

Behind The Scenes:

7 Rules for a Successful
Video Marketing Strategy

2024

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7 Rules for a Successful Video Marketing

Intro

Welcome to the world of video marketing, where the boundaries of creativity are as vast as ever, and the growth potential seems limitless. In front of you is a guide that will take you through the maze of possibilities that modern video marketing offers.

Have you ever wondered why some video campaigns go viral, yielding incredible results for their creators, while others disappear into the abyss of the internet without much notice? The secret lies in creativity and, more importantly, strategy.

In today's digital world, where anyone can create and publish a video, it is easy to drown in a sea of mediocrity. Finding your own voice and standing out from the crowd can seem like an almost impossible task. However, with our ebook, you will discover that an effective video marketing strategy is more than just 'pretty pictures.' It's substantial knowledge that will help you communicate precisely with your target audience.

The ebook you are currently reading is not another superficial manual. We have gathered fundamental knowledge in 7 chapters that can transform how you think about video marketing, from strategic planning to storytelling to data analysis and optimisation.

Are you ready to rise above mediocrity and create a video marketing strategy that gets attention and delivers measurable results? This ebook is your first step on this exciting path!

Introduction to Video Marketing

1.

Video marketing, which is the use of video for advertising purposes, is currently one of the most dynamic and effective tools in any marketer's arsenal. It is now difficult to imagine the activities of major brands without marketing campaigns based on video ads. But at what point did we discover the potential of short videos? Their history goes back much further than it may seem.

The history of video marketing begins, perhaps rather obviously, with the history of film. As early as the 1940s and 1950s, companies began to recognise the potential of commercials being broadcast in cinemas before the main screening. These early adverts were simple and often purely informative – for example, cars or household appliances were advertised. Many commercials were also educational or social, for instance, promoting healthy lifestyles, road safety or encouraging participation in elections. However, suppose we want to pin down the beginning of video marketing to a specific moment. In that case, it is considered 1941, when the watch company Bulova aired its first commercial ever. The next step in developing video marketing was, of course, the emergence of television and then the popularisation of the Internet. In the age of digitalisation and the rise of social media, it has become one of the most effective marketing tools.

The significance of video marketing

In a rapidly changing world, where consumer attention is the most valuable resource, video marketing appears as a powerful tool to attract and maintain that attention. With the ability to deliver content quickly and effectively, videos became crucial for evoking emotion, telling stories and building lasting relationships with audiences. Their natural tendency to be eagerly shared on social media amplifies reach and offers the chance to achieve viral popularity.

A video marketing strategy harnesses the power of images and sound to promote a brand, its products or services in a way that pushes the boundaries of traditional communication methods. It is a measure not only of capturing the attention of potential customers but also of building deep, emotional connections with them, reinforcing brand awareness and prompting them to take specific action.

The use of video marketing is extensive, from social media to websites to email and advertising campaigns. This versatility allows for a creative and interactive presentation of the products and services on offer, giving brands the chance to build a solid and recognisable identity in the minds of their audience. Video marketing not only conveys information but also engages, inspires and persuades, making it an invaluable tool in the arsenal of modern marketing.

Numbers don't lie - statistics and trends

In this section, we would like to share some statistics on video content used for advertising purposes. As is well-known, numbers don't lie, and with these, you will see that it is worth considering including video creation in your company's marketing strategy.

Video content statistics:

1. Video content generates 1200% more shares than text and images combined. (2024, <https://wordstream.com/blog/ws/2017/03/08/video-marketing-statistics>)
2. Every day around the world, people watch approximately 84 minutes of video. (2023, <https://dash.app/blog/video-marketing-statistics>)

The role of video marketing in website positioning:

1. Having a video on a landing page increases the likelihood that it will appear on page 1 in the SERPs by 53%. (2024, <https://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics>)
2. Landing pages with instructional videos convert 86% better. (2023, <https://www.yansmedia.com/blog/explainer-video-statistics>).

The use of video in email marketing:

1. An initial email with a video increases click-through rates by 96%. (2024, <https://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics>)
2. 54% of subscribers prefer emails with video content. (2024, <https://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics>)

Consumer behaviour

In today's world, where access to information is almost limitless, consumer behaviour is evolving rapidly, revealing new trends and preferences. What customers watch and how they interact with content is crucial to their purchasing decisions. The following statistics shed light on this dynamic landscape and show how eagerly they consume video content:

- 1. The importance of videos for purchasing decisions:** As many as 64% of customers worldwide are inclined to make a purchase after watching a video created by a brand. This shows how strongly video content can influence consumption decisions.
(2023, <https://www.demandsage.com/video-marketing-statistics/>)
- 2. Consumer expectations of brand-created content:** More than half (54%) of consumers expect the brands they support to provide more video content. This highlights the growing demand for dynamic and visual forms of communication.
(2023, <https://www.demandsage.com/video-marketing-statistics/>)
- 3. Instructional video as an educational tool:** The impressive 96% of people admit that watching instructional videos helps them to better understand the product, demonstrating the educational role of video.
(2023, <https://www.wyzowl.com/video-marketing-statistics/>)
- 4. Impact of instructional videos on purchasing decisions:** Instructional videos have a strong impact on purchase propensity, with 85% of people more likely to purchase a product after watching them.
(2023, <https://www.yansmedia.com/blog/explainer-video-statistics>)
- 5. Preference towards self-repair:** 68% of users prefer to watch a video explaining how to fix a product rather than contacting customer service. This indicates a growing interest in self-repair and the availability of information.
(2023, <https://www.wyzowl.com/video-marketing-statistics/>)
- 6. Product videos in the decision-making process:** As many as 69% of consumers believe that product videos best help them to make a purchase decision, demonstrating their important role in the purchasing process.
(2023, <https://dash.app/blog/video-marketing-statistics>)



The popularity of video in companies' marketing strategy

In the digital age, where video is one of the most attention-grabbing media, companies must pay attention to video marketing, especially when competitors have long used this channel effectively. Understanding and adapting to the growing popularity of video in marketing strategy is critical to staying competitive and communicating effectively with audiences.

1. **Video as an educational tool:** As many as 52% of companies create videos to educate their audience. This demonstrates an understanding of the educational value of video and its ability to effectively convey information. (2023, <https://dash.app/blog/video-marketing-statistics>)
2. **Marketing tool used on a large scale:** The use of video as a marketing tool reached 91% in 2023, the highest since 2016. This highlights how video has become an indispensable part of marketing strategies across industries. (2023, <https://www.wyzowl.com/video-marketing-statistics/>)
3. **Video presence on companies' landing pages:** 54% of companies use video on their landing pages. This statistic indicates an understanding that video can significantly increase engagement and conversion on websites. (2023, <https://www.demandsage.com/video-marketing-statistics/>)



Video marketing is a powerful tool that opens the door to building consumer relationships and increasing engagement. The statistics above confirm this medium's growing role in companies' marketing strategies. No matter what stage of business you are in, staying abreast of the latest marketing trends and data is crucial. Continuous learning and adapting to a rapidly changing world are the foundations of effectively promoting your services online.

Planning a Video Marketing Strategy

2.

Implementing video marketing in your business may seem complex, but it is entirely doable. The first step is to **determine the objective** you wish to achieve through video marketing. For example, to **boost brand recognition, increase conversions, educate customers, or promote new products**.

The next important step is to **identify your target audience**, making it easier to develop a sales persona. Understanding your ideal customers' needs, preferences, and expectations is vital to creating video content that will capture their attention and communicate effectively. This deep understanding allows you to create content that resonates with your audience on an emotional level and responds to their specific situation or problem. This allows you to deliver valuable and engaging video that informs, inspires, and encourages action.

Any video content should be designed with a specific audience in mind, taking into account their specific needs and expectations. This is possible by creating accurate customer profiles that consider different aspects of their lives, such as demographics, interests, lifestyle or challenges they face. This knowledge enables you to create more personal and compelling messages that reach your audience's needs and expectations, leading to more effective video marketing. If you have the capacity and the budget to do so, it is worth conducting **market research and competitor analysis**. With the information you gain in this way, you will be sure not to target your communication blindly but to reach those interested in your services.

The next important step is to **develop a video marketing strategy**. In this strategy, you should identify the types of video content you plan to produce, choose the appropriate distribution channels, establish a publication schedule, define a budget and establish methodologies for measuring the effectiveness of your activities. Your strategy should be tailored to the goals you want to achieve, the specifics of your target audience and should be aligned with your brand's overall marketing strategy.

It is essential that the content you create reflects your brand values and provides real benefit to your audience. At the same time, don't be afraid to experiment with different video formats, such as commercials, instructional videos or interviews. This variety of content will help you better understand what is most likely to attract attention and engage your target audience.



Also, remember to adapt your videos to the requirements and characteristics of different distribution channels, such as social media, websites or streaming platforms. Consistency of publication is also crucial. Be consistent in both your publication schedule and the quality and style of your content.

In your videos, encourage audience interaction such as commenting, liking, sharing or subscribing. Such interactions increase audience engagement and improve the visibility and reach of your videos.

Setting targets and KPIs

Any video marketing strategy should be built around well-defined objectives and KPIs that allow for assessing its effectiveness. These objectives include developing brand awareness, generating leads, increasing sales, or intensifying audience engagement. Examples of KPIs include a number of impressions, conversion rate, viewing time, and engagement metrics such as likes, comments and shares. Precisely defined KPIs make it possible to measure progress and adapt strategies in response to dynamically changing market conditions.

Choosing the right platforms and distribution channels

The effectiveness of video marketing also depends on choosing the proper distribution channels. Nowadays, with an omnichannel strategy prevailing, video content must be present on platforms popular for your target audience. These platforms can include YouTube, Facebook, Instagram, LinkedIn, TikTok, and other social media, as well as brands' websites, blogs, and email channels. An omnichannel strategy requires distributing video content across various channels to provide a consistent experience for audiences and reinforce the brand message.

It's a marathon, not a sprint – a few words about long-term planning

Video marketing should not be a one-off action, but an integral part of a company's long-term marketing strategy. Long-term planning of advertising activities based on a series of videos enables you to build and maintain customer relationships, develop your brand and adapt to evolving trends and audience preferences. This way, creating more comprehensive and thoughtful video campaigns that can effectively support a company's business and marketing goals is possible.

In the context of long-term planning, using a video series in your marketing strategy can bring many benefits. Thanks to them, you can effectively guide the customer through the entire purchase path, from brand awareness awakening through the consideration stage to the purchase decision. At each stage, video can provide relevant content and information, answering customers' needs and questions at the right time in their buying journey.



In addition, regular video series can keep customers up to date with your service offering. These can include updates on new products, services, changes to your offering, but also tips and tricks to help you get more out of the products or services you purchase. This way, video becomes a tool not only for sales but also for building long-term relationships with customers.

Another advantage is that the video series can be used to build a position of expertise in the industry. Sharing knowledge, experiences, and insights allows you to build your brand image as a thought leader and expert in your field. This is particularly important in industries where knowledge and expertise are key factors in the customer decision-making process.

Finally, long-term video series planning enables better resource and budget management. Rather than creating single, one-off videos, series planning allows for efficient use of production resources and enables better analysis of individual content performance and real-time strategy adjustments.



Creating a video marketing strategy: step by step

- 1. Defining the objective** – e.g. boost brand awareness, increase conversions, educate customers, promote new products.
- 2. Identifying the target audience** – define who your video content will be aimed at. Create sales personas to better understand your customers' needs and expectations.
- 3. Planning the types of video content** – decide what types of video content you will create (commercials, how-to videos, interviews, etc.) Make sure the content is in line with your brand values and delivers value to your audience.
- 4. Selecting a video production company** – identify the video providers that best fit your needs and brand values.
- 5. Choosing distribution channels** – decide where your videos will be published and tailor the content to the specifics of each channel.
- 6. Establishing a publication schedule** – plan the regularity of your video publications. Remember to consistently maintain the quality and style of the content.
- 7. Budgeting** – set a budget for video production and promotion. Monitor spending and adjust as necessary.
- 8. Encouraging interaction** – in publications, invite people to leave a comment, like, share or subscribe. Monitor and respond to comments to increase engagement.
- 9. Analysing performance** – establish metrics to measure performance (e.g. reach, engagement, conversions). Regularly analyse the results and adjust your strategy.

Remember!

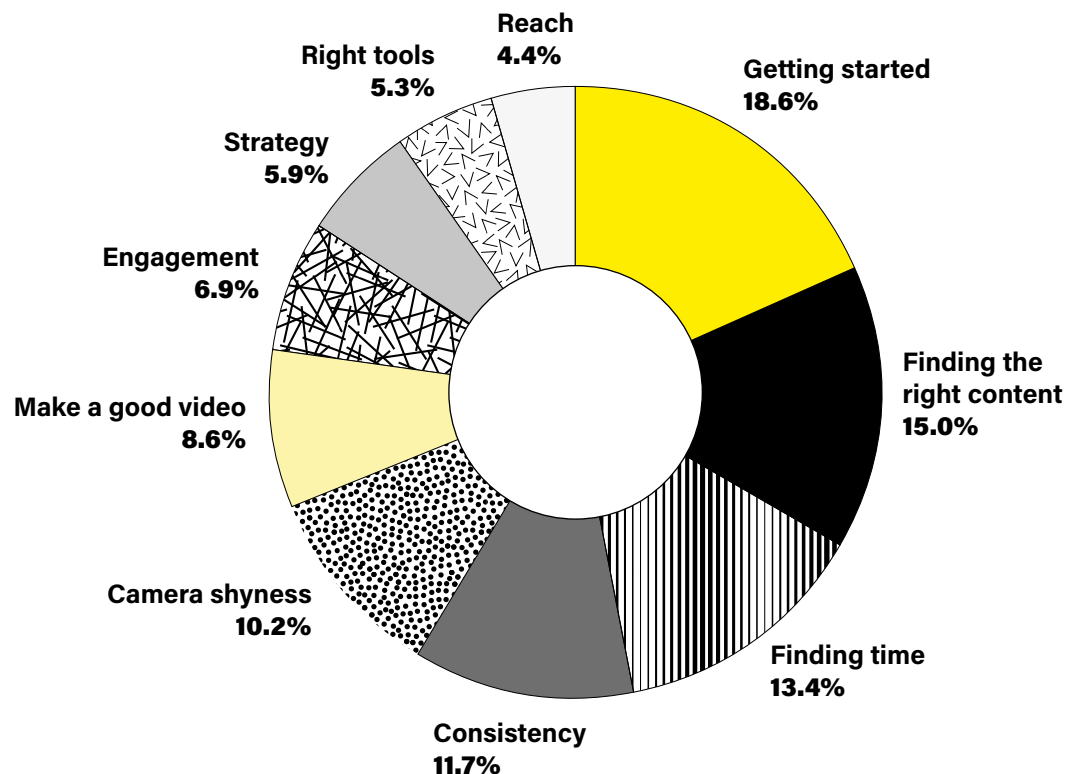
Experiment with different video formats and adapt your strategy based on the data and the feedback from your audience.

The most common challenges with the implementation of video marketing

You may be comforted by the fact that, in all likelihood, none of your concerns about the implementation of video marketing are isolated. In all probability, companies all around the world are struggling with the same dilemmas. And here is the good news: there is some excellent advice for all of them!

Take a peek at the chart below and the

10 MOST COMMON VIDEO MARKETING CHALLENGES.



<https://wave.video/blog/video-distribution/>

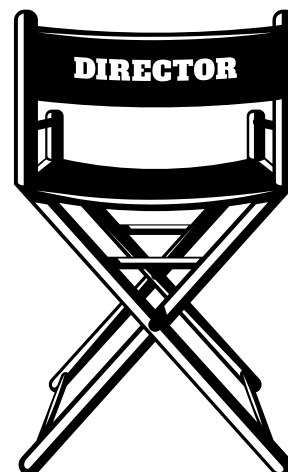
Surely, you have noticed that many people drop out at the very start, even before the race has started. That is terrifying! As you know, for anything to succeed, you simply have to start. Easier said than done? First of all, don't put too much pressure on yourself and start with small steps. What resources do you have? Do you have a budget or people to whom you can delegate these tasks? If you have the money to do so, it is worth contacting specialists straight away and coming up with a plan of action. Then, you don't have to worry about finding the right content or tools and making a good video. If you establish a relationship with someone reliable, you guarantee that your film will be good and be a tool to achieve your desired goal. Delegating a person or agency to take care of publication tasks will enforce consistency in the publication schedule (as we mentioned - a very important tool).

This ebook will show you how to address all the problems shown in the diagram, that you might be struggling with. Don't worry if you feel overwhelmed! Marketing agencies or video production companies can always help you with the whole process!

Another problem is worth mentioning, too. It's camera shyness. Caused mainly by the fear of being judged, fear of public speaking is experienced by 85% of people. The following sections will show you how to deal with that stressful experience!

Have you gained some confidence?

**Let's plan your
*video content!***



Lights, camera rolling, action!

Creating video content.

3.

Let's be honest and say it loud and clear – professional video production is a complex and time-consuming process. But it is an investment worth the cost, given how powerful the video content is. Luckily, it's a process you don't have to take care of alone when hiring a production company. And as long as you're not doing your own Instagram stories, user-generated content or amateur videos with your phones, you definitely should hire professionals who will take care of the whole journey for you. An experienced video production house will guide you through all the steps - from defining the goals of your marketing strategy through research and the whole pre-production process to filming, editing, delivering, and tracking the results. Let's dive into the essentials of creating video content and what the process should look like.

Goals and pre-production as key to meaningful videos

Rule number one: you can never be overprepared. In video production, the time you spend on pre-production is invaluable and is, without a doubt, a crucial element of successful video content. The pre-production process should always start with one essential question: "WHY are we even shooting this?!" The world of digital marketing is full of meaningless content floating around the internet with no purpose or direction. Defining everything that drives you to produce your video content is key and cannot be overlooked. This is probably the most engaging part of the production, and it can only be done by you. A video production house can, of course, help and guide you through that process, but the actual "why" needs to come from you and your organisation. Working on your goals and motivations helps the producers deliver the best possible outcome that will speak directly to your target audience and drive real results for your business. Now, once you have worked on your purpose and goals, it's time to define and plan all the other aspects of your video project. The key elements you need to work on with your producers are usually split into **creative and strategic categories**. The creative aspect of your video content is something that is on the video production company. They are the experts in this matter, and you hired them to deliver. That doesn't mean you shouldn't be involved, but the producers should lead that. The creative elements to plan in the pre-production phase are everything from script writing and storyboarding to location, music, editing style or colour grading decisions. If you and your production partner are a good fit, you can trust they will work out those in the best possible way for you. On the other hand, the strategic aspects to consider

in pre-production are defining the platforms to use the content on, aligning your video content with the whole marketing strategy, planning how to measure the results driven by your campaign, and working out the production budget. Again, this is something **you** should consider and plan with your producers. If the pre-production is taken care of, you can rest assured that it will be a smooth ride from now on!

Engaging, creative and authentic = effective video

We tend to think that video marketing refers only to “advertising” and is directly related to sales. But that is only partially true. There are tons of video categories like corporate, brand, product, explainer, social media (and the list could go on) that are – let’s face it – marketing videos, and their goal is either brand awareness or lead generation. In other words, all those videos have to tell the story to achieve the goal of connecting with your audience or target groups. Those video types are obviously different in form, messaging and style, but three essential elements are common for all of them – they have to be engaging, creative and authentic. There is no place for boring videos in today’s world. But still, there is a lot of meaningless content that is not only boring but doesn’t deliver any value. Statistics show that your **video has only 2.7 seconds to grab your audience’s attention**. Sounds challenging, right? It is! If you want people to watch your videos, they have to grab their attention by the throat and prevent them from scrolling further. You can achieve this with a range of tools.

First of all, focus on your story and telling it authentically. Keep your goals in mind the whole time, and based on that, create a compelling story that will speak to your audience and make them want to engage with your content and brand. But even though they say “story is the king”, unfortunately, just saying it is often not enough. Here comes creativity and the visual realm of your video content. Don’t be afraid to “break the rules”. Think outside the box and bend the known patterns repeated thousands of times before. Who is to say that corporate videos have to be super serious? Who said they must include people talking to the camera mixed with a slow-mo b-roll? Creativity is one of the most significant assets in video marketing, and you can come up with absolutely anything and find an experienced video production company to bring your ideas to life. The most important thing to remember is that creativity and ideas have to be balanced with authentic messaging. That’s true; no one said corporate videos have to be serious, and yes, they can be entertaining and cinematic. But if that’s being forced and doesn’t go along with your brand’s authenticity, it’s just “art for art’s sake”. Consistency with the bigger picture is vital, so don’t pretend to be something you’re not. If you feel your story requires a serious form and it’s authentic and consistent with your business – go for it! On the other hand, don’t be afraid to go a little crazy, even about the serious products or services you are showcasing. Remember that only authentic content will tap into people’s emotions and make them laugh, cry or reflect.

Story, authenticity, creativity, and exceptional visuals are key to engagement; only by applying them all can your video content drive actual results.



***video has only
2.7 seconds
to grab your
audience’s
attention***

Showtime!

What makes a successful video production set

Most of the time, when you're working on your video content with a video production company, you or someone from your team will be on the set. If it's a corporate, explainer or testimonial video, your team will most likely star in it. On the other hand, if it's a product video or a commercial, you might just be there as a co-producer or to coordinate. No matter the reason, there are some aspects to keep in mind that help to make working on set a pleasant experience. A film set



is a very dynamic space, and you might not be familiar with it. And that's totally fine! You and your team feeling comfortable in the filming setup, even if you're not in the video per se, is the number one rule on the production set. A good production company will make sure to take care of a positive, friendly and creative atmosphere on set. This is even more crucial if your role is to be in front of the camera! Being filmed might be very stressful if you have no previous experience. But remember that the filming crew is there for you, not the other way around. They are professionals who will care for you and make you feel as comfortable as possible. Don't be afraid to express your needs and ask for anything

to make you feel confident. If you have a piece to do in front of the camera, you should spend some time beforehand to prepare as much as possible. You can film yourself with a phone at home or simply practice with your friends or family or in front of the mirror, no matter how weird that might feel. It's also good to remember that we defined being authentic as one of the most critical drivers for a successful video. Don't try to speak differently, look another way, or use forced fancy words. Feeling comfortable and natural in front of the camera takes some time and practice. Suppose that's something too difficult to overcome for you. In that case, there are other ways to go about that, and your producers can easily come up with a different way to tell a story, for example, hiring professional actors. Don't force yourself! If you don't feel comfortable, it won't come off natural to the viewers.

Whether your role is to be in the video or just work with the production team, mutual trust is one of the most valuable and important things on set. If you and the filming crew are treating each other like partners and have spent enough time on pre-production, you already know each other a little better and hopefully, your relationship is built on trust anyway. It's invaluable when everybody on set knows they are playing for the same team. The bottom line is that you all work for the best outcome - outstanding and results-driven video content!

5 tips for choosing the best video production partner

Finding your video production partner is all about finding the right fit. Thousands of professional video production companies have cinema-grade equipment and years of experience delivering top-tier quality videos. You can easily Google the best production companies, review their portfolios or check credibility and reviews. But let's face it – it's not about working with the best video provider – it's about working with the video provider that is the best for you! And that means you click and vibe on the same frequencies and just want to work together. As simple as that! Mutual understanding and seeing each other as partners are the best foundation for creating the best videos for your business and delivering results with your video marketing efforts. Here are some things to consider when researching video production services.

1. Make sure they listen and ask questions

Earlier in this chapter, we touched on defining goals as the substantial element of the pre-production phase. Your video provider should want to understand your goals and motivations as a first step. During the first meetings with them, they should be asking “why” to help you define your motivation and goals that you want to achieve together. Don't go with a company that starts off by presenting their portfolio, ideas, or a quote without an in-depth understanding of your business. They should ask questions and let you talk. If understanding you, your organisation, your goals and your needs is their priority – you are already on the right track!

2. Consider their communication style and willingness to collaborate

As we agreed already, video production is a rather complex process. That's why transparent communication and responsiveness are crucial. But it is also important to just build that friendly relationship. A good video production vendor will be helpful and responsive to your queries and actively collaborate and contribute to your success. Choose someone who is attentive to your ideas and open to feedback so the project can run smoothly. You will also recognise good communication skills on set. A good video producer will make sure to create a friendly atmosphere and will be considerate of your and your team's comfort. If being in front of a camera is stressful for anyone in the video, it's their job to help and work with you on this aspect.

3. They should do more than just video

Most video production companies will advertise themselves as providers of end-to-end video productions that will take care of everything from ideation and scripting through filming to editing and colour grading. But you are already aware that producing your video marketing content is more than just video, and it's a strategic tool for your business. Choose a video partner who will understand that and who really cultivates that approach and produce the video content that perfectly fits your marketing strategy. A video production vendor with marketing experience and a strategic approach is invaluable and will take your video marketing strategy and efforts to the next level.

4. Their creativity should lead to innovation

It's kind of obvious that you would want to work with a video production company that is renowned for its creativity. It goes without saying that creativity is a must-have quality for video producers. The real magic happens when creativity leads to innovation and brand-new ideas. Many production agencies will show you some references of their previous work for similar clients and simply copy some of the solutions to your project. And sometimes – that works! But if you aim to stand out from the crowd, find a video producer who will approach your project with a fresh perspective and not just like another, similar brand. If they can see your brand's uniqueness and treat your project as one-of-a-kind, that's your guarantee that you chose a trustworthy and engaged partner.

5. Consider someone flexible and adaptable to your needs

Video production is a dynamic and ever-changing process. Especially when you are already out there, things can change unexpectedly on the set. One of the most important qualities of a good video producer is to be flexible and fast in accommodating changes and adapting to challenges as they happen. You can easily recognise if they have this skill even during the pre-production phase. You remember that we said that you can never be overprepared. That applies to your best video partner, too. If you see that they are planning for different scenarios in advance, you know that they're trying to minimise the risk of unexpected situations presenting themselves. Minimising that risk combined with the "on-the-go" ability to come up with ideas on solutions is a good mix that you should be looking for in your video partner.

Video Promotion and Distribution (+SEO optimisation)

4.



Content distribution methods in marketing are often classified according to the PESO model, which divides them into categories: Paid, Earned, Shared and Owned. These categories are often dependent on each other and work together to increase the effectiveness of the overall content distribution strategy. In addition, obtained and owned media often use shared channels, such as social media.

Here is how the categories are broken down and which channels fall into them:

PAID:

Advantages:

- allows for precise targeting,
- speed of effects,
- control over range.

Disadvantages:

- relatively high costs,
- promoted content may be perceived as less authentic and inspire less trust.

Channels in this category include:

- social media advertising,
- search engine advertising,
- native advertising,
- display advertising.

EARNED:

Advantages:

- the content gains reach organically (freely),
- enjoys a considerable degree of authenticity and credibility,
- often has a long-lasting effect.

Disadvantages:

- this form of distribution is difficult to control,
- requires time and great effort.

Channels in this category include:

- viral marketing,
- SEO,
- feedback and reviews,
- participation in podcasts,
- PR (Public Relations).

OWNED:

Advantages:

- complete control over content and its distribution,
- low distribution costs,
- long-term benefits.

Disadvantages:

- limited reach,
- the need for continuous management and updating of content.

Channels in this category include:

- social media channels.
 - website,
 - blog,
 - newsletters,
 - mobile applications.
-

SHARED:

Advantages:

- potentially large reach,
- the possibility of using another user's community for promotion.

Disadvantages:

- risk of losing control of content,
- changing algorithms on social media platforms.

Channels in this category include:

- social media,
- online groups and forums,
- cooperation with other brands,
- influencer marketing.



In practice, a good strategy often combines elements from different categories.

For example:

1. A company creates and publishes an instructional video on its YouTube channel, showing how to use its product (**OWNED**).
1. To increase the reach of the video, the company launches a paid advertising campaign on YouTube and Google, driving traffic to the video (**PAID**).
1. Customers who find the video helpful start sharing it on their social networks, increasing its visibility (**SHARED**).
1. The popularity of the video attracts the attention of industry influencers and bloggers who discuss it in their materials, generating additional organic interest (**EARNED**).

Content distribution strategy

Developing an effective video distribution strategy is a crucial element of video marketing promotion. This involves building a marketing funnel (a tool marketers use to understand and optimise the customer pathway) to support the defined objectives.

How can this be done? Look at the sample plan below:

1. Defining your goals

By defining your goals at the beginning of the journey, you will be able to choose the most effective channels and methods of content distribution that are ideally suited to your needs and expectations.

What do you want to achieve?

- increase website traffic,
- improve brand awareness,
- generate valuable sales leads,
- boost sales.

2. Audience analysis

Identifying and understanding your target audience is key to any successful content distribution strategy. This includes basic demographics and a deeper understanding of interests, needs, issues, and where they are looking for information. With this knowledge, you can choose the distribution channels that will most effectively reach your specific target audience and deliver content that will be most engaging and valuable to them.

How do you obtain information about your target audience?

- analysing data (e.g. desk research – the process of gathering and examining existing information published in various sources, e.g. online),
- commissioning market research,
- contacting customers (surveys or face-to-face interviews).

3. Choosing distribution channels

Once the marketing objectives have been set and the target audience identified, an important step is the selection of appropriate distribution channels. Focus on maximising efficiency in the context of the stated objectives and audience profile. Ultimately, it should be a balanced combination of different distribution methods tailored to your brand's unique requirements and strategy.

When selecting distribution channels, it is useful to follow the above guidelines:

1. **Social media** - if your target audience is actively using platforms such as Facebook, Instagram or LinkedIn, consider publishing video content there. Each of these platforms has its own unique features and different opportunities to engage users.
2. **YouTube** - if your videos are educational or instructional, YouTube can be a great choice due to its SEO potential and large reach.
3. **Website** - adding videos to your website can increase the time spent by visitors. It will also allow you to create a place where customers get all the information they need about your offering in the form of product and demonstration videos.
4. **Email marketing** - incorporating videos into email campaigns can increase click-through rates and audience engagement.
5. **Paid advertising** - using paid video ads on Google Ads or social media platforms can increase reach and target video content to a precisely defined audience.

The key is to experiment and analyse the data to understand which channels are most effective for your goals and target audience.

quick tips »»

- If you are aiming for quick reach for your video and to build greater brand awareness, use paid channels - social media ads or Google Ads.
- If your goal is to build authority and trust - focusing on long-term video publishing on your website or YouTube channel may be more appropriate.
- If you want to reach a whole new, engaged audience - it may be worth considering partnerships with influencers or other brands.

Creating a distribution schedule

Careful planning of where and when to publish content is essential to effective distribution. By setting a publication schedule, you gain control over your organisation and ensure that every element of your strategy is consistently implemented. A distribution calendar not only keeps track of deadlines but also enables you to coordinate a variety of content formats and distribution channels, which translates into avoiding unplanned activities. Regularity in distribution is vital to building lasting relationships with audiences and achieving long-term goals.

Monitoring and analysis

Your work does not end once the video is published. A very important next step is monitoring the results. In line with your pre-defined goals, focus on the metrics that are most important to you. These could be metrics such as:

- number of page visits,
- time spent on the page,
- conversion rate,
- number of social media shares,
- the level of engagement.

Careful tracking of this data will show how different channels and types of content are performing. Analysis of the results is essential to understand what is working and what needs improvement. You may need to modify your strategy. If specific channels or types of content significantly outperform others in terms of effectiveness, consider increasing your budget or resources for them.

Effective distribution of video content requires an understanding of different digital platforms and channels, as well as the use of paid promotions and advertising to increase reach. Utilising various distribution methods, from social media to email marketing, is key to success in digital video marketing. When combined with a well-planned distribution strategy, video content can become a powerful tool for building brand awareness and engaging audiences.

The importance of SEO in Video Marketing

In today's digital world, where video content is everywhere, it is crucial to understand the role of SEO (Search Engine Optimisation) in video marketing. SEO for video refers to optimising video content to be more visible and ranked in search engine results on search engines and video platforms such as YouTube. An effective video SEO strategy can significantly increase the reach of your content, attracting more viewers and potential customers.

Here are some techniques you should consider when optimising your video for search engines:

1. Keyword selection

As with traditional SEO, it is important to understand and use the right keywords. Conduct research to identify keywords that your potential customers may use when searching for content related to your video. You should incorporate these keywords into your video's title, description and tags.

2. Optimise title and description

The video title should be clear, concise and include keywords. The description should be detailed, including essential information and keywords to help you better understand the context of the video.

3. Use of tags

Tags are keywords that help search engines understand what your video is about. The correct tags increase the chances of your video appearing in relevant searches.

4. Thumbnail optimisation

The video thumbnail is the first thing users see. It should be visually appealing and reflect the content of the video. A good thumbnail can significantly increase the click-through rate of a video.

5. Add transcription

Transcribing the spoken text from the video helps search engines understand the content. You can include it in the video description or as a separate text document.

6. Use subtitles

Captions not only make your video accessible to a broader audience but also help search engines index your content.

7. Promote your video on social media

Share your video on social media platforms to increase its reach and generate more traffic.

8. Use internal linking

If you have more related videos, link them to each other. You can also include links to the video on your website or blog.

Remember that regular monitoring and analysis of your SEO performance is vital to optimising and adjusting your strategy. If necessary, use analytics tools such as Google Analytics to track the progress and effectiveness of your efforts.

A handful of statistics:

1. More and more users are watching videos with subtitles and without sound.

(2023, <https://dash.app/blog/video-marketing-statistics>)

2. If a video has subtitles, 80% of viewers are willing to watch it in its entirety.

(2023, <https://www.demandsage.com/video-marketing-statistics/>)

3. 75% of people watch short video content on a mobile phone.

(2023, <https://dash.app/blog/video-marketing-statistics>)

quick tips »

- Gain knowledge of your target audience's needs and expectations so that you can better tailor your content and choose the most effective distribution paths. Use storytelling techniques to create emotional engagement and increase loyalty to your brand or product.
- Publish content regularly, creating a publication schedule for this purpose. It is worth releasing an extended series of related videos to increase audience engagement and build your brand as an expert.
- Make sure your content is suitable for viewing on a variety of devices.
- Use keywords and meta tags to improve the visibility of your content in search engines.
- Use a variety of distribution channels and promote your video in different places to increase its reach and reach new audiences. Run tests to determine which types of content are most effective.
- Encourage audiences to comment, share and engage with your video to increase its popularity. Introduce clear and motivating calls to action (CTAs) in your materials to invite your viewers to interact.
- Use geotagging and customer segmentation to tailor content to specific locations or audience groups, ensuring personalisation.
- Use retargeting mechanisms to re-target people who were previously exposed to your video but did not make a purchase (or other desired action).
- Use analytics tools such as Google Analytics or social media platforms to better understand different channels' effectiveness. Monitor results and analyse metrics such as the number of impressions, clicks, time spent on the page or conversion rate to adjust your strategies based on these. If you use paid distribution channels, regularly track your return on investment (ROI) and optimise your spending.
- Take advantage of the FOMO (Fear of Missing Out) effect by creating content that creates a sense of urgency and uniqueness, motivating your audience to act quickly.

Analysis and Measurement of Effectiveness

5.

Measuring the results of video campaigns

For your marketing efforts and video campaigns to succeed, you need to remember one thing: no more fortune-telling. The 'I know my customers' approach may be more wrong than you think. Fortunately, nowadays, we have several analytical tools and ways to verify whether our actions actually make sense.

So, how can we effectively assess the effectiveness of our video marketing efforts? Monitoring key engagement metrics such as the number of plays, reactions, comments, and shares is very important. These metrics provide valuable information about how viewers receive your videos and which ones attract the most interest.

However, it is also essential to keep an eye on other indicators, for example, the number of clicks leading to your website, newsletter sign-ups, and sales levels. This data will help you better understand the overall effectiveness of your video marketing strategy.

Another critical factor to analyse is your videos' viewing time and tracking where they are shared. That will allow you to understand how long people engage with your content and in what context. Knowing how long people watch your videos is valuable as it enables you to make informed decisions about the types of content you should produce and where to publish it.

What's more, understanding where your videos are most often shared and in what context provides information about the target audience interested in your content and helps you identify what type of material resonates best with them.

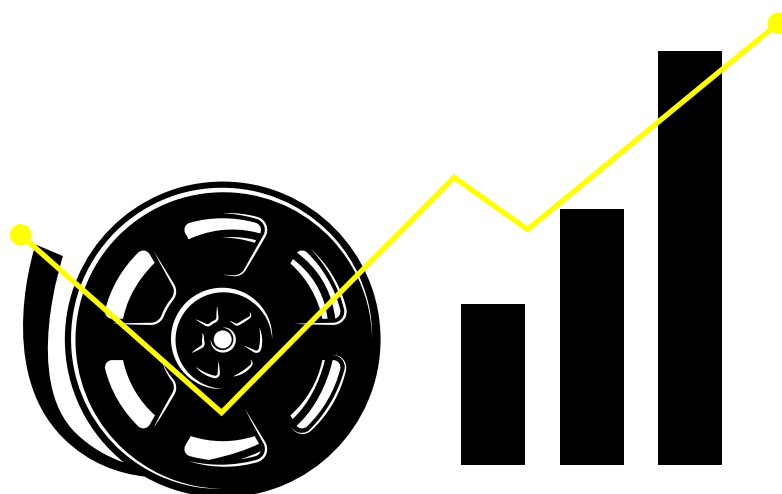
Below, you will find the key performance indicators (KPIs) that you absolutely must take into account to improve and optimise your future activities:

1. **Video reach** - the number of unique viewers who saw the content.
2. **Number of views** - information on how many times the video has been viewed, which is important in assessing the popularity and interest of the content.
3. **Watch time** - provides an understanding of how long viewers actually watch the video. This indicator is particularly important in assessing engagement and interest in content.

4. **Click-through rate (CTR)** – indicates how effectively the video encourages interaction, such as going to a website or buying a product.
5. **Conversion rate** – assesses the percentage of viewers who have completed a desired action after watching a video, such as purchasing a product or signing up for a newsletter.
6. **Rejection rate** – shows what proportion of viewers leave the video shortly after it starts. This is an important parameter to analyse, as a high rejection rate may indicate poor communication or a mismatch between the content and the audience.
7. **Viewer interactions** – such as comments, shares and likes, give direct information on how the video content is received by the target group and what emotions it evokes.
8. **Viewer retention rate** – shows the extent to which a video is watched and at which points there is the greatest drop-off in interest. This allows you to optimise the length and content of future videos.

These analytics and metrics will allow you to create more effective and engaging video marketing campaigns that contribute to your business goals.

Analysing and measuring the effectiveness of video marketing through key metrics is essential in assessing a campaign's effectiveness. It allows you to understand how your video content resonates with your audience and provides clues on improving future strategies. Through the informed use of data and analytics, marketers can increase the effectiveness of their videos and better understand the needs and preferences of their audience.



Case studies and best practices

6.

In this section, we will have a look at real-life examples of businesses that have implemented their video strategies really well. Let's dive into the case studies of three companies that partnered with Noisy Creations to make their videos meaningful and results-driven.

#1 Not-just-another-corporate-video for Amplify Procurement

Amplify Procurement is a procurement consultancy company that provides specialised procurement services to their clients and helps them to meet targets and get the job done. But what sets them apart from other procurement companies is that they do things differently, which is exactly the same approach as at Noisy Creations. The Amplify Procurement team does consultancy differently, and their take on video content is fresh and outstanding, too. The videos they were looking to produce were supposed to reflect their sense of humour and disenchant the picture of procurement people tend to have.

Goals and the scope

The project started with a few meetings with Michael and Aaron - Amplify Procurement's directors and founders. From the first moments with the team, it was obvious that it was not going to be just another typical corporate video, with

guys in ties talking to the camera and a boring narrative. Remember: there's nothing wrong with telling your story to the camera without any action! Whatever you do, align it with your authenticity and brand guide. But working with Amplify was definitely more stimulating creatively.

During the initial meetings, we have focused on defining the goals. It was quite easy, given that the team and Amplify knew what they wanted. The goals were to produce a series of videos: firstly, to launch their "Choose Procurement" section and secondly, to refresh the "about" video content of the company. The "Choose Procurement" video was set

to drive brand awareness, become a real talent-magnet, and show people that it's a great time to start a career in procurement. It was also meant to break the stereotype of procurement being boring. The "about" videos' goals were to

**Remember:
there's nothing wrong
with talking to the
camera, whenever
that's a message that
is wanted or that's
just the company tone
of voice!**

explain who Amplify are and what they do, but also to send the message that they are not a typical consultancy, and even though they do serious things, they are not afraid to put a humorous spin on how they express themselves. The main channel for publishing the videos was LinkedIn, which made the project challenging, given the tone of voice you usually see there. Moreover, one of the target audiences was also big corporations' executives – very often serious people. We have planned to produce two “about” videos: one explaining who Amplify are and what's their approach to consultancy, and the second one talking specifically about their service lines and explaining them in more detail.

Production and outcomes

So far, there are three published videos. The first one we produced was the launch of the “Choose Procurement” campaign. The video was filmed and published in May 2023 and was the first successful collaboration of Amplify Procurement and Noisy Creations. Inspired by “Trainspotting” opening scene, the “running” production was a creative metaphor for people running towards their new careers in procurement. The second video – Not Your Typical Consultancy – was produced later in 2023. The third video, which is the continuation of the previous one, was produced in February 2024, showcasing the company's service lines. The “about” videos are set to drive results over a longer time, and they are the “business card” for Amplify for the upcoming years. The “Choose Procurement” campaign will be an ongoing project, delivering shorter videos designed to attract new talent to start a career in procurement.

Amplify Procurement's strategic approach to video content resulted in producing videos that will drive long-term results and helped build consistent messaging and the brand's identity.

In Amplify's words

“We spoke with a number of agencies and every one of them didn't buy into our vision and tried to push us in the direction of every other typical consultancy video. That is until we spoke with Noisy Creations! They embraced our vision and made it a reality. We now have our “Amplify Trilogy” that shows who we are and what we do in a unique way. We receive lots of compliments about the videos and importantly have attracted new employees and clients as a result”

– Michael Baron, Managing Director

Visit website

#2 KREMA's videos as strategic assets in 'refreshing' the brand

KREMA is a high-quality espresso systems provider for offices across Australia, working with boutique firms and global organisations. But they are not just an "office coffee" provider. For the team at KREMA, delivering value means more than just high-quality machines and products. It's all about building a positive experience in the workplace for businesses they work with. KREMA provides intuitive and easy-to-use coffee machines, a wide range of consumables, freestanding water systems, and many more. However, what makes them stand out is the CremaCare - a dedicated service and support team. If you're looking for a worry-free experience, KREMA is your partner-to-go! The partnership between KREMA and Noisy Creations goes back to mid-2023 and, to date, has brought a series of videos supporting their re-design project.

Goals and the scope

Defining what goals we're trying to achieve with the video content was quite easy. The team at KREMA had a clear idea that the video was part of a bigger project - brand refreshment and a new website launch. After just a couple of meetings, we were able to name four main goals:

- 1. Creating new and fresh content aligned with marketing strategy and new website design**
- 2. Building trust and presenting KREMA as an industry leader**
- 3. Attracting new customers and boosting online presence**
- 4. Creating user-friendly tutorial videos showing how easy it is to use and maintain the machines**

It goes without saying that - it wasn't a one-off video project. To achieve all these goals, producing a whole range of different types of videos was crucial.

One of the most beloved tools for the pre-production phase used at Noisy Creations is Milanote. It's like a multi-tool for defining goals, mood boarding, throwing in random ideas, and making them visually accessible to everybody involved in the project. Keen to see the template? [Click here!](#)

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« tip

Without a doubt, the project was set to be a bigger one and aimed to produce four different types of videos:

- corporate video - explaining what KREMA is and what they do
- hero video for the new website
- clients' testimonials
- tutorials on how to use the machines and products

This is exactly the kind of project we love at Noisy. Goals-oriented, with a strategic approach, planned for long-term results. It also shows KREMA's awareness of how important video is and that it has to be incorporated into the marketing/branding strategy as a whole.

The results

The project led to two intense days of filming in five different locations across Melbourne. Sounds impossible? That's yet another example that proves you can never be overprepared. Thanks to all the time invested in planning, both parties knew exactly what was happening and planned the schedule perfectly. Within two weeks of filming, we were able to finalise all the planned videos: corporate, two heroes, two testimonials, and a "machine cleaning" tutorial video. As an add-on, Noisy Creations has delivered some product photos as well. It doesn't get said enough: know what you want, and be prepared!

What was KREMA's key to creating a valuable, long-term and "recyclable" range of videos?

- **Knowing their target audience**
- **Clearly defined goals**
- **Long-term planning**

Still need convincing? You can see everything we've talked about on Krema's brand-new website.

[Visit website](#)

IN KREMA'S WORDS:

"Video content was a priority when planning our brand refresh. We wanted to create a fresh and engaging website, and the best way to do this was through video. It allowed us to convey all of our key messages in a concise and entertaining way. We also wanted content that was flexible enough to be edited into new clips and snippets in the future to give us some longevity. Video was the best solution for this and Noisy Creations helped us achieve our goals."

— Natalie Whelan, Brand Manager

#3 Notes of Love – video as a power tool for a brand launch

Notes of Love's mission is bridging distances and forging connections through the power of heartfelt messages. Their special gift boxes offer an exceptional way to express love and emotions. They do it through personalised notes with photos you can send to your loved ones on a special occasion. Notes of Love and Noisy Creations first crossed paths in August 2023 when they were preparing to launch their website and product. They were looking for video content to boost the promotion and be a crucial part of the launch.

Goals and the scope

As always, the project has started with defining the goals. For Notes of Love, the goals were three-fold:

- 1. to create content that would explain what Notes of Love are,**
- 2. to show the emotions that come with this unique gift idea,**
- 3. to enhance the product launch with engaging video content across multiple channels.**

The last one was a key to all the planning that had to be done. All the produced videos were supposed to work across many channels – from the client's website to social media and even be TV-ready. Each channel has its specific demands that had to be considered: audience, duration, form, aspect ratio and so on. The challenge was to film the "master" content in one day and have enough material to cover all channels.

quick tip »

Publishing and promoting video content on multiple channels has become a standard practice today. When planning your video content strategy, it's important to take all channels into account and find a video partner that will understand their specifics. You should also plan for long-term use of your content. Talk to your video partner and make sure they can squeeze as much as possible from each production day and deliver content usable on your website, social media, YouTube and other marketing channels.

The outcomes

The production was scheduled for one day and involved working with some actors to represent multiple occasions the product can be used for. The filming window was tight due to several reasons, but working with professional actors made the process smooth and fun. As a result, Noisy Creations delivered a series of videos. The master-launch video told the compelling story of the product – from the moment someone makes an order to the recipient's delivery and unpacking of the box. All wrapped with the emotions and joy that giving and receiving

brings. This piece was published on the client's website and worked not only as a "launch tool" but also as a unique "business card" of the brand. The other deliverable was a series of shorts for a social media campaign. It was crucial to produce different snippets of content to do A/B testing and reach different target groups on different channels.

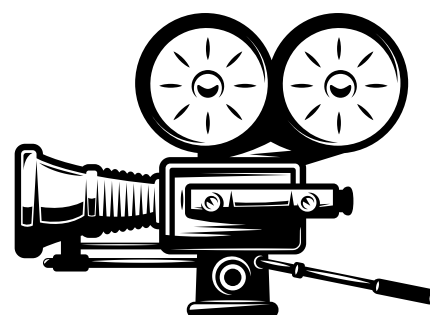
Notes of Love is an example of how inevitable video content is for product marketing. Try remembering the last time you got caught by a brand or product, and it wasn't because of the video! Or can you think of an example of a super-successful brand that has never used video marketing? Video is king has never been more true!

IN NOTES OF LOVE'S WORDS:

"Video content was strategically essential for the Notes of Love brand and product launch. What's more, we needed a whole variety of video content that was the core of our social media marketing campaign. Noisy Creations delivered a range of videos that we are still able to reuse and generate results"

— Greg Trezise, Managing Director

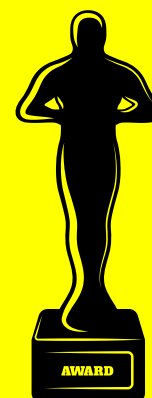
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7 Rules for a Successful Video Marketing Strategy

We hope that this ebook is a deep dive into the world of video marketing and it will help you set some foundations for a successful strategy for your brand. We also believe that, if you didn't already, now clearly see that harnessing the power of video content is essential for business growth. Engaging with your audience and potential customers has never been easier and trickier at the same time. The road to success requires something more than just visuals or even the most interesting story ever. In today's world, even the most creative ideas and the most compelling stories can become pointless without a strategic approach, setting goals and long-term planning.

In the title of this ebook, we promised to reveal seven rules for a successful video marketing strategy. And if you've examined the pages above, you see that there is even more! Below are the 7 most important things to do and think of to make your way to success.



- 1 Start with the goals!**

Looks like you saw it a million times in this text? You're right! Because that can't be said enough. Even though it might seem like such an obvious step, it is often overlooked, leading to irrelevant video content. Sometimes, you might think you know your goals, but it's crucial to write them down, analyse them, and define how to achieve them. Just "dreaming" about your goals is not enough, sorry! Knowing your goals, audience, and industry, as well as the pre-production phase, is key to your strategy. **Remember: you can never be overprepared!**
- 2 Be creative and authentic.**

"What" you say and "the way" you say it can only drive results in combination. Your story is not enough anymore. On the other hand, your most creative content won't be successful without purpose. Telling a compelling story with out-of-the-box ideas is a way to engage your audience and build that special bond you are looking for. Videos can be of any kind and have different structures, lengths or messages, but to be effective, they need to be engaging. Your videos should be aligned with your brand's tone of voice and the mission you took on! Don't be afraid to go crazy if your branding allows it, but also don't enforce wild ideas just for the sake of it.
- 3 Plan for long-term and multi-channel.**

Like a lot of content nowadays, some video content becomes obsolete quite quickly. But what's even more challenging is that it can very easily become invisible in the ocean of online content. That is why planning for long-term distribution and consistent publishing are important from a strategic point of view. More often than ever, companies aim to produce videos that will allow them

to publish over a longer period rather than producing one-off videos. The same applies to distribution channels. Just like trying to find multiple sales channels, your videos should be easily utilised across different communication channels, from your website to social media, aligned with your defined goals!

4 Choose video production PARTNER, not just SUPPLIER.

You can indeed create a lot of valuable content using just your phone and basic (or none!) editing skills. But in order to take your video content to the next level and fully unleash its powers, working with a video production company is the way to go. Finding a video production house that will become your partner and understand how to drive results to your business is important. Let's recap the 5 tips for choosing your video partner: 1) look for people who ask questions to understand you and your goals 2) look out for communication style and their readiness to collaborate, not just sell 3) check if they are strategy and results-driven - they should deliver more than just video 4) their creativity should lead to innovation and your project should be unique to them 5) they should be flexible to align with your needs and expectations.

5 Measure, analyse and optimise.

Imagine your marketing or business strategy without tools to track the results. It hurts to even think about it, doesn't it? Though video-driven results might be considered hard to track, there are specific KPIs that you can monitor and analyse to see if they are bringing you closer to your goals. Having analytics tools in place can show you insights into your audience's reactions and engagement. This knowledge will help you design even better video content aligned with your customers' preferences.

6 Follow the trends and break the rules.

To stay ahead of the competition, you need to not only follow the trends but break the rules and come up with innovative ideas. When it comes to video marketing strategy, that rule applies not only to video content. The delivery method requires being ahead of the curve too, engaging with your audiences, utilising new channels, or using new technologies to analyse and predict. When you brainstorm your video marketing strategy, don't shy away from unconventional and scroll-stopping ideas!

7 Align your video marketing with the bigger picture.

Even though they say "video is king", it is probably not your only marketing effort. At the end of the day, your video marketing is probably part of the whole marketing and business strategy. That said, it is absolutely vital to align your video marketing actions with the bigger picture and your brand guidelines. It is your powerful asset, but just like a one-off video without defined goals, video marketing alone won't make much difference for your business.

This is it!

The 7-step (well, there are probably more steps than that! ;)) to master your video marketing strategy, grow your business and drive results like never before. There is nothing such as one-size-fits-all, but following the steps we covered will, without a doubt, make the journey easier and more effective! We deeply hope that you found value in this ebook, and it will be a helpful tool that you can easily get back to whenever you are working on your strategy. Seeing your success stories is the best reward for the efforts we put into this piece, so please stay in touch with us and share them!

» ***Good luck!***



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Behind The Scenes: 7 Rules for a Successful Video Marketing Strategy

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