

Content Marketing: Video Marketing



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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



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Source:

<https://www.bazarhelsinki.fi/post/videomarkkinoinnin-trendit-vuonna-2022>

Comprehensive Set of Video Statistics 2023

Six Sections:

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



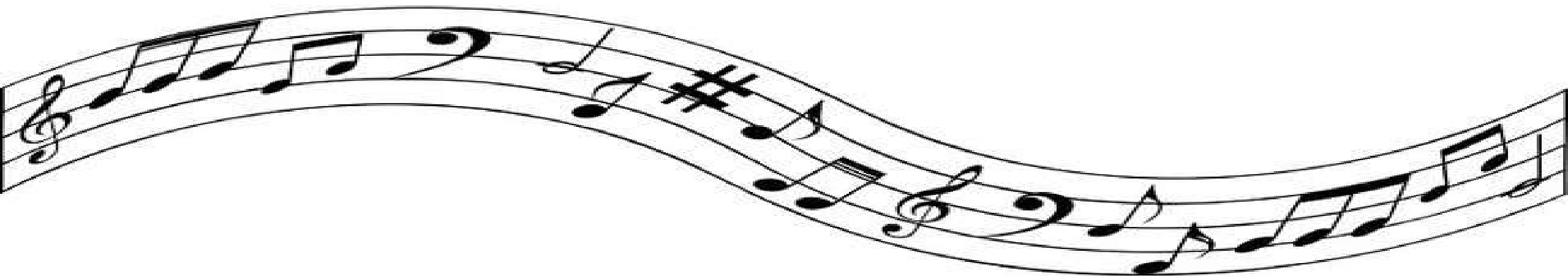
Click here! <https://www.wyzowl.com/video-marketing-statistics/>



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81%

of marketers say
their videos perform better
with music



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66%

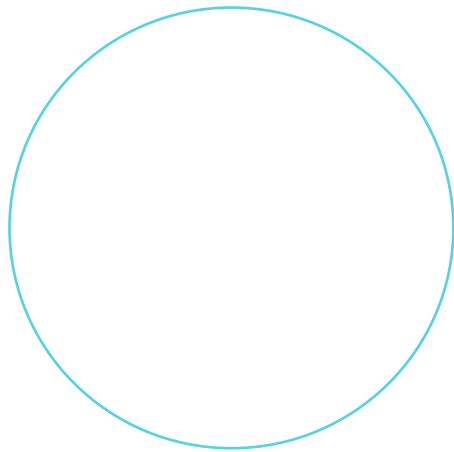
of marketers
say their
videos perform
better with a
voice over



64%

of marketers say
their videos perform
better with captions





of marketers say
their videos perform
better with less text

Aa





65%

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

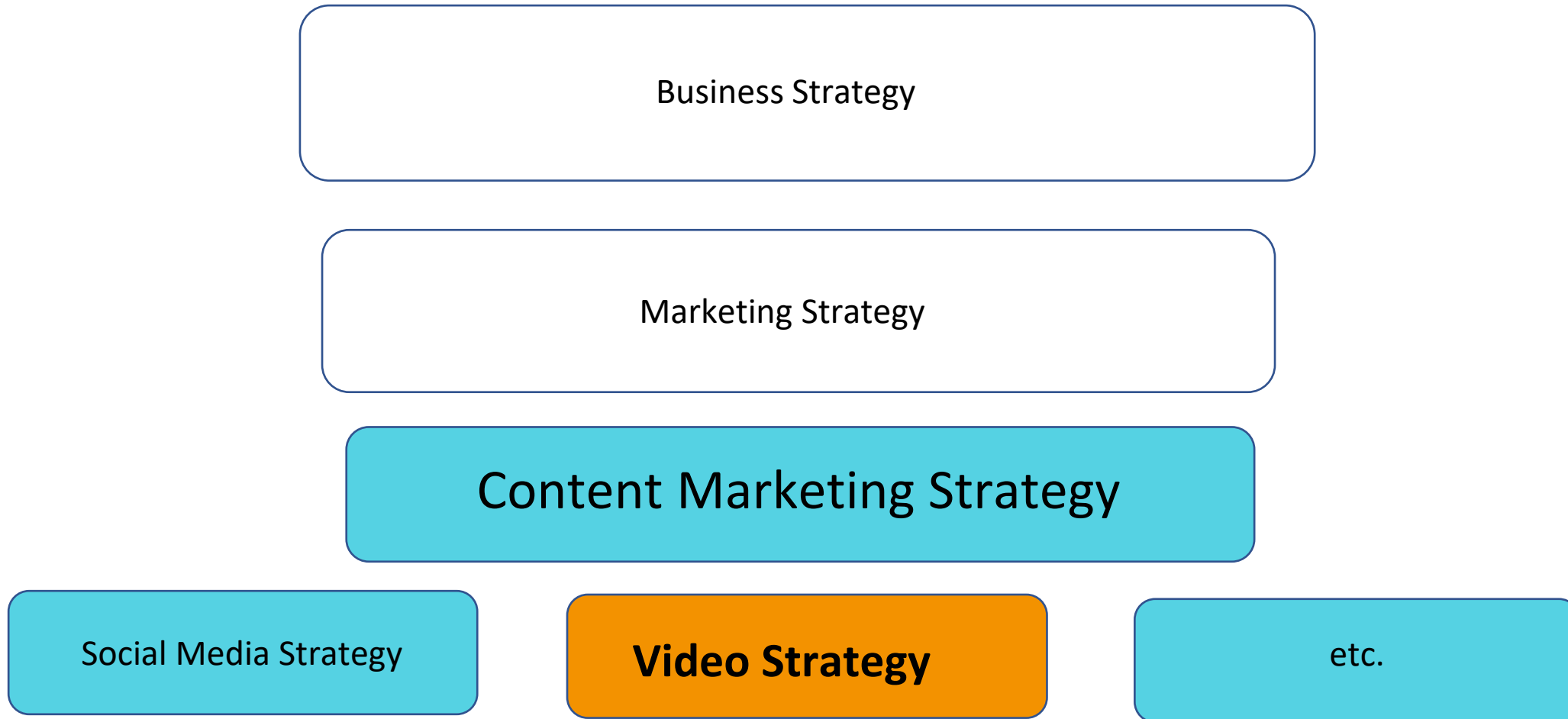
Source: <https://www.videolle.fi/en/> (these trends were picked in a webinar in Nov 2022. In Finnish only.),
<https://financesonline.com/video-marketing-trends/>



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3. Essentials of a Successful Video Strategy

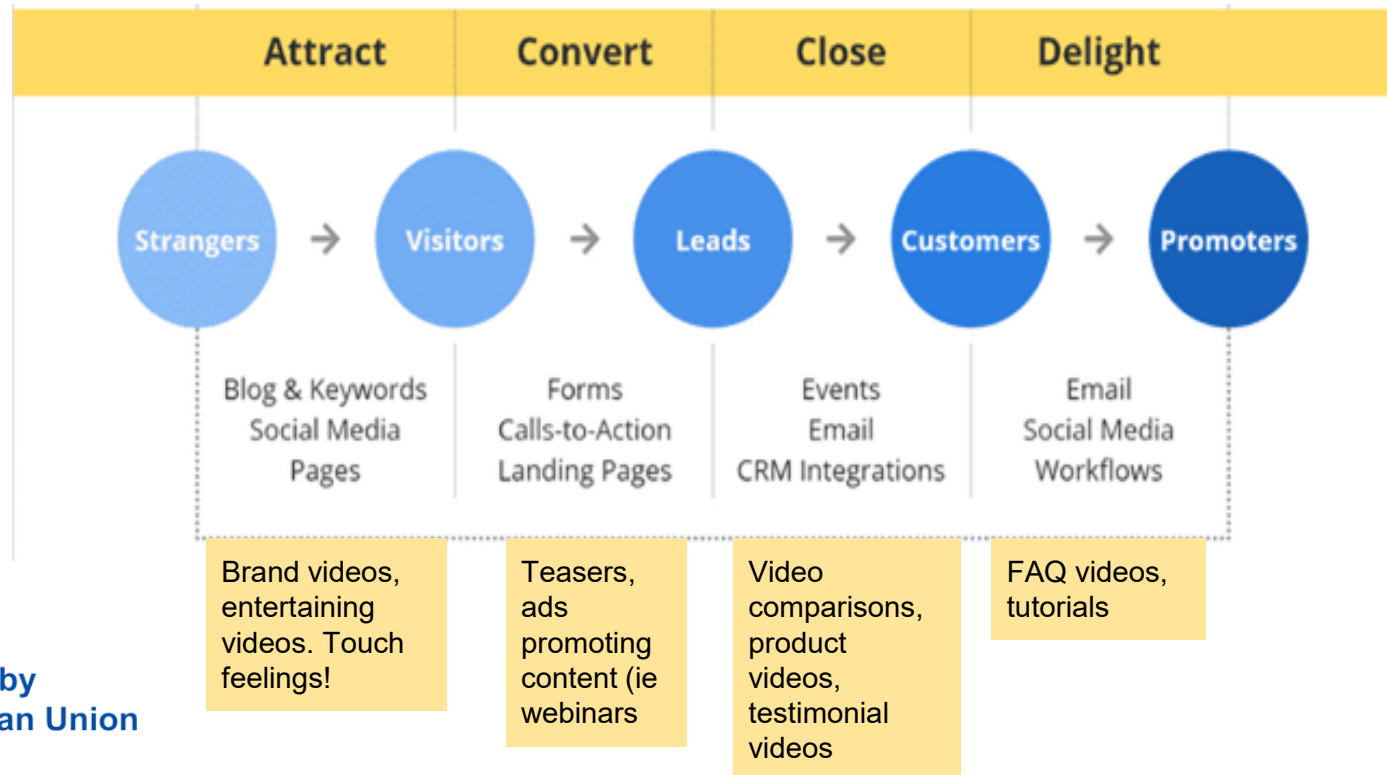
Video strategy in the strategy hierarchy: it must align with content marketing strategy



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

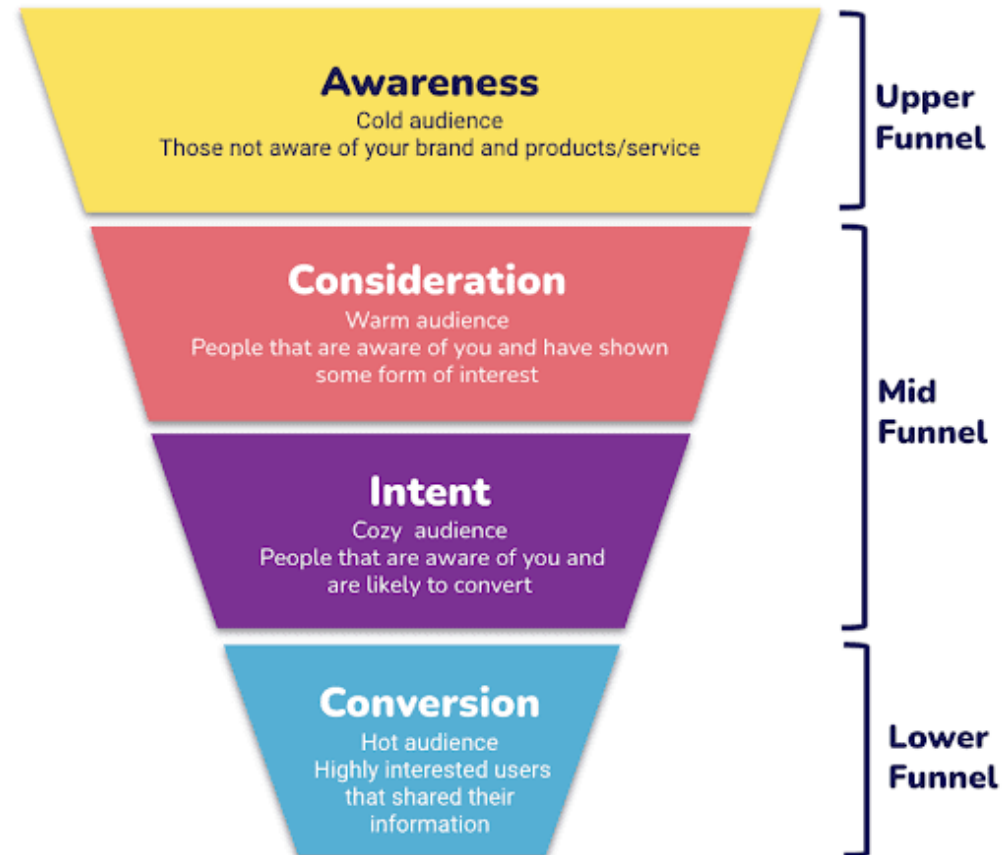
Twitter: 1:1

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

* **Videole 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 [Videole.fi/videocontent](https://videole.fi/videocontent)

We'd be happy to help you reach your video marketing goals. Don't hesitate to contact us at learninghub@videole.fi/en/contact



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In-class activity

- 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

- 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



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Group Assignment

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.



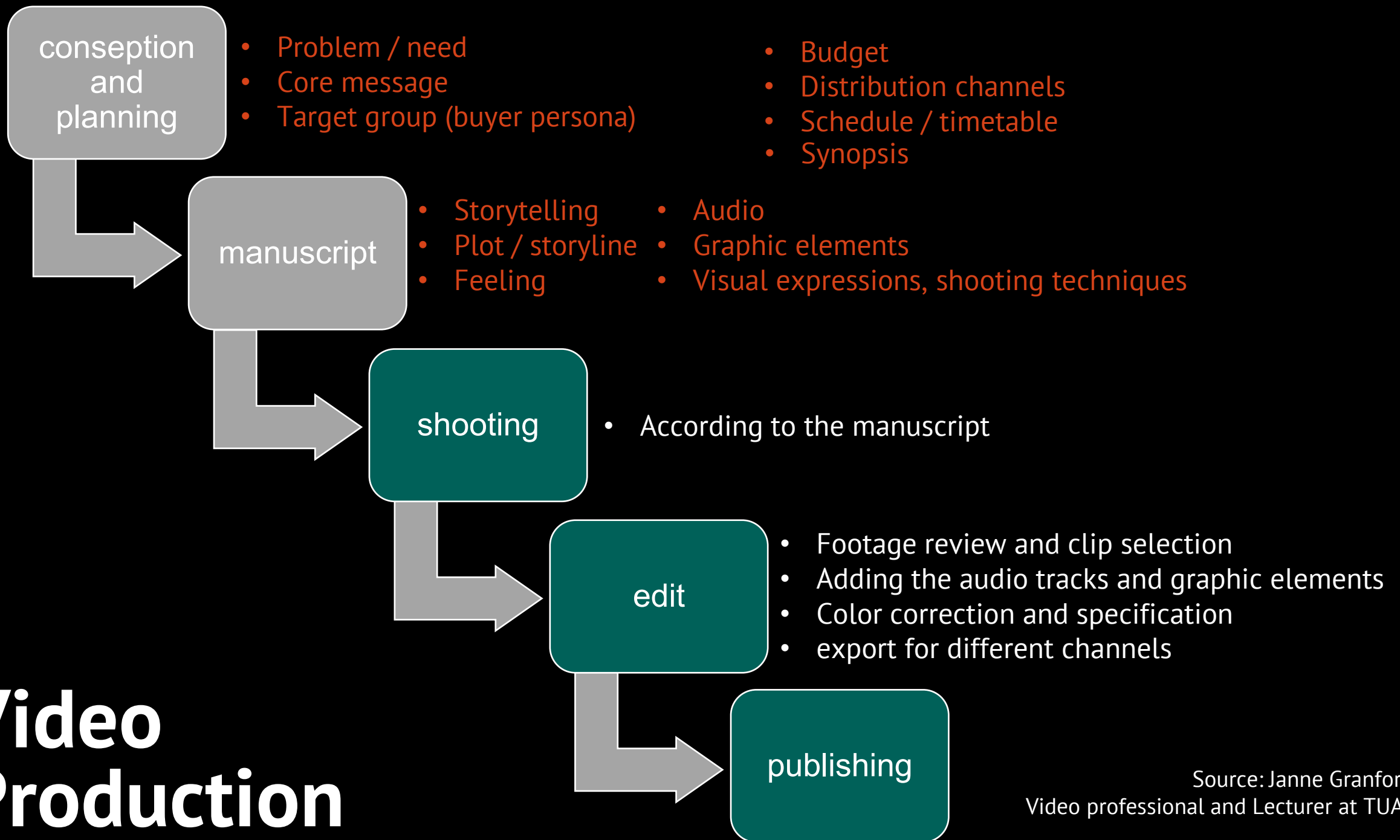
Supplementary reading & Pro-tips

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



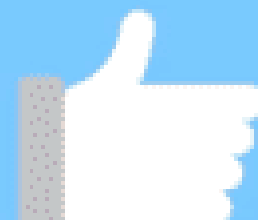
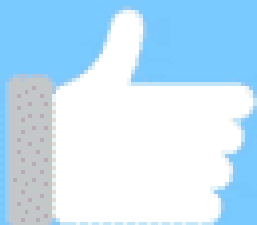
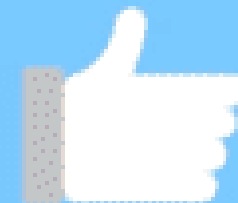
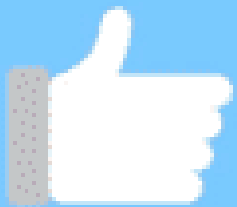
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“Lean back” moment



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Instagram Feed





Instagram Feed



heinekennl



310 posts 31.3k followers 197 following

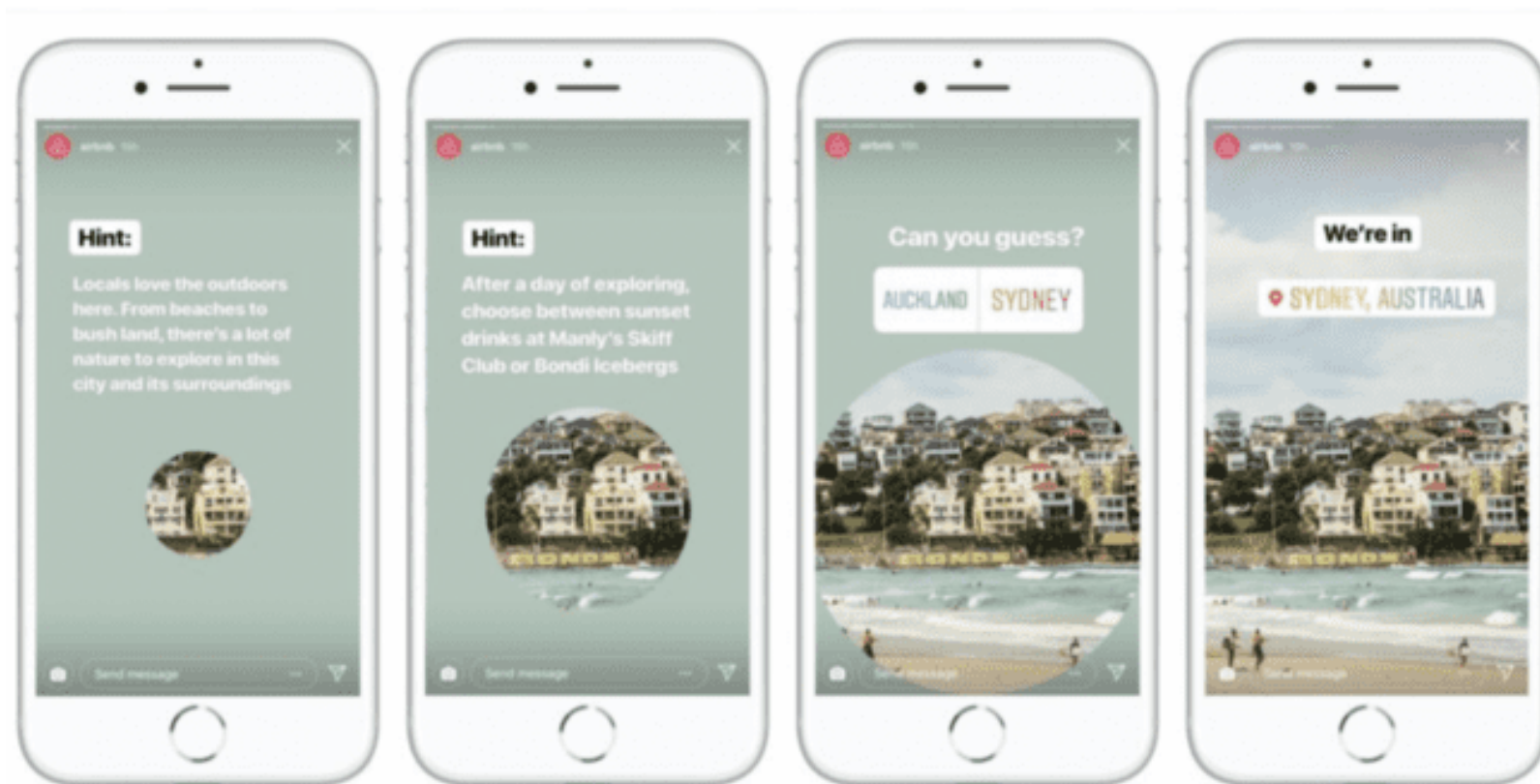
Heineken NL Social networking sinds 1873. De inhoud van en het plaatsen op dit kanaal is uitsluitend bestemd voor personen van 18 jaar en ouder.
bit.ly/DownloadBiertegoed



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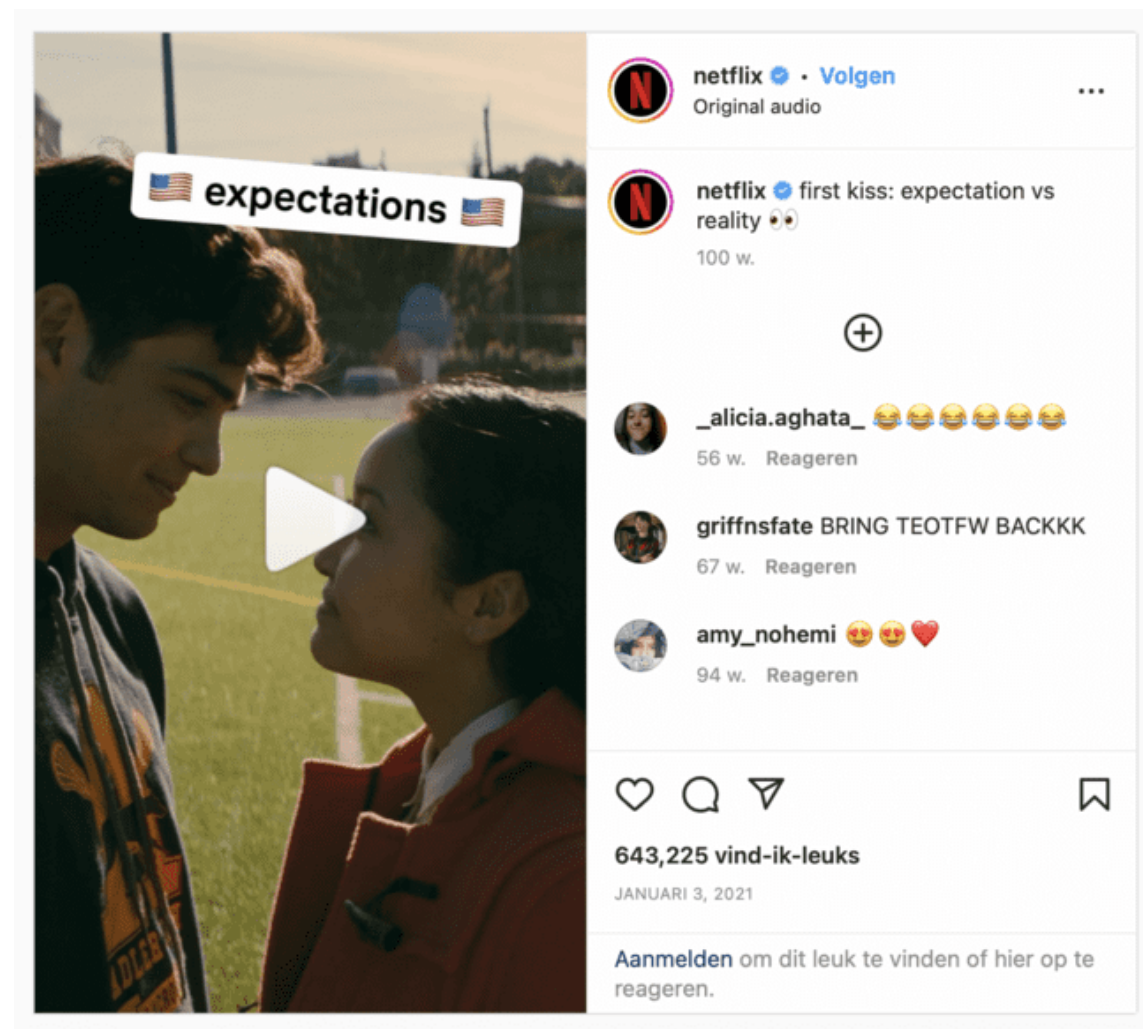


Instagram Stories





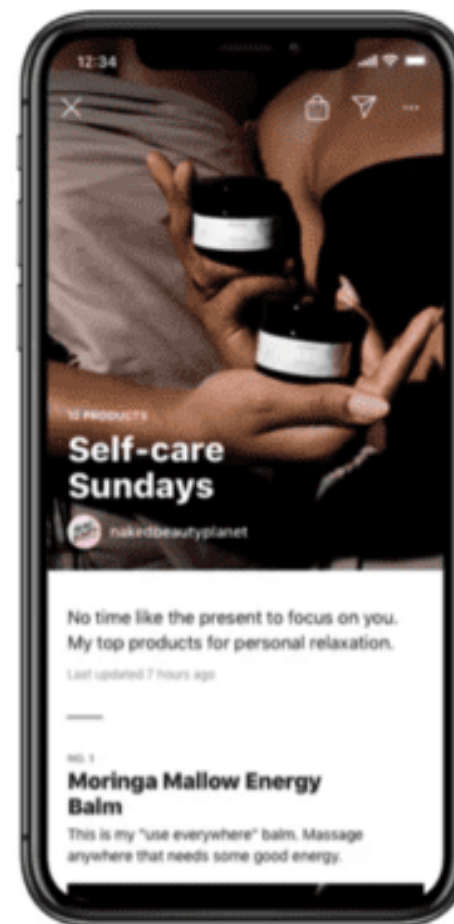
Instagram Reels



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Instagram Guides





Facebook Timeline

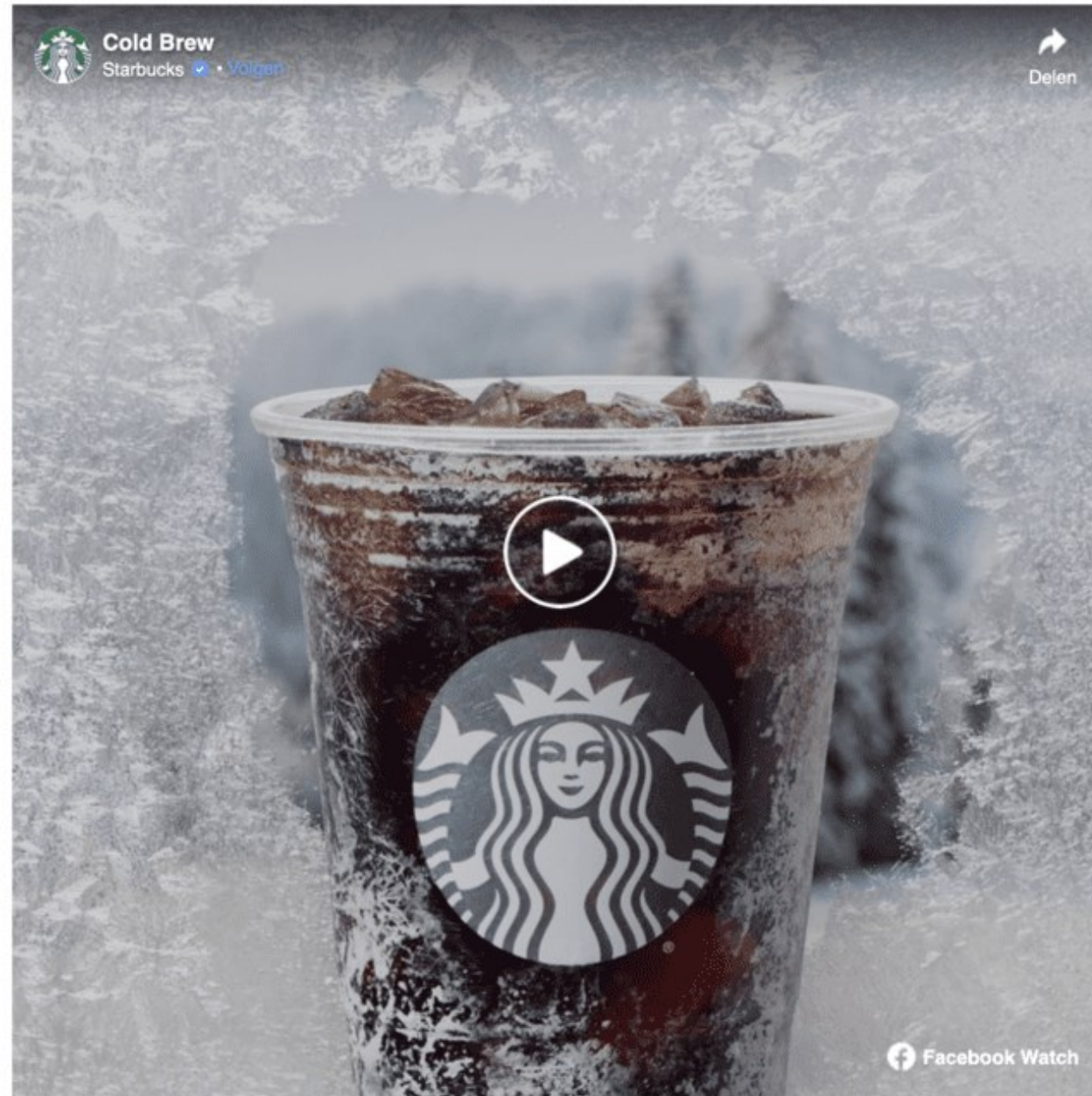


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The screenshot displays the McDonald's Facebook page interface. At the top, the header includes the Facebook logo, a search bar, and the McDonald's profile name with navigation links. The main cover image features a large 'Big' text next to a Big Mac. Below this, the profile information section shows the McDonald's logo, name, and a brief description of the company. The timeline consists of several posts: a promotional post for a smoothie and coupon, a post about free Wi-Fi with a large graphic, a user post by Adam Parker expressing love for McDonald's, a post about the McNuggets Saucy Challenge with three images of the challenge, and a post about the MONOPOLY promotion. Each post includes engagement metrics like likes and comments.

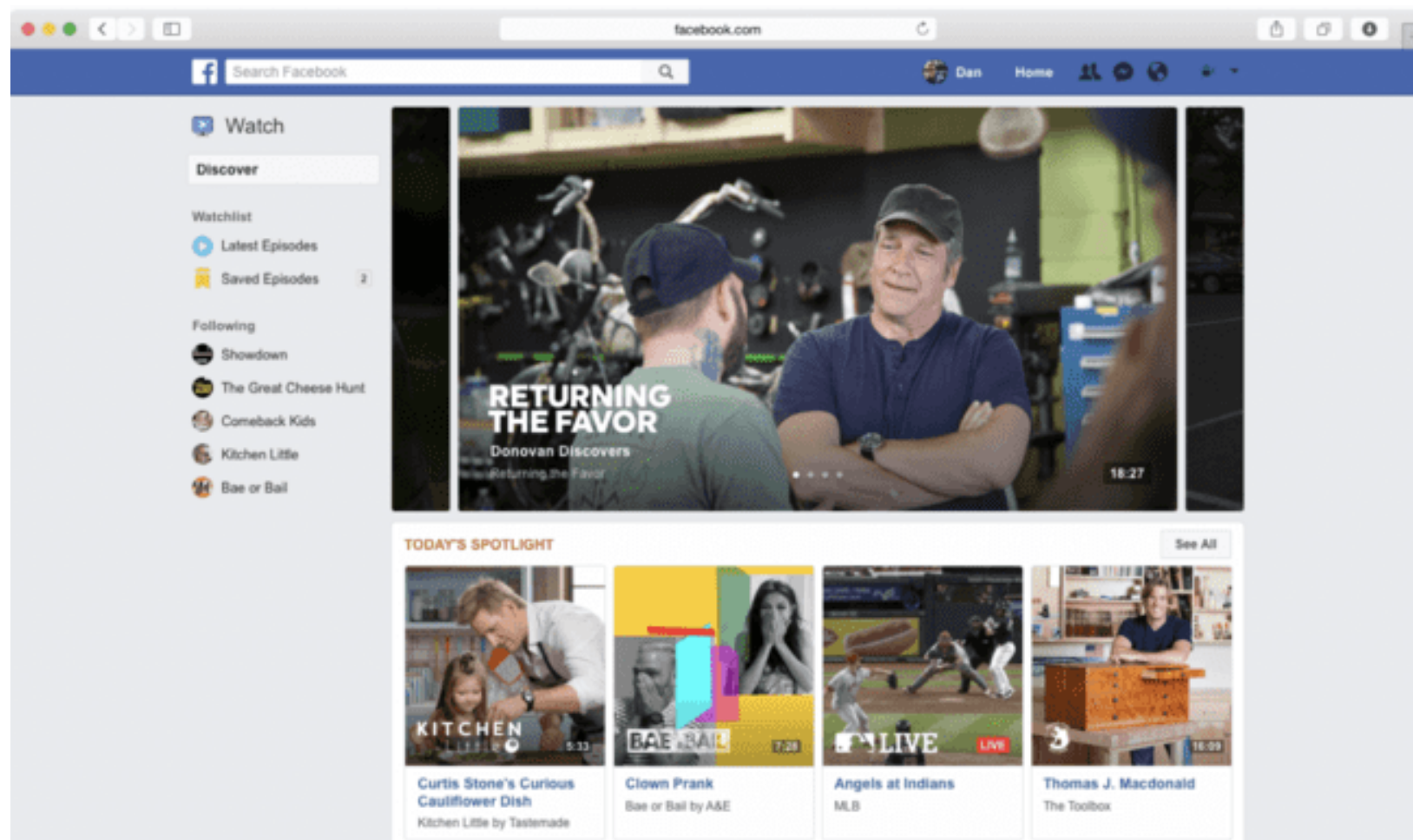


Facebook Stories





Facebook Watch



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LinkedIn Feed



The screenshot shows a LinkedIn post from the official Apple account. The post features a video of a hand holding an iPhone displaying the Apple Card interface. The interface includes a rainbow-colored card, a balance of \$1,682.55, a 6-day payment deadline, and a list of recent transactions.

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
\$1,682.55
\$0.00 available

Payment Due in 6 Days

Weekly Activity

Latest Transactions

Merchant	Amount	Category
La Colombe Coffee	\$18.50	Coffee
Apple Store	\$100.00	Electronics
South Loop Market	\$135.40	Food & Beverage

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

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





LinkedIn Stories



LinkedIn identifies 3 major benefits of LinkedIn Stories:

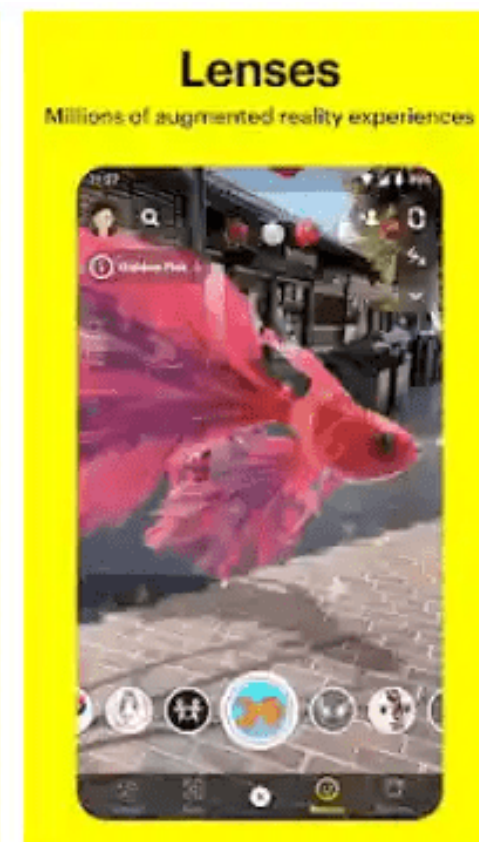
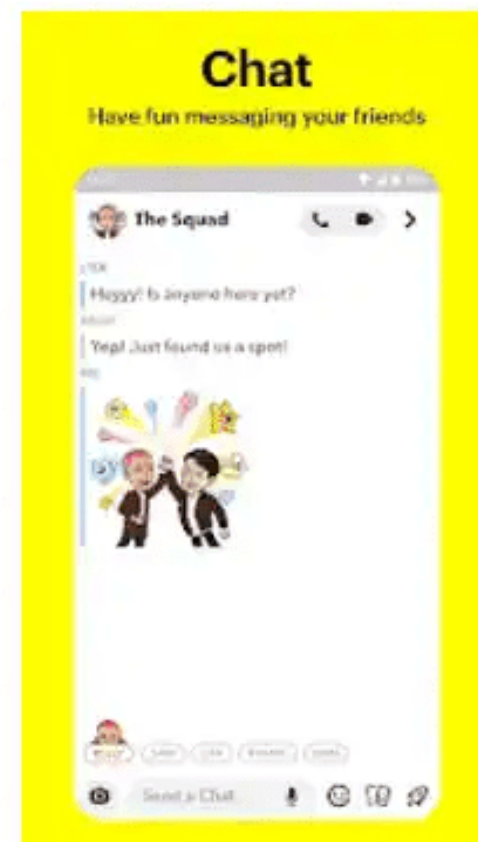
- Show your professional side in a human way.
- Share your daily activities at work in a creative and informal way.
- Grow your community by actively reaching out, maintaining relationships and sharing content.



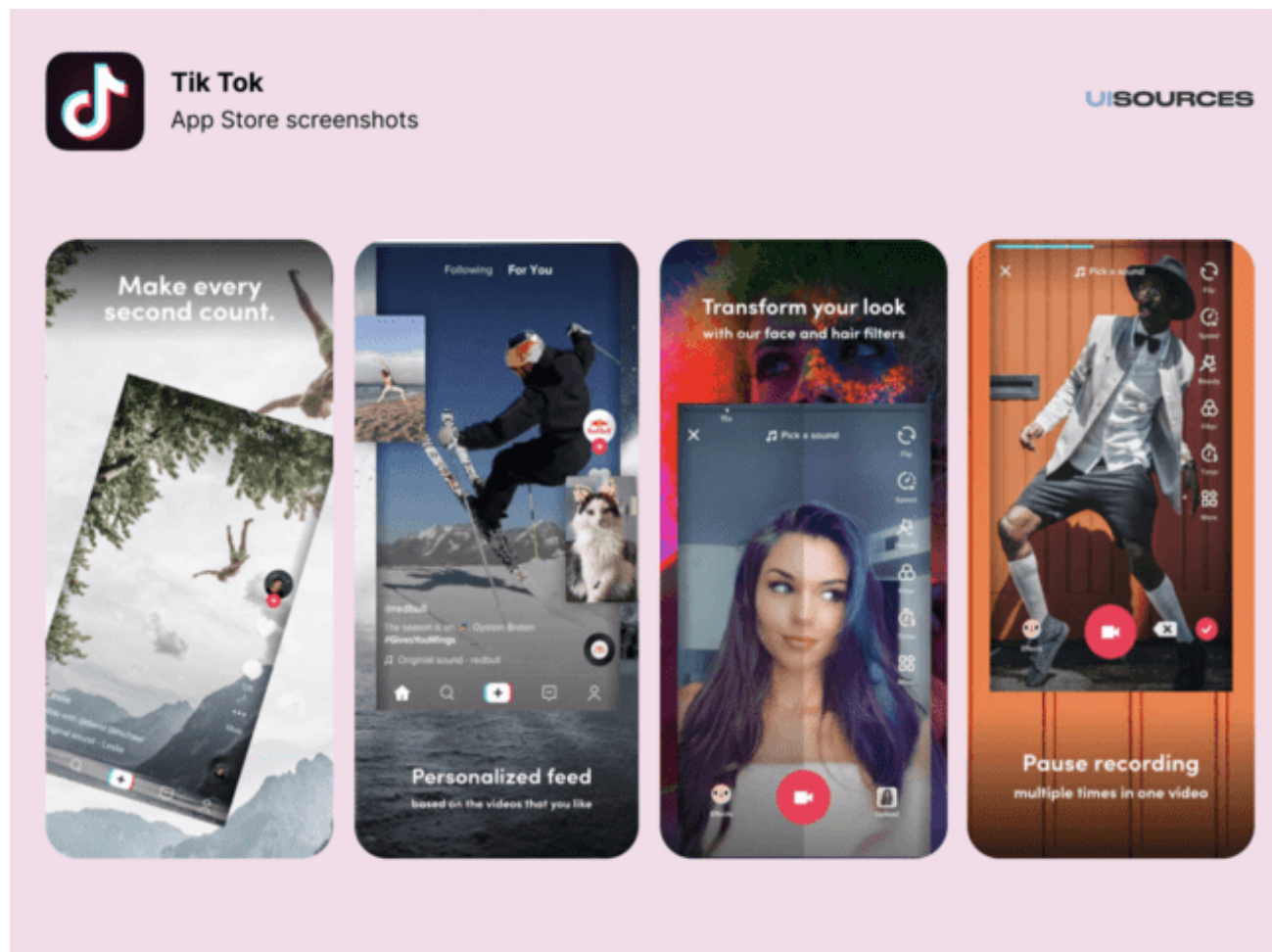
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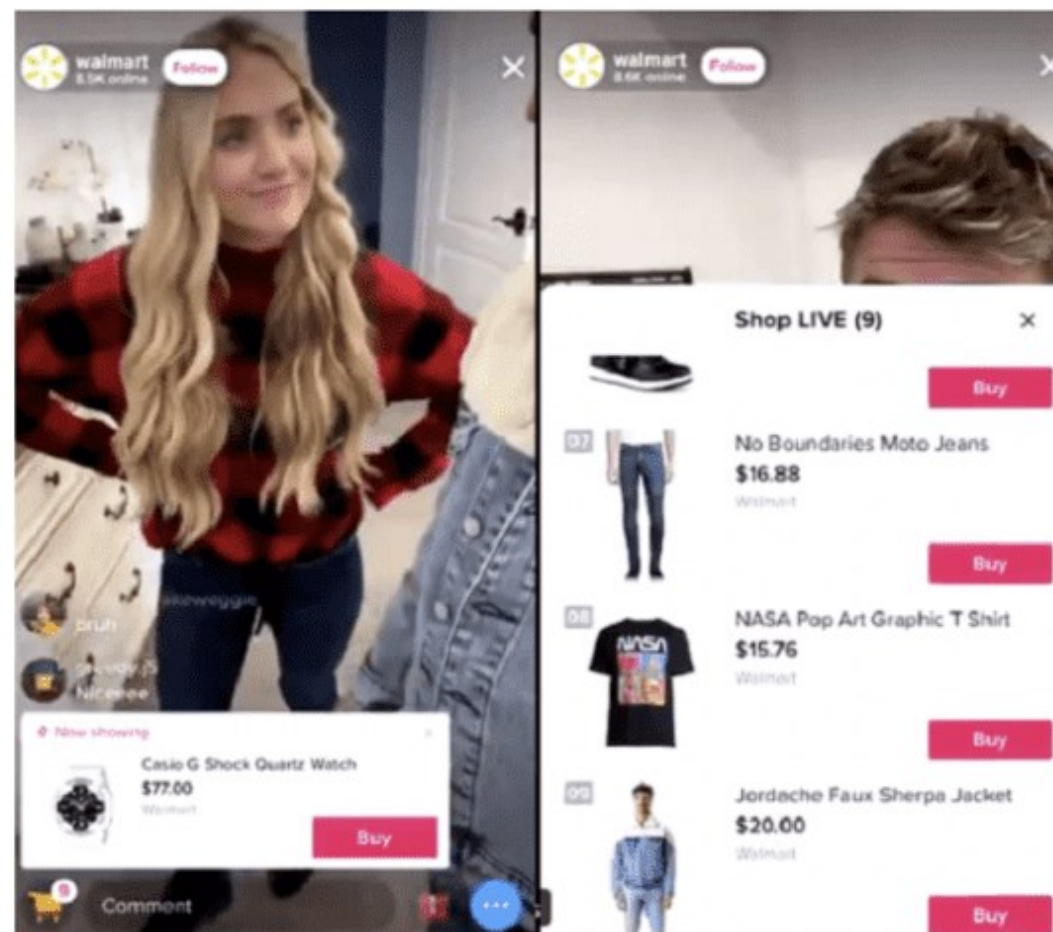


Snapchat



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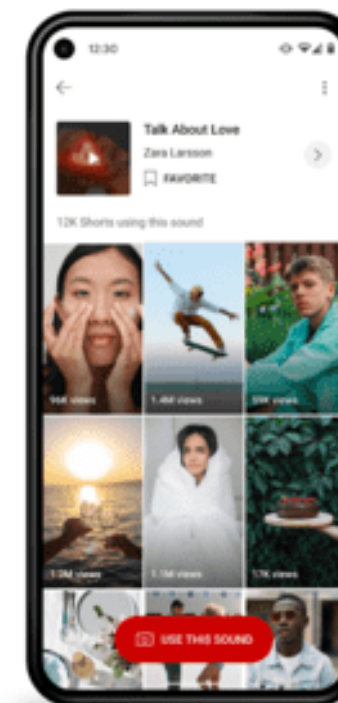
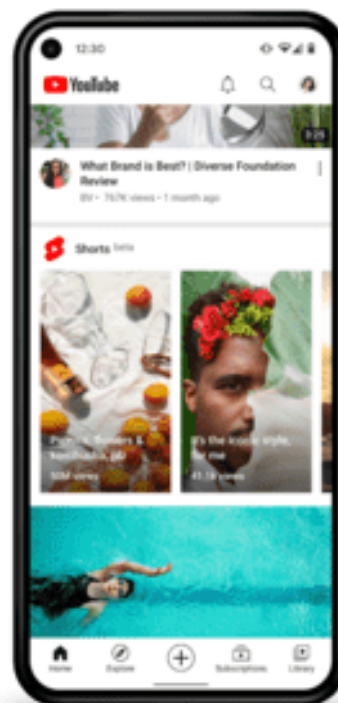


Live shopping experience Walmart
source: TikTok





YouTube



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