

THE ULTIMATE GUIDE TO VIDEO MARKETING



IF A PHOTO IS WORTH A THOUSAND WORDS, THEN WHAT IS THE VALUE OF A VIDEO?

2016 saw a surge in the popularity of video as a content marketing format.

2017 saw video rise to the top of your marketing tactic list.

2018 transformed video from a singular marketing tactic to an entire business strategy. Video has absolutely dominated social. In addition, a Facebook executive recently predicted that the platform will be all video in less than five years. According to a report from HubSpot Research, more than 50% of consumers want to see videos from brands more than any other type of content



WHY VIDEOS?

Video marketing can be used for everything from building customer rapport, to promoting your brand, services or products. Additionally, video marketing can serve as a medium to present how-to's, promote customer testimonials, live-stream events and deliver viral (entertaining) content.



Percentage of Marketers

using **VIDEO**

as a marketing tool:

100%

It's easy to see why **VIDEOS** dominate. Videos are simple to consume, they're entertaining, and they appeal to the current attention-span deficit that we suffer from when we surf the web.



WHY VIDEOS?

There are various video types from which you can choose depending on the goal that you want to achieve with that video.

Types of Marketing Videos:

- Demo videos
- Brand videos
- Event videos
- Expert Interviews
- Tutorial or Explainer videos
- Educational or How to
- Augmented Reality (AR)
- Case Study and Customer Testimonial Videos
- Webinars
- Behind-the-scene Videos
- Live videos
- Animated videos
- Personalised Message
- 360° & Virtual Reality (VR)
- User generated Videos



How to run a successful Video Marketing Campaign

- **Pre-Production**

Have a productive brainstorming. You can start by asking a few questions like:

1. **What is your main goal?**

Getting more leads, brand awareness, promote, educate etc

2. **What actions do you want your customers to take after watching the video?**

Website visit, app download, follow page etc

3. **What resources do you have to create the video?**

Equipment, video editors, animators etc)



How to run a successful Video Marketing Campaign


Once you have got the idea, you can jump into writing the script.

Answers these few questions when writing the script.

- What's the **goal** of the video?
- Who your **audience** are?
- What's your video **topic**?
- What are the **key takeaways** for the video?
- What's your **call-to-action**?



How to run a successful Video Marketing Campaign



There are few things
to keep in mind :

- Write conversationally
- Make it thorough
- Write for the audience
and the platform
- Script every single
word
- Keep it brief



Production

Equipment required:

- Cameras, Lenses, Tripods
- Recorders, Mics, Headphones
- Lighting
- Backdrops

Things to keep in mind when shooting your video:

- Stabilize your camera.
- Be sure to stabilize your camera using your tripod to maintain a steady, static shot.
- Strategically place your lights. The traditional setup of video lights is known as three-point lighting.
- Minimize noise & ensure sound quality.



Measuring your video's success

There are various matrix's that you can use to measure the success of your video or to check how your video is performing. some of them are listed below:

View Count: View count is, as you could probably figure out, the number of times your video has been viewed.

Play Rate: Play rate is the percentage of people who played your video divided by the number of impressions it received.

Video Completions: If you took the time to make a video, you probably want people to watch the whole thing.

Completion Rate: Completion rate is the number of people who completed your video divided by the number of people who played it.

Conversion Rate: Conversion rate is the number of times visitors completed your desired action divided by the number of clicks on your CTA.

Social Sharing and Comments: If your goal is to reach to reach a lot of people, social shares are good metric to track.



Reason why you should be using Video Marketing

1. Video Boosts Conversions and Sales

Video can also lead directly to sales. Studies show that 74% of users who watched an explainer-video about a product subsequently bought it.

3. Google Loves Videos

Videos allow you to increase the time spent by visitors on your site. Thus, longer exposure builds trust and signals search engines that your site has good content. You're 53 times more likely show up first on Google if you have a video embedded on your website.

2. Videos shows great ROI

To get you even more excited, 83% of businesses say that video provides good return on investment. Even though video production is not yet the easiest nor cheapest task, it pays off big time.

4. Video Builds Trust

Trust is the foundation of conversions and sales. But building trust should be a goal on its own. Video does it all. Video content is likely to engage us and ignite emotions.

Reason why you should be using Video Marketing

5. Video Appeals to Mobile Users

Video and mobile go hand in hand. 90% of consumers watch videos on their mobile. From 2013, mobile video views have grown more than 233 percent. YouTube reports mobile video consumption rises 100% every year.

7. Video Is Rocking Email Campaigns

An introductory email that includes a video receives an increase click-through rate by 96%! That's a great way to stand out from competition and get your message across.

6. Video Encourages Social Shares

60% of the social marketers used video content in 2015 and 73% of the total respondents planned to use it in 2016. And they sure did.

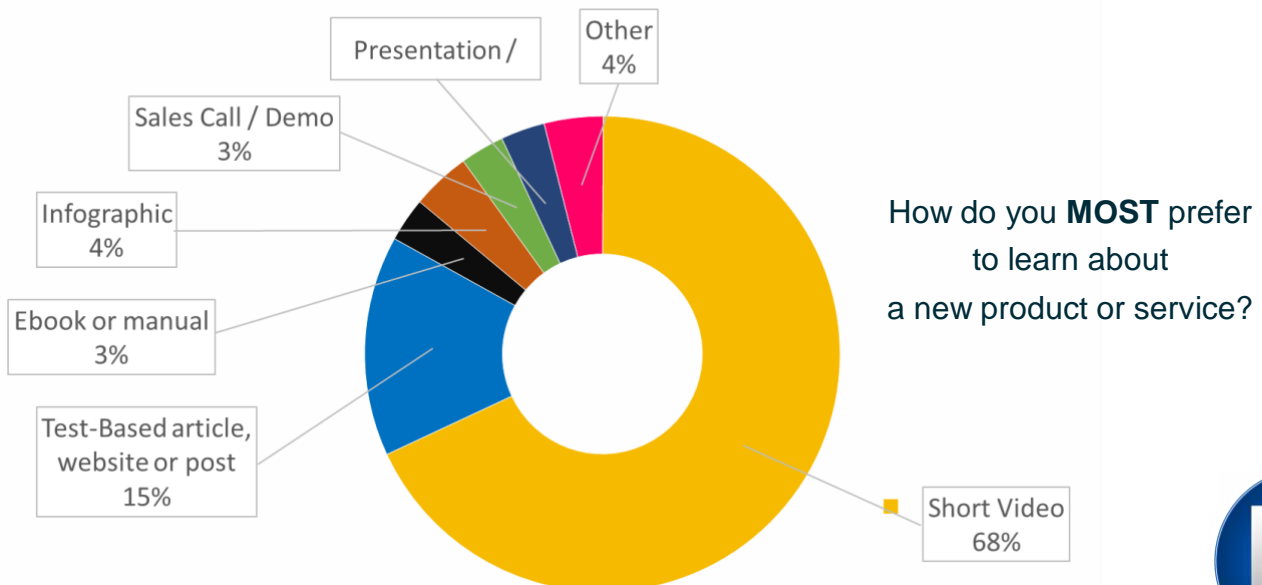
8. Video Marketing Can Explain Everything

98% of users say they've watched an explainer video to learn more about a product or service. That is why 45% of businesses who use video marketing said that they have an explainer video on their homepage.

The Boom in Video Ad Spending

This is where online video advertising comes into play. Companies have realized that the reconditioning of consumers to embrace and even expect video at every turn can have many advantages.

Well-designed logos and high-quality banner ads can be very effective in spurring interest, but video ads offer organizations an opportunity to connect on a deeper level right from the outset, by establishing a relationship, inviting the audience into the fold, and visually educating them in an effort to curate the buying journey. This has all led to a burst in digital video advertising spending recently.



Video Ads are here to stay. The stats clearly prove that video ads work wonders.

66%

of digital video viewers took action after seeing an ad

4.6 billion

video ads are watched online every year

80%

purchased a product after seeing a video ad

2X

more likely to tell others about an ad than image or text ads

67%

of users trust online video ads

35%

Video ads share of total online spending

80%

of users recall a video ad they viewed in the past month

32%

invited others to watch while viewing a video ad

Don't worry! We have just the right solution for you.

In the past few years video ads have proven to be the best marketing practice for companies around the world, the statistics from various source justifies it. Video ads perform way better compared to other form of ads.

Video ads conversion rate is **17% higher** than compared to static ads.

Cost per lead for video ads is **\$11 less** than static ads.

Cost per engagement for video ads is **18 times less** than static ads

Every day more and more companies are adding video marketing strategies to their list. Now you must be thinking that how do I use it for my company or video ad creation can only be done by professionals. Or if I do it myself it will take a lot of time. I won't be able to make good looking video ads.





[HydravidPRO](#) is the ultimate in video marketing software

Hydravid PRO 3 in 1 video marketing suite makes it easy to create, stream and distribute videos to the biggest traffic generating sites on the planet.

You don't need to worry about duplicate content, as Hydravid makes unique versions of every video that's added.

Hydravid's built in library allows you to upload video files, images, audio tracks and more – and then use the built in 'drag and drop' editor to create an unlimited number of videos.

Use the share feature to then SCHEDULE those videos to be 'live' with both facebook live and youtube live. Live broadcasts are proven to get more engagement, but they are always a struggle to get timing, scripted, content and everything ready. Scheduled live streams, using the Hydravid PRO system, still allow you to go 'live' but with a pre-prepared video file.

Syndication – the HIGH GEAR Of Hydravid's power. Taking a single file and uploading it to Youtube, is like a glass of water being tipped into the ocean. It's so quickly swallowed up, that the chances of it being seen are extremely small.

So, using Hydravid's Syndication system, we take that single video, create dozens of versions (if required) spin text to target dozens of keywords (if required) and upload to EVERY major video site on the planet. Want to send to 20 Youtube accounts, 30 Dailymotion accounts and 40 Vimeo accounts – no problem!

Hydravid is built to increase your EXPOSURE and to make your videos get in front of more people.

[CLICK NOW for HYDRAVID PRO](#)





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3 IN 1 VIDEO MARKETING SOFTWARE



HYDRAVID **PRO**

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