

VIDEO CONTENT

IN MARKETING

10 reasons why Video should take a leading role in your content marketing brand

KEY things to consider when creating an engaging video content

REASON #10



**IMPROVE
SEO**

REASON #10



Increases the chance of your brand being on the front page of a Google search engine result by

53 times!

REASON #10



63% viewer visit
your website after
viewing a video

REASON #10



Videos keep a visitor **2** mins longer on your website

REASON #10



85% of customers are more likely to make a purchase after watching a product video.

REASON #9



**Stronger
Consumer
Attention**

REASON #9



Videos have been proven to demand more consumer attention than any other medium. And while we're in the middle **of content-overload** for consumers, capturing attention is **KEY**

REASON #8



**Higher
Engagement**

REASON #8



Audiences are about **10** times more likely to engage, embed, share, and comment on video content than blogs or related social posts.

REASON #7



**More Video-
favored
Technology**

REASON #7



With the increased consumption of video and the resulting rise in production, technologies are leaning more and more towards favoring the video-marketer.

Facebook's addition of the auto-play for example

REASON #6



**Greater
Optimization
Opportunities**

REASON #6



Based on only text or image based content, it is pretty hard to know...

- **How much of your latest post did readers consume?**
- **Did they re-read parts of it? Or come back to it later and read it again?**
- **How many times do they read it?**

REASON #6



Video, on the other hand, has feedback loop built in.

- **Measure click-through rate**
 - **Drop-off points**
 - **Number of times watched**
- You can even drill this down to an individual level.**

REASON #6



This means you know
what's working
and
what's not.

REASON #5



**Higher
Retention
Rates**

REASON #5



65% of viewers watch
more than **$\frac{3}{4}$** of a video

REASON #4



**Better Email
Click-
Throughs**

REASON #4



You develop an email newsletter that contains important information for your customer...

- **But does it resonate?**
- **Will it drive results?**
- **Will recipients even read it?**

REASON #4



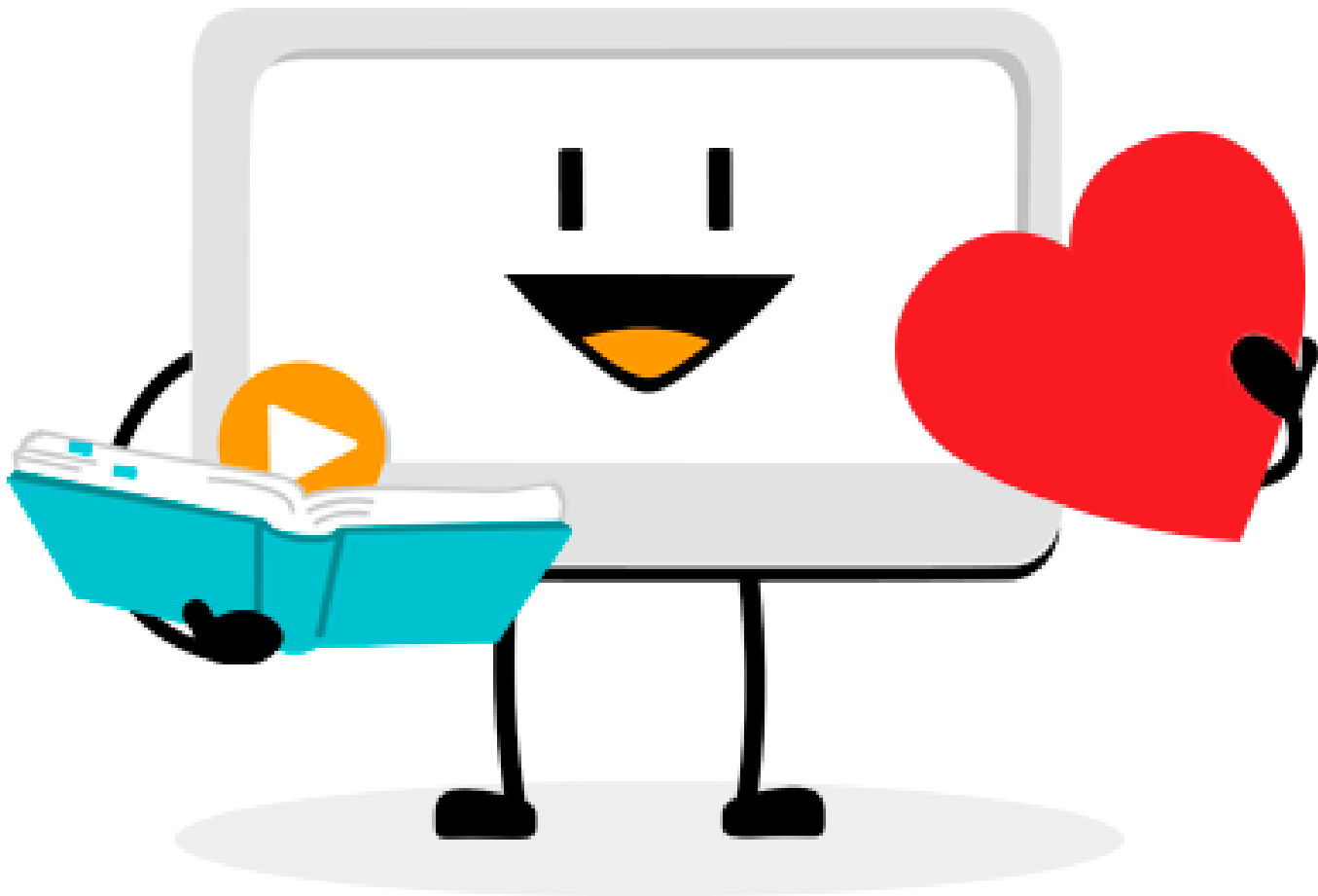
The use of video in emails has been shown to drive higher double click-through rates.

REASON #3



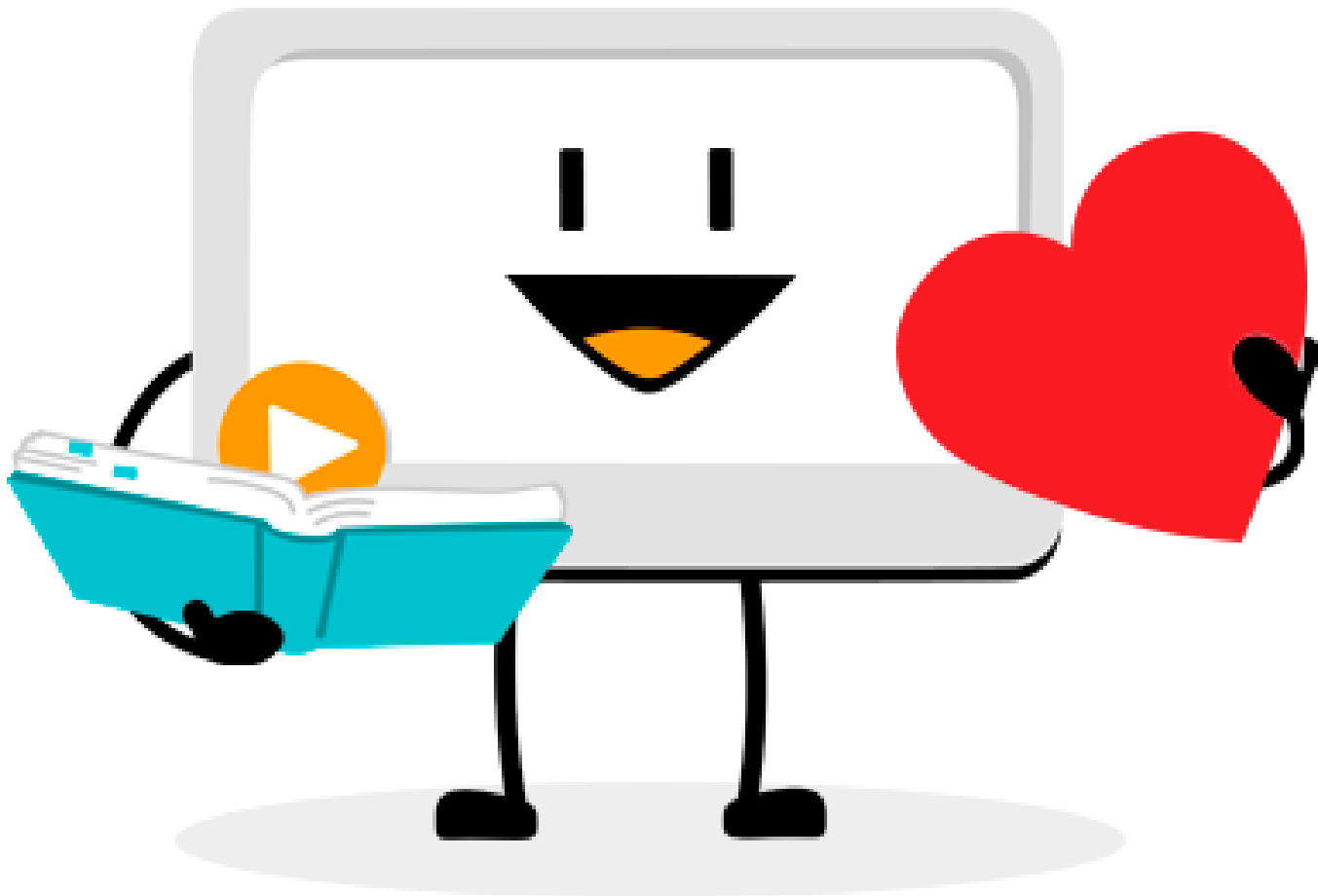
**Rise In
Accessibility**

REASON #2



**Stronger
Emotional
Connections**

REASON #2



It offers you attributes such as **tone of voice, face expression, music and overall mood. You may not immediately run out and buy a product by watching a video but they will likely be at play later on in a more subtle and subconscious way.**

REASON #1



**Increased
Customer
Conversions**

REASON #1



Video converts more customers.
71% of marketers say video
conversion rates outperform other
marketing content.

DO YOU KNOW?

Facebook alone sees **8 billion video** views a day from **500 million users**, which amounts to **100 million hours** of time spent watching videos per day.

KEY things to consider when creating an engaging video content



**DEFINE YOUR
END GOAL &
VIDEO
STATEMENT**



Do you want to...

- **Generate leads?**
- **Build brand awareness?**
- **Promote your latest product?**
- **Showcase your company culture?**



**DEFINE YOUR
CUSTOMER
PERSONAS**



- **How are they currently thinking, feeling and behaving towards your brand/category?**
- **What are they currently doing that we need to change?**
- **Think about any barriers that exist. Bring these people to life in a way that will help marketing/creative team get inside their heads.**

WHAT DO WE WANT THEM TO DO OR FEEL AS A RESULT OF THIS COMMUNICATION?



**DIFFERENT PLATFORM,
DIFFERENT STRATEGY**





1. NAIL THE FIRST 6 SECONDS

2. EMBRACE SUBTITLES

3. DRIVE WITH EMOTIONS

4. POST DIRECTLY TO YOUR PAGE, RANK HIGHER IN NEWSFEED



- 1. CREATE VIDEOS THAT POP AESTHETICALLY**
- 2. EXPERIMENT WITH SQUARE VS. HORIZONTAL FORMATS**
- 3. HUMANIZE YOUR BRAND.**



Unbox your phone

screen images simulated



Good



Double-power Activ mode

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