



# Marketing with Social Media Video

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# Introduction

A smart video plan is one of the most essential strategies that you can implement in the world of business marketing. Since different types of videos function very differently, your mission is to understand your audience and their position within the marketing funnel to provide video content that matches their needs. There are many elements to consider including subtitles, length, details and sound. Even though you are trying to explain a lot of information in only a few seconds (optimal length is 120 seconds for Facebook and YouTube, 30 seconds for Twitter and 60 seconds for Instagram according to [this study](#)), if you do it well, you'll see up to [12 times more shares](#) and generally higher engagement than by only using a combination of text and images.

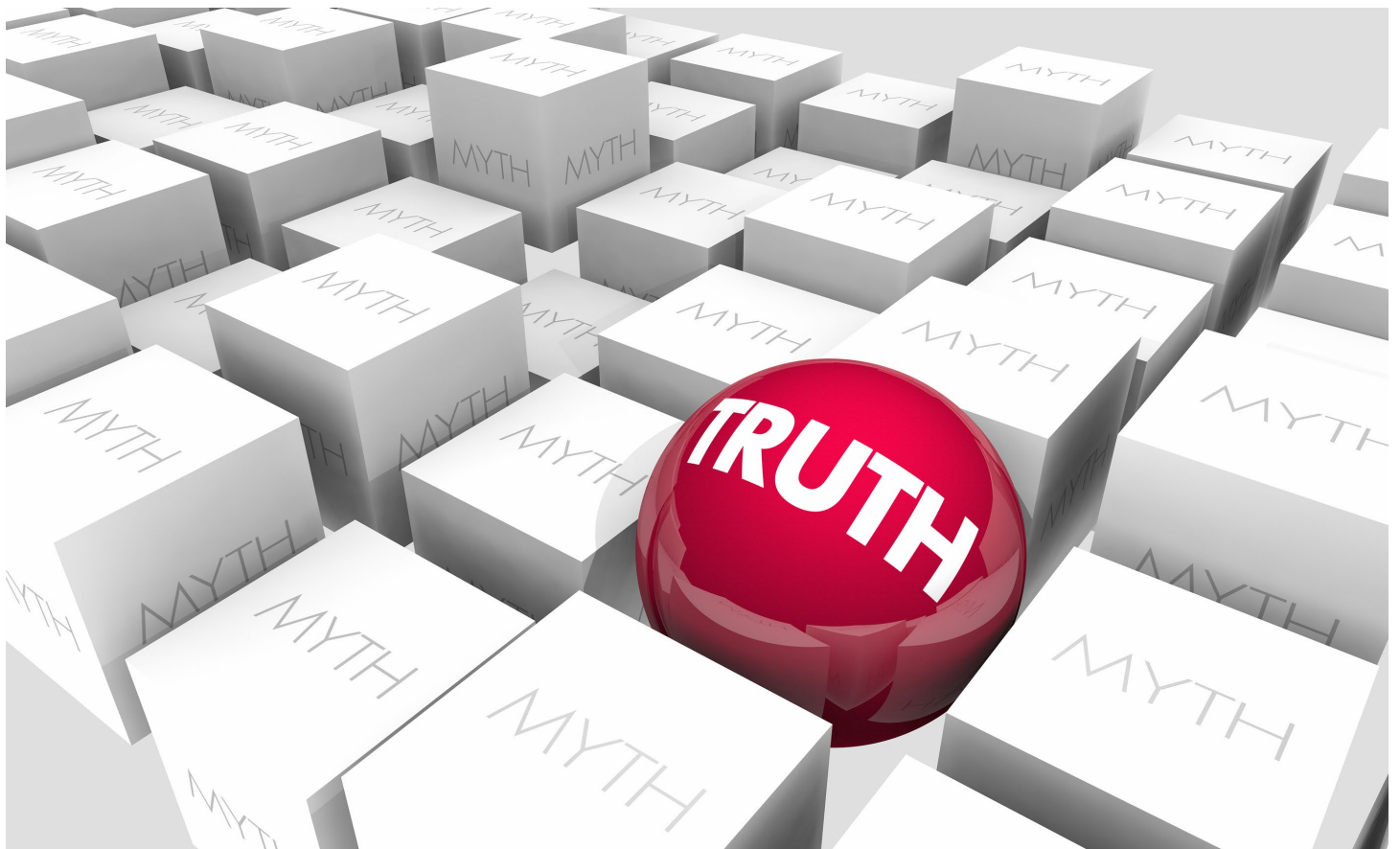


In this eBook, we would like to give you a quick overview of video's role in social media marketing. We'll give you high-level industry stats and examine the different video types, including when and where to use them. We'll also discuss the optimal video structure, often referred to as the "Video 6" and some additional video tips and tricks so you can get started right away.

# What the numbers tell us

According to [this](#) HubSpot study and LinkedIn Learning video coach [Ashley Kennedy](#), the usage, spend and consumption of video content are set to increase again in 2019. This is not at all surprising if we look at some other marketing video statistics:

- 94% of video marketers say that video helps their customers better understand their product or service.
- 84% of video marketers report that video helps increase web traffic (it generally [attracts](#) two to three times as many monthly visitors) and dramatically helps generate leads, increase conversions, keeps visitors onsite longer and since production costs keep shrinking, it is generally a great return on investment. So good, in fact, that according to [Wordstream](#) 51% of all marketing professionals worldwide name video as the type of content with the best ROI.



- If you are familiar with SEO, which means optimizing your website so that search engines such as Google find it more easily, there is more good news: video drives a 157% increase in organic traffic from search engines to your website on average.
- If you have a video on your landing pages, you'll be more successful at conversions as well: a landing page video can increase conversion by up to 80% or more.

Companies are feeling this shift everywhere: Views on branded video content have [increased 258%](#) on Facebook and **99%** on YouTube as of June 2017. But it is not just marketers who use video on a regular basis: sales departments greatly benefit from it too. [Studies](#) show that an initial email with a video increases click-through rate by 96%, which makes cold calls a lot easier. Viewers don't just click; they also retain a lot more from video: they'll remember 95% of the message when they watch it in a video compared to 10% when reading it in a text.



# Video's role in social media marketing

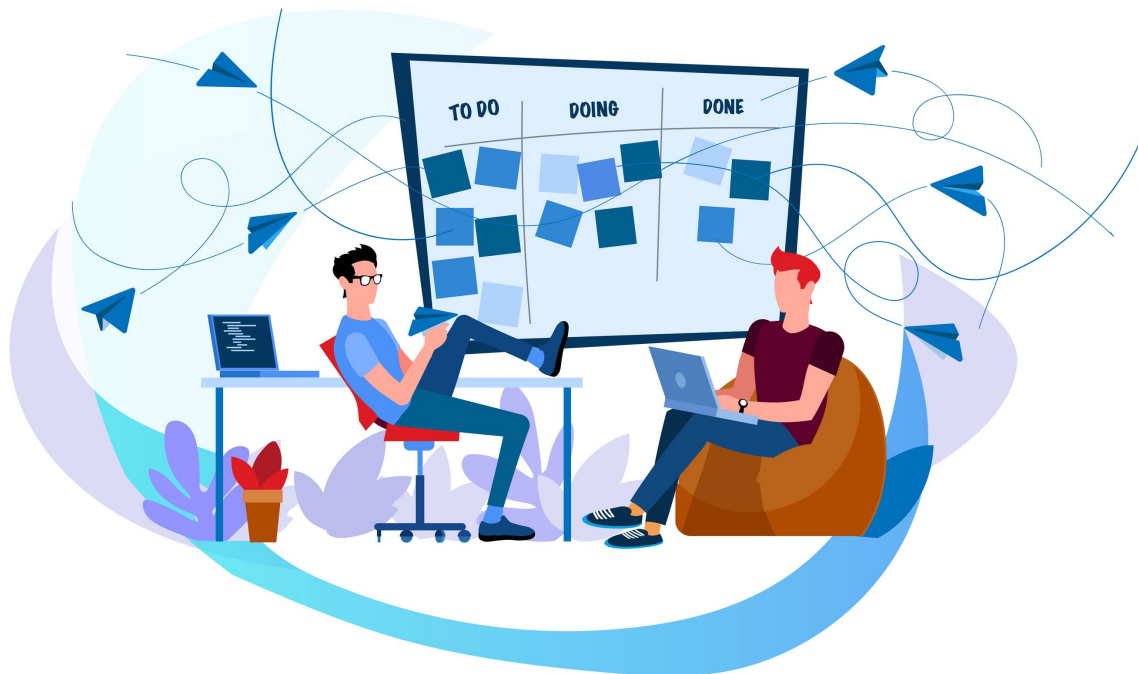
We now know that in the ever-changing world of social media, video's role of connecting brands with their target audience is crucial. There are two major marketing [strategies](#) to consider: product marketing and content marketing. Product marketing is about creating videos that help with promoting and selling products and services online. Content marketing, on the other hand, uses relevant and useful content with the goal of generating trust and creating lasting relationships with customers.

With video, you can accomplish both goals in the world of social media. It is engaging, easily digestible, entertaining and accessible. For this reason, it dramatically improves recall.



It is also a great way to establish intimacy and trust, two crucial components of eCommerce success. The modern consumer would rather watch a product video than read through product descriptions. In fact, 95% of people [say](#) they've watched an explainer video to learn more about a product or service or see it in action.

As far as content marketing goes, effective videos can present your brand in a casual, conversational and authentic way that generates confidence and loyalty. A small piece of advice: while explainer videos relay important information, know that people tend to share emotions, not facts. 76% of people [say](#) they're much more likely to share a branded video with their online networks if it's entertaining or sparked strong emotions.



# Video types



## Brand Anthems

The brand anthem is a video that rallies around a unified message: to sell who you are, not what you make. Brand anthems need to showcase the brand's values, mission and philosophy and connect to the audience on an emotional level. You can give insight into the people who work for your business or share your company's backstory. Can't decide which angle to pick? Make multiple videos and explore a different aspect of your story in each.

## Explainer videos

[Explainer videos](#), also known as product demo videos, are a great way to showcase your product.

Great storytellers show rather than tell. So instead of telling your audience why your product is great, create a video demonstrating what it does and why it'll make your customer's life better. Explainer videos are especially useful on your landing pages as 84% of conversions happen on a customer's first visit to the website. There are different kinds of explainer videos: a live action explainer, for example, features a real person, which lets you leverage the human connection with a talented communicator. In a whiteboard explainer you usually see a hand drawing images and text to a whiteboard to communicate the main points of a message. An animated explainer is an engaging way to explain intangible things such as software, workflows, or new concepts.





## How-to videos

This type of video is a long-time favorite on YouTube, Facebook, Instagram, and Pinterest. Not to be confused with a product demo, how-to videos offer audiences education that they might be interested in even if they've engaged with your brand before.

Try to find topics that relate to your brand and will keep your business top of mind—say a how to authenticate an item video, or a how to buy from your online shop video. No matter the format, aim for your how-to videos to be a clear, simple, step-by-step explanation of a task from beginning to end. Successful how-to videos provide content in a way that sets them apart. If you have the opportunity, make sure to use interesting shots, text, graphics, animations or editing techniques like match cuts, time-lapse or more.

## Customer testimonials

Word of mouth is still the most powerful tool for finding a new audience for your brand.

Create a video that brings positive word of mouth straight to your viewers with videos featuring [quotes from satisfied customers](#), or even a video highlighting a moving story from just one customer.

85% of people trust online reviews as much as personal recommendations. That's why customer testimonial videos are a popular marketing tool. We'll usually find them as top of funnel content. Building brand awareness and bolstering brand reputation. This all happens by leveraging the power of personal recommendations. Customer testimonials offer a fresh authenticity and above all, an intimate level of trust that can't be matched by other types of videos.



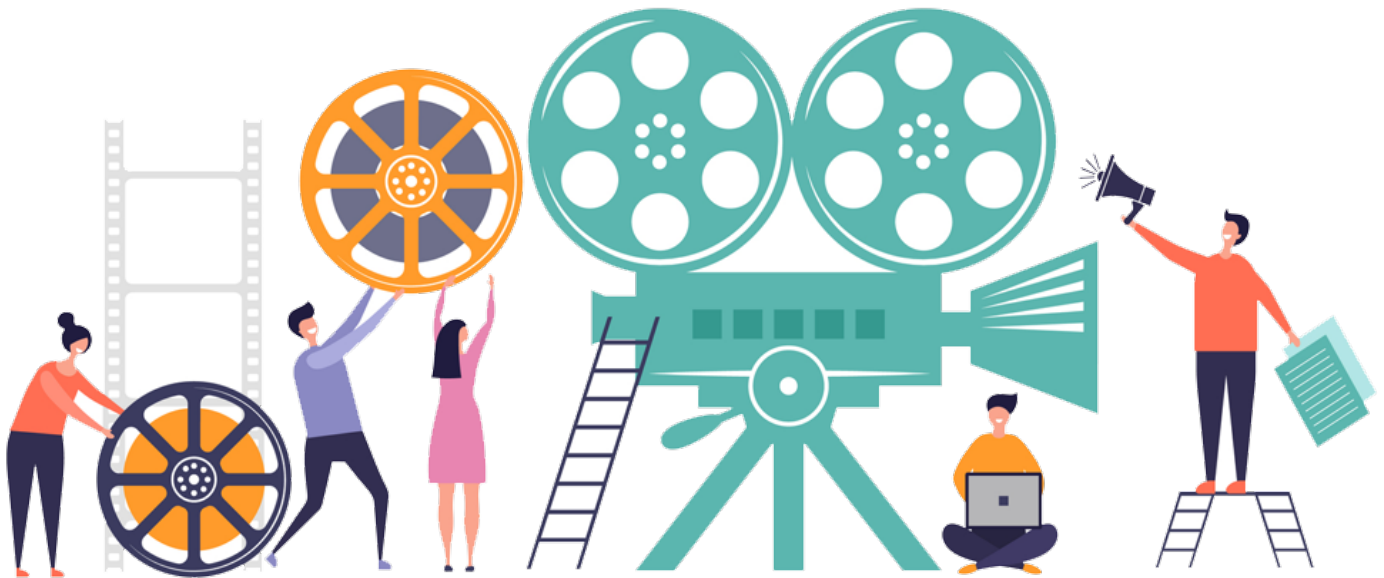


## The optimal video structure

Marketing expert Zachary [Basner](#) developed a step-by-step [guide](#) for creating videos that connect with customers and prospects and named it the Video 6. The guide makes it easier for you create video content, and for your audience to engage with it.

The Video 6 refers to the six elements branded video content needs to have:

1. The teaser
2. Logo Bumper
3. Intro
4. Segments
5. Call-to-action
6. Outro



The **teaser** is the first 10 to 30 seconds of a video in which you really got to capture the viewer. It doesn't matter how great the production value is or how great the content is in the middle of your video.

If you can't get them past that first 10 to 30 seconds, well, it really doesn't matter.

Then comes the **logo bumper**. Generally, these are motion graphics of your logo, no longer than 10 seconds that brand the video itself.

The third element is the Video 6 is the **intro**. The difference between the teaser and the intro is that the teaser is more to grab the viewer and quickly explain why they should stick around. The intro, on the other hand, is the point in which the subject of the video or the person who is in the video is going to introduce themselves (this provides credibility) and introduce the content (which sets up the segments of the video).

The fourth element of your video should be **segments**. They are crucial for two reasons: firstly, they improve view duration. It is going to be easier for your viewers to stick around and keep up with what's happening if you divide your video into separate segments. Secondly, it also improves recollection. Sharing information in bite-size chunks makes it easier for your audience to digest.

The fifth element is the **call-to-action**, which is about the next best step that the viewer can take after they are done watching your video. Now that they have the information, should they download a guide? Or should they keep watching related videos to immerse in the topic? Whatever your CTA might be, it is important for it to be specific. Use visual cues that show your viewers what the next best thing (another video, landing page, blog post) looks like. Let them know what they should do next and why they should do it.

Finally, the last part of the video is the **outro**. This is the last opportunity to leave your viewers with a positive feeling. It can be your slogan, a funny one-liner, or something else. Whatever it is, just smile, give your salutations and leave your viewer with a great feeling.



## Tips & tricks

Now that you know the most important video types and what the optimal structure of a video is, let us dive into some more specific recommendations for social media videos.

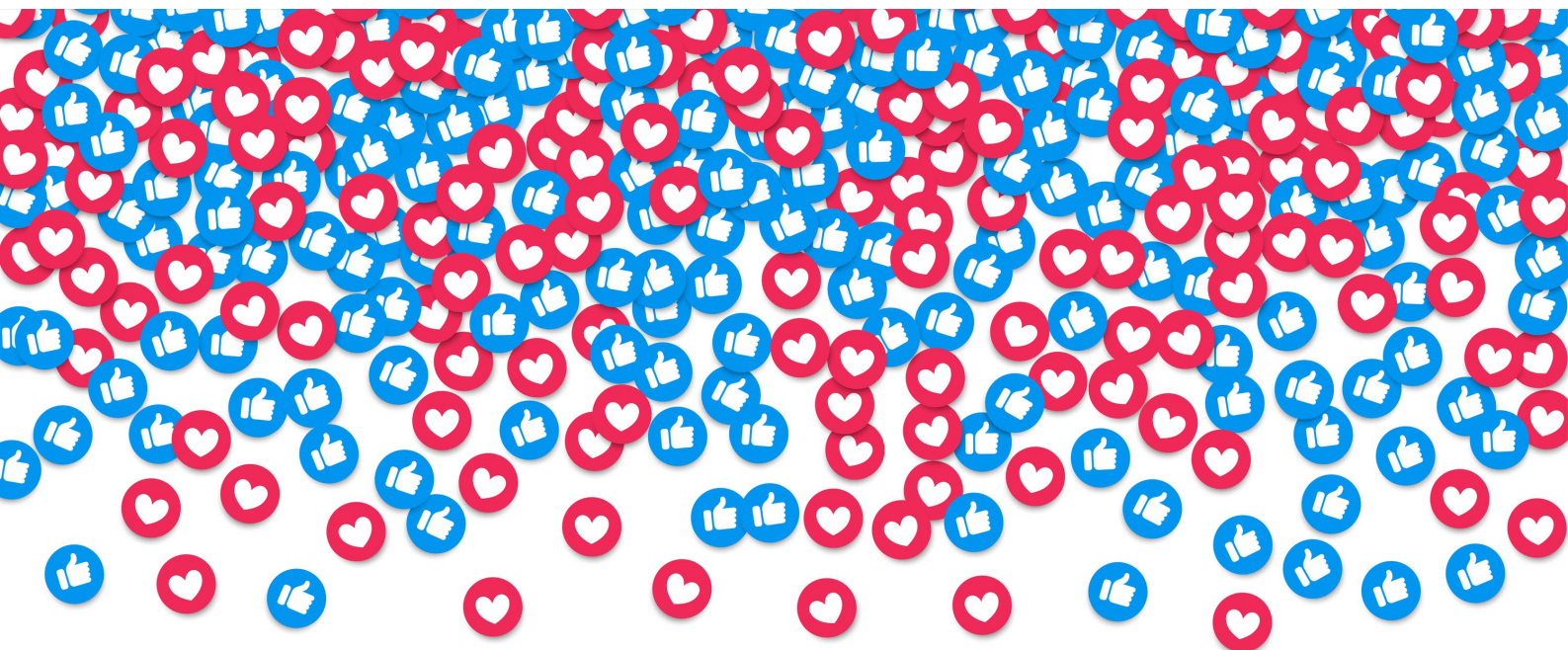
First, optimize your videos for mobile. [96% of Facebook users](#) use the platform at least partially from a mobile device compared to the 25% share of laptops and desktops. To optimize for mobile, make sure to produce square videos. They take up [78% more space](#) in the mobile news feed, helping you stand out. Secondly, make sure that your text is big enough. This makes it easier to read if people watch it on a small screen, but also since [85% of the video](#) on Facebook is watched without any sound. Make sure to keep your video short as mobile viewers' attention spans aren't long, and to preview it on mobile to see if your video makes sense.



Thirdly, try using videos in [stories](#). As stories disappear in 24 hours, there is no point in spending much time and effort on professional looking content. The photos and videos in stories are meant to be raw, real and relevant to the moment. Using stories builds on the new generations' FOMO (fear of missing out) but it also humanizes your business and gives it transparency.

Lastly, there has been an important change in Facebook's news feed algorithm in 2018, as a result of which marketing content was poised to take the backseat to content from friends and family. This resulted in a considerable decline in posts people see from businesses and an increase in posts people see from their close friends and family. If you wish to deal with this decline, it is time for you to consider Facebook as a paid at platform like Google Ads. A technique marketers use to boost engagement on Facebook posts is called the Mari-method. It has two steps:

1. Publish your video or other content, then wait for 24 hours to generate organic engagement
2. After 24 hours, boost your post for as little as a dollar a day. This will increase your reach and add a button option to your post that people are more likely to click on.



# Wrapping Up

When it comes to creating branded video content for your business, the most important thing is to be adaptable. The shift is felt everywhere, including content consumption, attention spans and social media algorithms. Luckily, you know more about your audience than anybody, and by researching new ways to create value with relevant and engaging content, you are already doing a great job for your business. With the right tools, you can truly jumpstart your online marketing. Good luck and don't forget: Bravo is here to help you along the way.

For more information, including marketing ideas, industry trends, and great tools you can use to grow and manage your business, please visit us online at [BravoPawnSystems.com](http://BravoPawnSystems.com).

