



# VIDEO MARKETING

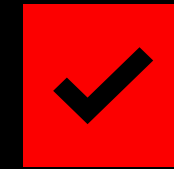


# ■ HOW TO BUILD A VIDEO MARKETING STRATEGY?

Video is an imperative component of any successful marketing campaign and a prompt way to get consumers connected to your brand. With the average business publishing 18 videos each month and the rise of the video social influencer and micro influencers it's apparent that the focus on video marketing is set to continue. Despite all of this hype, many SME's still use very few videos in their marketing and this can be very often down to:







**Budget:** Many businesses believe that video will be too expensive



**Talent:** Companies don't believe that they have the experience in house.



**Buy-In:** Successful companies engage video across all areas of their business if there is no buy-in from your colleagues it's difficult to generate great video content.



**Consistency:** Many organisations have a successful approach to content creation but don't know how to apply this to their video content.



To help you get underway with your video marketing strategy we've created examples of the 3 key steps that are vital to its success but firstly the most important thing is to get your colleagues and MD on board and agree a cohesive strategy that works for the organisation.

## A-LEVEL VIDEO CONTENT

A-level videos are the videos that most brands are already used to creating. These videos are polished and well produced, and therefore the most expensive to create. If your company has ever created a television commercial or a brand overview video for your website, it was probably an A-level video.







A-level videos work best when you need to create a strong impression on the viewer. If it's the first time someone is interacting with your brand or another situation when you need to convey that your company is professional and credible, an A-level video will likely work best.

This is what makes them great for commercials, product videos, and company overviews.

Don't use A-level videos when your primary goal is to convey authenticity or build a relationship with your viewer. A-level videos also aren't cost-effective for most brands to use as consistent, regular video content to support your social media, video SEO, email communications, or blog.



A brand will need much fewer A-level videos than B or C. As such, the key to getting the most from your investment in A-level video content is repurposing. You should always consider how you can use clips or footage from your A-level content for things like social media posts, presentations, across your website, or as a quick way to add a little polish to a B or C-level video.

To create A-level videos, most brands will need to work with a third party video company or marketing agency. These videos will be scripted, shot with high-end cameras by people who really know how to use them, will often feature paid on-camera talent, and will be professionally edited.





# B-LEVEL VIDEO CONTENT

When a brand produces high volumes of video content, the majority of it is usually B-level. These videos are planned, but not perfect. Most of the how-to videos and vlogs you watch would fit into this category.

B-level videos work great when your goal is to build a relationship with your video viewers because they allow you to show more authenticity than A-level videos, and their lower cost makes them perfect for a consistent video strategy. This level works well for educational content, social media videos, a video series, team or personal intro videos, simple product demos, and video testimonials.







A-level videos work best when you need to create a strong iThe best thing about B-level videos is that they can often be created by your own staff. Even if you decide to outsource them, they will be much cheaper than A-level videos because you can produce multiple videos at the same time or engage a third-party for just one part of the production process, such as editing.

To create a B-level video, all you'll need is a basic script outline (bullet points work great), someone on your staff willing to get on camera, some basic video equipment, and an entry-level video editing program. If you don't have people on your staff who are comfortable shooting video from a smartphone and editing it together, we recommend seeking training or considering hiring a student or recent graduate with those skills.



## THE KEYS TO SUCCESS WITH B-LEVEL VIDEOS ARE AUTHENTICITY, VOLUME, AND CONSISTENCY:



**Authenticity.** Brands that achieve success with these videos aren't worried about memorising lines and being perfect on camera. You'd be amazed at how much the occasional "um" will make you sound more human and help you connect with your audience. With that said, you do want to feature someone who is comfortable on camera, even if it takes them some practice to get there.



**Volume.** As long as you're creating valuable content, the more videos you have, the better.



**Consistency.** Just like with a blog, magazine, or newsletter, publishing videos at a consistent interval allows you to more easily build an engaged audience of return viewer.



# C-LEVEL VIDEO CONTENT

This is the level where brands can really connect with their audience and stand out from the competition. C-level videos are raw, unpolished, and extremely effective in humanising your brand and the team behind it.

To create a C-level video, all you need to do is pull out your smart phone or turn on your webcam, press record, and start talking. You may want to prepare a few quick bullet points of what you're going to talk about, but even that is often unnecessary. These videos are great for sharing lessons on-location from industry events, making key employees shine on their social media channels, helping your salespeople stand out in their prospects' email inboxes, and adding a personal touch to your customer service communications.





The most powerful aspects of C-level videos are that they can be personalised for individual people and they can help you get information out in almost realtime. You can use them to pack an extra punch in any email you send or to share lessons as you learn them or think about them, which is often when you're most passionate about them and before the competition has a chance to talk about them.

C-level videos still require good lighting and audio quality, so we do recommend purchasing a cheap portable light and lapel microphone, but you can easily get everything you need for under \$50. These videos don't require anyone else to shoot them, and you often don't need to do any editing beyond occasionally cutting out or combining a couple of video clips.





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