

Welcome to our **Video Content Marketing Strategy Playbook!**

We've developed this guide for marketers with experience of video at all stages of the spectrum - from those wondering just how to get started with video to the battle-hardened video marketers looking to boost their efforts even further.

There's no doubt that **video continues to be an amazing tool in any marketers arsenal** - according to Smart Insights, [92% of marketers said video was an important part of their marketing strategy](#) in 2020.

At Skeleton, we've helped hundreds of businesses create awesome video as part of their **content marketing strategy** - you can check out some of those examples on our website [here](#).

So what's this playbook all about?

We'll be covering off the key steps to developing a **killer video content marketing strategy** including:

- **Setting Objectives**
- **Understanding Your Audience**
- **Researching & Positioning Your Content**
- **Distribution**
- **Measurement**

So, don't let us stop you. Get stuck into the playbook below and once you're ready to go with your video strategy don't hesitate to drop us a line to chat through how we can help take your video content to the next level.

Send over your completed video brief to james.bryant@skeletonproductions.com

1. Setting Objectives

The key to any successful video strategy **setting out clear objectives from the start**. If you know what metrics you want to measure, you can plan your content with these in mind and have a clear picture of what success looks like.

These objectives are likely to rely on **where your content sits in the customer journey** as content designed to raise awareness will have very different objectives to content that's designed to drive leads or sales of a product or service.

We've filled out the table below with some example objectives for video campaigns through the customer journey:

Awareness	Consideration	Conversion
<ul style="list-style-type: none"> • <i>Improve brand recall from 10% to 20%</i> • <i>Grow brand awareness by generating 100k views</i> • <i>Build a retargeting list of potential customers who have seen our advert</i> 	<ul style="list-style-type: none"> • <i>Increase the number of prospects watching our video content</i> • <i>Improve website traffic driven by video content on Facebook</i> 	<ul style="list-style-type: none"> • <i>Increase the number of new leads on our website from 100 to 200 per week</i> •

TASK

Consider where your video content sits in the customer journey and think about the objectives you need to achieve with your content:

Awareness	Consideration	Conversion

2. Understanding Your Audience

Every piece of content you create, video or otherwise, will have to **satisfy the needs of your audience**. If you have already developed audience personas these will play a huge part in this element of your strategy.

If you don't have set audience personas now is the time to think about the different groups of people you want to target with your content. These may differ by age, gender or household income and, importantly for the type of content you create, they may have different pain points your content can help with.

When considering your audience it's also important to **understand how your objectives might differ by audience group**. E.g your brand awareness with women aged 18-24 may be strong but you could have an objective to raise awareness with men aged 25-34.

As well as understanding the demographics of your audience it's also important to consider elements like the channels they're more likely to use, and therefore discover or see your content. For example, according to [Statista](#) the largest audience on Facebook in terms of age group is 25-34 at 25%. This kind of information is particularly valuable when identifying your target audience(s).

3. Content: Research & Idea Generation

Once you've identified your core audience(s) and agreed on your objectives you can start to **develop some ideas on the types of video content** you can create. You might already have some concepts in mind and be able to start shaping these up.

However, before you start working up those ideas it's best to understand how your content fits into the market in terms of subject, style and positioning.

3.1 Content Gap Analysis

It's really important to make sure that any content you're creating fits into your wider content marketing ecosystem, whether you're creating something brand new or updating an existing piece of content.

If you've not already considered this why don't you [try a video audit](#)?

If this is your first foray into video content you won't have much to review here so you can move onto the next step.

3.2 Competitor Content Analysis

At this stage a **content gap analysis** will give you some really strong insight into the type of content already available and, most importantly, the types of content that isn't already available for your intended audience. This 'missing' content could well be the golden ticket to engaging your audience and driving action.

At Skeleton, we use industry-leading tools to identify content gaps, consumer demand and the best performing types of content. To do this, we identify content that matches your key objectives by analysing your top competitors and the channels (e.g, their website or social channels) that they're using to distribute content (we'll cover distribution in more detail later).

TASK

Identify your top competitors and review their video content, distribution channels and the engagement they're currently generating. Fill out the table below for each of your competitors:

Content Type	Channel	Views	Engagement (Likes, Shares, Comments)		
<i>E.g Brand Advert (Awareness)</i>	<i>E.g Website, YouTube, Facebook</i>				

Alongside this type of analysis, it's also useful to **understand the related content your competitive audience is viewing**. Are your competitors affiliated with any other brands, in or out of your industry? Are they working in partnership with other brands or businesses to expand their reach? What other content are people watching alongside your competitors content?

3.3 Content Styles

The style of the video content you create is likely to be **guided by your own brand guidelines** and tone of voice of your brand. For example, if you've got an established creative style that relies on characters, an animated route might work really well. Like with any other content you create, introducing a completely new style may end up confusing your audience and impacting on the effectiveness of your content.

Consider your objectives here too - if you're looking to improve advocacy of your brand through video case studies then a filmed approach might be the best option.

Taking those brand guidelines one step further, we've worked with many businesses to develop **Video Brand Guidelines** that provide clear guidelines on the style of video content they're creating. Alongside branding elements such as colours, typeface, music & sound and graphics we can create video templates to bring consistency to your approach - if that's of interest, you can check out our offering

[here](#).

3.3 Content Positioning

Similar to the style of your content, how you position it in the market will most likely be guided by your brand guidelines and tone of voice. If you've established a position in the market as a thought-leader with insightful and factual content then shifting your video content towards something tongue-in-cheek may not be the best option to choose. As with style, how you talk as a brand in video shouldn't change too much to confuse your audience.

It's also worth considering how other similar content is positioned. Something different to the status quo could mean that your content shouts louder than your competition - for example, utilising motion graphics or animation in a market saturated by the same style of live action videos could give you the edge.

3.3 Content Messaging

We work with the concept of a 'core message' at Skeleton - the one main thing that your content is looking to communicate. Often, content that tries to cover all bases ends up covering none of them in enough detail to hold the interest of the audience.

Using a core message resolves this. Think back to your objectives and what you're looking to achieve from your content. For example, if you're looking to grow brand awareness then what is your USP that sets you apart from the competition? Is that USP big enough to shape an entire piece of content round?

The best way to understand this concept is to check out a few of your favourite pieces of content and see if you can identify the core message.

3.4 Content Idea Generation

Once you've done the research behind the types of content you and your competitors are covering in the market along with the style, positioning and

messaging of how your video is going to look you're ready to start coming up with some ideas for the content itself.

We believe it's best here not to get bogged down in the execution of those ideas (that's what your Video Production Agency is for after all...) but having a good idea on the themes or topics you want your video to cover is vital for your brief.

The brief is potentially one of the most important pieces of your project. Luckily, we've put together a [5 step guide on writing a video brief](#) to get you started. Nailing down your core idea, type and tone of messaging and audience is vital to give you an end product that's going to be a success.

So, the idea generation part of your strategy is really going to look at the topics that will help you reach the objectives and speak to the audience(s) you've already identified and ultimately drive the briefing process with your content creators.

TASK

Using the objectives and audience(s) you've already identified, think of the different topics or themes your content needs to cover to achieve your goals. For example, if you need to raise brand awareness then a brand advert highlighting your company USPs might be an ideal place to start.

e.g:

Objective	Audience	Content Idea	Channels
<i>Improve brand recall from 10% to 20%</i>	<i>Women, aged 25-34, living in the UK, income > £40k, no kids</i>	<i>30 second Brand advert showing benefits of our products, directing customers to our website</i>	<i>TV, YouTube, Facebook, Instagram</i>

Objective	Audience	Content Idea	Channels

4. Distribution

Once you've agreed on your objectives, audience and content types you'll need to think about how you're going to get it in front of the people who need to see it.

Again, this may depend heavily on your objectives. If you're looking to build awareness through getting as many eyes on that content as possible you may want to channel this through social media. And if you're distributing through social media are you going to rely on organic reach or build paid campaigns to increase reach?

4.1 Native vs Hosted Video

When thinking about distributing your content it's also **important to consider how you'll be hosting your video**. The easier option is often to upload the video to one hosting platform (e.g YouTube or Vimeo) and either embed or link out to the video on each platform you want to promote it on.

However, platforms such as Facebook or LinkedIn tend to favour content that is hosted natively, i.e uploaded directly onto their platform rather than hosted elsewhere.

Whilst this can give your content a boost in terms of discoverability and engagement it does add an element to both your distribution plan in terms of resources and to how you'll measure the success of the campaign. The extra, platform-specific, data you'll have however could provide you with some really valuable insights into how your campaign is performing.

4.2 Telling A Story Through Distribution

Depending on where your video content sits in the buyer journey, you may want to consider how you can engage with your audience through sequential storytelling.

For example, if your content is split over several videos you could target your audience with a softer sell at the beginning to raise awareness of your brand or product. Once your audience has seen or engaged with this content you then target them with another video in the series or a conversion-focused piece of content.

This approach does take a little more planning and mean you're potentially extending

the time it takes to see direct conversions from your content but it does mean that you can create a better relationship with your customers, educating them and getting better buy-in for your brand or product.

Channels like Facebook and YouTube offer sequential advertising sequences as part of their ad managers, allowing you to create specific audiences of customers who have completed an action such as viewing a video on your channel.

5. Measurement

This step should be driven by the objectives you identified at the beginning of your strategy. The metrics you use to measure the success of your campaigns will link back directly to those objectives and will also be guided by the different methods of distribution you choose.

Using the some of the example objectives, identifying a relevant metric would look like this :

Objective	Type	Measurement	Benchmark /Target
<i>Improve brand recall from 10% to 20%</i>	<i>Awareness</i>	<i>Brand Recall</i>	<i>20%</i>
<i>Increase the number of prospects watching our video content</i>	<i>Consideration</i>	<i>View-Through Rate (VTR)</i>	<i>15%</i>

TASK

Based on your objectives, identify the metrics you'll use to measure success:

Objective	Type	Measurement	Benchmark /Target

6. Summary

As you can see, there's a lot of work to do when coming up with an approach for video content marketing. But the hard work definitely pays off - you'll be heading into your next video campaign with a clear picture on **who you're targeting, how to target them and what a successful video campaign looks like** to your business in terms of results.

By following this playbook you should be clear on:

- **How to set objectives based on the role of your video content**
- **The importance of understanding your audience and how they differ by demographics, channel and even objectives**
- **Planning your content so it offers something useful for your audience by researching**
 - **Gap analysis of your own content**
 - **Competitor content analysis**
 - **The style, positioning and messaging of your content**
- **Where to distribute your content to reach your target audience best**
- **How to measure the results of your campaign to show success**

And don't forget - we're on hand to help with every stage of this playbook. Just drop our Video Strategy Director James a line on james.bryant@skeletonproductions.com