



How to Implement Video Marketing for your Business

Cheat Sheet



Full blog post here: <http://blog.thehivemktg.com/youtube-vs-facebook-video-the-hive-marketing>

Marketers desire to add video content to their marketing mix to amplify their message, find new distribution channels and bring in new customers. This is the top use of marketing resources for 2107, according to a survey of marketers (B2C and B2B) by Hubspot in 2016.

Impressive Video Stats:

- We are watching 100 million hours of video on Facebook every day.
- In the US, YouTube reaches more 18-49 year-olds than ANY broadcast or cable TV network, and YouTube does that on mobile alone.
- In 2016, more video content will be uploaded in 30 days than all three major U.S. T.V. networks combined have created in 30 years.
- Comedy is the most popular form of online video content among all viewers at 39% followed by news (33%) and music (31%).
- In the US, advertisers on primetime broadcast TV could have reached 56% more people age 18-49 by also advertising on YouTube.

Stats from Tubular Insights: <http://tubularinsights.com/video-marketing-statistics-media-brands/#ixzz4JsuJeT6D>

Which platform is best for my business?

The answer is both. It is not an either/or on Facebook or YouTube, it is both. According to Tubular Insights, Facebook is great for day one, immediate attention generating, views, Likes and attention to your business. YouTube comes in for the long-term.

Resource: <https://www.facebook.com/facebookmedia/get-started/video>



New to video and need more guidance? This is how to begin

Step 1: Strategy	Have a strategy in place. Make sure each of your videos is connected to a measurable objective this way you will know what success looks like for your business. Views, conversions, Likes, etc.		
Step 2: Script	Take the time to come up with a script and a concept proposal with your team considering your goals, platforms and budget.		
Step 3: Creation	Secondly, having a great camera and editing software is great. Or, reach out to your local videographer, if you're in the Bay Area, Richard Jett richardjett.com and Tranquil One tranquil-one.com are great choices.		
Step 4: Platforms	Know the differences among the platforms you will be using. Videos on Facebook receive a much faster POP in view counts while videos uploaded to YouTube receive much higher view counts over a longer period of time (long tail).		
Step 5: YouTube	Create a company YouTube (https://www.youtube.com/) account to store your videos - it's free.		
Step 6: Encode	After your video is created, encode it to the proper formats for YouTube and other platforms. YouTubes' recommendations (https://support.google.com/youtube/answer/1722171?hl=en) . Need more help with this? There's a video for that (https://youtu.be/mJB0-0YW_SQ).		
Step 7: Share	Then, you can copy and past your cropped video url into the platform that works best for your business: Facebook, LinkedIn, Twitter, Instagram, etc. There are plenty of other social sites to share your videos (http://tubularinsights.com/list-video-sharing-websites/).		
Step 8: Amplify	Finally, for extra amplification, you may consider targeted ads for your video. Ensure this video is getting in front of your ideal audience.		