



## WHY YOU SHOULD BE USING VIDEO IN YOUR MARKETING. AN MD's GUIDE.

Your business's marketing strategy may include a wide range of tactics that are focused on building awareness, engagement, consideration and purchase of your products or services from your targeted prospects and existing clients alike.



**Viewers retain 95% of a message  
when obtained through a video**

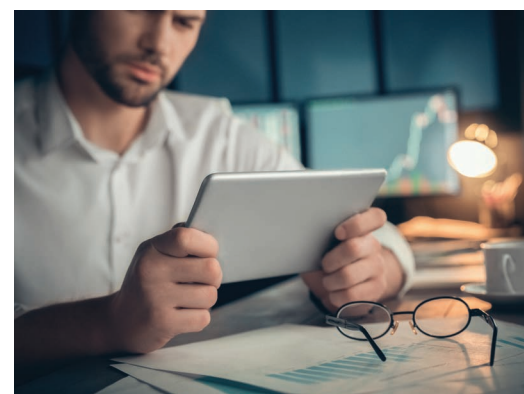


[Social Media Week]

A well produced video, used and promoted in the right way, can significantly increase engagement with your messages, brands, products and services. On Instagram for instance, video ads attract 3 times more engagement than image based ads. Other data suggests that using video in your marketing could boost lead generation by up to 66% annually.

Video provides a valuable opportunity for businesses across all industries, with 55% of all internet users viewing at least one video online every day and spending almost eight hours (seven hours, 55 minutes) each week watching online video content.

So if you're not yet using video as part of your marketing mix, then you are potentially missing out on a tactic that can add significant value to your marketing programme.



Video marketing shouldn't be constrained just to a tactic to be used within your awareness campaigns. Video content can be implemented throughout your marketing supporting every step of the customer journey and is equally effective in supporting employee communications.



**Video on landing pages can increase conversions by 80%**



[Eyeview]

## KEY TYPES OF VIDEO CONTENT TO CONSIDER

Let's quickly cover off some of the key types of online video you might consider incorporating into your marketing programme. All of these video types can include live action, animation, motion graphics, use bespoke shot footage or stock content and any combination of the above. Also remember to include calls-to-action on your social videos and where possible, support links to other content to drive further engagement.

85% of video views happen with the volume turned off. So ensure your message is communicated without sound, or your video content won't perform as strongly as it should.



### 1 Social Videos

Whether you are posting or sponsoring on LinkedIn, Instagram, Facebook, Twitter, YouTube or TikTok, your audience engagement and interaction is far greater when video is used. In order to maximise the benefits there are a number of elements that need careful consideration - video formats, sizes, video runtimes and aspect ratios but most importantly the creative content.

### 2 Brand/Corporate Videos

These are the backbone of online video and can range from business overviews, 'About Us' style videos, culture videos and CEO leadership statements to videos on your business's environmental and sustainability activity. They are videos that introduce and communicate the key stories about your business and its people, giving viewers insight into your vision, values, personality and promise.

### 3 Interviews/Stories

Video interviews are a great way to convey thought leadership on a key subject or topic of interest to your target audience. Interviews have to be authentic, cover off real issues and have passionate experts delivering real knowledge at their heart.

### 4 Tutorials/'How-To' Videos

There is no better way to engage with an audience than in providing free guidance to help them understand how to achieve something that they couldn't before - demonstrating how to use your products effectively. 'How-To' videos help present you as knowledgeable experts that provide useful advice and insight.



## 5 Product/Service Launch or Promotion Video

You can think of these as promotional adverts to present your latest brand, product or service to your market place in the most engaging manner. They can be short promotional pieces just like TV adverts or longer, more in-depth presentation pieces like you would have if a car brand was launching a new vehicle at an expo.

## 6 Explainer/FAQ Videos

These are really useful when you have a complex topic or process to explain, for instance 'the steps you need to take to export products to a particular country', or 'how to use a complex piece of software'. These work especially well for those considering using a particular service.

## 7 Testimonial/Case Study Videos

Customer case studies can provide powerful substantiation of your offer and promise. They can provide credible third party testimony to the quality of your products, services and capabilities as a company. Enhancing these by producing video case studies makes them even more compelling.

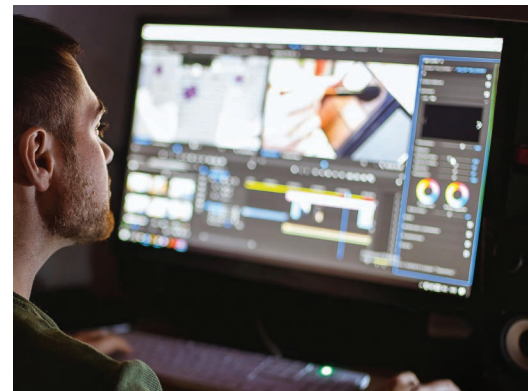
## 8 Live Streaming/Webinars

Live streams are a fantastic way to make your brand seem more authentic and tangible to viewers. Live streams are video content streamed in realtime across the internet - not unlike a live TV broadcast. It's the perfect format for round table discussion, interviews, launches, behind-the-scenes, and event content.

## HOW TO START VIDEO MARKETING

Now that we have briefly reviewed the key types of videos you can use in your marketing, let's run through the steps you need to make it a success.

- Identify what your goals are for your video content
- Identify where video sits in your marketing mix
- Define your target market for your video content
- Choose how you will measure your video's success
- Plan your production and promotional budget
- Choose the types of video you need to create
- Select the platforms you are going to use to deliver your content
- Script and storyboard your video content with care
- Produce and edit your video content - ensure your creative is strong and your messages are clear
- Publish your video using SEO best practices
- Promote your video across your online channels



“ Tailoring video content to your target audience can boost your retention rate by 35% ”

[Slidely]

## PROMOTING YOUR VIDEO

Creating great video content is only the first step. If no-one knows about your videos then they are going to have little effect in driving viewer engagement. Video marketing and marketing your video go hand in hand - both need to be undertaken effectively if you want to maximise campaign success.

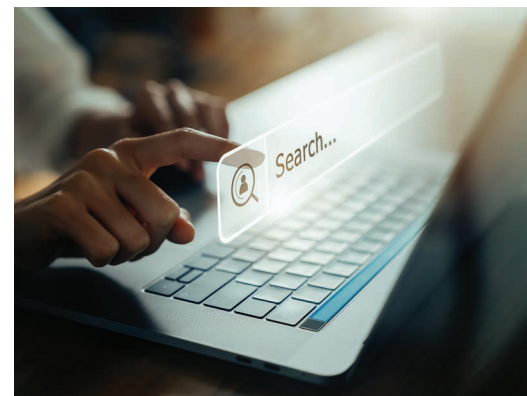


Since 71% of consumers find sponsored videos relevant or highly relevant, it's definitely worth investing in a paid campaign to ensure your videos are seen by the right eyeballs ”

[Slidely]

Some of the more common ways to promote your videos are:

- On the Social media platforms where your target audience spends time
- Through SEO, optimising your video descriptions/hashtags for relevant search keywords on platforms like YouTube and Vimeo - also on the landing pages on your own website
- Through paid search, display and social advertising
- By running direct email marketing campaigns to push traffic directly to your video content
- By promoting your videos to key influencers in your sector to help share the video to their aligned audiences



## SO WHY ISN'T EVERYONE USING VIDEO?

Regardless of the size of your organisation, it's clear that you should be using video in your marketing mix. So why isn't every business using video?

In a recent survey of marketers:

- 16% said it's because they lack the time
- 17% said it was because it's too expensive
- 17% said it was because they didn't know where to start

If you don't have the time or expertise in-house, engage with a video marketing agency who has the expertise you need to help you plan and execute your video production and promotion.

Video also doesn't have to break the bank - there are lots of different ways video can be made to be very affordable. For instance, you can create one longer video and then recut that content into many different snippets that can be used in multiple ways online to maximise your return from your investment.

“ 69% of marketers that were not yet using video in their campaigns said that they expected to start using video in the next year ”

[Wyzowl]

Over the years MC+Co have created, produced and promoted many different styles of video for many different types of businesses. You can be confident that whatever your particular project demands, we can deliver.

If you're still not exactly sure how video marketing fits in to your marketing programme why not give us a call. We will happily help you understand how video can be used to enhance your marketing.



**WANT TO TALK ABOUT A VIDEO FOR YOUR BUSINESS?**  
CALL +44 (0) 1277 366898 OR **EMAIL US** TODAY

#### Our Other Services Include:

##### MARKETING STRATEGY + PLANNING

Insights that drive results



##### BRANDING, ADVERTISING + DESIGN

The inspired, not expected



##### WEBSITES, DIGITAL + EMAIL MARKETING

Rich digital experiences



##### CONTENT + SOCIAL MEDIA MARKETING

Connected conversations



**TRACKING, MEASUREMENT, ANALYSIS + REPORTING** Nurturing the sales process



#### LONDON:

T: +44 (0) 20 3036 0715 | E: solutions@mc-co.co.uk

#### ESSEX:

T: +44 (0) 1277 366 898 | E: solutions@mc-co.co.uk

[www.mc-co.co.uk](http://www.mc-co.co.uk)

