

Guide to Video Marketing

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Welcome to the wonderful world of video marketing.

We're so glad you're here! Whether you're a seasoned marketer looking to elevate your marketing strategies or a new video producer looking to diversify your portfolio—you've come to the right place.

What exactly is video marketing? It's definitely not throwing a video on your homepage and calling it a day, or uploading everything you've ever made to YouTube. Going viral once doesn't really count, either. Video marketing serves a much more specific purpose.

In this guide, we'll show you what goes into video marketing and how you can start doing it successfully at your business. From building a comprehensive strategy to getting the most out of your video content, we hope you walk away feeling refreshed, excited, and ready to start doing more with video today! **CHAPTER 1**

What is video marketing?

To make sure we start out on the same page right out of the gate, let's lay out a simple definition.

WHAT IS VIDEO MARKETING?

Video marketing is a strategic marketing approach that involves creating and sharing video content with the goals of attracting, retaining, and converting a defined audience of viewers.

Many marketers know they should be using video strategically, but often create video content simply to check off a box. In reality, video marketing is all about using video creatively to achieve your business goals. Views alone don't define video marketing, which is why it's best to focus on what you're trying to accomplish from a marketing perspective (the message) instead of developing a strategy around video itself (the medium). If you feel like your video marketing efforts aren't paying off, it might be because you're treating the video as the means to the end. That's a no-go!

You can't deny the perks of embedding video on your site. Having embedded videos can boost your search engine visibility and even encourage visitors to spend more time on your site. But, there's more to video than measuring views and search results. Using video on your site can actually help you build a more human connection with your audience and earn their trust. How? "Many marketers know they should be using video strategically, but often create video content to simply check off a box." Well, the storytelling powers of video can help companies connect with their audience in authentic and meaningful ways, which is one of the reasons so many businesses have turned to this tactic. When your business needs to be memorable and stand out from the crowd, video marketing can be a great differentiator.

"Video allows you to create a human connection with your audience while building trust." **CHAPTER 2**

Getting started with video



Now that we know we've established the importance of using video—here's how you can get started.

The thought of creating your first video can be intimidating—we know! But believe it or not, you can make a great video today, using tools you already have, in just a few hours. Really! Even Spielberg had to start somewhere. Check out the resources below to get your feet wet and build video-making confidence.

Do you have a laptop and a smartphone? If so, you have everything you need to get started!

Q Learn more →

Planning: Choosing the right background

Determining the background (a.k.a. backdrop) for the scripted on-camera lines of your video will have a huge impact on how your story is told. Plus, strategically choosing where you shoot your video and what's in the background can actually save you a ton of time in postshoot editing.

Q Read more on choosing the right background

Camera: The best gear for solo video

If you're a video producer or marketer, you know how hard it can be to make a video by yourself. You might be asking yourself, "How do I set up my camera? How do I make sure the shot's in focus? How do I not sound flat on camera?" These are all tricky questions that can stop you from creating your next piece of content. You have the idea, but you just need to know how to do it yourself in the best way possible.

Q Read more on shooting video by yourself

Audio: Sound great with the right gear

Bad audio can ruin even the best video footage. So, to create the best experience for your discerning audience, you'll want to make sure you have the right microphone for the job. Like an article littered with typos, loud background noise and fuzzy voices suggest inexperience and distract from your message.

Read more on choosing the right mic

Lighting: Look great for less than \$100

If you follow some basic lighting principles, you can get impressive results from even the cheapest of lighting kits. This is great news for businesses with smaller budgets or folks just starting out with video.

Read more about lighting on a budget

Editing: Fast and easy editing tips

Okay, so, you've shot your video. You've done multiple takes. You have some B-roll. Now what? Editing can seem like a complicated part of the video process. In this guide, we'll break down some basic editing theories to help you turn your raw footage into an awesome video that matches your vision, no matter which tools you decide to use.

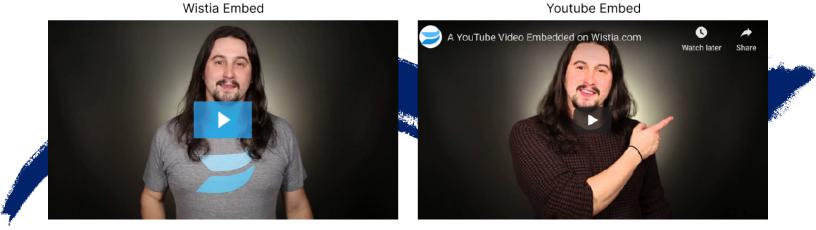
Q <u>Read more simple video editing secrets</u>

TIP

If you're searching for an in-depth overview on video production basics, head over to our <u>Beginner's Guide to Video Production</u>

Now that you've recorded your first video, it's time to find it a home. Before you run over to the nearest and biggest hosting platform (cough, YouTube, cough), you'll want to nail down how you want to use your videos, first. Not all video hosting platforms are created equally.

YouTube can be great for improving video discoverability but not so great for providing an uninterrupted video experience or for capturing leads. YouTube is owned by Google and is designed to keep viewers deep in the You-Tube universe. Have you ever noticed how many ads and related video links you encounter on a YouTube video? How likely are your video viewers to get distracted by other content that isn't yours? More food for thought in the video below.



TIP Choose wisely! Read more on the differences between <u>Wistia</u> and YouTube.

CHAPTER 3

How to build a video marketing strategy

Like we mentioned before, video is just the vehicle—your marketing strategy should be the engine that drives your message. To make an effective video, you'll also need a great marketing strategy behind it.

Before you start making your video, it's critical that you understand your marketing funnel and determine your primary goal from the start. This will help you keep your content focused and will make the success of your video much easier to measure.

We like to focus on four specific areas of the marketing funnel: awareness, consideration, decision, and retention.

Awareness Stage

Consideration Stage

Decision Stage

Retention Stage

Awareness: Show people who you are

Key Metric: Views

Your potential customers have a problem and you have a solution—you just haven't found each other yet. So naturally, as a marketer your goal is to find a way to appear where your potential customers like to hang out online, or where they might be looking for certain information.

Consideration: Help solve a problem

Key Metric: Time Watched

Potential customers are aware of the problem they want to solve and are researching solutions. When you provide leads with expertise about your industry and how your product works, you can empower them to make better decisions—and you can become a trustworthy source.

Decision: Convince people of potential

Key Metric: Sign-ups

For your potential customers, the conversion stage is decision time. They've done the research, grown more knowledgeable about your offerings, and they're ready to move forward. You can convert these warm leads quickly with compelling video content.

Retention: Help customers succeed

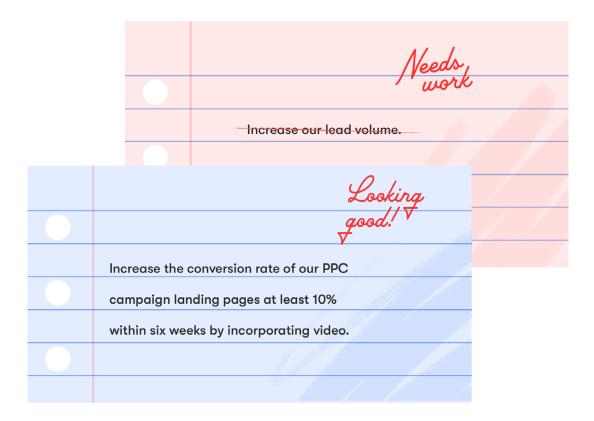
Key Metric: Cohort Retention

Winning over customers with video doesn't stop once they sign-up. In the retention stage, customers may be losing interest or not using your product as frequently as they once were. Re-engage those customers by communicating how your product continues to provide value.

Having a clear understanding of your marketing funnel and how you want to use video to enhance that experience will make it easier to set realistic goals that align with each stage.

Now that you've identified where your video fits in the funnel, it's time to set some goals. Competing metrics and goals can be confusing, so we recommend setting up some "SMART" goals before you get started: specific, measurable, achievable, relevant, and time-related.

Once you've landed on the goal of your video, it should be a lot easier to narrow down your focus on what type of content to create to serve that goal. We've written several in-depth posts on specific strategies for creating video content that supports your product, brand, and more—check 'em out!



Video content strategy

Adding video to your content strategy may sound daunting—but it doesn't have to be. Instead of developing a video strategy from scratch, look at what you're trying to accomplish from an overall content perspective, and then figure out how you can use video to complement your efforts.

Q Dive into a video content strategy

Video testimonial strategy

A video testimonial is a powerful conversion tool. The message you convey should ultimately make viewers feel more confident about signing up for your product. When a customer shares their story about how your product helped them solve a particular business problem, it's easy for the viewer to imagine themselves in their shoes.

Q Learn the secret sauce to great video testimonials

Social video strategy

We talk a lot about the importance of video that lives on your website. But nearly every major social platform has evolved to better accommodate video, and as video content becomes more native to these platforms, this dynamic content isn't just a way to stand out above the rest—it's a necessity to be noticed at all among those competing for your audience's attention.

Craft a savvy social media strategy

Ideally, you should structure your video strategy so that creative tasks feel less overwhelming, and more like a key component of an already thoughtful marketing plan. Leave plenty of room for testing and analysis, so you can replicate the aspects of a strategy that works for your business—and leave other tactics behind. "Your video strategy should be structured so that creative tasks feel less overwhelming, and more like a key component of an already thoughtful plan." **CHAPTER 4**

Types of marketing videos to create

Once you've nailed down your video goals and strategy, it's time to focus on the video content itself. While you may be brimming with ideas, it takes more than initial excitement and momentum to keep producing fresh, consistent content. If you need ideas, we've got you covered! To get started, explore these <u>common types of</u> videos for small businesses.

Explainer videos

If you don't make any other video this year (though we're confident you've got what it takes), start with a product explainer video. Think about the last time you surfed around a company's website and thought to yourself, "Is this business even legit? What the heck do they do?" This is the last impression you want to leave on a site visitor or potential customer, which is why a product explainer video is the first video you should make.

Q <u>Watch this awesome explainer video</u>

Testimonial videos

Some businesses tend to shy away from testimonials, and who can blame them? The task can feel intimidating, and the ROI is difficult to show. But what's so great about testimonial videos is that you only need a few in your arsenal to see the difference they can make. Start by interviewing some of your long-term customers that have seen tangible results, and share those videos throughout your site.

Check out this touching testimonial

Company story video

If your small business has a particularly interesting background, company story videos are the way to go. How did your business get started? What was your motivation for starting the company? By featuring the friendly faces of your teammates, you can make your prospects feel right at home. After all, people are buying more products and services based on emotion rather than logic, which is one reason why appealing to a visitor's psyche is so important.

Q Connect with this company story

Making your first video can be a little daunting. But when you know the type of video you're making, where it will live, and what format it will appear in, it'll feel less like you're wandering around a dark room by yourself.

TIP

If you're looking for more ideas, check out this list of <u>15 types of</u> video for every business.

"Many marketers know they should be using video strategically, but often create video content to simply check off a box." CHAPTER 5

When & where to share your videos

Now that you know what type of video you want to create, the next step is clear—getting people to watch your content. In order to have any results to measure, people need to know your video exists. By building a distribution plan, you can ensure that at least some views, visits, and conversions come through the door every time you create something new. Read on for the best channels and best practices for promoting your video content.

Social media

Should your small business be using video on social media? Regardless of how experienced you are with video production or video marketing, the answer is yes. Using video to promote your product or service on social media is a great way to get your brand in front of the right eyes. Read on to discover the best platforms to support your video marketing efforts.

Q See more on video for social media

Email

Email is still one of the most effective ways for marketers to reach their audiences. Adding video into the mix can improve open and click-through rates and encourage deeper engagement with your content. Check out five actionable tips on how to make the most of your email marketing efforts with video!

Q Elevate your email strategy with video

Website

TIP

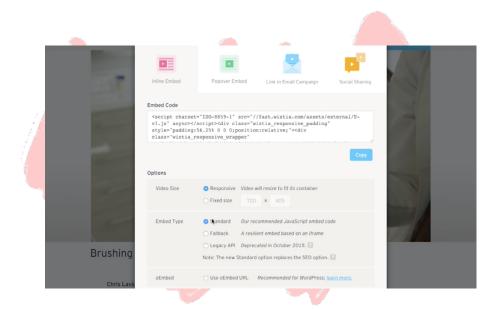
Your own website is the perfect spot to showcase all of your great video assets. In addition to driving traffic to other platforms (like Facebook), you can also build brand affinity and drive direct leads right on your website. From demo videos to testimonials and more, check out all the different ways to embed videos on your website—including your very own branded video channel.

Q Learn more about embedding video on your website

Distribution is the vital last step in the video marketing process. Making sure the right people see your content is a critical component of effective video marketing. Experiment and analyze how your videos are performing on different channels to get a better understanding of what types of content work for your business and where you're gaining traction.

Video marketing doesn't have to cost a fortune. Check out <u>13</u> ways to promote your videos on a budget! "Analyze how your videos are performing on different channels to get a better understanding of what types of content work for your business and where you're gaining traction." **CHAPTER 6**

Getting started with video SEO



When it comes to using video on your website, different platforms serve different purposes. When you upload videos to hosting platforms like YouTube or Vimeo, you're giving away all the SEO power that drives viewers back to your website through search engines. And depending on the goals you laid out before creating your video, putting your video content on YouTube could actually have a negative impact on your results.

Search engine optimization is an important part of many content marketing initiatives, and video is no different. If you're using Wistia, we've got a few handy built-in tools to help you rank for your most prized keywords.

Wistia automatically optimizes your videos for search engines, which means your videos can rank better, attract more viewers, and get you more site visitors, without any extra work. We do this by injecting JSON-LD into standard video embed. Wait, what? "When you upload videos to pure hosting platforms like YouTube or Vimeo, you're giving away all the SEO power that drives viewers back to your website through search engines."

If you're not sure how to use Wistia to get the best results—don't worry! We've got some basic video SEO tips to help you become a search engine champ.

Q Learn more about video SEO with Wistia

Title your videos properly

The name of your video is included as the video title in the structured data, so make sure to rename your videos once they've been uploaded.

Use an inline embed

Wistia offers two basic types of embed: inline and popover. If video SEO is a priority for you, make sure to use the inline embeds, rather than popover embeds.

Avoid funky JavaScript

The most common reason why video SEO fails is that Google can't find or read the videos on your page. It's easy for video to get buried in Javascript, which translates to Googlebot never finding your video.

Add video captions

Text and video are an incredibly powerful duo. And while we typically think of video as an audio-visual medium, text can also play an important role in making or breaking the viewer's experience.

Add a transcript or video summary

Finally, video transcripts are another easy way to up the accessibility ante while also giving search engines more context and content around your video.

Remember—just because your video can show up for video results doesn't mean it necessarily will. Google considers several factors when presenting search results, including site authority and whether or not google thinks the query should return video results—to name just a few. Video SEO is just a larger piece of your overall search engine strategy.

TIP

Tip: This is just the beginning! Read our full post on video SEO tips to maximize your video performance.

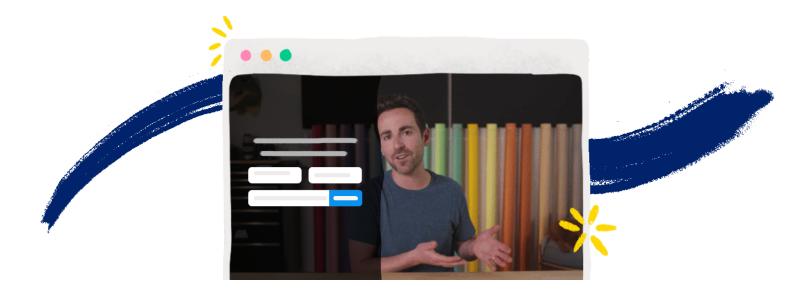
CHAPTER 7

Video for demand generation

Video is a powerful tool, but we all know that teamwork makes the dream work. If you use Wistia, you can connect your Wistia account with the <u>marketing automation</u> <u>platform of your choice</u>. Then, capture leads directly from your videos and automatically pass viewing data to your CRM. Then, you can score, segment, and assign leads to your sales team. Voilà!

Generate new leads with video

There are many ways to connect with new sales leads from your website. Traditionally, this involves convincing a visitor to fill out a form (like a contact us form, demo request, brochure download, guide, or e-book). Video can also be a powerful lead generation tool. At Wistia, we like to use our <u>Turnstile email collector</u> to add a form directly within the video player.



Across 250,000+ Wistia accounts, we found that videos with forms in them convert at 16%. That means for every 100 video plays, the video generates 16 new leads. Then, we took a closer look and noticed that videos with a form within the first 20% of the video received a 43% conversion rate.

Nurture leads with video

Before you can send the right video to the right lead at the right time, you need to understand where your leads are in the buying process and what questions or obstacles they're thinking about. Every lead in your email database is at a different stage of the buyer's journey. Naturally, some are further along (and closer to making a purchase) than others.

First, you'll need to map your lead generation efforts to the buyer's journey. Then, identify the appropriate content to nurture leads at each state of the buyer's journey. For example, an explainer video would be a good fit for someone in the "awareness" stage, while a testimonial video would be a good fit for someone in the "consideration" stage.

THE WISTIA GUIDE TO VIDEO MARKETING

Video Name	Stage of the Buyer's Journey	Number of Points Assigned	Greater than 50% Watched?	Total Video Lead Scoring Points?
How to improve your lighting	Awareness	Least	No	Least
How to film using a GoPro	Awareness	Least	No	Least
How to shoot your laptop screen	Awareness	Least	No	Least
How to choose a backdrop for your video	Awareness	Least	No	Least
How to choose a microphone	Awareness	Least	Yes	Least + 50% bonus
Scripting tips and tricks	Awareness	Least	Yes	Least + 50% bonus
Get loose for the camera	Awareness	Least	Yes	Least + 50% bonus
Product page video overview	Consideration	More	No	More
What to look for in a video hosting solution	Consideration	More	No	More
What the heck is bandwidth	Consideration	More		More + 50% bonus
Wistia 5 minute product demo	Decision	Most	No	Most
Wistia Entreprise plan launch	Decision	Most		Most
Wistia Hubspot connector explanation	Decision	Most	No	Most
Wistia Marketo connector explanation	Decision	Most		Most + 50% bonus
Wistia Pardot connector explanation	Decision	Most		Most + 50% bonus
How to use Timeline Actions	Decision	Most	Yes	Most + 50% bonus

Use video data to qualify existing leads

Just like all leads, all videos are not created equal. The first step in using video data to qualify your leads is to map your videos to the buyer's journey. We recommend organizing a list of videos in a spreadsheet. List all of your videos in one column, and the corresponding stage of the buyer's journey in the next column. Then, assign points to each video on your list. Assign the most points to leads who watch your decision stage videos and the least points to leads who've watched your awareness stage videos.

Now that you've categorized your videos by the buyer's journey and assigned points, let's add an additional column for play length to our Excel sheet. This part will be more intuitive. More engagement = more points. But how granular should you get?

For companies just beginning with lead scoring, we recommend starting very basic. Use "50% watched" as a baseline. In other words, if someone views more than 50% of your video, assign them additional points. If a viewer watches less than 50% of your video, don't assign them those extra points. That's it!

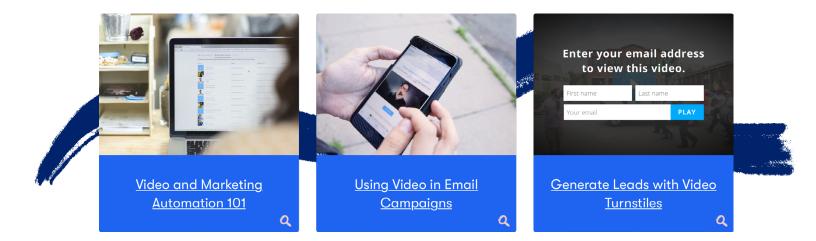
Q Learn more about using video in your marketing automation

Wistia integrates with three of the largest marketing automation providers—HubSpot, Marketo, and Pardot plus several more niche players. <u>Dive into the specifics</u> of these integrations and how they can fuel your funnel.

Don't currently use Wistia? No problem. Look for a video marketing provider that offers similar integrations to boost your video marketing efforts.

Advanced tips and tricks:

Want to learn even more about turning your videos into lead generation machines? Check out these posts on how to get started and ways to succeed:



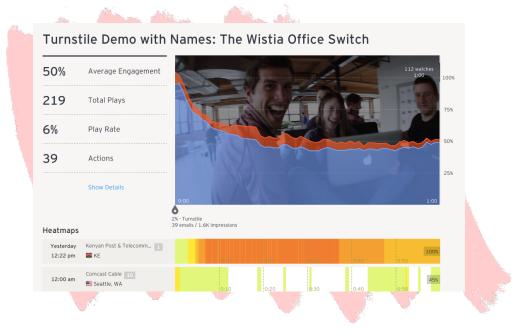
Just because these integrations and customizations make your videos work harder doesn't mean you're creating more work for yourself. By getting to know your marketing automation, email, and video platforms well, you can get the most leads out of each video with minimal extra effort. "By getting to know your marketing automation, email, and video platforms well, you can get the most leads out of each video with minimal extra effort." **CHAPTER 8**

How to measure video marketing success

Once your videos are up and running and views are rolling in, you'll need a way to measure and analyze the results. If you can't learn from past wins and losses, you won't know what changes to make. We happen to know quite a bit about video analytics, and we're happy to share that wisdom with you! Let's dive in.

Use view count to measure reach

Is your goal to have your video seen by as many people as possible? While view count is just the beginning of your video's story, it does have some value in helping you measure whether your video is making the rounds and reaching an audience.



Use engagement to measure quality

Engagement is one of our favorite metrics here at Wistia. Engagement goes beyond view count to tell you the quality of your views. Once people started watching, did they stick around to watch the entire thing? Did you lose them to a slow hook, or start wrapping up too soon? Engagement metrics can help you figure that out!

Use play rate to measure relevance

Is this video embedded in the right place? Did this page actually benefit from including a video? Play rate, or the percent of page visitors who clicked play and started watching, is a great metric for measuring whether your video is in the best possible context.

Use site metrics to measure experience

Outside of your video metrics, what other numbers can you compare to determine how much your video is helping your page? Metrics like bounce rate, time spent on a page, and conversion events can be good indicators of how well your video is performing.

INTRIGUED? LEARN MORE IN OUR FULL GUIDE TO VIDEO MARKETING METRICS Once you've got a solid grasp on the fundamental video marketing metrics, it's time to dive into some more advanced topics. Below, we've compiled a few intermediate to advanced resources to help measure audience retention and video return on investment (ROI).



Understanding Audience Retention

Who's sticking around to watch your content, and why? In this guide, we examined one of our own support videos to uncover why some viewers stay and others leave. We break the video down into three sections—the nose, body, and tail—and explain what might be happening when engagement drops off at each stage.

Q Learn more about audience retention

Free Google Analytics Tools to Help You Measure Video ROI

In order to make sure you're getting the most out of your videos, you should always incorporate video data into your other marketing data. We suggest going about this in three ways: tracking video events as part of your website analytics, comparing leads from different sources, and scoring leads. When you put video data in context, you can see how video ROI really stacks up.

Q Learn more about Google Analytics

How to Use Data to Strengthen Your Video Marketing Efforts

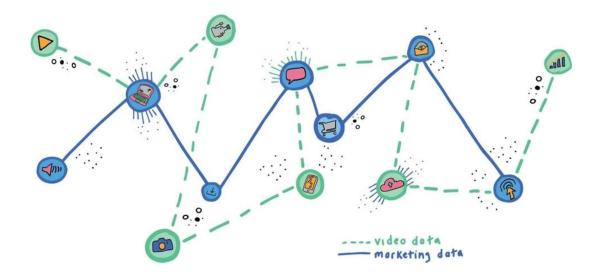


In order to make sure you're getting the most out of your videos, you should always make sure to incorporate

video data into your other marketing data. We suggest going about this in three ways: tracking video events as part of your website analytics, comparing leads from different sources, and scoring leads for your sales team. When you put video data in context, you can see how video ROI really stacks up.

Q Strengthen your video marketing efforts

Understanding how your videos are performing is key to making better content and reaching your marketing goals. The sooner you learn how to leverage your video data, the faster you'll be able to move people through your marketing funnel and grow your audience. "Understanding how your videos are performing is key to making better content and reaching your marketing goals."



CHAPTER 9

Connecting the dots: video & marketing

Now that you're up to speed on the types of video to make, where to share them, and how to analyze your results, it's time to go beyond the basics and get even more out of your content. You can do this by combining the power of your content and the software you already use and love.

If you're a Wistia user, don't miss some of our examples below on how to pair Wistia and other marketing tools. And if you're still new to the video game, we hope you'll be inspired by these advanced use cases and start thinking about where you'd like to take your video marketing strategy in the future!

Top Wistia integrations

Marketing Automation

What makes a lead "good"? And when is the right time to move a prospect from a lead to a marketing qualified lead to a sales qualified lead? While there's no cutand-dried answer, migrating all of your marketing touch points into a single source of truth can help connect the dots.

Video Production

Great video production and great video hosting go together like peanut butter and chocolate; they're just so much better together. While you might have a dedicated internal or external team on the video production front, there are also simple solutions available to do the heavy lifting for you.

Analytics

Data is at the heart of any good marketing campaign, and video data is just as important as data from any other channel. In fact, video is one of the most trackable content mediums.

Email Marketing

Ready to see your click-through rates soar? Send your lists engaging and hyper-targeted emails featuring stunning videos with just a few simple clicks.

Productivity

The early bird gets the worm but the second mouse gets the cheese. Sometimes, working smarter, not harder, is the best approach—and Wistia makes it easy to get more done with our productivity app integrations. We just listed our <u>most popular integrations</u>—but they're far from everything. We're always adding integrations to make Wistia more helpful for marketers. These apps may be just the thing your team is looking for, whether it's the email provider MailChimp, the task-automation app Zapier, or analytics tools that you can add instantly to your Wistia dashboard. Be sure to check out our full integration page to start connecting the digital dots between your existing tools and platforms.

No marketing tool is an island. When you harness the power of integrations, you're optimizing your video content and smoothing out internal and external processes —not to mention staying ahead of the competition.

TIP

Optimize your workflows with these Wistia Integrations

CHAPTER 10

Companies finding success with video

At Wistia, we advocate "show, don't tell," so we wanted to share some examples from businesses that are doing video marketing right. Learn the what, why, and how behind these awesome marketing videos, and start applying some of these proven techniques to your own video marketing efforts!

See How Moz Explains Difficult Concepts with Video



Moz's Whiteboard Fridays is the stuff of online marketing legend. For almost 10 years, Moz founder Rand Fishkin and his team have been posting a video every Friday of Rand explaining an SEO-related topic (like Google's RankBrain algorithm) in front of a whiteboard. As simple as that may sound, the content is always educational and delivered in a compelling way, as this video proves.

Get the scoop on Whiteboard Friday

"Rand has been recording these videos for almost 10 years, and they remain the most popular post we feature on our blog. We got 5,000 views with a 73% engagement rate, which we feel good about considering the 10-minute length."

Michael Bird Video Production Strategist, Moz

Learn how Pyramind Generates Buzz and Captures Leads with Marketing Videos



Music and video have gone hand-in-hand since the first music videos started hitting the airwaves in the early '80s. But just as they've come a long way from the days of garish lighting and grainy images, so has the music industry's use of video to connect with enthusiasts and consumers alike. For Pyramind, a San Francisco-based music production school and studio, video is more than an outreach and awareness tool: It's actively driving potential students and customers their way.

See the strategies behind the buzz

Explore how Bizzabo Uses Video to Power Every Part of Their Business



Even in today's video-saturated business culture, it's rare to see a company that uses video effectively in almost every way possible. But Bizzabo is different. Video has been their mainstay, whether it's for tutorials, product demos, customer testimonials, or content promotion. And with offices in New York and Tel Aviv, the company looks to video as a way to boost company culture and morale.

Power your business with video

GET INSPIRED

See more examples of brands leveraging video marketing in our Customer Showcase

Get started with video today

You did it! You made it to the end of this guide. Whew we know that was a lot, but we hope you had as much fun reading it as we had writing it.

There has never been a better or more exciting time to level up your marketing and start showcasing your brand with video. With the proper tools, the right business savvy, and the desire to try new things, you can reach new heights with video marketing. Start marketing your videos today!



About Wistia

Wistia is proud to offer video marketing software that helps more than 500,000 businesses grow with video. From their ad-free hosting and lead generation tools to detailed analytics, Wistia's software helps you get more from your videos.

Learn more about Wistia See more free resources