



farotech

VIDEO DEVELOPMENT

HOW TO APPLY VIDEO TO YOUR
COMPREHENSIVE DIGITAL MARKETING STRATEGY >



UNIQUE PROCESS



TABLE OF CONTENTS

OUR UNIQUE PROCESS

GAP ASSESSMENT

USABILITY CONVERSION ANALYSIS

SEO

CONTENT STRATEGY

LEAD NURTURING

SOCIAL MEDIA

PAID ADVERTISING

VIDEO DEVELOPMENT

ANALYTICS & REPORTING

NEXT STEPS

The Impact of Video Marketing



Here's a question for you:
What is the most effective call to action in the world?...

The answer is: **the play button.**

The value that video brings to marketing is incalculable. And that is why it is always at the heart of our approach.

Not only does video content create an **emotional and engaging experience**, but it also keeps users on your website longer, and search engines consider **"time on page"** to be a **key ranking factor for SEO.**

Using video in marketing at this point is table stakes. In fact, it is estimated that over **400 hours of video are uploaded to youtube every single minute.**

But **HOW** you utilize video matters most.

Here's what we mean...

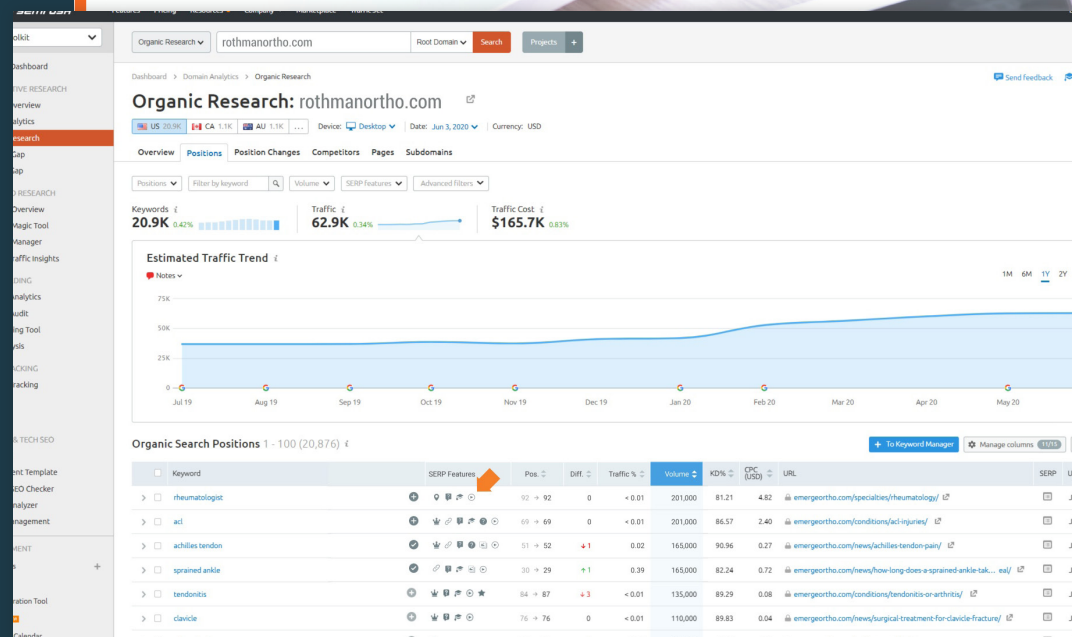
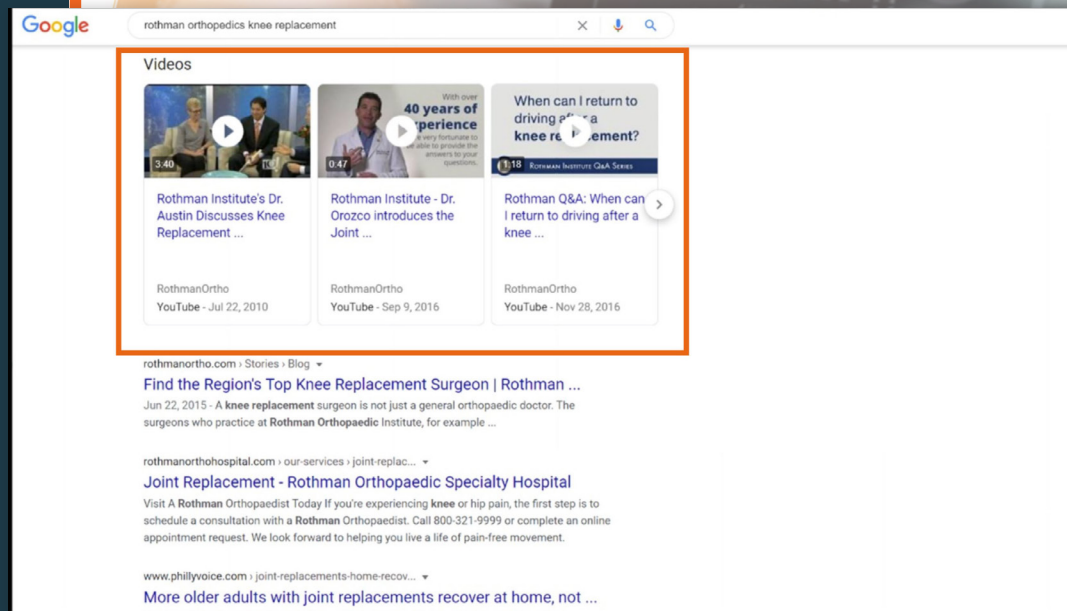




When done effectively, video should help you **maximize** your online visibility.

Our video SEO technology allows us to know what keywords a user might type in to search engines to generate a **video-based SERP result**.

As you can see in this example, when a user types in “information about knee replacement,” our client’s videos show up at the top of the search engine results page.



Asset Page

Another effective way to utilize video is to take one longer form video and cut it up into a series of shorter videos. We call this process **microcontenting**.

We use microcontented videos all throughout our process. They're very effective in:

- Marketing Automation Emails
- Embedded into blogs
- Social Media posts
- Paid Ads

However, the best way to use microcontent videos is to put them all on **one page**.

We call these powerhouse, content-packed pages, "asset pages."

Asset pages are **long web pages**, organized by a **macro topic**. On these pages, we answer the most **frequently asked questions** and **address common objections** of your potential clients.

And we do it in both **text AND video** format!

Pages organized this way index in Google very effectively because the content is often keyword rich and the videos keep users on the page longer. It's a win-win.



ROTHMAN
ORTHOPAEDICS

MAKE AN APPOINTMENT | PATIENT PORTAL & PAY MY BILL | Search...

9 YOUR REGION: Greater Philadelphia | Specialties & Services | Physicians | Offices & Urgent Cares | Contact | Stories | About Us | Careers

ORTHOPAEDIC INJURY PROCESS INTRO

Trauma & Fracture Care

Orthopaedic Trauma and Fracture Care: A Guide

CAUSES

What Is Orthopaedic Trauma & Fracture Care?

Orthopaedic trauma and Fracture Care can involve treating fractures that occur at the same time as other injuries. This may happen in a car accident, a fall from height, or other type of accident which causes multiple traumatic injuries.

SYMPTOMS

Common Symptoms of Problem Fractures

Most fractures heal and do not hurt once they do. A nonunion, or a fracture that failed to heal, usually hurts. If the fracture is in a leg, it often hurts to walk, and if it is in the arm it usually hurts when trying to lift or use the arm.

NON-SURGICAL TREATMENT

Non-Surgical Options to Treat Fractures

Some fractures do not require surgery and can be allowed to heal with the help of braces, splints, or casts. During the healing process, patients need to be monitored with X-rays to be sure the healing is on target.

SURGICAL TREATMENT

What Are the Surgical Options to Address Fractures?

In some cases, a fracture may require surgery. The surgery generally involves aligning the fragments of the bone, and supporting them to heal in the appropriate position. This can be done with screws, wires, plates, and even rods.

BE WHAT YOU WERE

Video Development Options



As with many parts of our Unique Process, video development is both an **art** and a **science**.

While we have covered the science portion of explaining how to maximize your online visibility and how to organize your video content, it's also important to walk through the **art of good video development**.

Video gives marketers a way to communicate about products and services in a **story format** that is compelling and engaging.

We have been measuring the effectiveness of videos in marketing for nearly **2 decades**. And what we have discovered is that the most effective videos often require the most preparation.



Video Development Process



Farotech takes the guesswork out of the video development process.

Our team handles:

- Script Development
- Storyboarding
- Video Production
- Post Production
- Publishing
- Promotion

We develop our videos in a wide variety of formats including:

- Traditional video
- Explainer-based videos
- Vector animations (After Effects)

We're excited for you to start adding video to your marketing strategy.

When **compelling storytelling** is combined with **conversion science**, really great things happen!





In the chapter on usability conversion analysis, we talked about the challenges that people have with attention spans. Well, the same applies to video development. Your goal is to get your audience as **emotionally invested** as early as possible and video achieves that in a powerful, visceral way if you do it right. **74% of marketers say video has a better return on investment than static imagery** (Source: **Biteable**). Further, it **humanizes your brand** better than words alone. Having a robust library of expertly-crafted video content leads to:

- Longer engagement with your site
- Grabbing peoples' attention faster
- Telling your story more visually
- Increased brand awareness and recognizability
- New kinds of keyword optimization
...and more.

Whether you produce bite-sized videos which highlight certain parts of your story or a in-depth, **high-production video** that lives on your **homepage**, videos can add a lot of polish

to your site. Effective video marketing should also work in **conjunction with your SEO** strategy because it is possible for videos to work their way to the first page of Google.

After developing longer-form videos, you can break them down into **microcontent** that can live on an asset page where your videos are collected for easy viewing. The formula behind each video is something called **QWASI: Questions with Answers and Simple Information**. This is most effective way to storyboard your microcontenting efforts.

An in-house team that can handle video development from storyboarding and script development to pre- and post-production and publishing is an ideal scenario if this part of your marketing strategy is outside of your expertise.

You can also connect videos to new marketing technologies that can better help you examine your video analytics and, most importantly, how to make them convert better. **Video ads** typically convert the best.

Summary

Next Steps



Now that you've learned about how video assets with strong and specific messaging can take your marketing to the next level, let's talk numbers in the next eBook about **Analytics & Reporting**. We'll discuss how to make data-driven decisions that feeds your flywheel. Want more? You can download the full **Digital Marketing Process eBook now**.

