



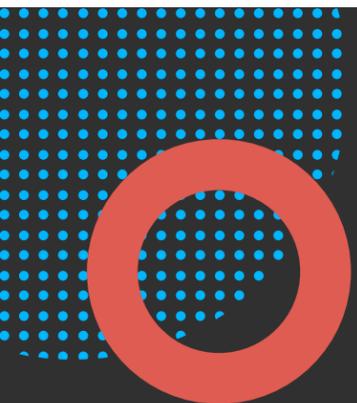
HOW TO MAXIMIZE THE VALUE OF YOUR VIDEO INVESTMENTS

VIDEO IS INDISPUTABLY THE MOST POPULAR MEDIUM IN THE WORLD FOR CONTENT CONSUMPTION.

Video is indisputably the most popular medium in the world for content consumption. Top brands and businesses realize the unparalleled power and reach — not to mention the return on investment — that video marketing provides and are rapidly stepping up their video production efforts to capitalize on this boom.

While video's popularity and efficacy have been growing exponentially for the past decade, the pandemic took it to a whole new level. According to Wyzowl Research, in 2020, 96% of consumers increased their online video consumption, and 9 out of 10 viewers reported that they wanted to see more videos from their favorite brands and businesses.

Additionally, 84% of people say they've been convinced to buy a product or service by watching a brand's video, and 79% say they've been persuaded to buy software or download an app because of a video.



“ MARKETERS FEEL MORE POSITIVE ABOUT THE RETURN ON INVESTMENT OFFERED BY VIDEO THAN EVER, AS IT CONTINUES TO STRONGLY INFLUENCE TRAFFIC, LEADS, SALES, AND AUDIENCE UNDERSTANDING.”

-HUBSPOT

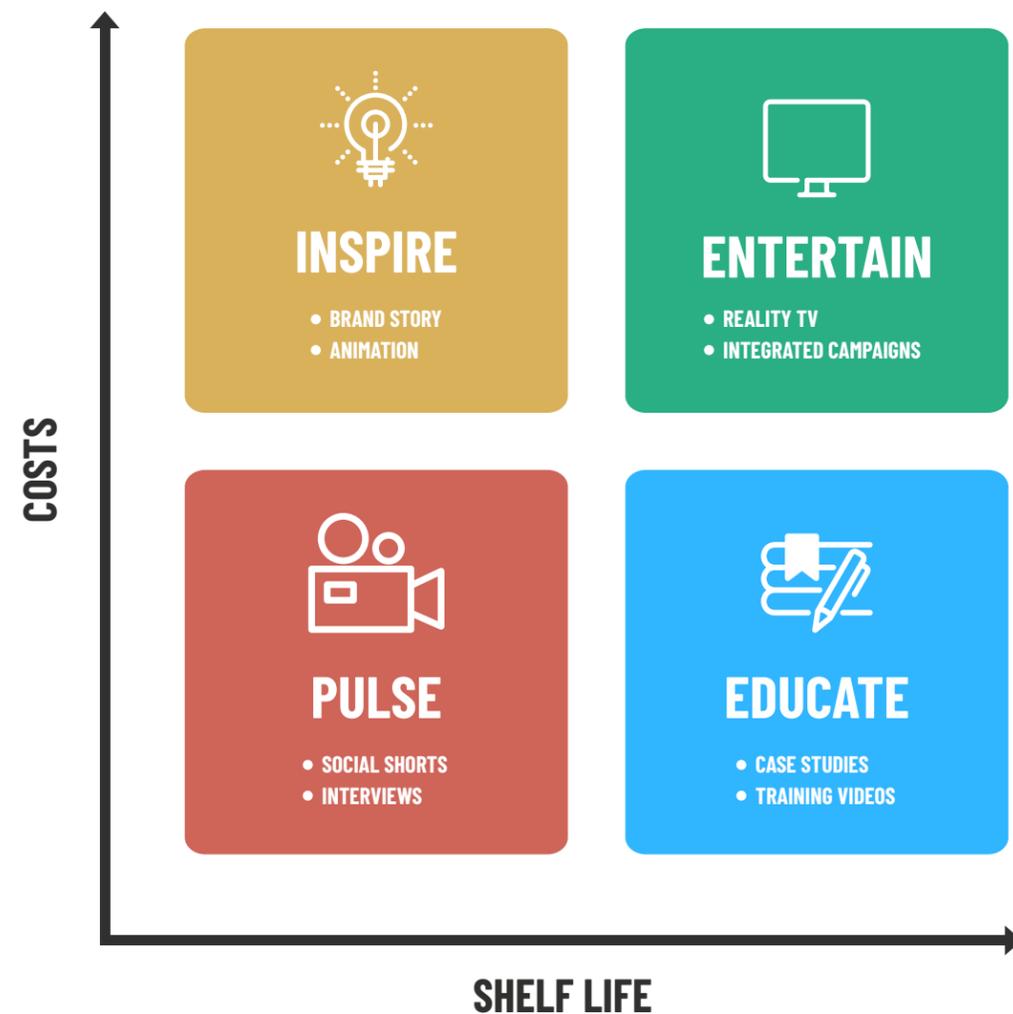


SO, YOU GET IT. VIDEO CONTENT IS KING.

But what types of videos should you be investing in? What's going to bring your business the most bang for its buck? How are you going to produce your videos and, even more importantly, promote them?

Do you know how to build a successful video-based campaign and how to measure success?

Read on for the answers to these questions, as well as ideas and information you need to effectively maximize the value of your video investments.



CREATE MULTIPLE TYPES OF VIDEOS

Different types of videos can be used to accomplish different things — whether you want to share quick bites of information, inspire and motivate, educate and train, or entertain. To decide which video type best suits your needs, we've created a chart that can help you narrow your choices down and identify how you can get the most value out of your work.

As you can see, this chart's axes are production costs and shelf life of a video. From there, we've charted out four categories of purpose for your video. If you're looking to inspire your customers with your video, for instance, you may need to invest more in the type of video you create — animation and high production quality can provide a more cinematic experience that complements the inspiration you want to provoke. These types of videos may have a more reduced shelf life, however, so this is something to keep in mind as you budget.

There is no right or wrong with selecting your video's direction; these are simply helpful guidelines to ensure you know what you're getting into. Read on for more detailed descriptions of video types you can use.

PULSE

Provide a deeper view into your brand with your clients and peers. What makes you succeed behind the scenes on a day to day basis? From client testimonials to executive interviews, this is your opportunity to share the pulse that helps keep your brands heart beating.

- **Social Shorts** – Short marketing videos (typically 30 seconds or less) shared across social media platforms like Facebook, Twitter, Instagram, and TikTok can rack up a lot of views, build brand awareness, and drive sales. While, theoretically, anyone with a cell phone can upload and share a video on social media, production value on social shorts has increased as businesses use strong storytelling, innovation, humor, and creativity to compete for views. These videos often play off of trending topics, which can increase their popularity but may limit their long-term use.
- **Interviews/Testimonials** – These are “talking head” videos, where a CEO shares their brand vision with the world; employees talk about their jobs or the company culture; and customers/clients rave over products, services or their experiences. While this type of video requires a good video editor, they are relatively easy to produce and can make a significant impact. A drawback to this type of video is that it can become outdated (for example, if some of the employees featured move on to other jobs or a client testimonial refers to a project that is years old).

INSPIRE

Elevate from a transactional and product focused brand to a purpose driven brand. Share what inspires your brand, your team, and your clients.

- **Brand Stories** – A company's brand video, ideally between 1-2 minutes long, needs to be professionally produced, usually combining B-roll, live action, interviews, music, narration, and other elements to create a holistic view of who you are, what you do, and why people should care. This video may be featured on the homepage of your website, in TV spots, on social media, and more. You should probably produce a new brand video every year or two, or any time your enterprise undergoes a significant change.
- **Animated Explainers** – Animated explainer videos take a complex product, service, or process and explain it by using simple terms and animated elements to make it easy to understand. These videos have been hugely successful in driving sales of products like software or new technologies, and can quickly convey a message in a more memorable and entertaining format than text. Animated explainers obviously require the talents of professional animators, which can increase production costs – but with a proven ROI, they can be worth it.

EDUCATE

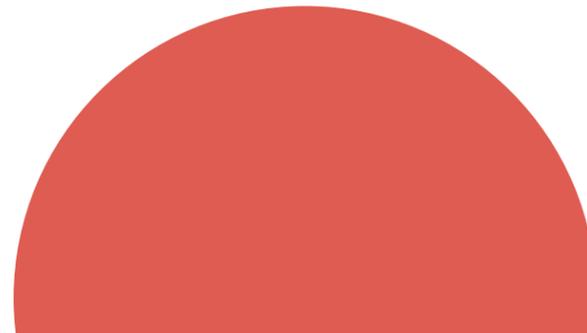
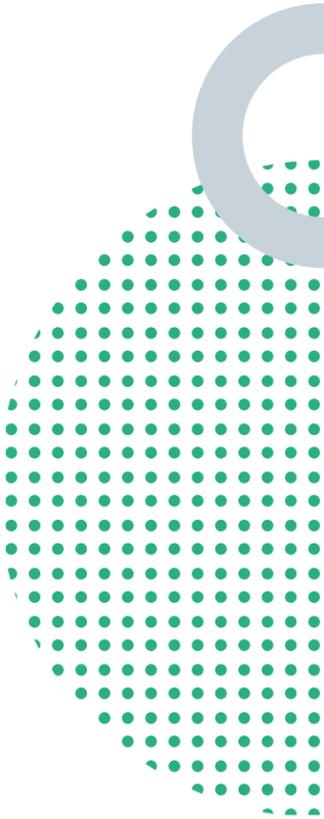
According to Forbes, it is estimated that 65% of people are visual learners - meaning they need more than just words to help retain information. Educate your own work force, or potential clients through engaging and informational video.

- **Trainings** – Training videos are a great investment for a business, because instead of having live training sessions every time you hire new staff (or want to teach clients how to use your products), you can create helpful videos that can be accessed any time and provide a consistent message. Creating a library of training videos – from how to use your project management system to how to file an expense report or conduct a performance review – takes a good bit of work up front, but ultimately may save your business time and money while providing a more thorough training experience that can be referenced whenever questions arise.
- **Case Studies** – When you have success stories from partnerships with customers or clients, creating videos focused on case studies can be an extremely compelling way to educate potential customers on how your products or services can benefit them. A case study helps put your product or service into a specific context and builds a story around the real-world value a customer can receive.

ENTERTAIN

Dazzle large audiences with your creativity and originality through original entertainment . Gone are the days that only the rich and famous can act the part. The world is your stage, and yours to entertain.

- **Integrated Campaigns** – An integrated campaign takes your marketing strategy and pushes it through a multitude of different channels. This might mean a video that's used for social and a blog post, as well as a related white paper and email campaign. A broad, cohesive integrated campaign like this takes some additional planning and cost up front, but you can get a lot more shelf life by using the same concept across all of your marketing channels. You'll also promote a consistent, memorable brand message by utilizing this strategy.
- **Reality Shows** – You may not realize it, but businesses can market themselves through reality shows (think Renovation Island, Dr. Pimple Popper, or Fixer Upper, which all publicize specific businesses). Even if you decide to syndicate your show online instead of via cable TV, this is obviously a significant investment requiring camera crews, ongoing shoots, and a ton of production/post-production work. However, the payoff could generate worldwide attention.



KNOW THE STEPS INVOLVED IN VIDEO PRODUCTION

Producing quality videos on a regular basis is often a complex undertaking. Unless you have an internal team of scriptwriters, camera operators, video editors, and producers who are dedicated to creating your brand's videos, it makes sense to enlist a professional video production studio to ensure consistent, quality work. Additionally, video studios already have the necessary equipment (cameras, lighting, microphones, video editing software, etc.), saving your company from a costly investment.

Each video must go through a multistep process, including concepting, storyboarding, shot selection and scripting, production, and post-production and editing. This process may also include hiring actors or voiceover talent, purchasing music, arranging location or studio shoots, and more.

Finally, once your videos are complete, the real work begins — promoting them, syndicating them, and sharing them with the world.



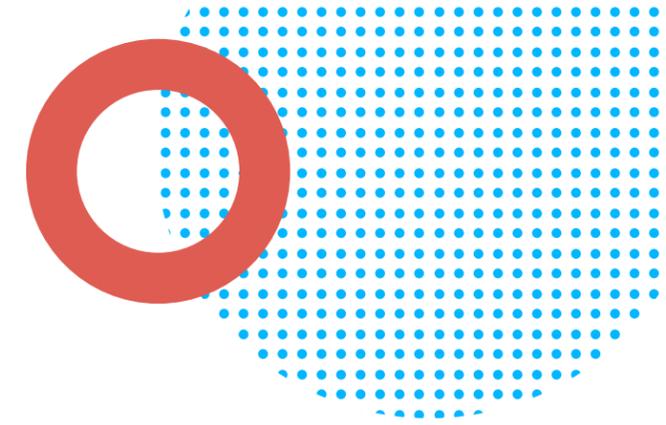
84%

**OF PEOPLE HAVE BEEN
CONVINCED TO BUY A PRODUCT
OR SERVICE FROM WATCHING
A VIDEO.**

Source: WyzOwl State of Video Marketing Report



FIND CREATIVE WAYS TO SYNDICATE VIDEO



The Field of Dreams quote, "If you build it, they will come" does NOT apply to video. Just uploading your video to YouTube doesn't mean that anyone will ever find it or watch it. You need to promote your videos everywhere your customers are – across platforms and channels – for maximum reach and exposure. Some of those channels include:



Website – Feature your video on your website (homepage, product page, services page, etc.), on your blog, and also on partner or affiliate websites.



Social Media – Create shorter versions of longer videos to post on Facebook, Twitter, Instagram Stories, and TikTok. You can also use these videos for paid social ads.



YouTube – Upload your video to YouTube (ideally, your brand should have its own YouTube channel). YouTube is still the most popular video site, with over two billion logged in viewers visiting the site each month.



Video Screens – Take advantage of video screens that display video content in office lobbies or common areas, at trade shows, airports, retail locations, etc.



Learning Management System – Compile those training and educational videos you've made into your learning management system so you can easily refer staff to them, track views, and ensure that employees are receiving the proper training.



OTT – Leverage the popularity of Over-the-Top (OTT) video delivery technology, which lets viewers watch content directly over the internet via Smart TVs, Roku, Amazon Firestick, gaming consoles and more. OTT gives users the ability to select custom channels (Hulu, Sling, HBO Max, Discovery+, etc.) to cater the content to their particular preferences, allowing you to target specific audiences with your content.



Television – TV commercials, PSAs, and reality shows are all still powerful ways to get your video content seen.



Billboards – Today's digital billboards are another way to show off your videos, as are the jumbotron-type screens in sports arenas and concert venues.



Direct Mail – Did you know that you can now send your prospects your videos via direct mail? Video mailers or video books are custom printed brochures that contain a small LCD screen that can automatically play your video when the cover is opened. This is a novel way to get your customer's attention.



BUILD A VIDEO-BASED CAMPAIGN

One video (or a series of videos) can be the basis of an effective marketing campaign if you ensure all the campaign components are working together to maximize results.

First, you must determine what your video should be about. Are you trying to raise brand awareness or are you trying to drive demand and sales for a specific product? And who are you trying to target with your message? What do you hope to accomplish?

When you have defined your message and your audience, you can determine what type of video to use and what channels most appeal to your demographic. Younger, trendier audiences may be swayed more by social shorts on Instagram and TikTok, whereas older, more conservative viewers might be more likely to watch your brand story on your website. Regardless of where your videos “live,” you should cross-promote them — consider including PPC advertising, email blasts, display ads, and other ways to drive your campaign.

Once you’ve determined the type of videos you want to produce, the length of those videos, and the ways in which you plan on using them, you can get estimates from video production studios and budget accordingly. Do some research, compare costs, and prioritize investing in the video elements you don’t want to compromise on.

For any video campaign, it’s important to determine from the start what your goals are, what your key performance indicators are, and what results will constitute success. Video campaigns can be easily tracked and monitored using analytics; for example, if one channel is not performing well, you may want to reallocate dollars into a channel that is racking up views or shares to optimize your campaign.

INVEST IN THE POWER OF VIDEO



Video is not a trend, it’s a force — and businesses that are not capitalizing on its power and popularity are in danger of being left behind.

To successfully pull off a great video campaign, you need to get organized. Adopting project management software can ensure that your tasks stay organized, and you hit your deadlines. CROOW can help with that. CROOW is a project management platform built by creatives, for creatives, and has already been adopted by production companies like Sparxoo Studios to keep projects running smoothly.



78% of video marketers report that video marketing has improved their company's bottom line.



**A PICTURE IS WORTH
1,000 WORDS
A VIDEO IS WORTH
1.8 MILLIONS WORDS**

Source: Forrester

**READY TO TO ELEVATE YOUR VIDEO CONTENT?
CONTACT CROOW AT HQ@CROOW.COM**

