

19

Video marketing

In this chapter, you will learn:

- » Why video marketing is such a powerful, versatile and effective marketing channel online
- » How successful online videos are produced, step-by-step
- » Paid, earned and owned methods of promoting your online video.

19.1 Introduction

Video offers an extremely rich, engaging and stimulating experience for viewers. With the increased availability of bandwidth and improvements in video technology, people have started watching and sharing videos on a scale never seen before. From music videos to funny clips of animals to reviews, how-tos, exciting commercials and movie trailers, users are turning to video for entertainment, information and education.

According to HubSpot (2016), the most popular forms of online video content are:

- Comedy (39% of users)
- Music (31%)
- News (33%).

In September 2017, Google was the world's largest desktop search engine, with a 91% global market share (Statcounter, 2017). Arguably the second largest search engine was YouTube, the popular video-sharing website (and third most visited website on the web). YouTube boasts over 1 billion unique users (YouTube, 2017). This indicates that users are turning to YouTube with precise, intent-driven behaviour, they're not just browsing randomly or waiting for a link to land in their inbox.

With more and more users using search engines to find video content, understanding how to create and optimise videos for search is an important part of any digital strategy.

Every day, about 1 billion hours of video are watched on YouTube, more than half of which come from mobile devices, while every minute, 400 hours of video are uploaded (Expanded Ramblings, 2017). Other social media sites are getting in on the video action as well. By the end of 2016, Facebook was responsible for more than 3.8 billion video views per day, though there is a little uncertainty about what counts as a video view. Videos uploaded directly to Facebook have ten times more reach than shared YouTube links (Mediakix, 2017; Adelle Studios, 2016).

The introduction of live video such as Facebook Live and Periscope has also changed the video game – users spend three times longer, in total, watching Facebook Live video than they do pre-recorded video (Hootsuite, 2017).

Videos can come from anyone and from anywhere. Small videos can experience massive global reach, as was the case with the popular Charlie Bit My Finger video, which had accumulated more than 854 million views as of October 2017.

Brands use video-sharing platforms to connect with their customers, who are increasingly interacting with brands by creating opinion videos, parodies and responses. Individuals have the power to market themselves, their ideas, who they are and what they do. Video content helps you connect with your audience, creating an experience and encouraging engagement.

19.2 Key terms and concepts

Term	Definition
Annotation	A comment or instruction usually added as text, on a YouTube video. A YouTube annotation may contain links directing users to other pages within YouTube or, if a brand is willing to pay, to outside websites. These have been phased out as of 2017 and replaced with video cards.
Captions	Text that appears over a video that labels a scene, identifies a location or person, or narrates dialogue onscreen. Captions can be either open or closed.
Embedding	Taking video from an online video provider and posting it elsewhere on the web.
Google AdWords	Google's search advertising program, which allows advertisers to display their adverts on relevant search results and across Google's content network.
Metadata	Information that can be entered about a web page and the elements on it to provide context and relevance information to search engines.
Search engine results page (SERP)	The actual results returned to the user based on a search query.
Thumbnail	The small, still image that is shown at the start of the video. This can be selected and can make a video more enticing.
Video cards	Calls to action that pop up during a video and entice certain actions from viewers. Replaced annotations in 2017.
Video search engine optimisation (VSEO)	Optimising videos for search engines, similar to the way in which one would optimise a website to rank higher on the SERPs.
Video syndication	The process of distributing and getting search coverage for videos
Views	The number of times a video has been seen. Multiple views can come from one user.
Viral video	A video that becomes immensely popular, leading to its spread through word of mouth on the Internet via email, sharing on social networks and other hosting websites.
Vlogger	Video blogger. A person who produces regular web videos about a chosen topic on a video-enabled blog.

Table 1.

19.3 Video content strategy

Videos are powerful because they can have a strong emotional effect on viewers. It's no secret that funny, shocking, amazing and inspirational videos do particularly well online. Video is the ideal tool for experiential marketing giving viewers the chance to experience something alongside the onscreen actors and to consider how they would feel or act in that situation. It also helps to show off a brand's personality, tone and communication style.

Video content is a necessary part of the digital marketing mix. Dr James McQuivey famously exaggerated that, "Video is worth 1.8 million words" but exaggeration or not, video is more engaging than any other form of content.

- Video on social media generates 1 200% more shares than text and images combined (WordStream, 2017).
- Companies using video have 41% more web traffic from search and video can cause a 157% increase in organic traffic from search engines (Brightcove, 2016).
- Video on a landing page can increase conversions by 80% or more. (Wordstream, 2017).
- Businesses using video grow revenue 49% faster year-on-year than those that don't use it (WordStream, 2017).
- 59% of company decision makers prefer to watch a video than read an article about a product (Forbes, 2017).

Many people are still under the misconception that online videos are expensive and difficult to produce. That's not necessarily the case. While the most popular videos are professionally produced - for example, the Despacito music video has accrued around 4 billion views - the many millions of successful home video bloggers (vloggers) and marketers prove that low-cost videos can still make an impact.

Unlike content made for TV, web video content can be filmed at a much lower cost and quality, using readily available home video equipment. Affordable high-quality cameras have made quality content production a reality for everyone. Viewers don't necessarily expect a super-slick offering (though even this is possible with some basic video editing software). To get started with making video marketing content, you will need:

A camera: Depending on what you can afford, this can range from a simple webcam or your mobile phone's camera to a (top-of-the-line) professional camera, though there are many excellent mid-range options available at a low price.

A microphone: While some cameras have a built-in microphone, its worthwhile investing in a proper mic to ensure that you capture better sound quality as built-in microphones tend to catch a lot of background noise at the expense of the main audio.

Video editing software: You will need a software package to cut, edit and finish your video; there are a wide range of options, including free built-in software (Movie Maker for Windows and iMovie for Mac) and professional video editing suites (such as Final Cut Pro or Adobe After Effects), which can be more costly. YouTube also offers an online video editing tool and you can take a look at some of the available apps like Filmmaker Pro, ProMovie Recorder and Adobe Premiere Clip.

NOTE

There are many useful, free resources and tutorials on creating videos online, www.wikihow.com is a good place to start looking.

19.3.1 Video content versus video ads

Video marketing covers two approaches.

1. Video content: These are videos made to entertain, inform, share updates or otherwise enlighten or delight the viewer. Much like syndicated articles or blog posts, these are usually not directly promotional, but instead provide shareable content that gives value to the viewer. Some examples of video content include:

- How-to guides, tutorials and explainer videos
- Conference talks
- Video presentations where video should be used to:
 - Inspire, move people and connect with them emotionally
 - Educate in a fun, informative and entertaining way
 - Reveal the unexpected
- Valuable industry updates
- Educational lectures
- Product reviews and advice
- Entertainment.

2. Video ads: These are simply adverts that are filmed and formatted for online use. These can be existing TV commercials that are shared online, or custom ads made specifically for the web. Statistics about video consumption make a compelling argument for the latter over the former. We'll cover a range of options for posting your video ads below, in the section on paid video promotion.

19.3.2 Is it possible to go viral?

The Holy Grail of video marketing and, in fact, any marketing on the web, is word of mouth - having a piece of content 'go viral'. This means that the content spreads from person to person through the web at a very high rate, attracting an exponentially growing audience as it gains popularity. The key to this viral effect is social media, where each user is connected to a wide network of others and can easily share content with their friends. Because this is a trusted social referral, it's more likely that they will view and share it themselves, if it's good enough.

NOTE

Think about it now, if your company or brand wanted to create content videos, what format and approach would you use?



Figure 1. A screenshot of the most popular *Will It Blend* video on YouTube indicating the number of times it has been viewed.

Nobody quite knows the secret recipe for getting content to go viral and, quite possibly, there isn't one; the sheer variety and scope of viral videos shows that almost anything might catch the interest of the Internet on the right day. This means that it's very difficult to craft a video in order to make it go viral. Instead, focus on making great content that you and your audience will love and that speaks to their wants and needs and then, if you're lucky and your stars align just right, your video might go viral.

- **Address a currently trending topic.** Find something that users are already excited about or interested in and see how you can contribute meaningfully to the conversation. For example, make your own edited version of a viral video.
- **Make it enticing.** Craft the video's description, title and thumbnail so that they draw attention.
- **Make it remarkable.** Whether it's funny, astonishing, scary, shocking or informational, your content has to have value for your viewers and it has to give them social capital for spreading it.
- **Make it unique.** The Internet loves new, fresh, crazy ideas so don't rehash somebody else's success or stick to a formula. Be truly creative and inventive.
- **Make it shareable.** Include the tools and incentives to make your video easy to share; consider social media chiclets, video cards, encouraging comments and more.
- **Make it short.** With very few exceptions, successful viral videos tend to be short, impactful clips. Users have short attention spans. You lose around 30% of your audience in the first two minutes, with a sharp drop off between 2 and 6 minutes, so make sure you get the message across quickly (Wistia, 2016).

19.4 Video production, step-by-step

Creating video content for the web can be easy and cost effective but it will always involve a lot of research, thought and planning before you even get started with filming. Consider the following process:

19.4.1 Identifying your audience

As always, you first need to identify the audience for whom you are creating this video content. What are their wants and needs? What video content are they already consuming? Where are they consuming it? How can you engage their attention, provide something valuable that fits the platform and promote your brand at the same time? Some solid market research will reveal the answers to these questions.

19.4.2 Planning and concept

Now you need to come up with the core concept for the video, which will be dictated by what will resonate with your target audience. Will it be a once-off clip or part of an ongoing series? What marketing message do you hope to convey? Decide on the best style and tone in which to convey this. What kind of story do you want to tell? Remember, storytelling is central to a good video, whether it covers B2B or B2C content.

Once you have decided these aspects, it's time to start planning your actual video shoot. You will need to write a script, or at least prepare a breakdown of what the video should include and schedule the shoot. Consider the venue, crew required, actors and any other props or elements you will need. How long this takes will depend on the complexity of the video you're planning and your budget.

19.4.3 Producing the video

Now it's time to get filming! Once you have all the footage and audio, edit it together, add any special effects and other elements and save it as the final video.

19.4.4 Choosing and uploading to platform

Once you have the video, you need to decide where it will be uploaded to. There are two options for making your video content available online. These are not mutually exclusive and there are techniques for both to ensure the best distribution and search coverage for your video. For example, you could be embedding videos posted elsewhere on your site or on social media, which is where a massive amount of video is being consumed.

Online video can be hosted on your own site, or it can be posted to one or many video distribution channels. If you post your video somewhere such as YouTube or Vimeo, it is then easy to embed it into your website as well.

The main advantage of posting a video to a third-party site is the opportunity to quickly exploit an already existing audience. These websites also usually have a built-in social and viral media aspect to their user experience. Video-sharing sites tend to have simplified algorithms which are easier to take advantage of, leading to more rapid universal search exposure.

Many third-party video hosting options exist. Short-form videos like Vine, Instagram and Snapchat have emerged to challenge existing heavyweights like YouTube (www.youtube.com) and, increasingly, Facebook. It is difficult to know whether Facebook

NOTE

For some helpful pointers and advice on producing your video, take a look at the Vimeo School: [vimeo.com/videoschool](http://www.vimeo.com/videoschool)

or YouTube receives more daily views because on YouTube, a view is longer than 30 seconds, while on Facebook a view is counted after three seconds. However, Facebook claims that users watch around 100 million hours of video every day, compared to YouTube's claims of around 300 million hours a day (arguably up to 500 million by November 2016) (Moz, 2016).

Evan James from Socialbakers suggests that the key to deciding where to distribute your content is "[t]o understand what content works on which platform – how it works – and to build your strategy around using each network to its fullest potential" (HubSpot, 2015). In other words, rather than placing your videos on the platform with the most views, you need to find out where your audience is consuming video, whichever platform that may be, make videos for those specific platforms and post them appropriately.

Many channels allow you to add a logo, branded elements, a brand description and links to your other web properties. This means you can customise the page as you see fit. Channels also have a range of analytical features for measuring video engagement and, as an added bonus, they work well on mobile devices, too. Using YouTube can help you gain many benefits in ranking well on the world's most popular search engine, Google.

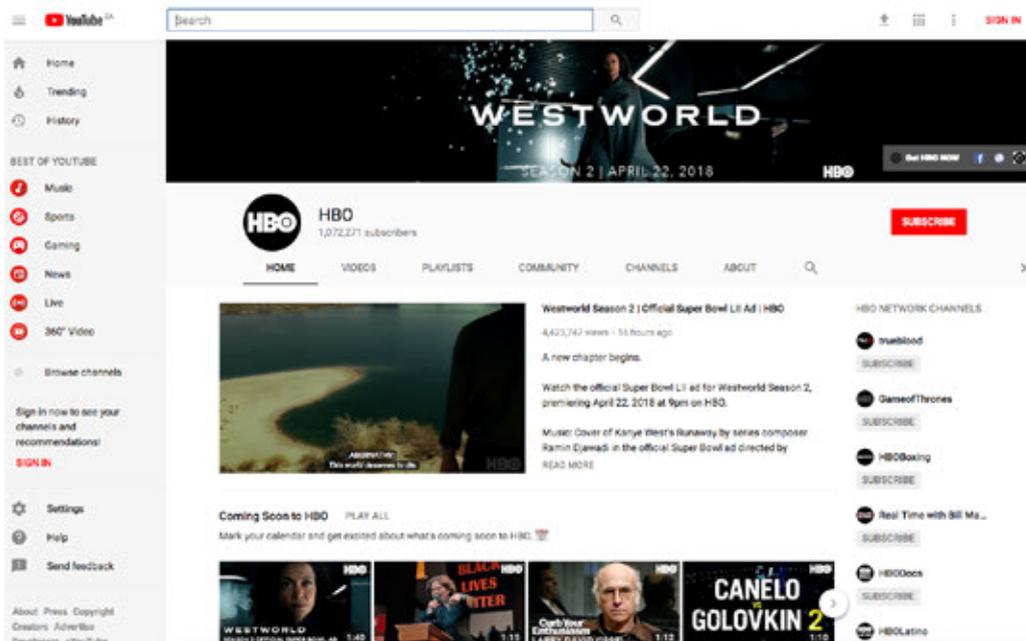


Figure 2. The HBO channel on YouTube showing strong branding.

Other good options for video hosting include:

- Vimeo (www.vimeo.com)
- Metacafe (www.metacafe.com)
- Dailymotion (www.dailymotion.com).

If your video is hosted on your own website, the obvious advantage is that you have control over the whole website and environment in which it is hosted, from the look and feel to on-page text, metadata and user experience. When it comes to advertising and related content, you control both and you decide how to monetise it. Traffic and links go directly to your website and can therefore be integral to a longer-term search strategy. However, consider embedding your videos from your account on your chosen video-sharing site. Not only does this allow you to cross-pollinate content, but you will also gain more views via more points of entry.

19.4.5 Optimising

At this point, you need to optimise your video for easy discovery on the web. Most searching on the web is keyword based. Users type keywords relevant to their query into a search box and the results of the search should list content that matches the keywords. Whether you are using a search box on a website, on YouTube, or Google, this outlines the very basic way in which we expect the search function to work.

The search engine tries to match your keywords to the content it has indexed and tries to determine how to rank the results so that you get the most relevant content at the top of your search results page.

This is all covered in detail in the **Search engine optimisation (SEO)** chapter. Optimising video for search involves understanding the basics of SEO, as well as the particular challenges and tactics of optimising video content.

Search engines rely on being able to use text in the content to determine what it is about and other indicators to determine how relevant that content is. When it comes to web pages, search engines can 'read' the text on the page to determine what the page is about and can measure the links coming in to determine how relevant the page is. When it comes to video, the search engine cannot 'watch' or 'read' the video in the same way that a human can; although there are technological solutions that are starting to make this possible. Instead, it must rely on other text on the page, as well as the metadata added, to determine what the video is about. The search engine also needs to look for ways to measure relevance.

Marketers and website owners now need to optimise all their various forms of content, be their text pages, images or videos, in order to achieve better rankings. Video search engine optimisation (VSEO) involves the use of basic SEO foundations and additional creative optimisation methods to ensure that online video content appears higher up on the SERPs.

NOTE

YouTube Analytics lets you see where users are viewing your videos. This can give you insight into your most effective video-sharing channels.

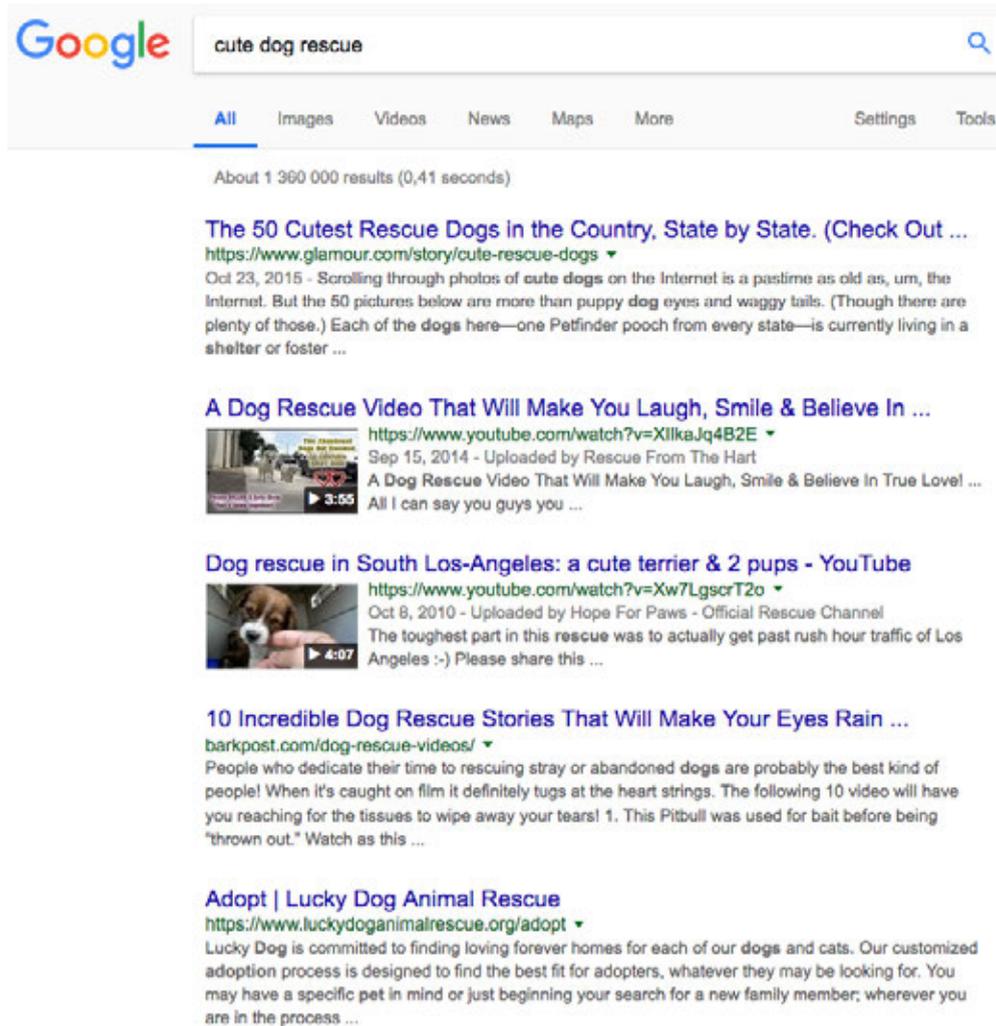


Figure 3. A search result for the words “cute dog rescue” brings up videos as well as ads, articles and org sites.

Optimising video for video-sharing sites such as YouTube means that you will appear not only in search results on the video-sharing site, but also on SERPs such as Google. While each video-sharing site will use its own algorithm, the guidelines below can be considered best practice across most of the video-sharing sites.

1. Video title is very important.

Video title is one of the first things a user sees when clicking through to a video and is used first and foremost by the video search engines to determine the relevance of your video to the search query. Your most important keywords should appear in the first three words of the title. Longer, descriptive titles are better than short, concise and obscure ones.

Case Study: No Kid Hungry Teams with Maroon PR to End Childhood Hunger

from Maroon PR #96 17 hours ago



Figure 4. Video title on Vimeo.

2. Use informative, long descriptions.

Descriptions will contain key terms that search engines should be looking for to determine what the video is about. Use your most important keywords here! You can include as much information as possible, but put the most important information in the first 25 characters. You can include a link in your description, enabling you to direct users to other content that you have.

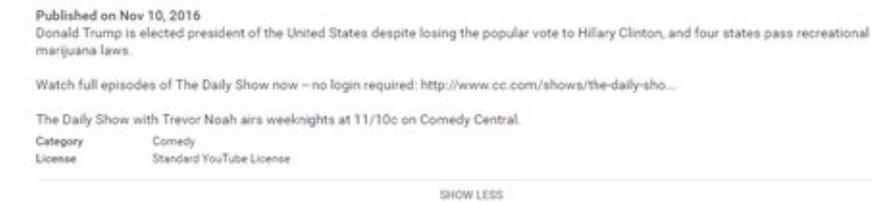


Figure 5. Video description on YouTube.

3. Use the tags to input several keywords.

Put your most important keywords first. You can also capitalise on popular search terms and piggyback on popular or topical phrases. The video hosting site will use your tags to help categorise your video. YouTube has also introduced hashtags to make searching easier; some other platforms already use these. Ensure that tags and hashtags are relevant to your video and utilise terms from the same category.

YouTube Suggest and Google Suggest are useful tools for generating ideas. You can view the tags other users use on YouTube to get some ideas by choosing 'view page source' from your browser's menu and doing a search for 'keywords'.

```
<meta name="keywords" content="Movies, film, foreign languages,
```

Figure 6. Video tags in HTML source code.

4. Encourage comments, subscriptions, ratings, embedding and sharing.

Get users to engage with your video in any way you can and don't forget to respond to relevant comments. It's critical that your budding community feels that they matter and that you are taking them seriously. This is a key point to remember if you want to create a thriving community. Engagement is a massive factor in search engine rankings, so it is very important to focus on content; strong optimisation is no substitute for weak content.

NOTE

If you are creating a video series, use a standard naming structure for the title to make all videos easier to find.

To incite discussion, consider posting a comment as soon as you have uploaded a video, or adding a video card to encourage feedback. Pose a provocative question to spark discussion and lead the conversation. The absolute key to success in the social media space is engagement.

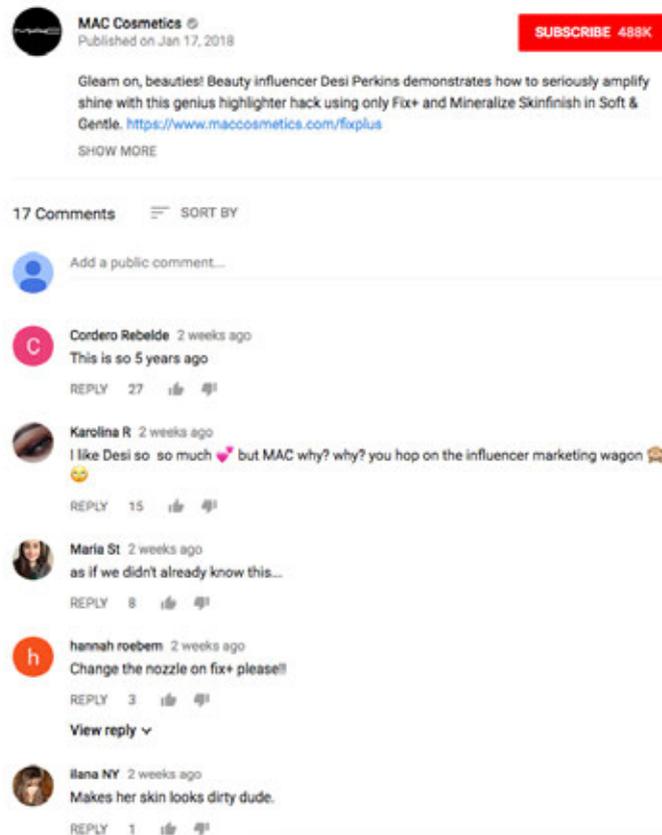


Figure 7. YouTube comments showing engagement with the brand.

5. Optimise the thumbnail.



Figure 8. Three thumbnail choices for YouTube videos – note the clear branding and/or use of people to draw attention.

Consider adding an enticing thumbnail frame. YouTube allows you to choose any moment in the video to be the thumbnail. Many other video platforms also give you this opportunity. Simply optimising the thumbnail image can encourage increased clickthroughs and views, which helps to increase search visibility.

6. Use video cards and end screens

Use video cards to link to and from other video properties. Cards allow you to add text boxes with clickable URLs which are crawled by the search engine spiders as well, at points of your choosing in your video. Cards in already popular and current videos can be used to drive traffic to new videos, although it should be standard practice to include them in a video as soon as it has been uploaded. It's also a great way to encourage viewers to subscribe to your YouTube channel.

The nature of YouTube is such that the number of views for pages on which videos are watched is always higher than channel views. However, if a paid search campaign is being run, the option to play clicked videos on the channel page exists. This is optimal as it could boost interactions with the branded channel header image, increase engagement with the playlist and raise the channel view stats.

A great way to use end screens is to link to some of your other videos at the end. This works similarly to 'articles you may like' at the end of a blog post. You can also use video cards to do this during the video.

7. Upload videos regularly

Upload videos regularly to ensure continuous channel activity and topical interest. Consider the nature of the brand and what you are trying to communicate to your viewers; you must decide how often videos are uploaded. But remember, the more videos you upload, the higher your channel will rank as a result of Google picking up on your fresh content. Think of it like a TV schedule. Let users know when your 'show' is on so they know when to come back.

It also helps to delete videos that are not successful. The amount of content you upload is also dependent on the service or product your brand offers and your video budget. It's a careful balance of not overloading your channel with useless media and keeping content fresh and engaging.

19.4.6 Promoting

We've covered promoting your video in detail in the next section. There are three ways you can promote your video using owned, earned and paid media channels.

19.4.7 Engaging the community

As we mentioned earlier, it's essential that you engage with your community to keep them coming back for more. Respond in a timely manner to any comments or questions and take feedback on your content into account when planning new videos. The audience won't stay hooked for long, after all, there are millions of new videos being added every day, so ensure that you engage with them to create a sense of community, the ability to relate to them and genuine interest.

19.4.8 Reporting

As with all digital marketing tactics, in video marketing it's essential to track and analyse data about your activities and then to optimise your strategy accordingly. When creating video content, use the various measurement options available to determine what you can do better going forward.

YouTube Analytics is a free tool that enables anyone with a YouTube account to view detailed statistics about the videos they upload to the site. You can see how often videos are viewed in different geographic regions, as well as how popular they are relative to all videos in that market over a given period of time.



Figure 9. YouTube Analytics.

You can also delve deeper into the lifecycle of videos, such as how long it takes for a video to become popular and what happens to video views as popularity peaks. YouTube even breaks down the specific second when users stop watching the video.

Using these metrics, you can increase your videos' view counts and improve popularity on the site. For example, you might learn that your videos are most popular on Wednesdays, that they have a huge following in Spain, or that new videos that play off previous content become more popular more quickly. If you see users dropping off halfway into the video, add a video card to mix things up. There are many creative ways to approach this.

With this information, you can concentrate on posting compelling, fresh content that appeals to selected target audiences and post these videos on days when you know these viewers are on the site. You could even go a step further and customise the video, dubbing it in Spanish, closed captions also support SEO efforts. The range of possibilities to customise and optimise your content is limited only by the brand's level of willingness.

Furthermore, you can access a breakdown of how viewers discovered a specific video, which can then be used to optimise the keywords, tags and descriptions of videos.

Facebook Analytics also gives you some information about your video's performance, though it tends to be less detailed.

19.5 Video promotion

There are four main ways in which users find content and video online:

1. A user knows what sort of video they are looking for and goes directly to a search engine to search for content. This relies on SEO or search advertising, if you decide to promote the content on Google.
2. A user follows recommendations from others, found through emailed links, social bookmarking and sharing services, or social media such as blogs, Twitter, Facebook and YouTube. This relies on social sharing.

3. Someone knows exactly what they are looking for and navigates to the appropriate URL directly. This relies on good branding and market awareness.
4. The user finds the video through paid advertisements and promotions. This relies on paid advertising.

19.5.1 Earned video promotion

We covered the general guidelines for optimising your video for search earlier in this chapter. Here are some specific considerations for YouTube search optimisation, as well as social sharing.

YouTube video search optimisation

YouTube, which is owned by Google, is still the dominant player in the video-sharing market despite increasing competition from social media sites. While we focus in this section on optimising for YouTube in particular, many of the same approaches apply to other video-sharing sites.

Once you've determined how users are already accessing your videos and where they appear in SERPs, you can use various techniques to improve your rankings. While YouTube, like Google, keeps its search algorithms a closely guarded trade secret, digital marketers can speculate and experiment to see what works and what doesn't.

Firstly, the following components are evaluated on a keyword and key phrase level by the search engine spiders:

- Titles
- Descriptions
- Tags
- Playlist additions
- Inbound links.

Additionally, YouTube defines relevance in accordance with the popularity of a given video as well as the interaction taking place around it. The following factors play a dominant role in the algorithm:

- Video views
- Channel views
- Ratings
- Comments
- Shares
- Embeds
- Subscribers
- Age of video.

Keeping YouTube content current and entertaining is vital if a video is very new. This will allow the video to engage with viewers. Remember, a new video growing in popularity (that is, views), will take preference in the SERP over an older video with more views.

Social sharing

You should initiate and encourage social sharing; ask your viewers to post your video on social networks, aggregators, social bookmarking sites and other channels. The more users share, the wider an audience you can potentially reach and the more likely your video is to go viral or, at least, spread far and wide. Social sharing and recommendations are also increasingly relevant ranking factors for search engines.

19.5.2 Paid video promotion

In the same way as with Google's search advertising, you can pay to have your video recommended on YouTube. You are able to bid on searches or popular videos, show pre-rolls on other videos and have your video content displayed alongside the search results of other videos.

Paid promotions on YouTube are a cost-effective and quick way to promote video content, especially if the content is topical. It's targeted and controlled. For InStream, you pay only when a user watches 30 seconds or more of your video, or, if your video is shorter than 30 seconds, you'll pay only if they finish watching the entire clip. For InSearch and InDisplay, you pay-per-click on your video. This is a great opportunity for brand awareness, coupled with a potentially lower cost.

However, some users find this form of advertising highly intrusive, particularly in markets where bandwidth is slow and expensive and it may take several seconds for the ad to load before it can be skipped. Some ad blockers block YouTube advertising.

Besides standard Display Ads, YouTube offers a wide variety of video ad types:

- **Overlay Ads:** These ads are only available on YouTube's desktop platform. They are 468 x 60 or 728 x 90 pixels and will appear in semi-transparent state over the lower 20% of the videos you choose to target. The ad can be text or images.
- **In-Search Ads:** These appear at the top of the search results page in YouTube, above the organic results and with a yellow "Ad" icon.
- **Discovery Ads:** These are thumbnail image ads that appear in the upper-right corner of the search and watch pages.
- **Sponsored Cards:** Cards that appear during your video to display relevant products featured in the video.
- **Bumper Ads:** Non-skippable ads up to 6 seconds long that must be watched before a video can be viewed.
- **Video Ads:** These ads appear at the start of, or during, regular YouTube videos. These ads can be skippable after the first five seconds – in which case the full video can be 60 seconds long – or non-skippable, in which case the full video can be 30 seconds long. With this format, brands can include a small banner ad next to the video for free. Be sure to check out the YouTube Trends dashboard (www.youtube.com/feed/trending) to stay on top of the most popular videos at any given time.

The video you use for these ads doesn't have to be an advert in itself, you could choose to promote some of your regular content too. Ensure that the key message appears in the first few seconds; to get viewers intrigued enough to keep watching.



Figure 10. YouTube advertising options.

19.5.3 Owned video promotion

If you are hosting your video content yourself, you can and should still optimise the content around it for best search opportunities. As with posted video, it's the text content on the page with the video that is so important.

Make sure that your page title is descriptive, as well as the video title and the video file name. The text on the page with the video is important, so optimise it to reflect the content of the video. You can also use speech-to-text software such as Blinkx or Spinvox to transcribe the video. The text can then be used in the video metadata.

Use social media sharing chiclets to make it easy for visitors to share the video on their social networks, aggregators and blogs. If you have a Facebook page, post it there or upload it natively to Facebook. If you have a Twitter account, tweet about it! Don't forget to drive website visitors to your video content. put a link or strong call to action on your home page or main landing pages, to encourage visitors to view and engage with your videos.

19.6 Facebook Video

While this chapter focuses on YouTube as the biggest video-only network, it faces a rising rival in Facebook. Although Facebook is a social network, it was boasting more than 100 million hours of video consumption per day back in 2016.

Facebook and YouTube are very different. People on Facebook don't have the same kind of intention when they come across a video as people who deliberately search YouTube might. Facebook videos also disappear from the feed comparatively quickly, while YouTube videos remain easily findable. For marketers, possibly the most

important difference is what counts as a view – on YouTube, 30 seconds counts; on Facebook, only 3 seconds is registered as a view – and given that Facebook often autoplays videos, this can be reached before a viewer even notices the video in their feed.

Your approach to videos on Facebook can't be the same as YouTube. Some tips for Facebook Video:

- Videos need to be short (under 60 seconds). Facebook users want a distraction and they're more likely to like and share shorter videos – which results in increased newsfeed exposure.
- Facebook users have short attention spans. You have 4 seconds to catch their attention and keep it. Make the first 4 seconds of your video count!
- Play around with Facebook's various video options – Live, 360 and even 360 Live. Live video gets considerably more engagement than pre-recorded.
- Let your viewer know what to expect in the post to entice them to click.
- Include a call to action – early on.
- As always, thumbnails matter – choose carefully.
- Most videos on Facebook are watched without sound – keep that in mind and include closed captions (BufferSocial, 2017).

Remember, relevance is key for Facebook videos, so make good use of the Facebook targeting options (discussed in the Social Media chapters) to make sure your video reaches exactly the right people.

Don't forget that Facebook allows you to create video ads. It is one of the options on Facebook Ads Manager. Facebook also allows you to create short mid-roll ads that play in the middle of another video. The viewer must finish these before they can continue with the video.

19.7 Advantages and challenges

Posting regular video content shouldn't result in any push back, provided it is done in a focused, engaging way. Videos are great for engaging viewers and growing your social media community. However, 62% of consumers are more likely to have a negative perception of a brand that published a video they considered poor quality (Adelie Studios, 2016), so that focus and engagement are important.

By studying analytics, platform insights and comments, you can see which videos on your channel are providing users with what they're looking for. You can then choose to advertise your best videos with the various formats YouTube and Google have on offer and optimise future videos using this information.

Starting out with video production can be a bit challenging as you learn the ropes of what makes a viewable, entertaining video. It can also be difficult to come up with constantly new and interesting ideas, but this will become easier with time. Optimising video can also take a while to show results (as with normal SEO).

19.8 Measuring Success

The number of views you get is an important factor in getting ranked or featured on YouTube and, by pushing your best content through the paid medium, you can get

the ball rolling and significantly increase your chances of picking up organic traction (both within YouTube and Google's universal SERPs).

Number of views is far from the only important metric; you will also want to track:

- Average view time
- Conversion assists
- Clickthrough rate on the CTA
- Viewer engagement
- Drop off points (where the viewer stops watching).

All of these and more will help tell you whether your video is successful as well as where you can make changes to maintain viewer engagement.

Here is a handy guide from Buffer on Video Metrics (BufferSocial, 2017b).



Figure 11. Video metrics across various popular platforms.

19.9 Tools of the trade

A wide range of tools are at your disposal to help with your video marketing efforts. Most of these are listed in the chapter already, so look at the relevant sections for pointers on what to use.

YouTube is the king of video content marketing and offers a full suite of tools from video hosting and optimisation to paid advertising, analytics and social promotion. AdWords for Video (adwords.google.com/video/SignupFlow) is a feature of Google's AdWords PPC tool that allows you to link your existing Google paid advertising account to your YouTube channel and manage all your YouTube advertising from a single interface.

TubeMogul (www.tubemogul.com) is a video advertising tool that lets you buy paid video placements across the web. It simplifies the process of placing and paying for video adverts.

Feed (feedcompany.com) is a video seeding tool, a very handy thing to have if you host your videos on a variety of video platforms. Video seeders allow you to upload the video once and then automatically upload that video to all of your chosen profiles and platforms for you.

Brightcove (www.brightcove.com) is a leading video hosting and publishing platform. Brightcove Video Cloud gives you everything you need to deliver professional quality video to audiences on every screen.

19.10 Case study – Nike Chicago Cubs Someday

19.10.1 One-line summary

Nike created a video celebration of the Chicago Cubs' first World Series win since 1908.

19.10.2 The challenge

The Chicago Cubs hadn't won a World Series in 107 years, so their win in 2016 offered brands a chance to show their support and win customer goodwill. Nike wanted to get in on this historic occasion.

19.10.3 The solution

Nike spent all week rallying Chicago with a "Make Someday Today" campaign that included billboards, social media and more. On the night of the game, Nike purchased the first ad slot after the game and used it to air their video ad about a boy dreaming of winning the World Series.

They uploaded the video to YouTube. Because the branding in the video is subtle (mostly product placement on the boy's shoes and gloves), the video is not overtly promotional and thus more likely to appeal to online viewers. This makes it one of the rare examples of a TV spot that works just as well online. They followed some important best practice principles when creating this video:

- Producing great video content with a focus on value for the consumer rather than for the brand
- Effective targeting
- Relevance. It was timed well and was emotionally relevant to their target audience
- Engaging with users on social media to drive traffic to the video and sharing the video itself on social media as well
- Effective research to understand what would appeal to their target market.

19.10.4 The results

The video gained 1.5 million views within a week. It also gained a huge amount of earned media via sports coverage, news articles mentioning the video and social media shares, all of which were incredibly positive.

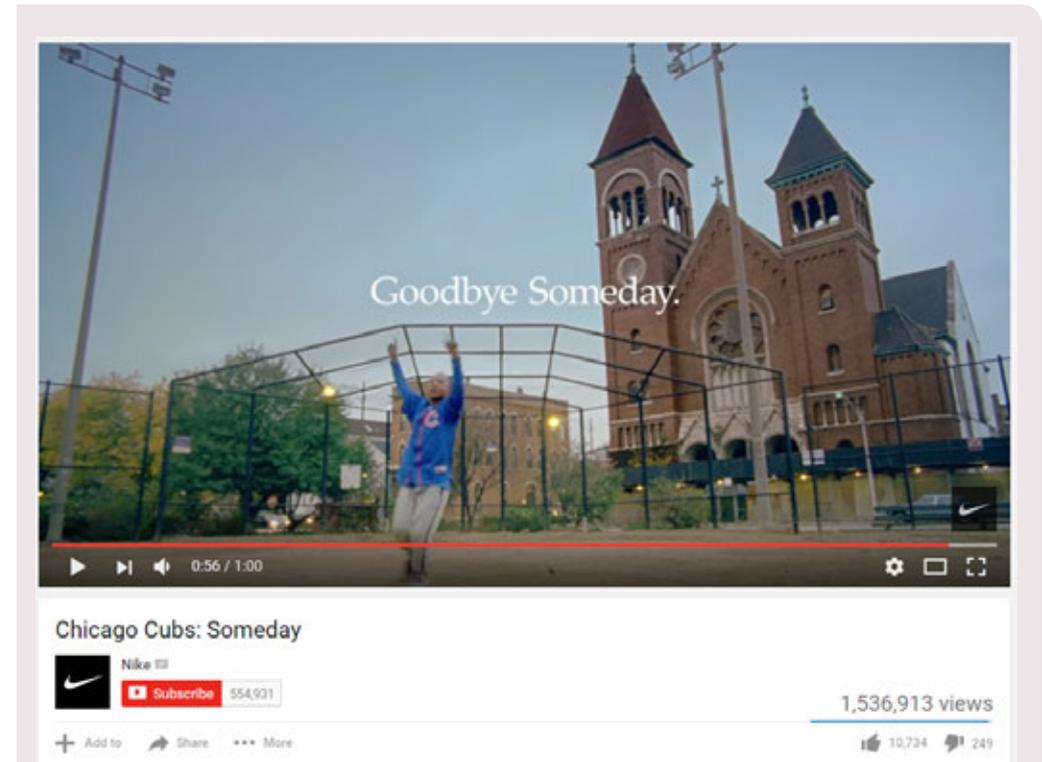


Figure 12. The Nike Someday ad, showing subtle branding and good use of annotations (the Nike swoosh) to include a call to action.

19.11 The bigger picture

Video marketing can form the cornerstone of a great content marketing strategy, linking closely with the other content that you create to engage and provide value to your customers. Videos can also be added to marketing messages such as email newsletters to improve engagement.

Because search engines serve a range of media types on their results pages, video content plays an important role in search engine optimisation. Not only can optimising videos for search increase your search engine ranking, but data show that it increases clickthrough rate from the search engine results pages and that these visits are longer and more engaged than other search visits and more likely to result in conversions. Social media provides a great tool for spreading your video and video content can be a strong driver for users to join your social media platforms. Make sure that you provide users with great value.

19.12 Summary

Video has become an integral part of the online world. The potential for exposure, as well as interaction, is massive and brands that fail to capitalise on this risk being left behind as competitors build thriving communities.

As with most content, it is up to the brand to decide how to represent its video content. Videos can be hosted on popular video-sharing websites to capitalise on already existing audiences and developed interfaces, or on bespoke websites that allow for free reign in customisation. Brands should then aim to optimise their videos on the chosen platforms to increase their visibility on search engines.

Creating a healthy community is also important in increasing exposure. Very rarely, if ever, does an audience come to video content without input from the creators. On top of optimising for search and other tweaks, brands should upload content regularly or risk losing any ground gained. Social media should also be considered as its platforms allow for the sharing of content, as well as commentary. Overall, brands should be aware that there is no quick fix for video. It requires planning and investment as well as long-term commitment to creating brand advocates.

19.13 Case study questions

1. When producing video content, what key points do you need to keep in mind?
2. How did Nike use best practices when creating their video?
3. How did online and offline channels work together to contribute to the success of this video?

19.14 Chapter questions

1. Why should commenting on videos be encouraged?
2. What sort of personalisation would self-hosting of a video allow?
3. How do you feel social media affects video marketing?
4. What possible obstacles could a brand face when seeding a viral video?

19.15 Further reading

tubularinsights.com – Regularly posts updates and developments in the world of online video.

youtube.googleblog.com – YouTube's official blog. If there are announcements likely to affect a YouTube user, this is where you'll find them first.

mashable.com/category/online-video – Insightful and current articles on online video trends.

vimeo.com/channels/staffpicks – Curated Vimeo videos picked by staff members – some great creative inspiration.

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