



# Content Marketing: Video Marketing



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GDANSK UNIVERSITY  
OF TECHNOLOGY



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# Learning Objectives

- Student gets acquainted with key videotrends
- Student understands the key elements of a successful video marketing strategy
- Student learns to brief – and even make – a successful marketing video



# Contents

1. Why video content?
2. Trends in video content
3. Essentials of a successful video strategy
4. Video production brief
5. Assignments



# 1. Why video content?



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# Some Statistics



Video viewing increased:  
two full working days  
each week.



Cisco 2022:  
video share of  
online traffic 82%



**2016:** 63% of companies  
used video as marketing  
tool



**2021:** 86% of companies  
used video as  
marketing tool



# Comprehensive Set of Video Statistics 2023

Six Sections:

1. Usage
2. Financials
3. ROI
4. End Users
5. Channels



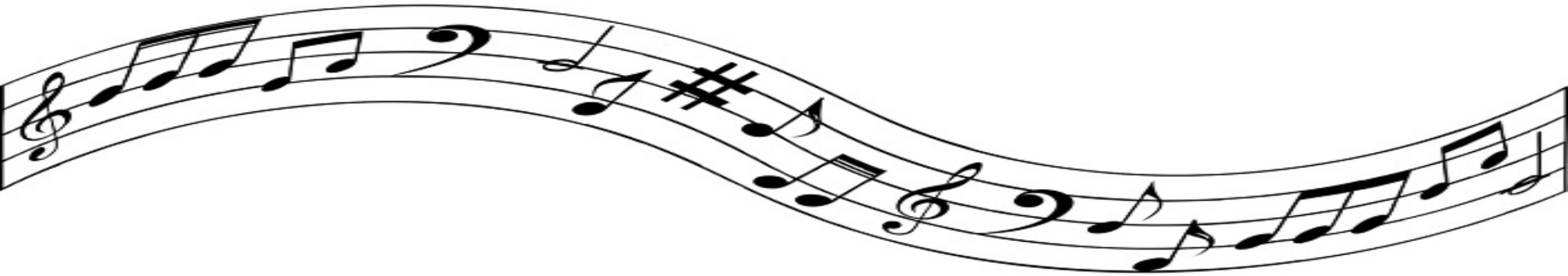
**Click here!** <https://www.wyzowl.com/video-marketing-statistics/>

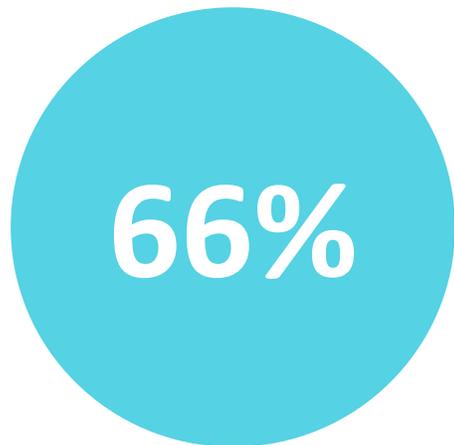




81%

of marketers say  
their videos perform better  
with music





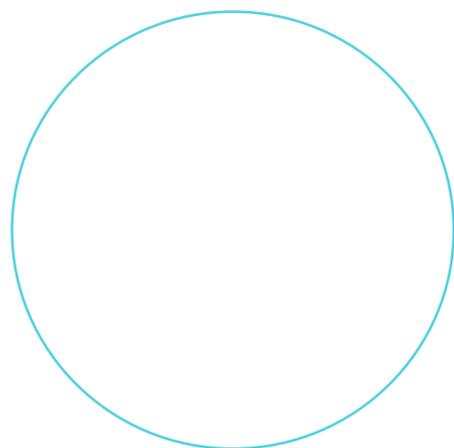
of marketers  
say their  
videos perform  
better with a  
voice over





of marketers say  
their videos perform  
better with captions





of marketers say  
their videos perform  
better with less text

**Aa**





of marketers say  
it is either “very important  
or “extremely important”  
to show diversity in videos



## **2. Trends in Video Content**

# Videotrends 2023

1. The video market continues to grow – how to stand out from the competition?
2. Short videos booming! Now latest the time to take over Reels/Shorts/Tiktok. Majority of people prefer short videos over written content when learning about a new product.
3. Videos play an ever more important role in purchase decisions
4. Search optimized videos
5. Influencers to help conquer social media platforms
6. More ad formats = more complexity of video marketing
7. Understanding storytelling in the digital environment is more important than ever

Source: <https://www.videolle.fi/en/> (these trends were picked in a webinar in Nov 2022. In Finnish only.),  
<https://financesonline.com/video-marketing-trends/>



# **3. Essentials of a Successful Video Strategy**

# Video strategy in the strategy hierarchy: it must align with content marketing strategy

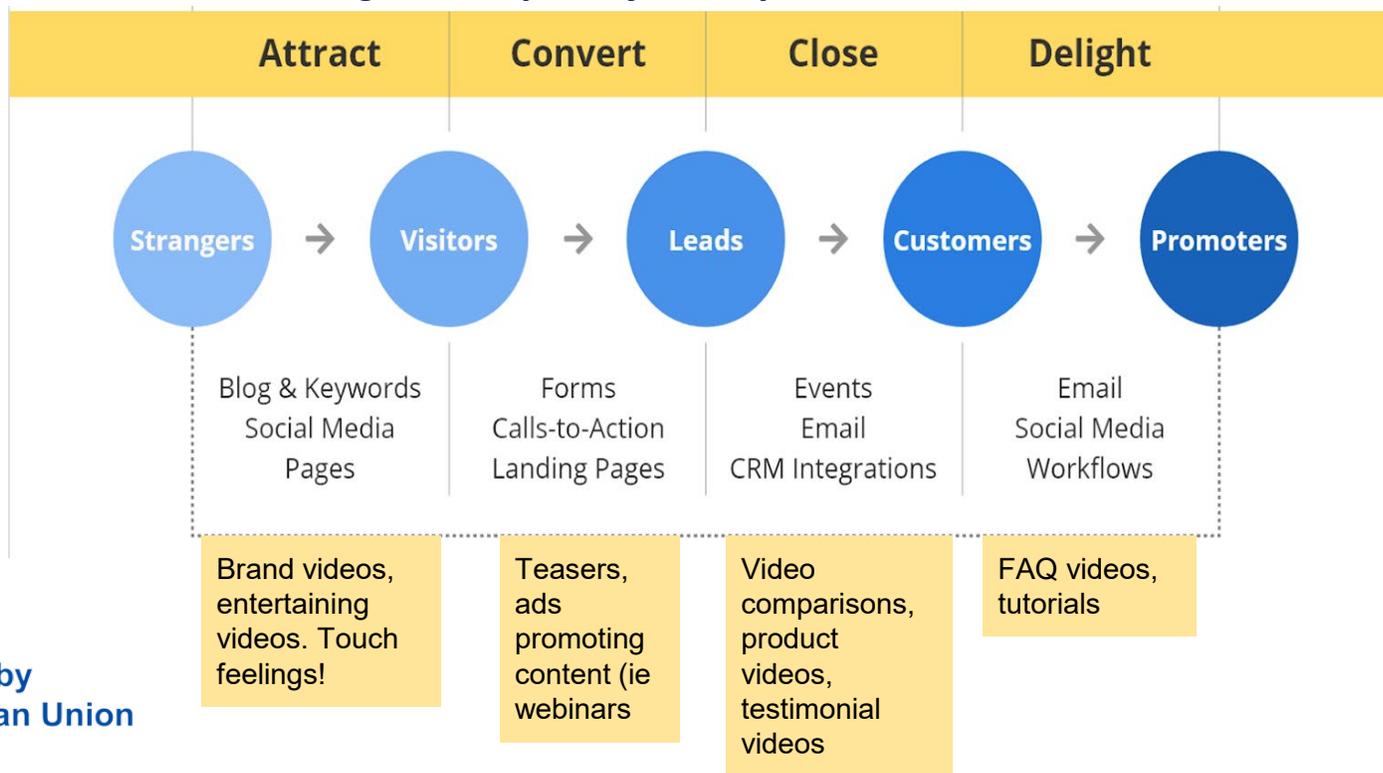




# How to Succeed in Videomarketing?

## Campaign Planning Starts from Video Strategy

- **What** do you want to achieve by using videos?
  - Increase brand awareness? Sales? Improve employer brand?
  - Set SMART objectives.
- **Who** do you want to reach?
  - Define target group(s). Buyer personas very handy and recommended!
  - For which stage of buyer's journey?



# Video Strategy, cont.

- **Where** do you reach your target group / buyer personas?
  - a. take the channel into account in planning your video content
  - b. one video is not fit for different channels!
    - i. different format
    - ii. different story telling (skippable or not)
    - iii. audio or not
- **What is the desired conversion** after video viewing?
  - a. to move on to webstore? To subscribe to a newsletter?
  - b. effect on CTA: how to guide your buyer persona to move closer to the purchase decision
- **What kind of content** suits best to different purposes?
  - a. Do you want to raise feelings to make him/her interested in your brand?  
Or do you want to offer useful and educating content which increases the expertise of your brand? You want to solve a common problem and make a viewer laugh?
  - b. Different type of video needed for different purposes
- **Set metrics** according to your objectives and measure
  - a. increase brand awareness - maximise reach in the right target group. Number of views, average viewing rate
  - b. brand building, position - make before and after customer surveys
  - c. increase sales - the number of conversions
  - d. customer satisfaction improvement- the effect on customer service, customer satisfaction improvement

## Formats in different video channels

*YouTube: 16:9*

*Netti-tv: 16:9*  
Web-tv

*LinkedIn: 16:9, 1:1 tai 9:16*

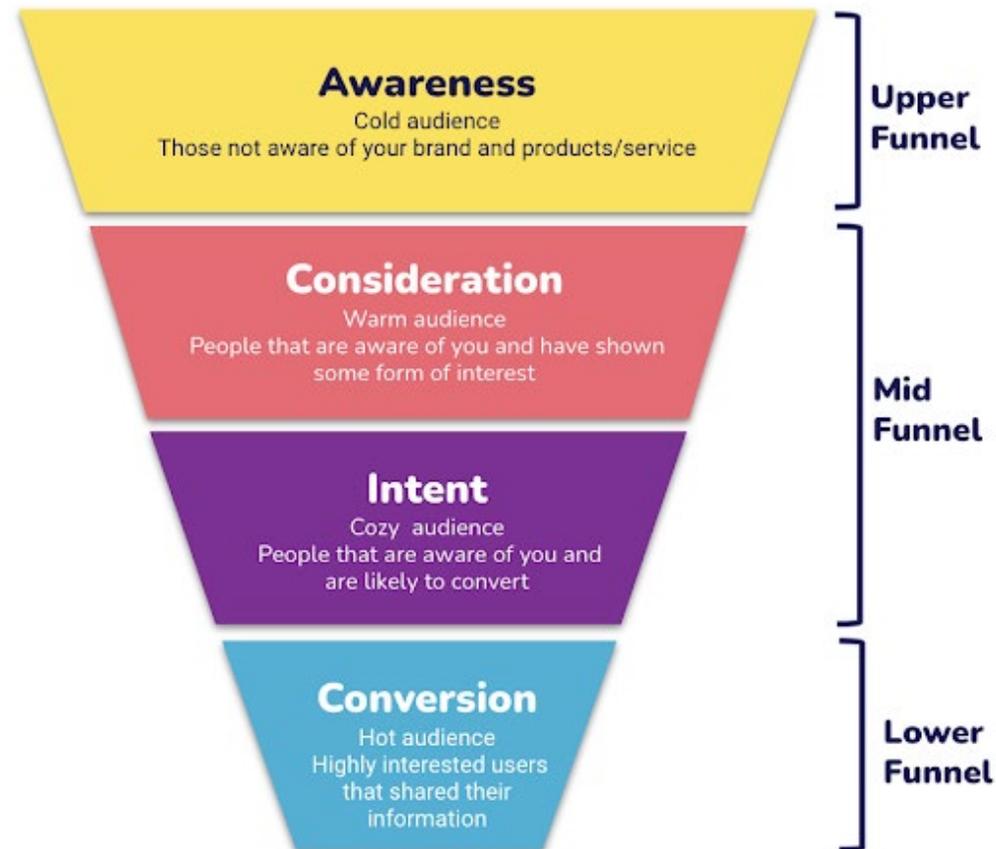
*Twitter: 1:1*

*Facebook & Instagram Story: 9:16*

*Facebook & Instagram feed: 1:1 tai 4:5*



# Video marketing for different goals in the online marketing funnel





# Video on social media:

## the channels and formats in one overview

channel type	Place	Size	Advertisements	Ideal length	Consumption
Instagram	Feed	1:1/4:5	yes	5-10 sec	On the go
	Stories	9:16	yes	5-15 sec	Lean forward
	Reels	9:16	no	15 sec	Lean forward
	IG TV	9:16	no	depends on topic	Lean back
Facebook	Feed	1:1/4:5	yes	5-10 sec	On the go
	Stories	9:16	yes	5-15 sec	Lean forward
	Watch	Alle	no	depends on topic	Lean back
Linkedin	Timeline	1:1/16:9	yes	10-30 sec	Lean forward
	Stories	9:16	No	10-30 sec	Lean forward
Snapchat	Snapchat	9:16	yes	5-10 sec	On the go
TikTok	Feed	9:16	yes (limited)	9-15 sec	On the go
YouTube	Channel	16:9	yes	depends on topic	Lean back
	Skippable video ad	16:9 of 4:3	yes	5-20 sec	Lean forward
	Non skippable video ad	16:9 of 4:3	yes	15-20 sec	Lean forward
	Bumper/pre roll ad	16:9 of 4:3	yes	6 sec	Lean forward



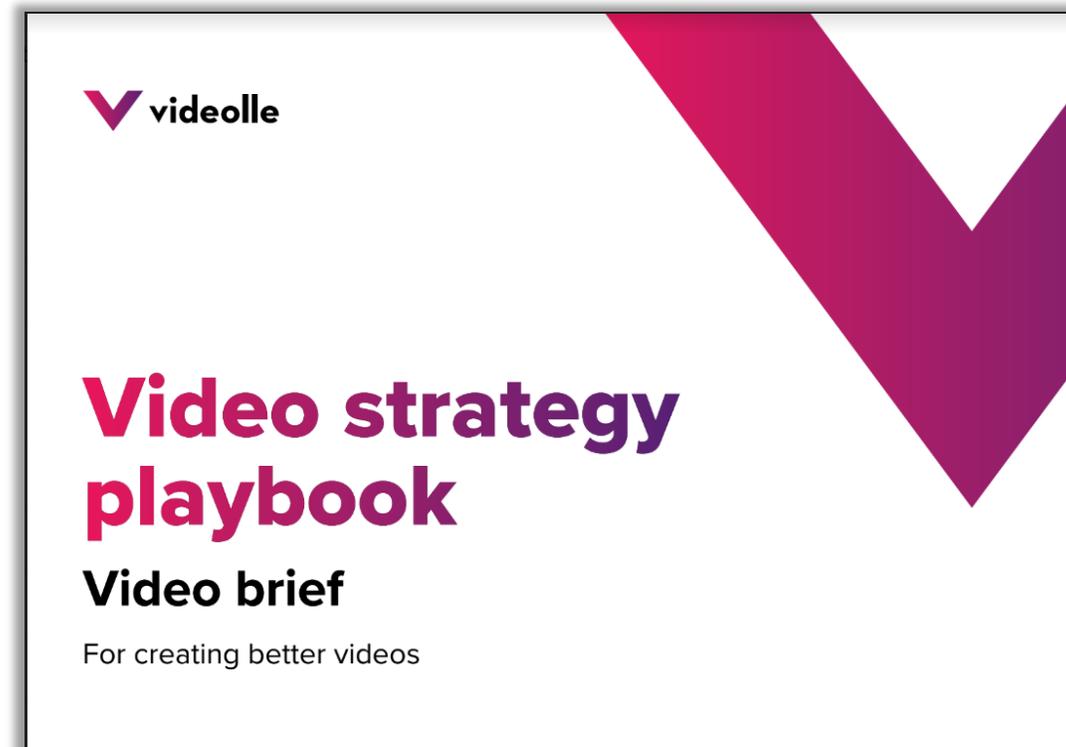
# **4. Video Production Brief**



# 3. A good brief is key to successful outcome

This template makes you think through all the essentials in briefing:

<https://www.videolle.fi/en/video-brief>



# Video strategy playbook: video brief

World is changing - and so does media consumption, content marketing and video distribution. That's why videos need to be designed strategically and with clear objectives in mind. And that's what we're here for! This video brief template helps you to design powerful video content and succeed with video marketing. Let's do it!

Project name:

## Objective

Example: increase product or service awareness, generate leads, increase website traffic

## Target audience

Example: demographic, vertical, income group, work title, company, geographic area

## Main distribution channels

Example: company website, YouTube, TV, social media

## How is the video promoted

Example: email newsletter, Facebook

## Other channels / versions \*

Example: Instagram, Snapchat, DOOH, news site outstream

## Type of content \*\*

Example: brand film, product ad, how-to video, branded entertainment, animation, human interest story

## Describe the content

Example: entertain and inspire the viewer while showcasing the amazing features of the service

## Describe the style

Example: funny, informative, serious, energetic, stylish, feel-good

Tip: use reference videos

## Deadline

Example:  
26.02.2021 - teaser  
06.03.2021 - main video

## Budget

Example: 20 000 €, including media budget

## Key success metrics

Example: lead quantity, website traffic increase, reach, engagement

\* **Videolle pro tip:** We highly recommend creating different version for each channel as the same content rarely works well everywhere. This means for example using vertical videos for vertical first channels like Instagram stories and understanding how storytelling has changed and how the same visuals don't necessarily work optimally everywhere.

\*\*Examples of different types of content can be found at [Videolle.fi/videtuotanto](https://videolle.fi/videtuotanto)

We'd be happy to help you reach your video marketing goals. Don't hesitate to contact us at [Learninghub.videolle.fi/en/contact](https://learninghub.videolle.fi/en/contact)



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# In-class activity

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- Go to your favorite social media channel,
- Choose a branding video,
- Analyze the video, keep in mind the video briefing criteria,
- Make a gap analyze and give a short advice (max. 2A4).



# In-class Activity

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- Go to your favorite social media channel,
  - Analyze their main target group,
  - Analyze their unique features,
- Choose a branding video which pops up in this channel,
  - Analyze the video, keep in mind the video briefing criteria,
- Make a gap analyze and give a short advice, present it to the class





# Recap:

# Video tells best about video marketing

<https://www.youtube.com/watch?v=cjDdDbAUD5U>

about popularity of video in marketing  
tips to achieve the best ROI in video marketing  
different types of marketing video categories

- Educational
- Inspirational
- Engagement
- Convincing

**video strategy and planning** (note: the strategy in this Youtube video goes with the assumption of in-house production. Video marketing knowledge is needed although the production would be outsourced!)



# 4. Assignments



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# Learning Objectives

- Knowledge of the importance of a good video brief
- Apply the video brief and create a video.



# Individual Assignment

- Look for a brand that you have available at home. For instance a shampoo or your bike/car
- Choose a channel type that fits your target audience,
- Make a video based on the briefing criteria.
- Share your video on your social media channels

**Deliverables: video & reflection**



# Group Assignment

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Assessment criteria on the following slide

- Choose the company which you make the video for.  
Recommendation: choose the same company you have built a content strategy for.
- Decide a service/product and use video brief form as a planning tool for your video.
- Shoot the video, and edit it.





# Assessment criteria for both assignments

## Fail:

The video does not correspond to the assignment at all or has been returned late.  
The video uses footage filmed/edited by another person without proper permission and mention. It covers hardly any elements of the assignment.

## Pass:

The video meets many criteria and elements of the assignment. Its is produced at least relatively high level in relation to the resources.

## Outstanding:

The video is produced in full compliance with the assignment and supports the content marketing goals of the task excellently. The video has been produced to a high level in relation to resources, it is innovative and insightful in terms of content.



# Please upload your video on your own platform write a 1 page reflection:

1. To what extent does the video suit the target group?
2. What need, interest or problem of the target group does the video respond to?
3. Measure your video's engagement, such as views, likes, comments, shares, and average watch time. Use this data to determine how well your video is performing.
4. To what extent does the length of the video match the chosen platform
5. Consider adding a clear CTA (Call-to-action) at the end of the video to increase viewer engagement, such as asking for likes, comments, shares, or visiting a website. Substantiate why you have or have not chosen to use a CTA.



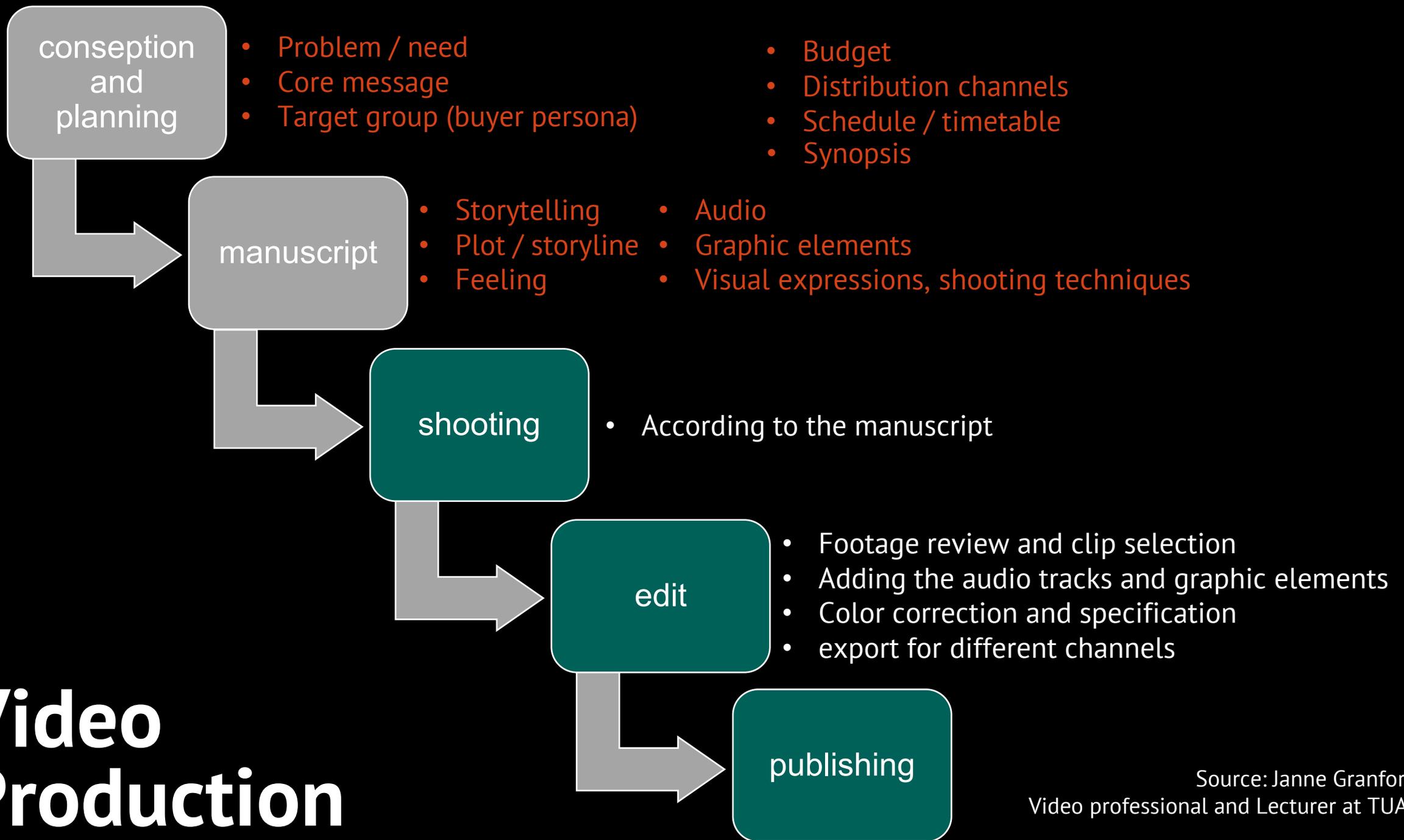
# Supplementary reading & Pro-tips

Video content consumption on social media



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# Video Production



Source: Janne Granfors,  
Video professional and Lecturer at TUAS



# Video Content Consumption on Social Media



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# “On the go” moments



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# “Lean forward” moments



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# “Lean back” moment



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# Instagram Feed





# Instagram Feed



heinekennl

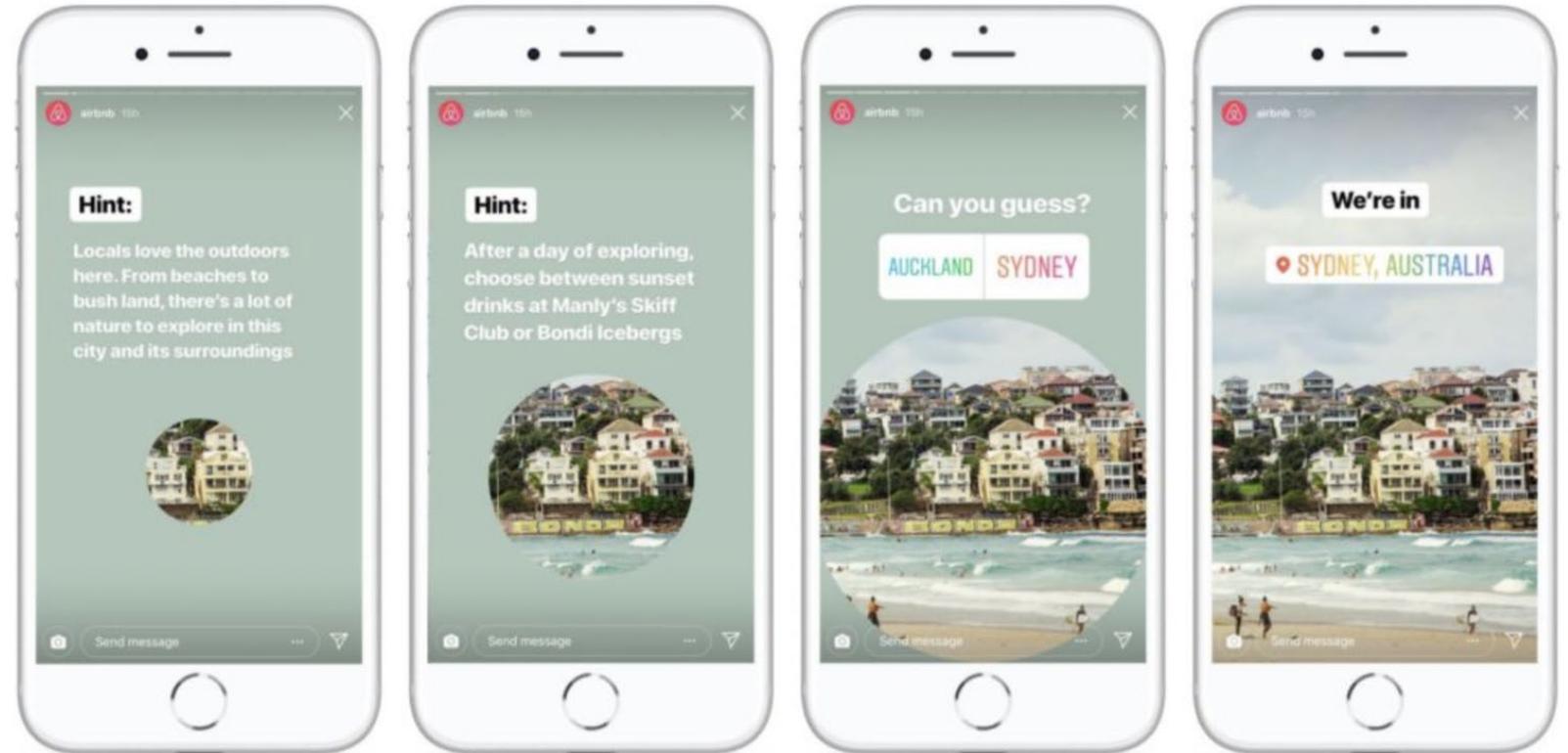
310 posts    31.3k followers    197 following

Heineken NL Social networking sinds 1873. De inhoud van en het plaatsen op dit kanaal is uitsluitend bestemd voor personen van 18 jaar en ouder. [bit.ly/DownloadBiertegoed](https://bit.ly/DownloadBiertegoed)





# Instagram Stories



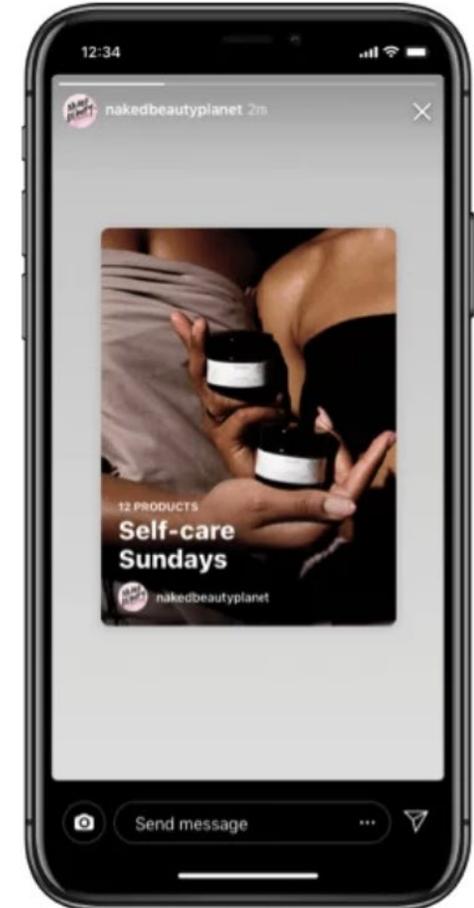
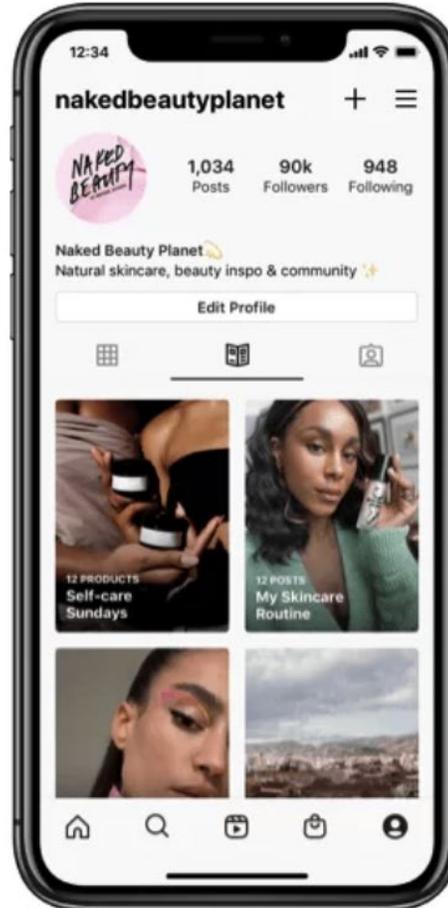


# Instagram Reels





# Instagram Guides





# Facebook Timeline

The screenshot shows the McDonald's Facebook page. At the top is the Facebook navigation bar with the search bar and the McDonald's profile picture. The cover photo features a large 'Big' burger on a red background. Below the cover photo is the profile information, including the name 'McDonald's', a 'Like' button, and options to 'Update Info' and 'View Activity'. The bio states: 'McDonald's® USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome food made from quality ingredients to more than 26 million...'. There are 10,415,347 likes, 5,432 photos, 1,419,616 maps, and 23 deals.

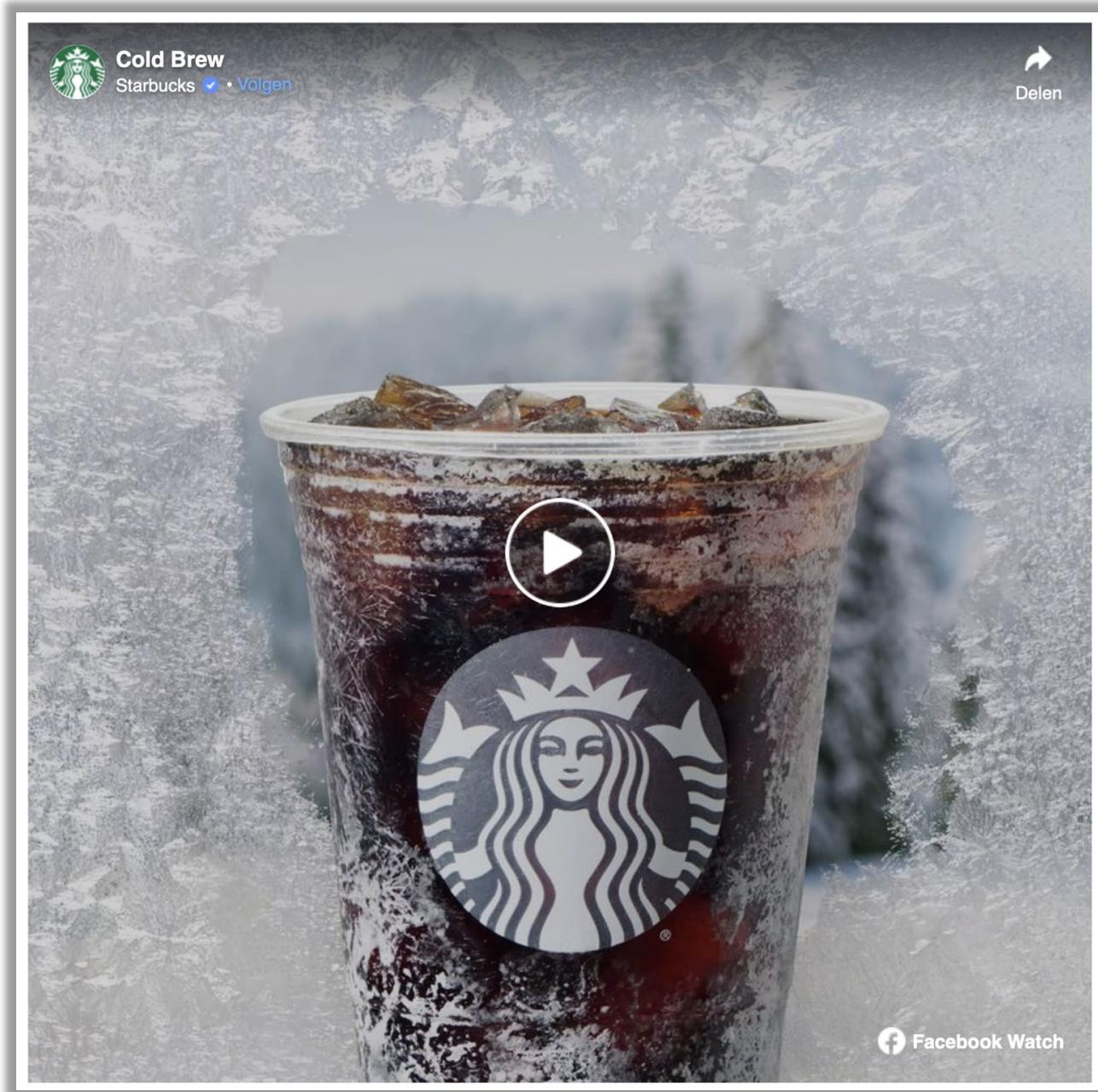
The timeline shows several posts:

- McDonald's** (1 day ago): 'The new Mango Pineapple Real Fruit Smoothie is here, and so is a Buy One, Get One FREE coupon!'. 51,392 likes, 843 shares.
- McDonald's** (about 2 days ago): 'Free wifi at all locations!'. A large red post with a yellow Wi-Fi symbol and the McDonald's logo. 'love free wi-fi'. 1,083 likes, 3,729 shares.
- Adam Parker** (September 20): 'I love my McDonald's'. A photo of a man eating a burger. 298 likes.
- McDonald's** (September 12): 'McNuggets Saucy Challenge'. Three photos of McNuggets with different sauces. 11,127 likes, 1,128 comments.
- McDonald's** (September 4): 'MONOPOLY at McDonald's starts September 27th. Dream big! What would you do if you won the \$1 million prize?'. 0 likes, 0 comments.



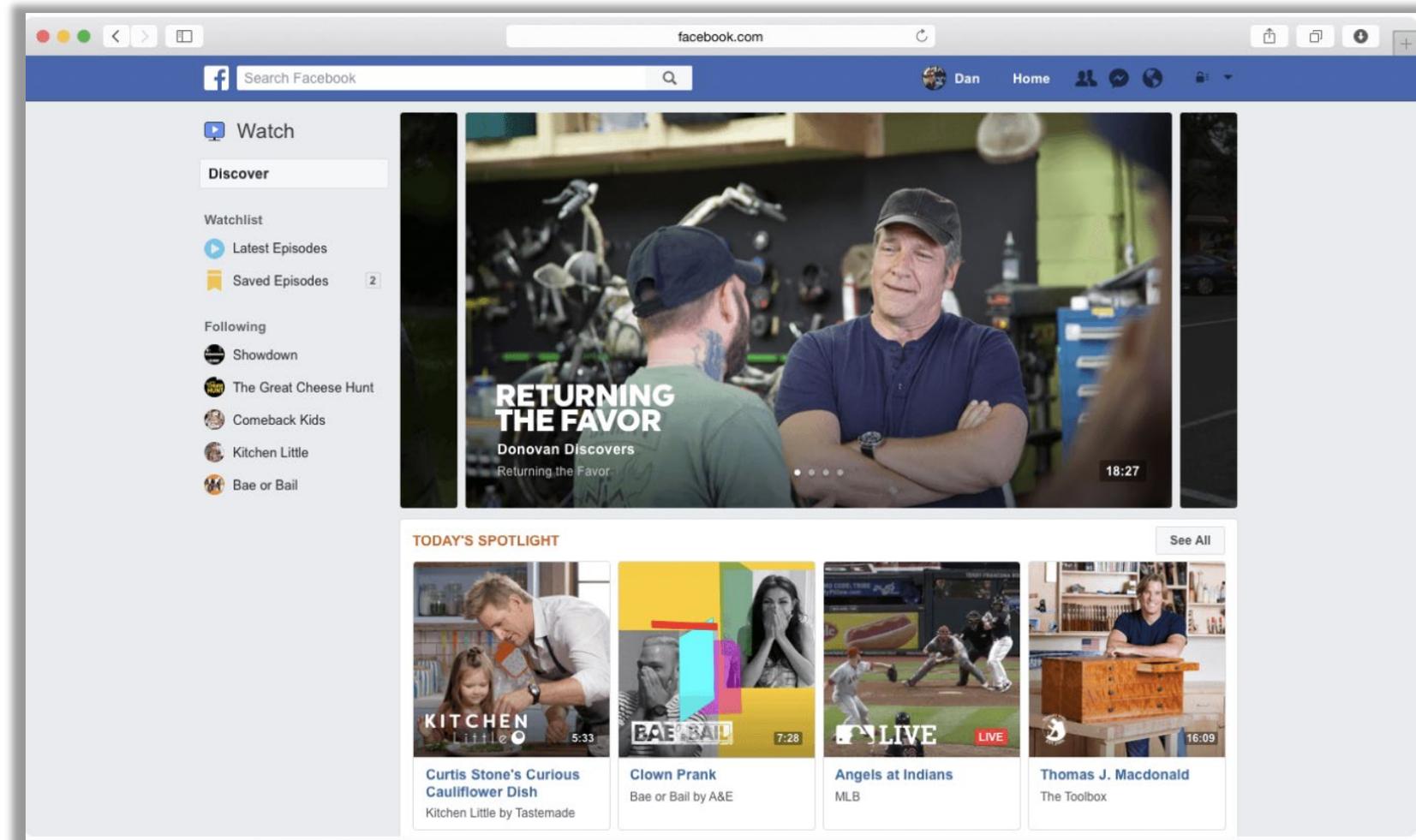


# Facebook Stories



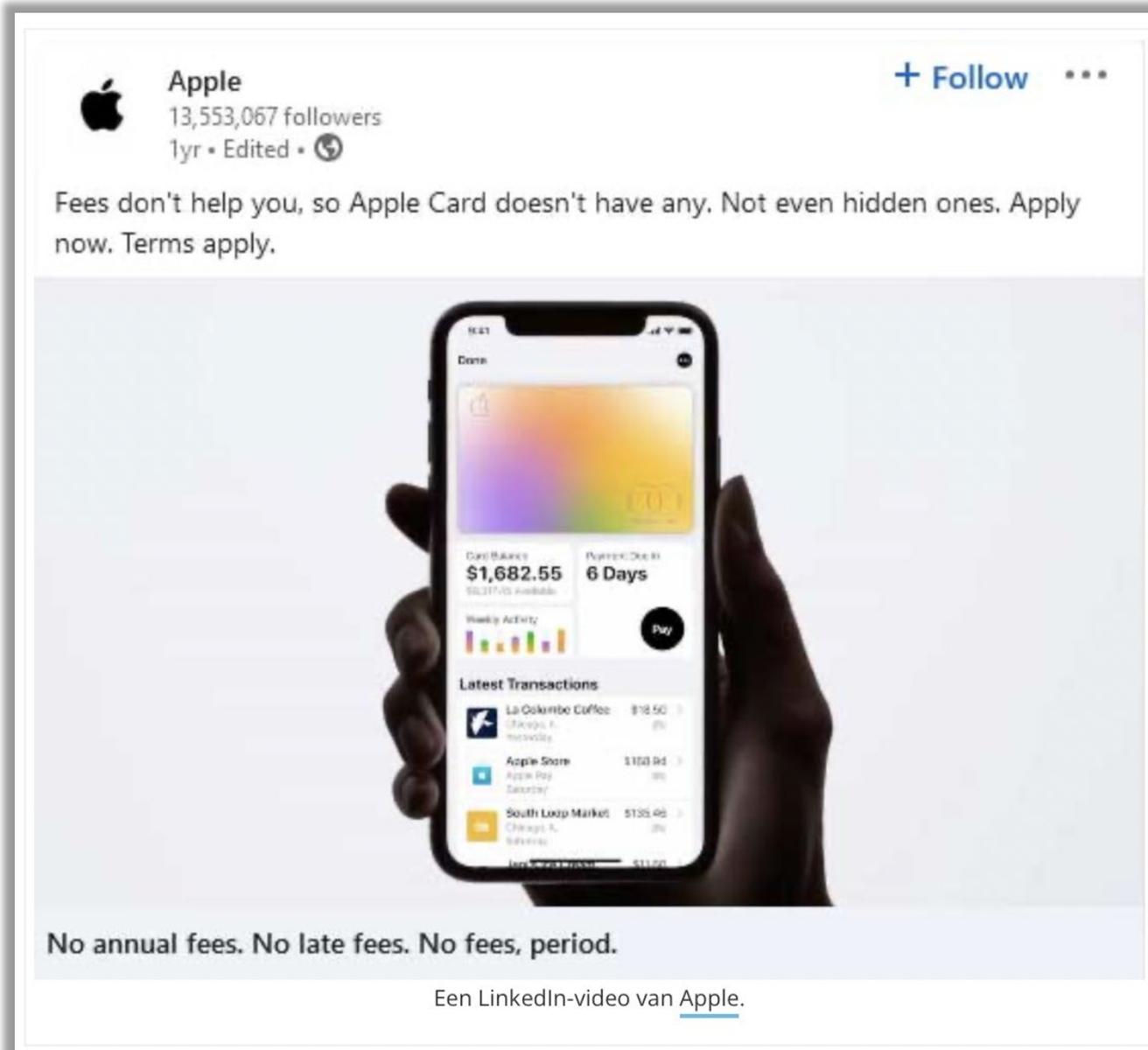


# Facebook Watch





# LinkedIn Feed



The screenshot shows a LinkedIn post from the official Apple account. The post features a hand holding a smartphone displaying the Apple Card app interface. The app shows a balance of \$1,682.55, a payment due in 6 days, and a list of recent transactions including coffee and groceries. The post text emphasizes that Apple Card has no fees, even hidden ones.

**Apple**  
13,553,067 followers  
1yr • Edited •

+ Follow ...

Fees don't help you, so Apple Card doesn't have any. Not even hidden ones. Apply now. Terms apply.

**Apple Card**  
Card Balance: **\$1,682.55**  
Payment Due in: **6 Days**  
Weekly Activity:

**Latest Transactions**

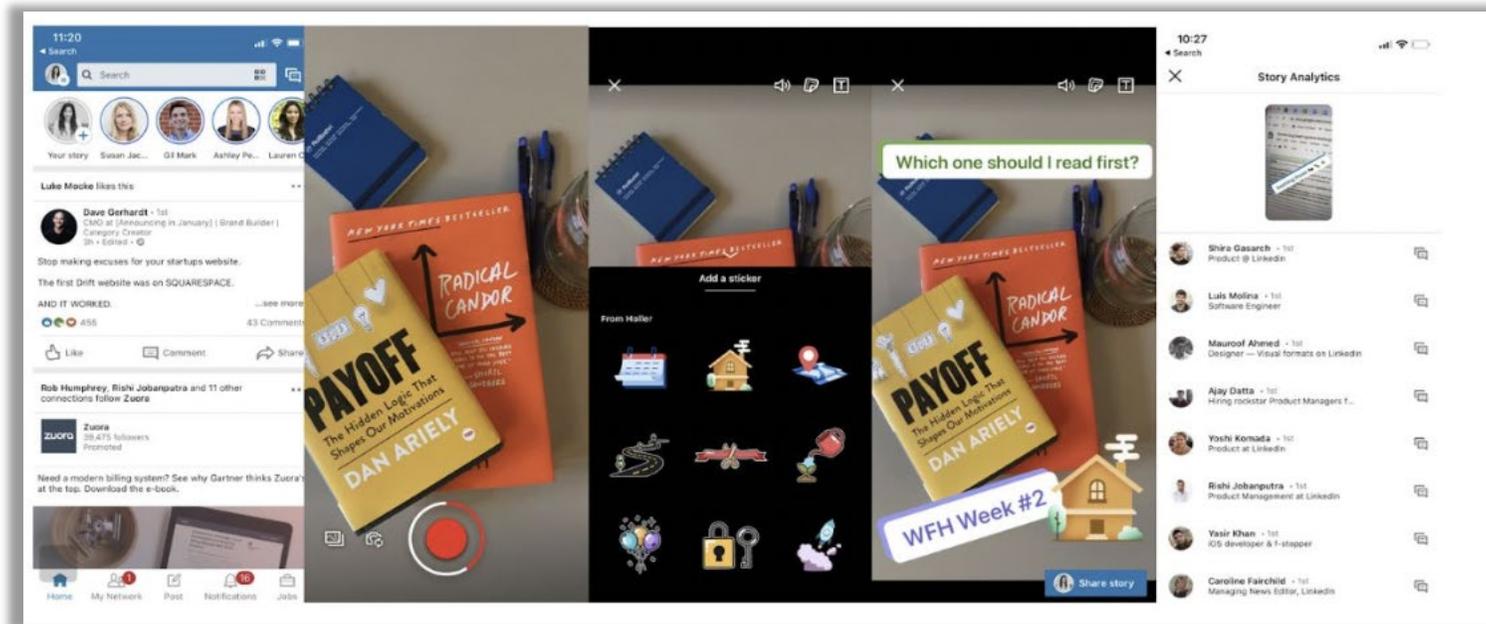
Merchant	Amount	Category
La Colombe Coffee	\$18.50	Coffee
Apple Store	\$100.94	Electronics
South Loop Market	\$125.48	Groceries

No annual fees. No late fees. No fees, period.

Een LinkedIn-video van [Apple](#).



# LinkedIn Stories



## LinkedIn identifies 3 major benefits of LinkedIn Stories:

- Show your professional side in a human way.
- Share your daily activities at work in a creative and informal way.
- Grow your community by actively reaching out, maintaining relationships and sharing content.



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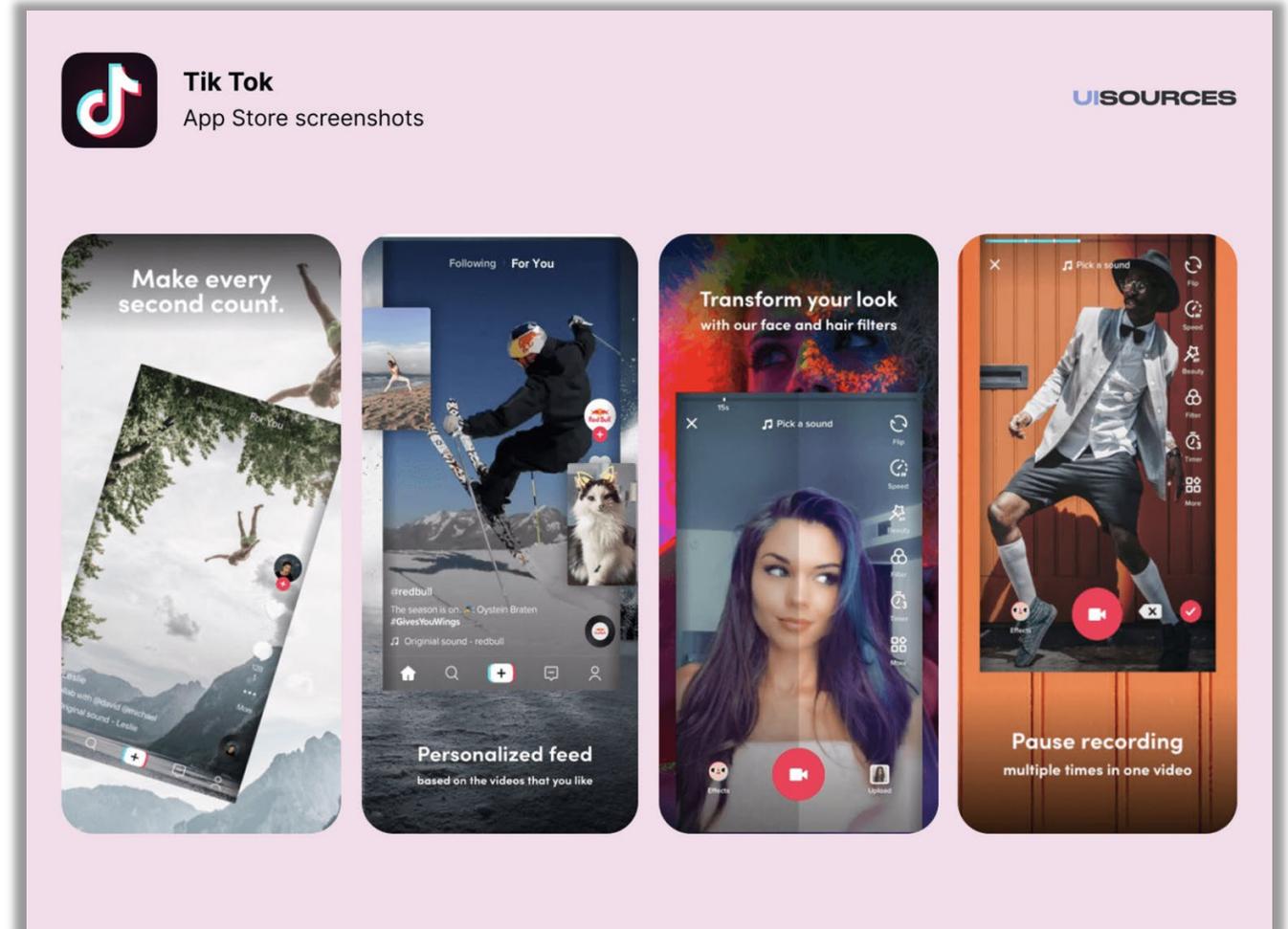


# Snapchat





# TikTok



**Tik Tok**  
App Store screenshots

**UISOURCES**

**Make every second count.**

**Personalized feed**  
based on the videos that you like

**Transform your look**  
with our face and hair filters

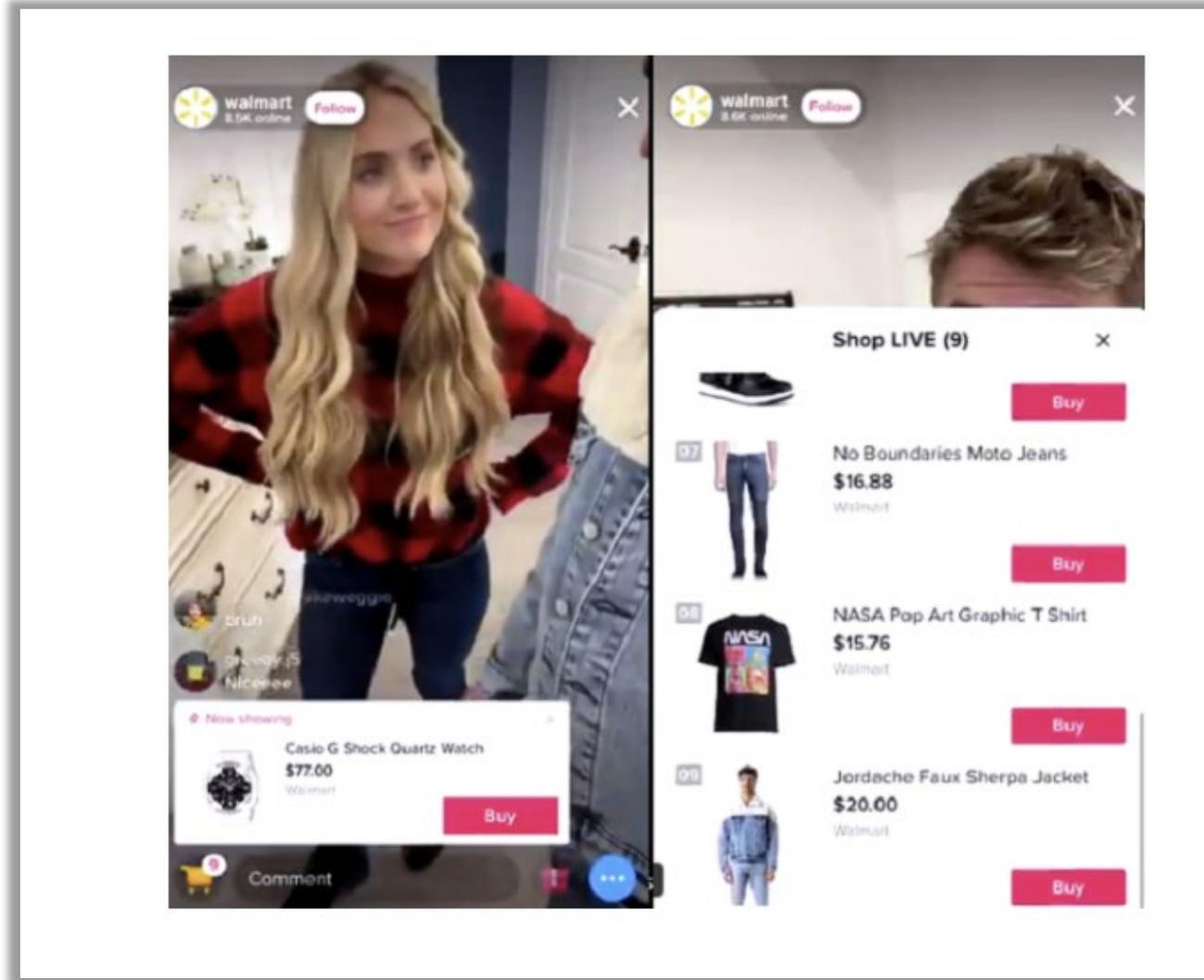
**Pause recording**  
multiple times in one video

The collage displays four screenshots of the TikTok app. The first shows a video of a person skydiving with the text 'Make every second count.' The second shows a 'For You' feed with a skier and a cat, with the text 'Personalized feed based on the videos that you like'. The third shows a filter selection screen with the text 'Transform your look with our face and hair filters'. The fourth shows a recording screen with the text 'Pause recording multiple times in one video'. The 'UISOURCES' logo is in the top right corner of the collage.



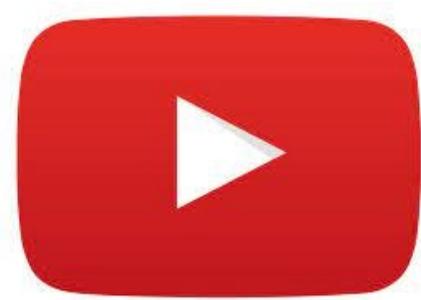


# TikTok

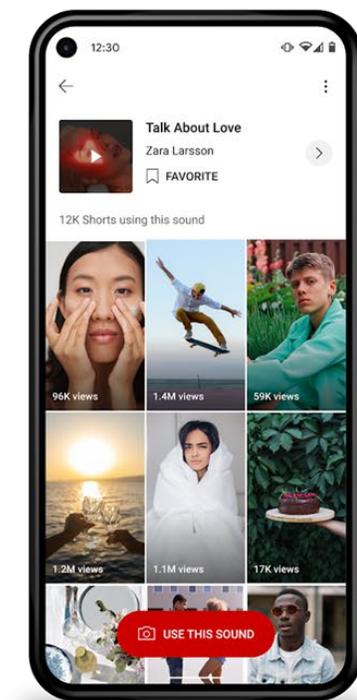
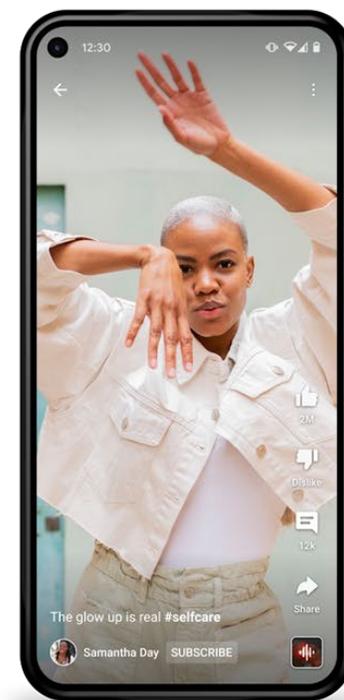
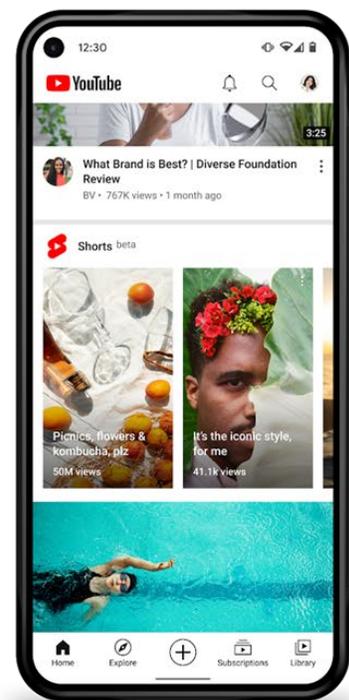


Live shopping experience Walmart  
source: TikTok





# YouTube



# Important Notice

The DEMS material aims to enhance digital marketing skills in higher education, comprehending the essential needs in organizations. You have access to extensive slide sets with in-class activities and assignments, as well as detailed user instructions for teacher.

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