

restless

**HOW TO
MAKE
YOUR
VIDEO
CONTENT
PAY FOR
ITSELF**



MULTIPLE EDITS

WHEN WE CREATE VIDEO CONTENT FOR OUR CLIENTS WE ALWAYS RECOMMEND CREATING MULTIPLE EDITS FROM THE SAME FOOTAGE. NOT ONLY DOES THIS KEEP PRODUCTION COSTS IN CHECK BUT IT MEANS THAT CONTENT IS TAILORED SPECIFICALLY FOR EACH OF YOUR DISTRIBUTION CHANNELS.

Think carefully about where you want to showcase your video. Optimum video length is about 90 seconds for brand content. You can go longer if you have something interesting to say (think TED talks and 'How-To' content) but generally it's best to keep your content short and sweet. Users rarely engage with lengthy videos, and when they do it really has to be worth their while.

For example, a 5 minute piece of video content, if planned properly, can be broken down into 4 additional edits, ranging from 30 seconds to 1 minute in length. These can then be outputted on different channels.

Audience interaction

With your video now pitched appropriately for each channel you can think about the best ways to get your audience to interact with your content. Social media allows users to engage directly via comments but you could also consider linking your content to a survey asking for consumer feedback.



VIDEO QUALITY

AS WE MENTIONED EARLIER YOU DON'T NEED TO BE THE NEXT STEVEN SPEILBERG WHEN IT COMES TO CREATING VIDEO CONTENT, BUT YOU DO NEED TO MAKE SURE THAT IT IS GOOD ENOUGH FOR YOUR AUDIENCE. IF IT LOOKS CHEAP, CHANCES ARE YOUR POTENTIAL CUSTOMERS WILL THINK YOU'RE CHEAP. YOUR CONTENT NEEDS TO BUILD TRUST AND THAT CAN BE DONE VIA SMALL DETAILS LIKE MAKING SURE YOUR GRAPHICS ARE CRISP AND WELL CONSIDERED, AND YOUR AUDIO IS CLEAN.

HOW TO MAKE YOUR VIDEO CONTENT PAY FOR ITSELF



If you're planning on shooting a video on your own then make sure you invest in some decent kit. To be honest though, unless you've got years of filming and video editing experience behind you, you'd be better off engaging with a video production company or an agency who can handle the entire project, – like us.

In our current circumstances, 'live-action' video filming has been put on hold, but brands can still create the wow factor needed, to not just attract, but to hold an audience's attention, by using stock library video footage and motion graphics animation.

The average user engages with 300-700 ads and brands per day (more so in the current circumstances). Due to this overload of information, it's more important than ever to differentiate your brand and get noticed. Motion graphics, which is animation including

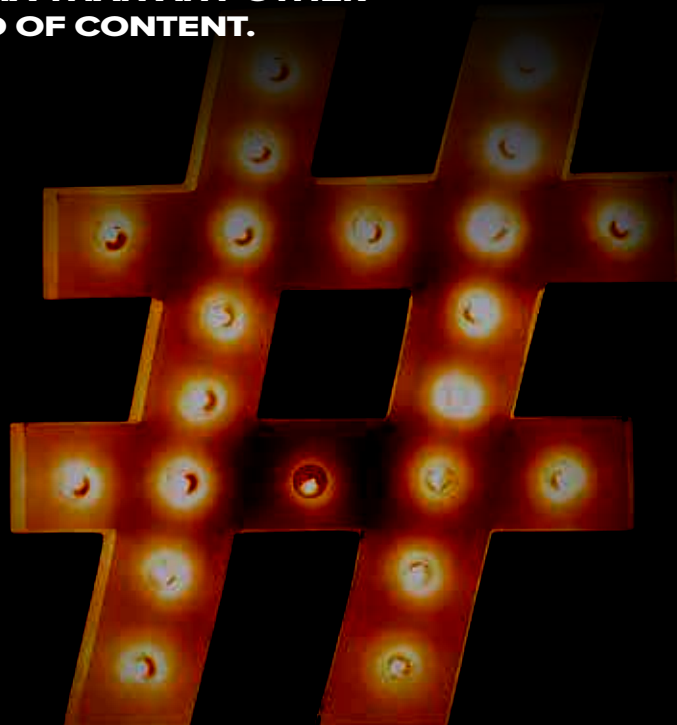
typography as a major element, has gained significant traction with social media audiences, reinforcing brand relationships with short sound bites, and high share value. Additionally, video allows brands to bypass word count limitations imposed by social media, increasing click-through rates, and sales conversions.

Using what you've got

You might already have a library of video content that can be put to good use. Sift through your content to find what can be reused and edited to make it more current for different outputs. Repurposing your content can keep your production costs down and ensure that your message is personal to your brand.

SOCIAL MEDIA ADVERTISING

65% OF PEOPLE ARE VISUAL LEARNERS, AND 90% OF THE INFORMATION TRANSMITTED TO THE BRAIN IS VISUAL. IN FACT, VISUAL INFORMATION IS PROCESSED 60,000 TIMES FASTER THAN WE PROCESS TEXT. WITH THAT IN MIND, IT'S EASY TO UNDERSTAND WHY VIDEO CONTENT FAIRS BETTER ON SOCIAL MEDIA THAN ANY OTHER KIND OF CONTENT.



Some stand out stats:

- ▶ More than 4.5 billion people use the internet
- ▶ More than 3.8 billion people are active on social media
- ▶ Nearly 60% of the world's population is online
- ▶ Trends suggest a significant increase in social media as a result of the COVID-19 Pandemic

Video ads

Facebook Ads manager is an excellent platform for video content distribution. You can tailor ad messages and monitor user engagement throughout the ad campaign, allowing you to tweak the campaign as needed. Advertising on Facebook will also give you the option to promote your content on Instagram reaching a larger audience.

Also consider promoting your video content with paid posts on LinkedIn (if that's right for your market) but bear in mind that the cost of advertising is much higher than other advertising platforms. You will however be engaging with a carefully curated audience.

Add captions

Including subtitles can help users better understand your content but the real win is that users are more likely to continue watching your video if it's captioned. Most of the time we engage with video content in environments where, for one reason or another, we need to keep our devices muted, using captions means we can continue to watch videos without disruption to others.

- ▶ On Facebook, 85% of videos are watched on mute
- ▶ Facebook says that adding captions to your video can boost your view time by 12%
- ▶ A recent study saw a 40% increase in views of captioned videos versus uncaptioned

Furthermore adding captions to your videos ensures that your content is accessible for all users.

If you want to edit your content and add captions yourself we recommend using Wista or Rev, both of which will provide you with automated captions – you'll need to check them though as they can sometimes throw out some interesting interpretations of your audio.



Ad copy

Much like your video content we recommend keeping your copy short. You have a limited time within which to engage with your audience, particularly so on social media channels.

When creating ad copy keep the following in mind:

- ▶ Get to the point – you have limited space to say what you want and limited time in which to say it
- ▶ Find a strong ‘call-to-action’ (CTA) – make sure your ad has a purpose
- ▶ Think about what motivates your audience to use your services
- ▶ Decide where you want to direct your traffic – are you planning on sending viewers through to a dedicated landing page?
- ▶ Use positive winning statements

Test your advertising copy

You can split test your promoted content, although it’s currently recommended that you overlap advertising campaigns on Facebook to see which content your audience engages with most.

Also consider using the same content and tweaking your audience parameters to see if your content will resonate better with different audiences, Social media campaigns can have surprising results which provide amazing insight into audience motivations.

LANDING PAGE VIDEOS

SIMPLY INCLUDING VIDEO ON YOUR WEBSITE LANDING PAGE CAN INCREASE CONVERSIONS BY UP TO 80%. 88% OF VISITORS WILL STAY LONGER ON A WEBSITE WITH PROMINENT VIDEO CONTENT AND A FURTHER 64% OF THOSE VISITORS WILL GO ON TO BUY PRODUCTS.

Your video can either be hosted on your website or drive traffic to your website.

Website hosted

If your video is hosted on your website make sure that it serves a purpose and doesn't look out of place. Will your users understand why it's there and does it help them to make an informed decision about engaging with your brand.

Consider the video load time, does it impact on your website speed? If it does you'll need to look at uploading a video with a lower resolution or ditch the video completely as losing visitors due to poor site performance outweighs the benefits of using video content.

Video that drives traffic to your site

Fantastic! Your video is working for you and has successfully driven visitors to your website, you now need to make sure that their experience once they're on your website matches any expectations they might have after viewing your video.

You can do this by:

- ▶ Stripping back any unnecessary content
- ▶ Ensure that your website navigation is clear and easy to follow
- ▶ Match your video's CTA with a clear CTA on your website
- ▶ Take a step back and see your website through your customers eyes – does it tell them everything they need to know?

MEASURING YOUR ROI

WHEN SETTING A BUDGET FOR YOUR VIDEO CAREFULLY CONSIDER WHAT YOU NEED TO ACHIEVE. IF YOU'RE PLANNING ON SPENDING £5K ON VIDEO PRODUCTION THEN YOU NEED TO AT LEAST COVER PRODUCTION COSTS, ADVERTISING COSTS AND MAKE A PROFIT ON TOP.

If you're using a video production company it can be a good idea to let them know what you want your video to do for your business. They can work with you to set achievable targets and make suggestions about the kind of video to produce and where to distribute it to get the best results.

Conversion tracking

Once your campaign is up and running we recommend tracking your user engagement throughout the duration of your campaign so that you can tweak it as necessary. This will allow you to make the most of any advertising budget.

So how can you see where your views are coming from?

Wistia

Wistia is a video hosting solution with excellent lead capture tools and analytics. Users can make use of CRM integrations, engagement statistics and heat maps. From its dashboard you'll be able to track engagement, review demographic information and even see which actions your users take when they've finished watching your content. Additionally, Wistia integrates with Google Analytics for an all rounded view of your marketing strategy.

Youtube analytics

YouTube provides a detailed overview of your video's metrics in its Video Manager. There you'll be able to see information about engagement and performance. You can then drill down deeper to access specific reports on playback locations, traffic sources, devices, and more.

Facebook insights

You can track your video's success using Facebook Page Insights. The performance graph shows video views and minutes watched. This will give you an idea of drop off rates and whether you need to adjust your content. Engagement stats include; clicks, shares, reactions and comments. You can access additional information under Audience and Engagement. This will tell you how many

people your video reached and the number of people that engaged with it. Using this information, you can determine whether these were useful engagements from people likely to interact with your services.

Google analytics

Google analytics will provide you with the best insight as to how your video performs on your website in addition to tracking website traffic. Using the Audience Retention tool, you'll be able to see how long visitors view your videos and where they drop off. A number of platforms integrate with Google Analytics making it a must have tool for monitoring content success.



MAKE A NOTE OF WHAT WORKS

THIS ALMOST GOES WITHOUT SAYING, BUT IT IS SO IMPORTANT TO KEEP A RECORD OF ALL YOUR MARKETING ACTIVITIES. THIS WILL HELP YOU TO BUILD A BIGGER PICTURE OF WHAT WORKS FOR YOUR BRAND. WE DO THIS ON ALL CAMPAIGNS AS IT DOESN'T JUST SHOW US WHAT WORKS IT ALSO SHOWS US WHAT TO DITCH.



Google tools

Google provides a host of tools that make it easy to help teams communicate with each other. We recommend Google sheets to log data and track your content's performance. As a cloud-based tool it's proven to be invaluable as our team work remotely. A lovely bonus is that it's completely free. Be prepared to play the long game, you'll need to track your data over an extended period of time so that you can see any patterns that emerge. This all serves to better inform your future campaigns.

Social media algorithms

Social media platforms regularly update their algorithms to ensure that organic content gains traction. As a general rule good content will fare well on social media. However, you'll need to continue to monitor your social channels, paying close attention to user engagement. Don't be afraid to stop promoted posts that aren't working for you in addition to increasing budget for those that are.

User experience is everything, so if you can make your content as relevant for your users as possible, with a 'call-to-action' that links to your video and copy, then you're already off to a good start. If you then match that with the right audience, you'll keep your cost per click low.

**IF YOU'D LIKE TO DISCUSS
USING VIDEO FOR YOUR
BRAND OR HAVE A
PROJECT YOU NEED
HELP WITH, PLEASE
GIVE US A SHOUT.**



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