



Video Marketing
Engage & Convert Viewers, While Increasing Engagement

It's no secret video is becoming a bigger and bigger part of companies' marketing strategies. Video in online marketing is increasing at an exponential rate. Did you know that the use of video content for B2B marketers increased from 8% to 58% in 2014 alone? More than that, the number of videos from brands on Facebook has increased by 3.6 times year after year.

Today, the play button is becoming "the most compelling call-to-action on the web," according to business leader Andrew Angus. In fact, research has found that using the word "video" in an email subject line boosts open rates by a whopping 19%!

So, this poses the question, "does all this video really help marketers succeed?" Yes! Social media posts with videos in them boost views by 48%, and visual content on Facebook specifically increases engagement by 65%. The same applies to your website...this means more people are seeing your content, more people are going to your website, and more people are buying...just by adding in a video!

When you use video on social and digital media, people are 10 times more likely to engage with it than with another kind of content. Before we talk about best practices for you to keep in mind when using video, let's take a closer look at those statistics.

2015 statistics

- Online video now accounts for 50% of mobile traffic.
- 65% of video viewers watch more than ¾ of a video.
- 78% of people watch videos online every week
- 55% of people watch videos online every day

In 2017, experts believe that video will take up 69% of consumer internet traffic, that's the equivalent of almost 5x as much as web browsing and email. By 2018, this will have risen to 79%.

- More than 80% of senior executives watch more online video today than they did a year ago.
- 75% of business executives watch work-related videos at least weekly.
- 54% of senior executives share work-related videos with colleagues at least weekly.
- 59% of senior executives agree that if both text and video are available on the same topic on the same page, they prefer to watch the video.
- 69% of marketing, sales and business professionals have used video marketing and another 31% are planning to.
- A massive 81% of people feature their video on their brand website.
- 93% of marketers use video for online marketing, sales and communication.
- 96% of B2B companies are planning to use video in their content marketing over the next year.
- 52% of marketers believe videos are effective for brand awareness, lead generation and online engagement.
- 67% found video marketing somewhat successful.
- 18% found video marketing very successful.
- Using the word video in an email subject line boosts open rates by 19%.
- And increases click through rate by 65%.
- And reduces unsubscribes by 26%.
- 52% of marketing professionals worldwide name video as the type of content with the best ROI.

Now, let's talk about some best practices for social and digital media so you can achieve great results.

Grab attention instantly...and keep it!

> Repost your video on your Google+ page. Everything from your company's YouTube account should be pulled right into its Google+ company page. This is great for search and branding. You could also repost each video to your Google+ page as a separate tool to generate more views and traffic.

> Post videos from YouTube onto Facebook & LinkedIn. LinkedIn is the least video-friendly of all the social networks, but that doesn't mean you shouldn't use videos there at all. Posting videos from YouTube works well on LinkedIn profiles, company page, and groups because the preview for the video will pop up automatically when you paste a link...and you'll have to click on it to play the video. Once you do click it, the video pops up as a much bigger module so the video is larger and then you can see the entire meta description.

> Be mindful of your meta description. The meta description gets pulled in from YouTube when you do paste a video link. So, make sure you are mindful of having your meta description short, as they will be cut off otherwise. When someone clicks to play the video, they'll see the full description.

> Paste an extra link to drive more traffic to your website. When the preview pops up, add in your description with a link to your website. That extra link could include a newsletter signup form, ebook, template, something that can pull people further into your site, as long as it aligns well with the video.

> Spend time coming up with a compelling title. Some digital media only show your title and name, so it is vital your title describes what your video is and why people should click on it now or replay it later. Why are repeat views important? The higher this number is and the higher it is as a percentage of total views, the more engaged your current video viewers are.

> If you have a rather long video (over 30 minutes), create a shortened version (between 2 and 4 minutes) that is an overview of the longer version, as a teaser to pull and hold their interest. Then, give them the link for the longer version.

> Measure success. This is important to see if your efforts are paying off. There are 3 places you can look to measure video success: 1) the social media platform itself; 2) in your video tool; and 3) in your marketing automation tool. You can use your results for many things from building a super-targeted email list to reading and using the engagement rate for sales purposes. This is the proportion of how long an audience member watches your video divided by total video length. The engagement rate tells you how interested someone is in your company and message, while average engagement rate tells you how compelling your video is, generally. Also, you can find the play rate, which is the proportion of people who play your video of all the people who view it, which equals the number of plays divided by the total number of loads on the page where your video 'lives'. Your video tool also will give you a much more detailed view of video trends over time, where on social media platforms, you need to manually compare video post to video post.

Your video should be integrated into everything you do, and help you throughout your marketing. Video can work for you, if you put the right amount of time and effort into it. You need to be able to gauge the effectiveness of the videos that you can create, and this means paying attention to those video metrics. With the proper metrics and tools, you'll keep your leads and customers happy and engaged, and your marketing and sales successful. And what could be better than that?

My thanks to several media marketing platforms, such as HubSpot for sharing information to make this marketing tip more complete with statistics.

Information provided for you by ~

Marilyn K. Dayton, Your Marketing Consultant and Coach

<http://www.marketingandbizpro.com> ~ marilyn@marketingandbizpro.com

860-389-2521

