

Introduction to Video Marketing

• CREATING YOUR MARKETING VIDEO •



• STEP 1: DEFINE YOUR TARGET AUDIENCE •

Before you can figure out how to reach your audience, you need to identify who your audience is. It's crucial to get as specific as possible here. The more thorough your understanding of your audience, the easier it will be to actually market to those people.

Use the prompts below to hone in on your target audience.

- Describe your target audience: Where do they live? What type of company do they work for? What is their job title?**

- What is the pain point you're trying to address for your target audience? In other words: What is your customer's goal / what is your customer hoping to accomplish?**

- How can you help your audience solve that pain point?**

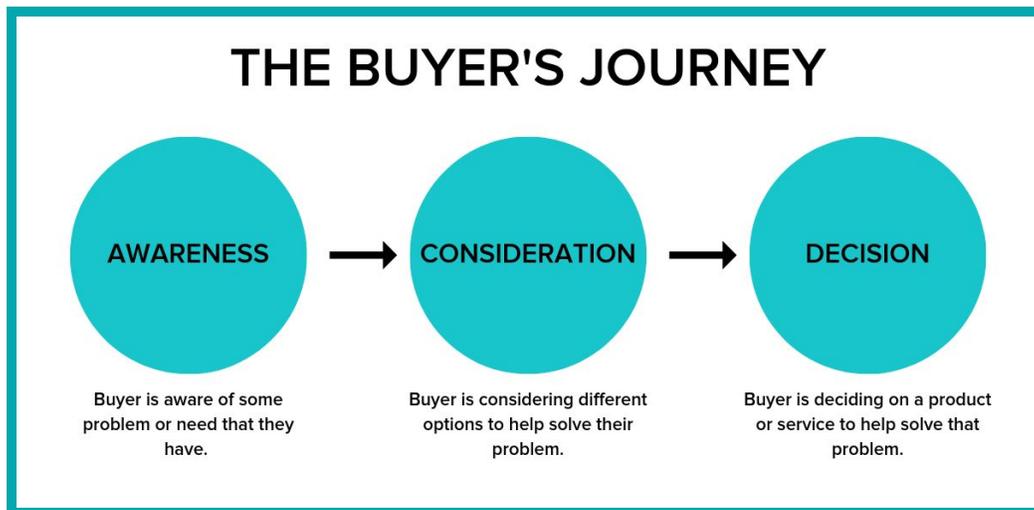
- How are you different from your competitors in a way that benefits your target audience? What differentiates you from other companies that are doing similar things?**



• STEP 2: DEFINE YOUR BUSINESS GOALS •

Before you even start thinking about your video, it's important to clearly define your business goals for the video. You should pick one specific goal that helps to move your audience through the buyer's journey.

The **buyer's journey** is the journey that a buyer goes through leading up to a purchase. Throughout the buyer's journey, a buyer becomes aware of, considers, and decides whether or not to pay for a specific product or service.



As a marketer, your job is to guide buyers through this journey by building awareness, generating leads, and converting those leads into paying customers.

YOUR TURN

Your goal for your video should be targeted towards one of the stages of the buyer's journey and should help move the buyer to the next stage. Use the space below to outline your goal.

- Which stage of the buyer's journey will you use your video to address?**

- Write your primary goal (i.e. sign users up for a trial):**

- Write your metric for success (i.e. trial sign-ups):**

- Write your Call-to-Action (i.e. what you want your customers to do after watching your video):**



• STEP 3: CHOOSE YOUR DISTRIBUTION CHANNEL(S) •

Now that you've defined your business goals, it's time to figure out how you'll actually distribute and share your video. The distribution channels that you select could impact the story and message you want to communicate through your video.

So, what is a distribution channel? In this case, a distribution channel is where you'll publish your video content. This can include posting your video to social platforms like Facebook and Instagram, but it can also include sharing the video on your website, linking to it in an email, or embedding it in a blog post.

How do you select distribution channels? The key is to share your content on platforms that your target customer already visits naturally. For example, if you're looking to market to an older, professional audience, you might consider sharing your video on LinkedIn rather than Snapchat. Another important consideration is your company's social presence and following. For example, if you have a large following on Twitter but a smaller audience on Instagram, it would probably make more sense to share your video on Twitter instead of Instagram.

What platforms do you think your audience gravitates towards?

What platforms might serve as effective distribution channels for you video?

YOUR TURN

Use the table below to plan out how you'll distribute your video and format it to meet the needs of different platforms. You'll want to consider how you might be able to repackage your video for different platforms.

PLATFORM	VIDEO FORMAT(S) NEEDED



• STEP 4: CHOOSE WHAT TYPE OF VIDEO TO CREATE •

Determining where in the buyer's journey you'll want to target customers will help you to figure out what type of video to create. Type refers to the format of the video, which can range from an interview format to a how-to video and anything in-between.

- If you're targeting customers in the **awareness stage**, you'll want to optimize your video for discoverability and consider what your customers are searching for that's related to your product. Be sure to keep in mind that your audience might not even know your company exists at this stage!
- If you're targeting customers in the **consideration stage**, you'll want to address your customer's pain point and demonstrate how your product or service can help to solve that pain point.
- If you're targeting customers in the **decision stage**, you'll want to convince your customer to pay for your product or service.

AWARENESS STAGE	CONSIDERATION STAGE	DECISION STAGE
Goal: Introduce yourself to your target customer	Goal: Show customers how you'll solve their pain point	Goal: Convince your customer to buy your product or service
Try: Short ads, influencer content, industry expert series	Try: How-to videos, explainer videos, webinars	Try: FAQ videos, testimonials, sales videos, company culture videos

YOUR TURN

Use the prompt below to figure out which stage of the buyer's journey you want to address and what type of video you'll create to do so.

- ❑ **Given the goal and stage of buyer's journey you identified above, what type of video will you create?**



• STEP 5: CHOOSE YOUR PRODUCTION STYLE •

Now that you know what type of video you'll create, it's time to figure out what production style you want to use. Production style is how you execute the format you selected — it refers to the types of visuals you'll use in your video to help convey your message. Three common production styles are outlined below.

PRODUCTION STYLE #1: SCREEN RECORDING

Screen recording is useful when you want to illustrate a step-by-step process. It tends to work best for product tutorials. Consider using [QuickTime](#) or [Screenflow](#).

PRODUCTION STYLE #2: LIVE ACTION VIDEO

Live action videos work best when you want to highlight a person, event, or environment. If you choose this production style, use what you already have, opt for a DIY setup, and use natural light. You can shoot high quality video with an iPhone or Android device, but consider investing in an external microphone to capture clean audio. Renee recommends the [Rode Video Mic](#) for this purpose.

PRODUCTION STYLE #3: ANIMATION OR GRAPHICS

Animation encompasses many different types of styles, including animated infographics. Choosing to create an animated infographic is a great way to repurpose content that you might already have and turn that content into a video.

Keep in mind that you can blend different production styles by adding animation to a live action video or screen recording.

YOUR TURN

Use the space below to figure out which production style best suits your needs.

Which production style works well with the equipment you already have?

Which production style (or combination of styles) will you use in your video?



• STEP 6: CREATE YOUR SCRIPT & STORYBOARD •

Scripting and storyboarding your video ahead of time will make the production process infinitely easier. Use the template below to create to plan out the major beats of your video.

	VOICEOVER Script out what viewers will hear.	VISUAL Loosely plan out what viewers will see.
PROBLEM What is the pain point you're trying to address for your target audience?		
SOLUTION How can you solve that pain point to help your audience achieve their goals?		



DIFFERENTIATOR

How are you different from your competitors in a way that benefits your target audience?

CALL TO ACTION

What do you want your audience to do after watching your video?



• STEP 7: PREPARE TO SHARE YOUR VIDEO •

You're almost there! In this step, you'll consider how to package your video to make it as enticing to your audience as possible. To do this, you'll create a compelling thumbnail image, title, and description for your video. These three elements should work in tandem to convince the audience to watch your video and communicate the value that your audience will get from watching the video.

The table below contains best practices to guide you as you create these elements.

THUMBNAIL	TITLE	DESCRIPTION
<ul style="list-style-type: none">• Plan to use the first frame of your video as the thumbnail• If you have a person in your video, include an image of them on the thumbnail• Use contrasting colors to make your image stand out• Make text clear and large enough to be read on mobile devices	<ul style="list-style-type: none">• Include searchable keywords in your title• Prioritize being clear and concise over being clever or witty• Lead with the results someone might get after watching your video (refer back to the primary goal you outlined in Step 2 for help)	<ul style="list-style-type: none">• Include relevant keywords• Emphasize the value and results of the video• Identify any people in the video and communicate why your audience should care about them

YOUR TURN

Use the prompts below to cement your thumbnail, title, and description.

Describe your thumbnail image:

Brainstorm potential titles for your video:

Draft your video description:



• STEP 8: MEASURE THE SUCCESS OF YOUR VIDEO •

After you've published your video, track and measure its success so you can continue to hone your video marketing strategy. Refer back to your goals to figure out the best way to measure the performance of your video. For example, if your goal was to get people to sign up for a trial of your product, then the number of people who signed up for a trial of your product is a more important metric to track than the number of views the video received.

Refer back to Step 2. What was your primary goal for your video?

How do you plan to measure progress towards that goal?

OPTIMIZING PERFORMANCE

If your video is not performing as well as you hoped, take a moment to conduct an audit of your video strategy and materials by working through the questions below.

Questions to consider if your video is underperforming:

- Does your video deliver on its promise?
- Is the thumbnail engaging?
- Are the title, thumbnail, and description consistent?
- Are the title, thumbnail, and description consistent?
- Where are people dropping off in your video?
- Does the video truly execute your strategy?
- How else can you incorporate your video into other marketing efforts?

Taking time to really work through these questions will help you figure out what works, what doesn't, and how you can refine and improve your process for next time!

