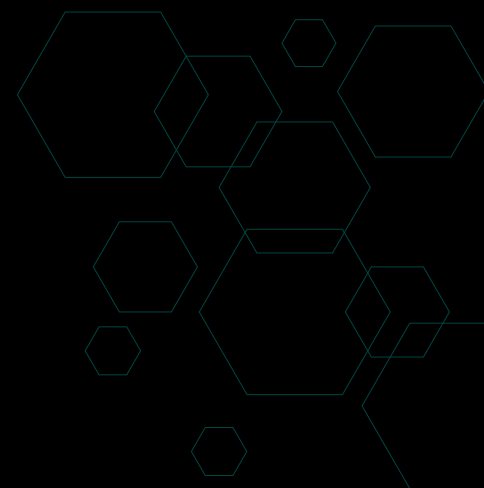


Source:unsplash.com

# Ultimate guide to Marketing Videos





Source:canva.com

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1

Source:canva.com

# Introduction

If a photo is worth a thousand words, then guess how valuable is an entire video?

From traditional TV commercials to present-day social media, videos have consistently been a blessing to marketers and its audience. A must-have in today's digital world, video marketing is here to stay and evolve.

Here is everything you need to know to master in video content for your next marketing campaign.

Before diving into the details of Video Marketing, let's take a step back and define the term itself.



# 2



Source:unsplash.com

## What is Video Marketing?

The use of videos across different digital and social platforms to increase a company's sales, awareness and customer engagement is called

has found its way to your eyes. Yet, there must be a good explanation to why videos are so popular over other forms of content.

These days, it is impossible to miss out on video ads presented to you on the internet. Look no further than your favorite social media platforms like Instagram, LinkedIn or YouTube, you will certainly find successful video marketing that



Source:youtube.com

# 3



Source:Facebook.com

## Why Are **Videos preferred** over other forms of Content?

In this digital era, videos are solely responsible to make holistic content combining text, images and voice in any desired way.

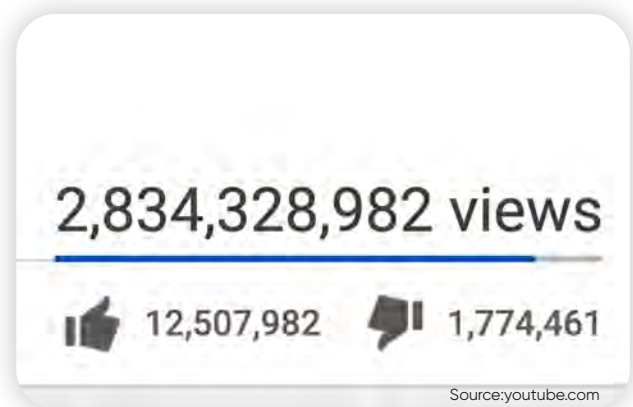
Being more effective than emails, blogs or ad posters, videos help your brand connect better with its audience.

Let's back this up with reasoning.

- **Greater Audience Appeal**

Videos are super easy to consume and does not require much of user's attention unlike other forms of content.

Statistically, 4 times as many customers prefer to watch a product video than read a product description. Even email subject lines that include the word "video" see a 19% increase in open rates, and a 65% boost in click-throughs.



Source:youtube.com

- **Higher Information Retention**

Watching videos are said to have a higher recall value over simply reading or hearing the same content.

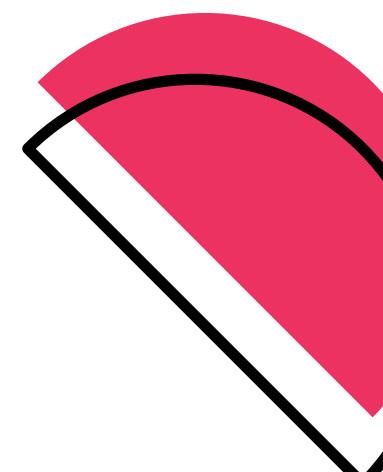
Statistically, videos boost information retention until 3 days for up to an average of 65%. Whereas, hearing only has a retention of 10% for the same time span.



- **Significantly Increases ROI**

83% of businesses claim that videos pay off in getting higher ROI in comparison to other forms of content. Videos either good or bad, it accounts for almost 74% of all online traffic.

Hence, videos which were once just a business tactic now dominate every company's marketing strategy. Then how exactly were marketing videos a few years ago in contrast to present day?





# 4



Source:creativethinksmedia.com

## Rise of **Video Marketing** Over the Years

Currently, it isn't new for brands to have a video marketing strategy. But what changed over the years is how important they have become to every platform and channel.

Videos were first used as a tactic to result in a one-to-many awareness play, with major focus on expensive production and very little analysis to show for it.

But 2018 and 2019 transformed videos from a singular marketing plan to an entire business strategy produced by all teams in a conversational, actionable, and measurable way across various industries. It is no longer just one piece of your overall marketing plan. It is fundamental to a brand's outreach and campaign efforts, especially to its social strategy.



# 5



Source:canva.com

## Difference between Mainstream films & Marketing Films:

The two notable differences between Mainstream Films and Marketing Films are:

**1.** Mainstream films have a purpose of entertaining the people or it can be a beautiful platform for expressing your art or craft.

While Marketing films also have that, their purpose is different i.e., it should appeal to its audience and boost up its brand's sales.

**2.** Mainstream films are the films which gets a theatrical release or an OTT release, these are made to appeal for a wider range of audience.

On the other hand, marketing videos are targeted to certain age group or gender.

Successful marketing videos have a lot of thought that goes into it before its creation. Therefore, the first step of your video creation process is to build a solid strategy which guides the process.







# How to develop your

# Video Marketing Strategy?

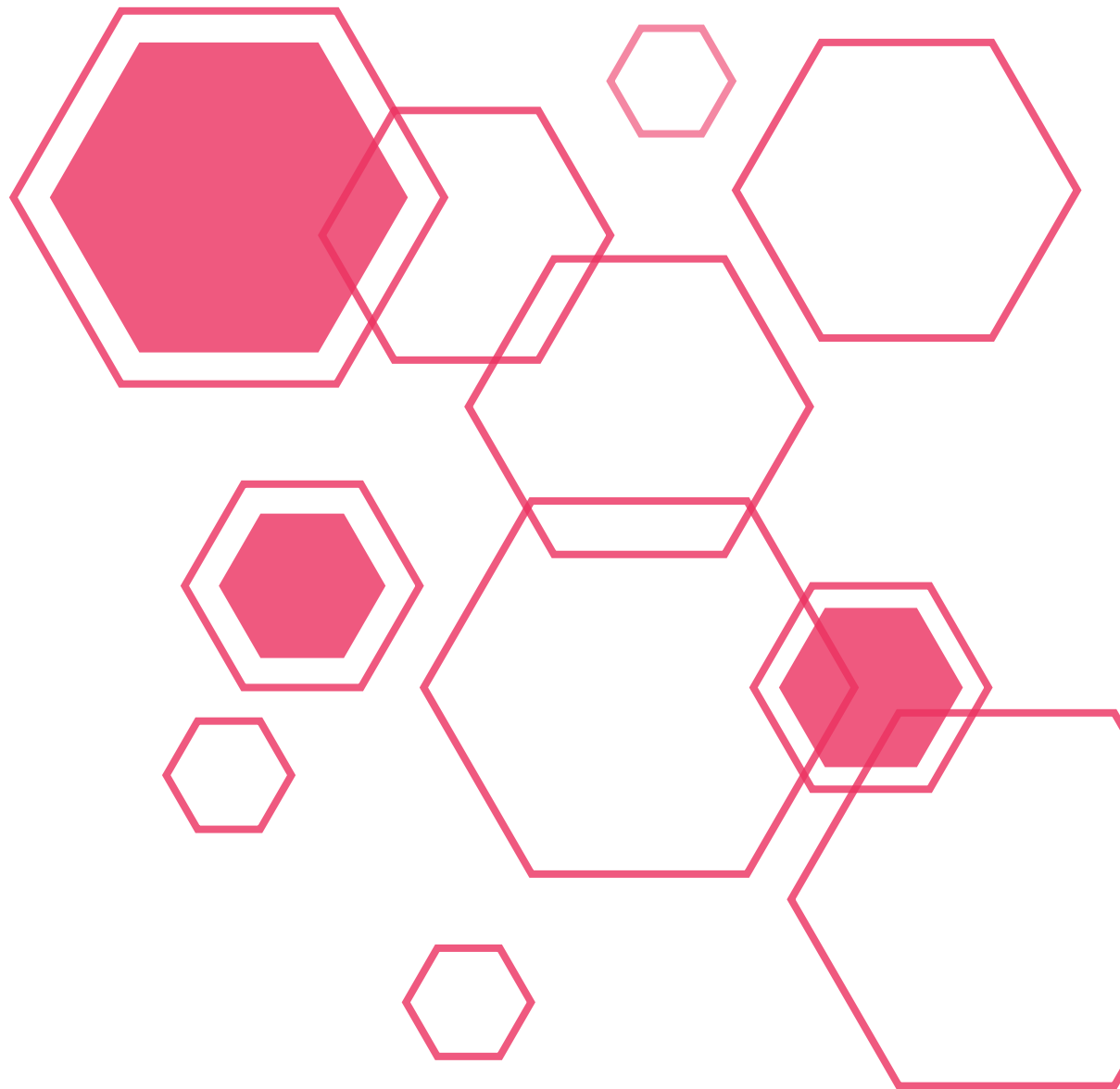
The goal of videos is to tell a story and engage your customers but, from a marketing perspective, your videos must also align to your sales funnel. What is the purpose of each video? Who is the audience? And how does the video further your marketing goals?

## Steps to build your marketing video strategy:

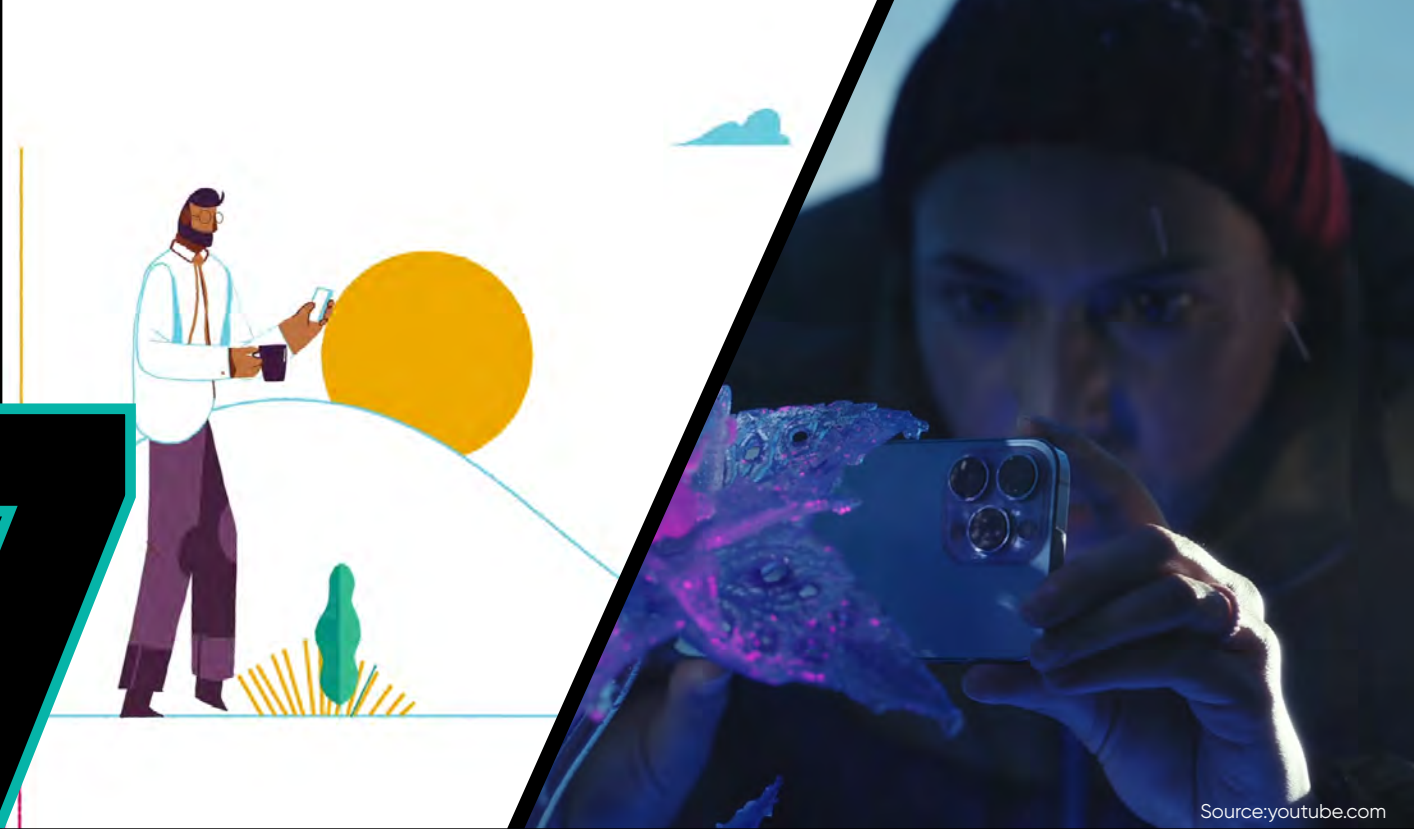
- Plan a solid strategy to develop videos for each level of your sales funnel.
- Outline the content and goals of every individual video.
- Establish metrics which best determines a video's success.
- Then, test. Analyze. Tweak your videos (and their deployment), when necessary. Work to make them more effective.

Video marketing can be used to target specific goals. Either to build customer rapport, promote your brand, to advertise customer testimonials, to live-stream events or to deliver entertaining content.

Therefore, before you get started on your own marketing video, you need to be aware of the types of marketing videos and the tone that you want to set in it.



# 7



# Types of Marketing Videos

Marketing videos can be classified from two approaches:

1. Treatment-Based Approach
2. Use Case-Based Approach

## Treatment-based

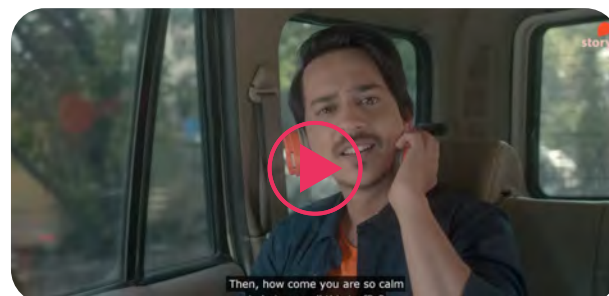
Marketing videos which generally use one or a combination of treatments for its creation. It can either include live shoots or animation or both. The types of marketing videos based on treatment includes:



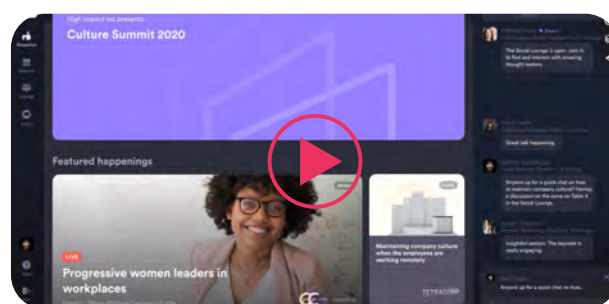
**1. Animation videos:** Animation videos are made solely with 2D/3D animation throughout its length. These videos effectively communicate complicated ideas and processes in a simplified manner.



**2. Live action videos:** These are the videos which is shot in live locations or on sets featuring actors. These commercials have a higher relatability quotient to its audience.



**3. Mixed media:** Mixed media is the use of a combination of live action, animation and stock footages in the creation of a marketing video.



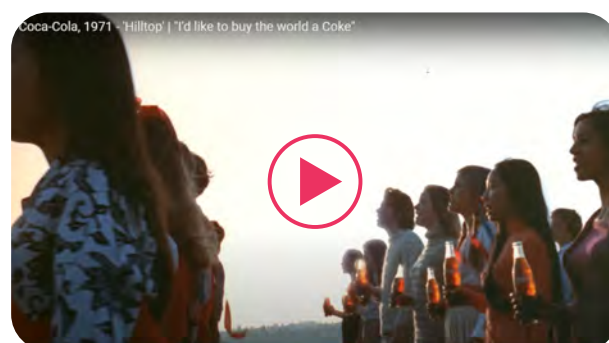
## Use case-based

Videos which target specific use cases based on requirement by combining any treatment you desire. The types of marketing videos based on its use case includes:

**1. Brand video:** The purpose of these videos is for brands to introduce themselves to their viewers. It is important to note that while doing so, brands do not directly promote or advertise their brand.

It provides visual & emotional stimulation and leaves the viewer in a good mood. While it's easy for a company name to slip someone's mind, they'll have a much easier time recalling the face of a memorable character.

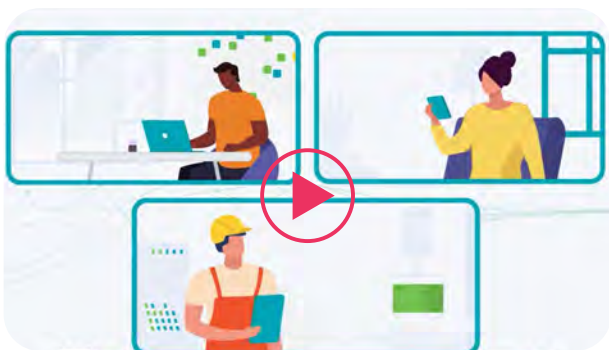
A great way to differentiate your brand video from other similar brands is through its animation & visual designs. Animation offers numerous possibilities to show your brand off in a creative way. It provides visual & emotional



**2. Explainer video:** These videos aim to educate its audience on specific aspects.

In a B2B context, you might be educating them on the function of your product or service, or how to use it for maximum value. You can also provide useful information that's related to your product as part of a content marketing strategy.

To keep explainer videos useful and engaging, get specific. Use an actual person or situation to illustrate what you're explaining, perhaps a character based on your ideal customer. Show how whatever you're teaching solved their problem, in a concrete and visual way.



**3. Case study video:** Case studies are similar to customer testimonials, but expanded beyond the customer's own experience. Instead of your customer speaking in their own words, case studies tell a holistic story of how your product solved their problem or improved their life.

They give you an opportunity to tell a compelling story about your product. Be sure to include measurable, positive outcomes that resulted from the client adopting your product.



**4. Customer Success Videos:** are a great way to increase social proof and influence your target market. Your customers want to ensure that your product is the perfect solution for their needs. This type of video marketing can help showcase your products while also building trust.



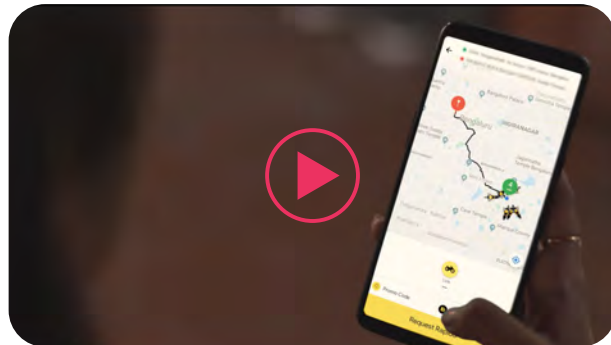
**5. Walkthrough videos:** Walkthrough videos basically walk the audience through an app or the services provided by the company. It can be just a screen record video or the fancier version of the same. It takes you inside the software or the services through the navigation which is available on the medium.



**6. Funding videos:** Videos which convey the content of a PowerPoint Presentation in a finer manner for a company's fundraising activity or pitch is called Funding Videos or Pitch Videos wherein motion graphics or character animation can be used to create videos to convey factual or statistical messages.



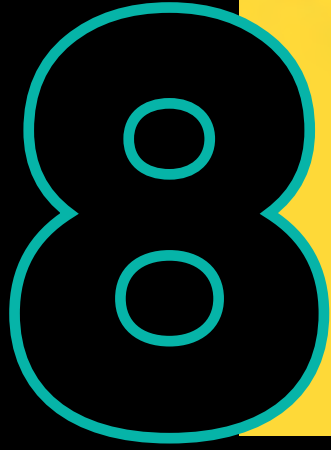
**7. Digital ads:** Digital ads are nothing but the commercials we see on the digital platform, which will just have to the motive of doing the sales.



What also differentiates your videos from other similar videos is the tonality you set it in. Based on your target audience, you can set a unique tone to your marketing video.







Hello

Hey...

Howdy

Hi

Yo!

Source:studeo.com

# Tonality of a film

A marketing campaign's tone can vary from youthful, fun and challenging, to secure, resourceful and conservative.

Tonality in marketing stimulates feelings in its audience and gives a whole new angle of perception to it.

Types of Tonality that can be used for a Marketing Film:

- Humor
- Quirky
- Excited
- Upbeat
- Foolish
- Smart

After setting all these aspects in order, we finally step into the actual creation of a marketing video.

# 9

## Stages Involved in the Creation of a Marketing Video

Every project is different depending on the budget and the size of the production, but there are some relatively universal guidelines to consider.

All marketing videos are built in 3 main stages.

- Pre-Production
- Production
- Post-Production

## Pre-Production:

Pre-production is the planning process and execution of every task that must take place before production begins. It involves everything from ideation, brainstorming writing the script and production planning.

This crucial step defines how efficient, organized and, ultimately, how successful the production stage will be.



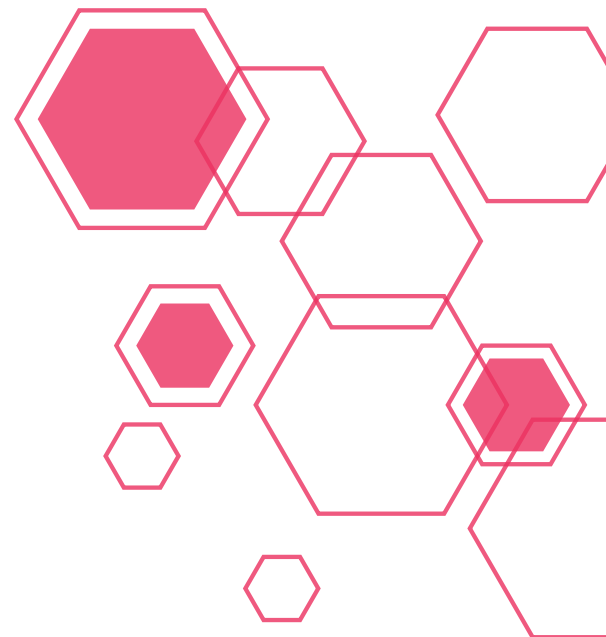
## Post-Production:

Post-Production is the stage after production when the filming is wrapped and the editing of the visual and audio materials begins. It refers to all of the tasks associated with cutting raw footage, assembling that footage, adding music, dubbing, sound effects, just to name a few.



## Production:

This stage is when the actual filming takes place. This is where acting, recording, text, and sounds are all applied to the existing script.







# 10

# Conclusion

Videos and Marketing go hand-in-hand like burger and fries. It is the bridge that links what your brand says to who you really are, allowing customers to peer behind the curtain and get to know your brand.

Remember, videos are the cornerstone of your brand's marketing efforts in the digital world. Therefore, stay visible and allow your brand to stand out through its exceptional video marketing content.

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