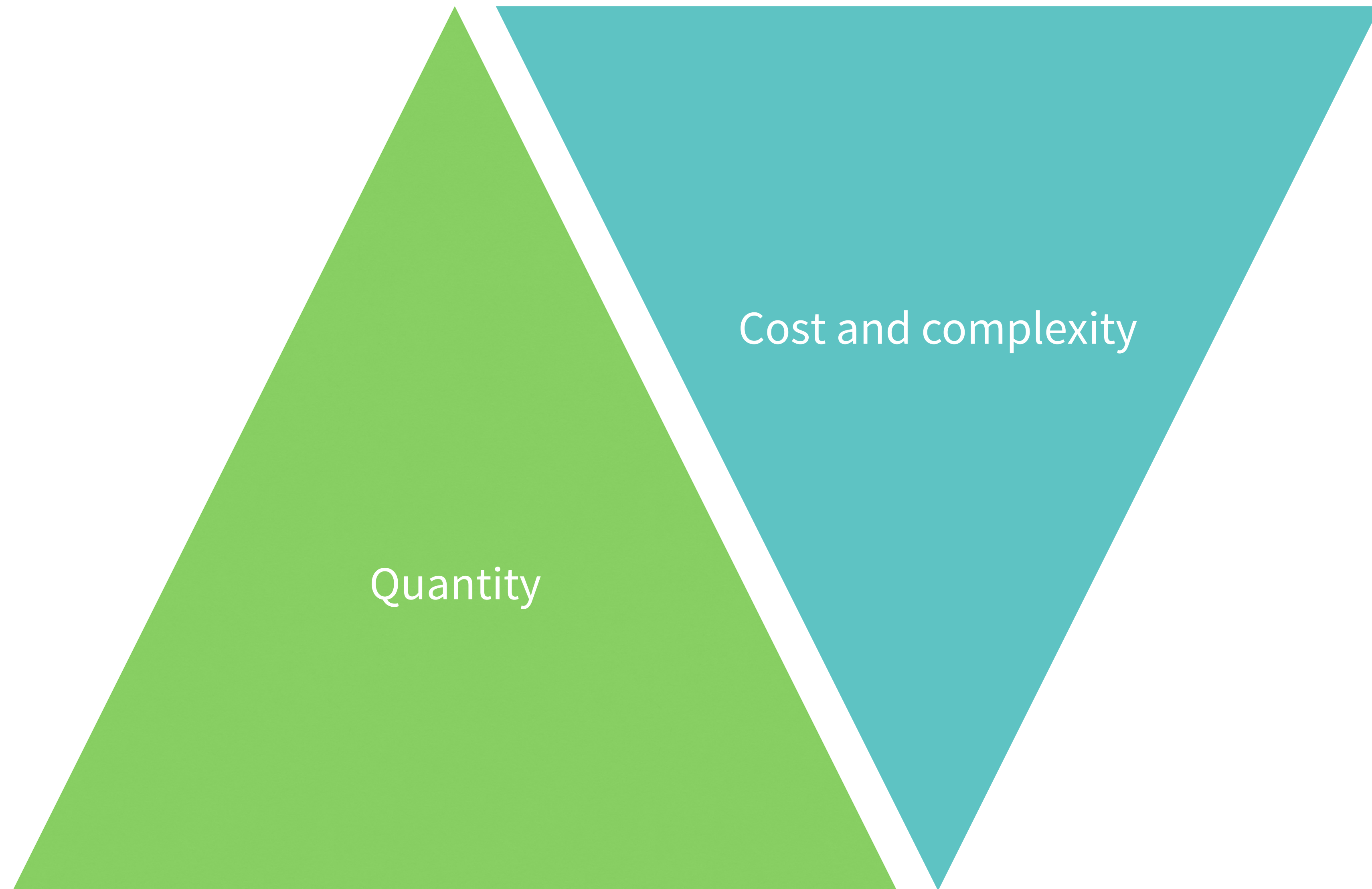


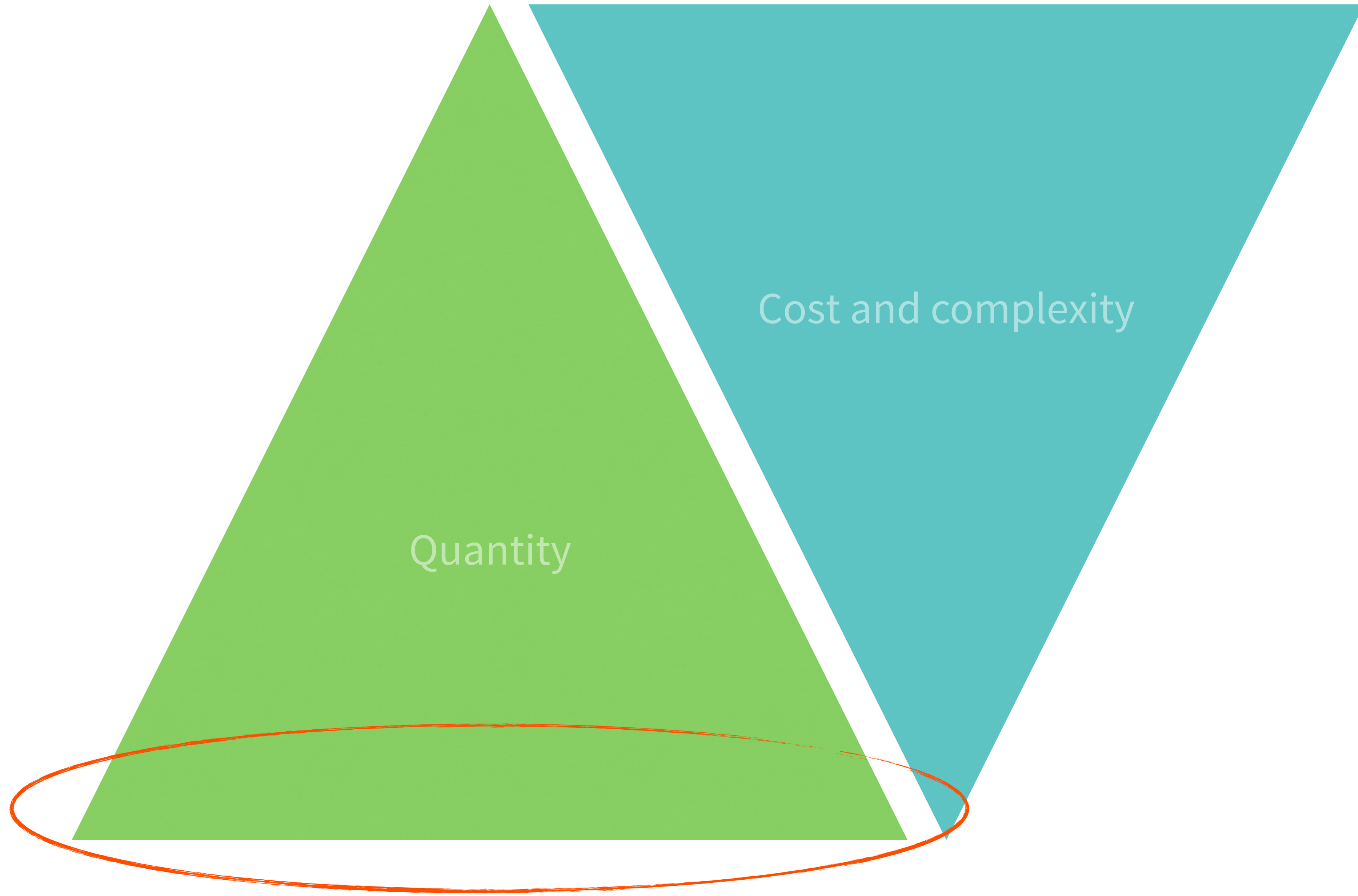


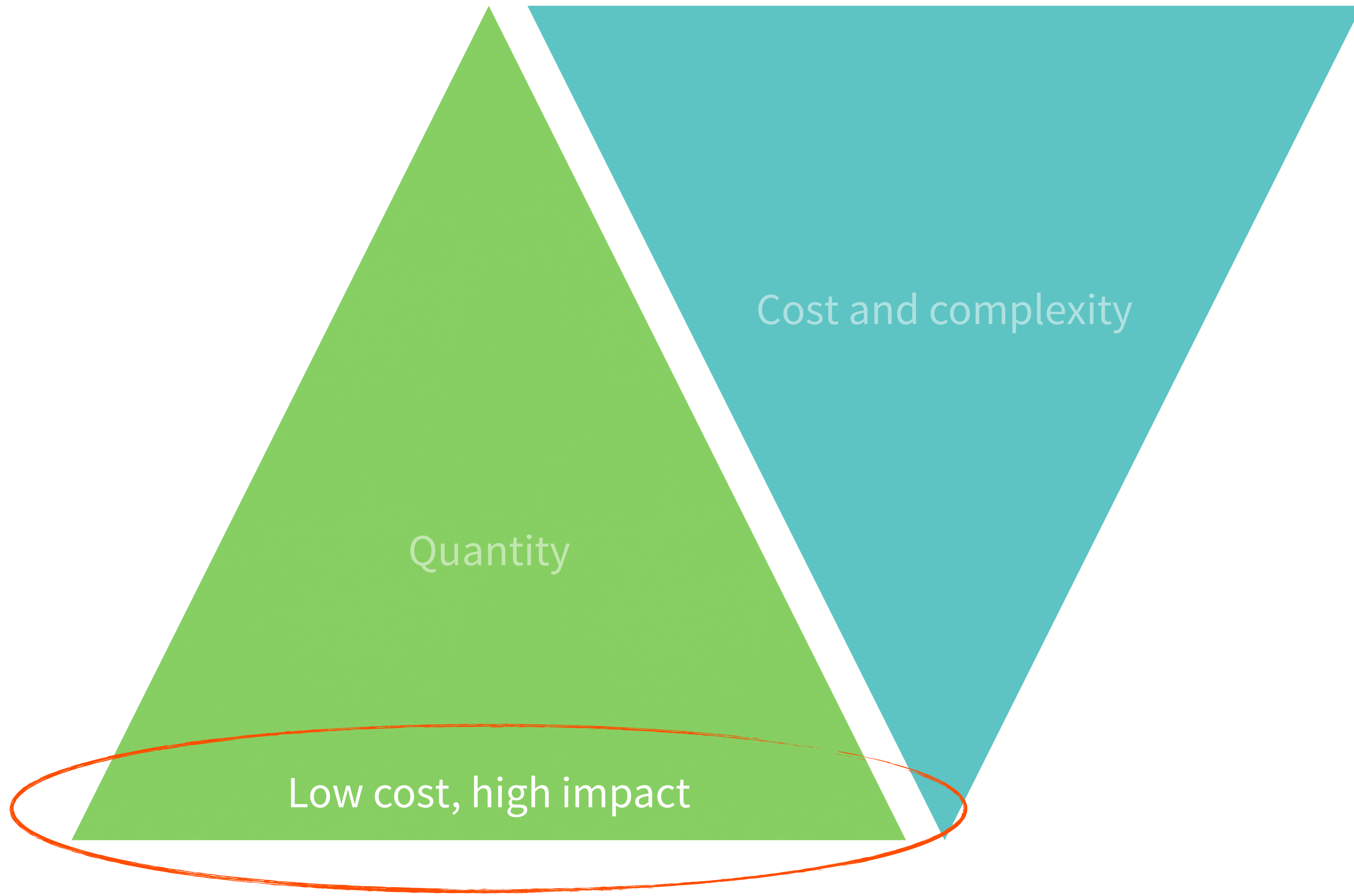


<http://wistia.com/soapbox>









What does that content look like?

1. Video emails for sales and support
2. Organic and paid social content
3. Training and education
4. Case studies

Why is it so important?

1. Low barrier to entry
2. Opportunities throughout the funnel
3. Easy to quickly prove ROI to justify deeper dives

Let's talk implementation

1. Tools

2. Tactics

3. Procedures

Tools for making video in-house







- Set up a dedicated space whenever possible
- Bad audio can ruin the most beautiful videos
- Use tools you're comfortable with

THE PHILOSOPHY OF BUYING GEAR

1. Buy gear that solves a problem
2. Rent when you're trying something new or need a specialized tool
3. Often it's smarter to spend money on people instead of equipment

<https://ianservin.com/camera/>

Tactics for making great video

1. Start with the problem, not an idea
2. Understand the goal and how you'll measure it
3. Focus on prep for stress-free production

CAMPAIGN PRE-FLIGHT

ASK THESE QUESTIONS FIRST

Are we making the right content for our audience?

Who is our audience, will this idea resonate with them?

Do I have a clear understanding of our goals and objectives?

What's our plan to achieve these goals with the campaign/content?

How are we measuring success, what are our key performance indicators?

Are we sure the content will make an impact?

What channels should we share this content on?

How will we tailor the video for each platform? (aspect ratio, captions)

How are we using reports to show progress? How are we including organic feedback in our reporting?

How can we use that information to optimize the campaign moving forward?

Are we set up for a smooth production?

Who needs to be on the creative team to execute this idea?

What kind of outside crew/talent do we need to bring in?

What access, equipment, or information does the team need in order to succeed?

Who else needs to be looped in to assist with scheduling and logistics?

videostrategy.org

CAMPAIGN PRE-FLIGHT

**Are we making the right
content for our audience?**

THE RIGHT CONTENT

1. Who is our audience, will this idea resonate with them?
2. Do I have a clear understanding of our goals?
3. How will this content help us reach those goals?
4. How are we measuring success?

CAMPAIGN PRE-FLIGHT

**Are we sure that the content
will make an impact?**

MAKING AN IMPACT

1. What channels should we share this content on?
2. How will we tailor the video for each platform?
3. How are we going to report our results?
4. How do we use those reports to optimize performance?

CAMPAIGN PRE-FLIGHT

**Are we set up for a smooth
production?**

SMOOTH PRODUCTION

1. Who needs to be on the creative team?
2. What kind of outside resources do we need to bring in?
3. What access, equipment, or information does the team need to succeed?
4. Who needs to be looped in to assist with scheduling and logistics?

<http://vstr.at/checklist>

Procedures to make consistent content

	Social	Ad Unit	http://app.wipster...
	Social	Ad Unit	http://app.wipster...
	Social	Ad Unit	http://app.wipster...
	Social	Ad Unit	http://app.wipster...
	Social	Promoted Post	http://app.wipster...
	Social	Ad Unit	http://app.wipster...
	Social	Ad Unit	http://app.wipster...
	Social	Ad Unit	http://app.wipster...
	Digital	Social	http://app.wipster...
	Digital	Social	http://app.wipster...
	Digital	Social	http://app.wipster...
	Digital	Social	http://app.wipster...
	Digital	Ad Unit	https://drive.gc...
	Digital	Ad Unit	http://app.wipster...
	Social	Ad Unit	http://app.wipster...
	Social	Promoted Post	http://app.wipster...
	Social	Promoted Post	http://app.wipster...
	Social	Ad Unit	http://app.wipster...
	Social	Promoted Post	http://app.wipster...

- Build a video style guide
- Tackle low hanging fruit before moving onto something bigger
- Set up an internal library to easily remix and reshare video
- Use a video host designed for marketers

The content onboarding roadmap



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videostrategy.org

<http://vstr.at/onboarding>

CONTENT ONBOARDING

1. Build a b-roll library filled with evergreen content
2. Design motion graphics templates and standards
3. Spend time curating a music library
4. Audition voiceover talent




Why not use **You**  ?

YouTube Red


cisco

About 1,890,000 results




4:37

Sisqo - Thong Song

SisqoVEVO  79M views • 8 years ago

Get 3 instant downloads – "ROUND & ROUND," "LIPS," and "A-LIST" – when you pre-order my new album Last Dragon on iTunes.



17:10

CompTIA or Cisco? - Should I get the CompTIA A+/Network+ OR the Cisco CCNA/CCENT - Microsoft MCSA?

NetworkChuck • 33K views • 5 months ago

Should you get the CompTIA A+/Network+ certification or should you jump right into **Cisco** or Microsoft certs? (CCENT, CCNA,

Working with an external partner

1. Big ideas
2. Complex campaigns
3. When getting it right the first time is critical

**Execution
partner**

**Strategic
partner**

**Production
company**

**Video marketing
agency**

The creative brief

- What's the creative concept?
- What's the goal?
- Team roles and responsibilities
- Technical requirements

The content onboarding roadmap



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<http://vstr.at/onboarding>

Moving forward...



Experiment

**Treat video like you would
any other marketing activity**

Understand the problem
so you can build an effective **plan**

Set up an environment where you
can **create** great content

Be strategic about how you **share**
that content with the world

Video isn't scary, **you'll be fine.**

ianservin.com/revolve

Download these slides

Additional resources

Free consulting