

# Video Creation



Benefits of Using Video for Social Media and Marketing.

By Dawn Mosley

# Video Ads Work!



- ☞ Consumers that watch a video are more likely to purchase an offering than they are if no video is present and enjoyment of video ads increase purchase intent by 97%.

# Most Effective Content



- ❧ Video has become one of the most highly shared content formats on the Internet, especially on social networks.
- ❧ The primary placement of videos is on the brand website.
- ❧ Videos are most effective in the second most popular placement location – sites such as YouTube and other social media platforms.

# Video Is Measurable



- ❧ Analytics are easily accessible, and are a great tool for evaluating how successful your videos are without the guesswork. Measurement can help you, your boss and your colleagues determine which videos and surrounding social media activities are leading to increased sales and/or traffic to your site.
- ❧ Manage it and adjust, but you have to try!

# Short-term or Long-term?



If you have a well-planned outline before producing a video, it can typically be used over and over.

Not all content needs to be evergreen, because sometimes you have a specific audience, message, or idea to get across.

# Tell Your Story



- ❧ Who is your audience?
- ❧ Where do they get their information from?
- ❧ Who makes the decision(s)?
- ❧ What message are you trying to convey?
  - ❧ Product (show it in use)
  - ❧ Service (testimonials)

# Make The Connection



- ❧ Connect with everyday situations. If your products or service has an impact, and they all should, so show it.
- ❧ Knowing you customer is half the battle. Now give them what they want.
- ❧ Some organizations cannot budget for a fulltim

# Film = Emotion



- ❧ In film, a filmmaker has the opportunity to integrate things very tightly. He can control exactly what's shown of the face and what else is present. And the viewer has much less opportunity to walk away or focus on other things.
- ❧ Emotions effect the way people make decisions.

# Media Outlets for Video & Films



- ❧ YouTube
- ❧ Facebook
- ❧ LinkedIn
- ❧ Instagram
- ❧ Email
- ❧ Pandora

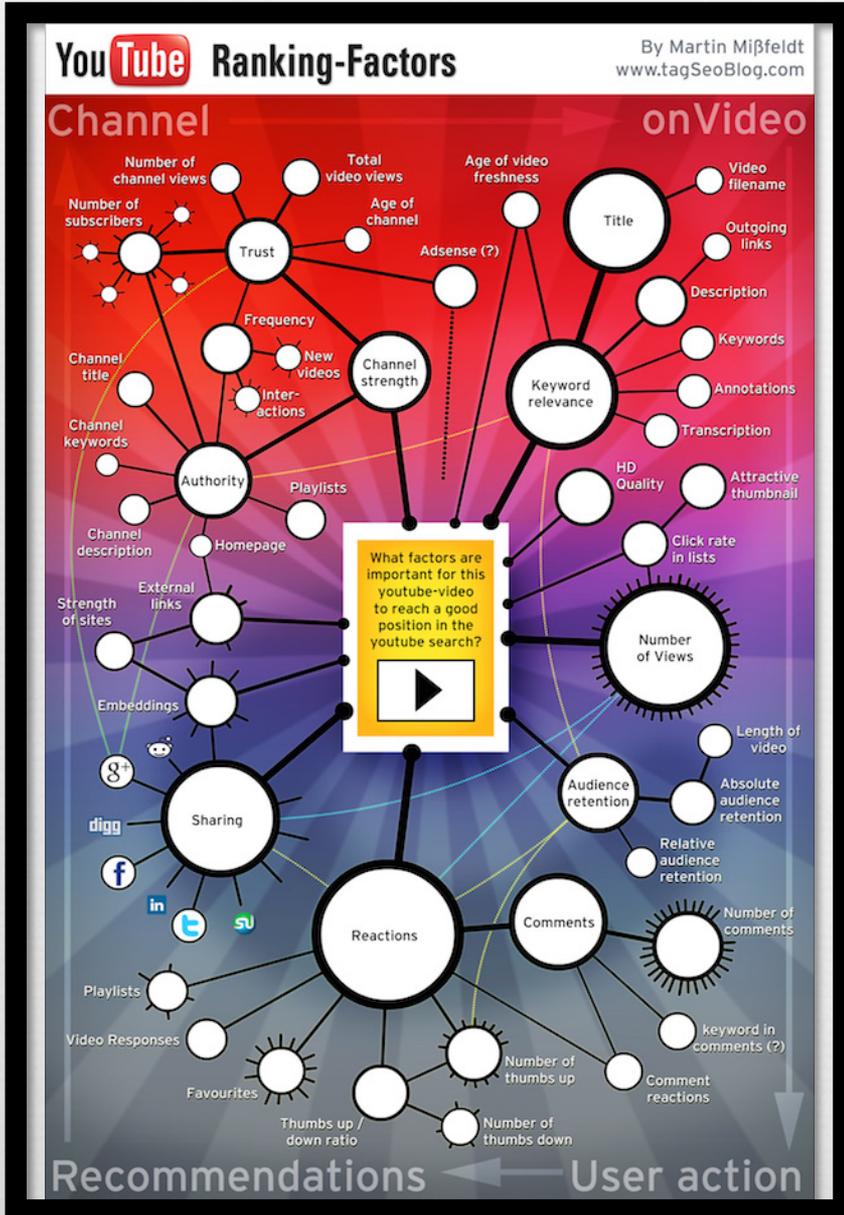
...and many more – not to mention your own website!

# 15's, 30's or 60's?



- ❧ 15's – Short and clear and cost effective:
  - ❧ Pre-rolls, Social Media, and Web.
  
- ❧ 30's – Short story w/more detail:
  - ❧ Pre-rolls, Social Media, Broadcast TV, Cable Networks, YouTube and
  
- ❧ 60's – More information is required:
  - ❧ Private events, Fundraisers, Chambers/Visitors Centers and Hotels, In-house (lobby or website).

# YouTube Ranking-Factors



## NOTES



- Title tag information
- Audience retention
- Keywords in description tag
- Tags
- Video length
- Number of subscribers after watching
- Comments
- Likes and dislike

# SEO Tactics



## **Write Super-Long Video Descriptions**

- Remember that YouTube and Google can't watch or listen to your video.

## **Optimize Around “Video Keywords”**

- Ranking on YouTube is great, but ranking video in YouTube and Google is even better.

## **Get More Video Views From Online Communities**

- Quora and LinkedIn groups are fantastic places to funnel traffic from.

## **Encourage Subscribing and Linking**

- If people enjoy watching your video, it will increase your YouTube Search.

## **Create Keyword-Rich Playlists**

- Organize your videos into a playlist. Don't leave your channel an unorganized mess.

# Let's Make a Movie!



- ❧ Interviews
- ❧ Tutorials
- ❧ Testimonials
- ❧ Tips
- ❧ Research

# Resources & Helpful Links



- 🔗 <https://searchenginewatch.com/sew/how-to/2340726/5-advanced-youtube-seo-tactics-to-drive-more-traffic-to-your-videos-website>

# The Power of Video



❧ <https://youtu.be/HkuKHwetV6Q>

❧ <http://tubularinsights.com/video/social/>

# The Future of Video & Social Media



Video will account for almost 80% of global internet traffic by 2020...

INCREASE YOUR  
VIDEO MARKETING  
BUDGET



NOW!

Thank you,  
Dawn Mosley