

AMPLIFYING YOUR CONTENT - THE POWER OF VIDEO

Video is without doubt becoming one of the hot elements of any marketing communications strategy and its value and impact on lead generation, conversion and customer loyalty is continuing to show signs of growth.

Did you know you only have about 8 seconds to attract someone's interest on the internet? That's all... 8 seconds! Now, add to this the shift in how customers and brands interact, the demands for higher levels of engagement and immediate access to information, and the power of video is clear.

Whether it is already part of your strategy or yet to be fully integrated, here are some key facts you need to consider when producing high-quality, effective video.

VIDEO OVERVIEW



Video is expected to account for

57% of consumer internet traffic by 2015, nearly **4x** as much as regular web browsing and email

Use of video as a content marketing tactic is rising, from **52% in 2011 to 70% in 2012**

Of the 80% of internet users who watched a video ad - **46%** took some sort of action after viewing it

VIDEO AND SOCIAL MEDIA



700+ YouTube videos are **SHARED** on Twitter each minute



3 Billion YouTube videos are **VIEWED** on Twitter each day



100 Million people take a social action on YouTube (likes, shares, comments etc) each week



6 Billion+ HOURS of video are watched each month on YouTube

VIDEO AND SEARCH ENGINE OPTIMISATION



The chances of getting a **page one listing** on Google increase

53 times with video



Blog posts incorporating video attract

3x as many inbound links as blog posts without video



Video attracts

2-3x as many monthly visitors



Video

DOUBLES visitor's time spent on site

VIDEO AND WEBSITES

76% of marketers plan to add video to their sites, making it a...

higher priority than Facebook, Twitter + Blogs



65% of senior executives have visited a company's website after watching a video

Online videos will soon be able to attract



Video increases by

243% the time spent on a webpage

VIDEO AND MOBILE

Online video accounts for 50% of all mobile traffic and up to

69% of traffic on certain networks



It is estimated that by the end of 2014 nearly

60% of the world's mobile data traffic will be **VIDEO**



Mobile makes up more than

25% of YouTube's global watch time, more than



VIDEO AND EMAIL



It is estimated that click through rates increase by over

200% when businesses include video in an email



When marketers used the word 'video' in the email subject line, open rates rose from

7% to 13%



Automated email providers reduced their number of subscriber opt-outs by

75% when emails incorporated video



99% of senior executives prefer video over text

VIDEO AND B2B



1 in 3 customers turn to videos for product information



70% of B2B content marketers use videos



61% of B2B content marketers use Youtube to distribute content



12% of B2B content marketers use Vimeo to distribute content

UNBLOCK YOUR BLOCKBUSTER



Start at the beginning – The Strategy

With clear vision comes great content. Defining at the outset what your key goals are (awareness, visibility, lead generation, conversion...), will help you direct your content, determine the levels of engagement and increase the value of your video.

Know your audience

Different audiences will require different levels of engagement at different stages in the customer lifecycle (Reach, Acquire, Develop, Retain and Inspire). Knowing and understanding your audience will help you deliver video content that inspires an action.



Convey ideas with messages that matter

Clear objectives and a true insight into your audience needs will help you direct your content. One size doesn't fit all and sharing generic content simply doesn't work. Businesses need to deliver more tailored/personalised content in order to achieve higher engagement.

'Own' the media

Understanding which channels are more appropriate for your brand and target audience is crucial. Each channel has different features and characteristics – from niche networks to professional ones, the sky is the limit. Understand your audience needs and place the video where your audience is.



Unveil your true differentiation

Video concepts don't have to be dull. Pick the right video type for your purpose and just let your brand speak for itself. Right elevate the clutter and engage your audience with a relevant and compelling message. Remember, what you're saying may not be unique, but how you say it can be.



Connecting customers, brand, content and campaigns

B2B marketing is not online or off, not inbound or out, not digital or analog. It's everything connected.

Our integrated approach to customers, brand, content and campaigns has a simple purpose: to energise and engage B2B brands. We focus on objectives, needs, message and audience, knowing that the communications we employ need to be diverse, relevant, compelling and engaging. Refusing to be restricted by choice of channel, the way we do what we do will continue to change as media and audiences evolve.

A creative B2B brand communications agency, we produce strategic integrated marketing that is independent and objective, and focused on measurable outcomes.

Creative thinking; creative doing™

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www.origindesign.uk.com

hello@origindesign.uk.com

01494 722211



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