

A professional video camera with a microphone and various cables attached, set against a blurred background. The camera is the central focus, with its lens and various attachments clearly visible. The background is a soft, out-of-focus scene, possibly an outdoor setting with a person's face partially visible in the upper right corner. The overall color palette is dominated by blues and oranges, with the camera being a dark, muted color.

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# WHY MAKE VIDEO A PART OF **YOUR CONTENT STRATEGY?**

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## INTRODUCTION

As a commercial enterprise that knows and appreciates the difference between traditional and content marketing, you enjoy an edge over companies that don't.

- **Traditional marketing** is outbound. It interrupts consumers. Unsolicited, such marketing seeks to grab as many potential customers' attention as possible, at times and places the advertiser chooses.
- **Content marketing** is inbound. Consumers choose to seek it out and pay attention to it because it solves their problems, gives valuable information, entertains them or otherwise benefits them. by what other websites say about your site. This can take time to improve.

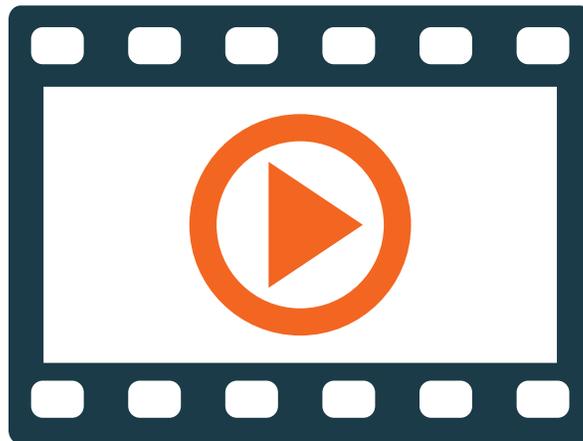
Robert Rose and Joe Pulizzi explain that content marketing “is humans being helpful to each other, sharing valuable pieces of content that enrich the community and position the business as a leader in the field. It is... focused on helping customers to discover (on their own) that your product or service is the one that will scratch their itch.”

More businesses like yours are realizing that a content strategy designed to meet consumers on their terms, reflecting their experience and answering their questions, can pay great dividends in brand awareness, lead generation, sales, and customer loyalty to and enthusiasm for the brand.

Blogs, ebooks, podcasts, case studies, slideshows, interviews, quizzes and surveys—you likely use several of these content types to reach and relate to present and potential customers. But if video isn't part of your content blend, your business may not be realizing content's full potential.

## WHY VIDEO?

As a communications medium, video is relatively young. Online video is especially so. YouTube seems so omnipresent today, it's hard to believe the site only went live in 2005. And how many people thought, back in the dial-up modem dark ages, that a decade later we'd have the ability to stream entire seasons of TV series to our devices? (How much time did you spend sitting at your computer in 1998 waiting for the Star Wars: Episode I QuickTime trailer to load?)



Now that online video is here, it's here to stay. Its power to engage and influence makes it one of the most important tools anyone with a product to sell or a story to tell, or both, can use. More and more, today's marketers are turning to video to help attract leads, raise brand awareness, nurture relationships with customers, and increase the bottom line.

As you'll read about in this resource, video can bring real, measurable and meaningful results in all these areas. So whether you're wondering if video marketing makes sense for your business or are seeking to convince other stakeholders that it does, this paper makes the case that online video must play a part — and a significant one — in your content strategy as you face the early 21st century's marketplace.

## 5 KEY REASONS FOR VIDEO CONTENT

### 1. VIDEO IS EVERYWHERE ONLINE

Whether on dedicated platforms (such as YouTube, DailyMotion or Vimeo), streaming services (like Netflix, Amazon or Hulu) or social media (including Facebook, Twitter, Snapchat and Instagram), online video has established itself, for 147 million Americans, as a routine and welcome medium for news, information, entertainment and commerce.

One-third of all internet activity now involves watching video. Fully three-quarters of internet users have seen a video online in the past month. In fact, the average person is exposed to just over 32 online videos every month.

While this volume of video seems overwhelming, 80% of internet users recall watching a video advertisement in the last 30 days. This statistic proves online video marketing can break through and make an impact.

Experts say online video will remain ubiquitous. Cisco Systems anticipates consumer internet video traffic will rise from its 2014 level of 64% to greater than 80% by 2019. This prediction prompts BBC documentarian-turned-marketer Jon Mowat to state:

“There can be absolutely no doubt that online video is fundamental to the way people now consume content and to ignore or shy away from this reality is marketing suicide to any company that hopes to grow its brand online in the coming years.”

## 2. VIDEO ENGAGES MORE PEOPLE THAN OTHER FORMS OF ADVERTISING

Images on a website are good. Videos are better. “The play button,” says sales process expert Andrew Angus, “is the most compelling call-to-action on the web.”

An online video has a 135% greater organic reach than a picture on a web page. As for its advantage over text-only sites? One survey of consumers in the United Kingdom found people are not only more engaged with video than they are with text-only content but also more likely to “like” it on social media (56%), comment on it (36%) and share it with others (39%).

Once video attracts consumers’ attention, it keeps it. Videos can boost the engagement rate of full-page online ads by 22%. They can drive email click-through rates upward by anywhere from 200% to 300%. For that matter, the mere presence of the word “video” in an email’s subject line increases open rates by 19%. Websites that feature video can keep 88% of visitors longer than sites that don’t. Blog posts that feature video receive three times as many inbound links as blog posts that don’t.

Video allows marketers to get noticed by leveraging basic brain psychology. We instinctively respond to movement, color, and sound, as well as the element of surprise—all aspects of successful online videos. As psychologist Nathalie Nahai explains:

“When it comes to communication, video is one of the richest media we have, as it allows us to express ourselves through all manner of cues, verbal and non-verbal... Using video can be the most rapid way to communicate information, evoke emotion and establish rapport with our audiences.”

## 3. VIDEO MARKETING DRIVES MORE CONVERSIONS THAN TEXT-ONLY MARKETING

Marketing is about moving consumers to consider and purchase what you're offering. Research shows video is one of the most effective ways to convert visitors into leads and leads into customers.

Case in point: When Stacks and Stacks, an online retailer of home storage and organizational goods, added videos to its site, it found that consumers who watched one were 144% more likely to add the products featured in those videos to their carts.

Overall, 90% of people who watch videos online say doing so helps them make purchasing decisions, and 64% are more likely to make a purchase after watching a video.

If the video can be personalized, it will prove especially effective, as personalized web experiences bring an average sales increase of 20%. Remember that 19% boost in open rates for emails with "video" in the subject line? If your email mentions a personalized video in its subject line, the open rate nearly triples on average (272%).

Effective marketing shows rather than tells. When you can show potential customers a product or service "in action," you make it easier for them to imagine themselves using and benefitting from it.



Video also increases viewers' sense of trust in a brand. Watching real people use products and services — seeing the pleasure on their faces, hearing the satisfaction in their voices—can help persuade the customer that advertisers will make good on their promises. In one study, 70% of people saw brands in a more positive light after viewing those brands' interesting video content. Matt Lawson of online domestic appliance retailer ao.com has this to say about video marketing's conversion benefits:

“Video gives us the opportunity to wow our customers and this in turn delivers results. We have tested and proven that when someone watches our video reviews they're 120.5% more likely to buy, spend 157.2% longer on the site and spend 9.1% more per order. So my focus this quarter is increase customers watching video. Simple.”

## 4. VIDEO MARKETING IS PERFECTLY SUITED TO TODAY'S MOBILE MARKETPLACE

According to Pew Research, about nine of every ten adults in the U.S. own some kind of mobile phone. 68% own a smartphone — a figure that jumps to 86% among 18- to 29-year-olds. And 45% of American adults own a tablet computer.

Since Americans are increasingly accessing the internet on the go, we're also increasingly watching internet videos that way. Mobile viewership of online videos increased 400% between 2012 and 2014—and, according to YouTube, mobile video viewership continues to climb 100% each year. At the beginning of last year, people were watching only one-fifth of online videos on mobile devices; this year (2016), they're watching half that way.

Even more striking than the sheer number of videos viewed on mobile devices is the behavior of those who view them. Social media networks have made it easier than ever to say, "Hey, you've got to take a look at this!"—and 92% of mobile video viewers do. Mobile online video facilitates our natural tendency to want to share what we see when it engages us, to involve others around us in the experience.

In the face of these trends, it's no wonder 65% of marketers in the U.S. plan to spend more on mobile video advertising. Wise businesses customize their marketing efforts to mobile user experience. "Going viral" can't and shouldn't be the goal; it's too unpredictable. But reaching and serving consumers where they are can and should be. As Diane Pease of Cisco Systems says:

"70 percent of mobile searches lead to an online action in an hour. Wow. That's a very compelling statement to businesses that are thinking about having a mobile presence. If your customers are on mobile, you need to be there where they are looking. Odds are they are not sitting at their desks — they are sitting in coffee shops, at the airport or using their tablets while watching TV."

## 5. VIDEO MARKETING IS ON THE RISE

“Everybody’s doing it” is never automatically the best argument for taking a course of action. But in the case of video marketing, it speaks to some important realities.

This year (2016), video will account for 35% of total online advertising buys, at a total price tag of \$5.4 billion. And among businesses that don’t currently use video marketing, more and more say they will. In the U.S., 22% of small businesses say they will post video online within the next twelve months.

Quite literally, almost all B2B organizations—96%—already use video in some way as a part of their marketing efforts. Of those organizations, 73% say video directly adds measurable value to their ROI.

So online video marketing won’t just shape the future. It’s actively shaping the present. Businesses that want to connect with today’s customers using today’s most effective communication strategies cannot afford to ignore it. In an interview with Inc., online video pioneer Shira Lazar offered this assessment:

“If you are a company and you don’t have a strategy to attack [today’s] audience and the places that they live in a real way, you are going to be left in the dust. I am seeing a lot of smart, forwardthinking companies shift budgets, marketing, and advertising spends towards social [media] and, specifically, digital video.”

## GETTING STARTED WITH ONLINE VIDEO

As you know from your own experience as a web user, not all online video is created equal. Poorly planned or produced online video will not realize dramatic benefits for your business. It won't have the chance. If a video doesn't engage viewers after one minute, 5% will stop watching; after two minutes, that number jumps to 60%.



Fortunately, quality video equipment is more widespread and affordable than ever. You don't have to be a Hollywood studio to produce engaging video content with strong production values. And you don't need a budget worthy of a summer blockbuster. Decent, dependable cameras now cost as low as a few hundred dollars and an in-house videographer's salary ranges from about \$49,500 to \$75,000.

Quality video productions cost money and time, of course, but because consumers intentionally engage with online videos, the resources you spend will go much farther than in the scattershot, "hope for the best" broadcast model of so many TV, radio and print campaigns. issues can significantly improve your SEO

## FAROTECH VIDEO SERVICES

If you don't have the time or on-staff talent to produce your own videos, you can still take advantage of online video's impressive potential by partnering with an outside marketing company.

At Farotech, we offer a talented team of dedicated video marketing experts who can learn about your business goals, listen to your vision and then manage the entire video creation process for you, from storyboarding to production to editing.

Call us today at [267-387-6620](tel:267-387-6620) or drop us a line at [info@farotech.com](mailto:info@farotech.com) to find out how we can help online video add tremendous value to your content strategy

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