Video Marketing 101

Moderator:
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RI Small Business Development Center
We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.
Power of Video

For brands, video content is preferred

What kind of content do you want to see from a brand or business you support?

- Videos: 54%
- Emails/newsletters: 46%
- Social images: 41%
- Social videos: 34%
- Blog articles: 18%
- Content in PDF form to download and read later: 17%

Base: 3,010 consumers in the US, Germany, Colombia, and Mexico
Source: HubSpot Content Trends Survey, Q3 2017
Power of Video

- Highly visual
- Referral traffic
- Shareable
- Social media content
- Beat competitors
- Ads

MASTER MARKETING FOR SMALL BUSINESS STEP BY STEP!
Example: Great Video = Great Results

‘Scoop There It Is!’ Nicci Carr now a star for GEICO

Ronald E. Carrington | 4/8/2021, 6 p.m.
Example: Missed Video = Poor Results

Peloton Ad Is Criticized as Sexist and Dystopian

The 30-second ad, which features a man giving a woman a Peloton Bike for the holidays, inspired parodies on social media and comparisons to “Black Mirror.”
Before Starting A Video

What is the point? What do you hope to achieve?
Who is your audience?
How will you put it together? What gear do you need?
Budget? No Budget?
What is your ideal outcome? (Don’t say viral)
How are you going to measure it, duplicate it, share it?
What if it backfires?
Types of Videos

Demo
Event
How-to
Interview
Animated
Testimonial
Live
Personal, Fun
Equipment You (May) Need
Deal Breakers — Audio, Poor Quality, Light
iPhone Tips
Editing Tools To Help

Adobe Premiere Pro.
Final Cut Pro X.
Adobe Premiere Elements.
Adobe Premiere
Corel VideoStudio.
Filmora.
CyberLink PowerDirector 365.
Pinnacle Studio.
Design Tools To Help (Size For Social)
Where The Video “Lives”

YouTube
Vimeo
Wistia
Facebook/Instagram/Tik Tok
Website
Linkedin
Email
In Store
Measure Whether It’s Working

1. Play Rate. Play rate is the number of times your video was played divided by the number of views it generated.

2. Shares, Likes, Comments, and Reactions. These video metrics come together as they typically indicate the overall popularity of your video.

3. Click-through Rate

4. Watch Time.

(Source: oktopost)
What About Advertising?

Video Advertising is growing by double digits year over year.

Why? Video ads appeal to the short attention spans of crowded digital media.

Consumers are way more likely to watch a video than read a block of text or spend 15 seconds considering an image. Video ads consistently see higher engagement rates and time spent than other types of ads.

Video ads are on the rise for not only their effectiveness, but how targeted and cost efficient they can be. Select the locations where you want to show your ad and define the types of people you want to reach. Set a budget, either a daily budget, or decide how long you want ads to run and allocate a total budget.
Video Outline Using AIDA as a Framework

**Attention:** The opening of the video to grab their attention.
“Do you have this problem___?”
“Are you tired of___?”
“Do you wish this pain would stop___?”

**Interest:** create a connection and feeling of trust.
“Before this product/service, I had this problem___”
“I’ve tried dozens of ___ and nothing worked.”

**Desire:** raise his desire by stating all the benefits of your product.
“You can get this _____ benefit.”
“This service/product will solve _____ problem.”

**Action:** What do you want them to do?
“Fill in the form below.”
“Click here to order now.”
Offer Video Template

Creative Sprint: **THE STRAIGHT OFFER** (skippable ads that drive action)

By "Hook," we mean either a short combined problem + hero statement or a compelling value prop/feature benefit/reason to believe that reminds why the product/service you’re offering is important or desirable.

**Hook 1**
State the need and how your product/service solves it in one sentence or phrase.

**Offer/Call-to-Action 1**
What compelling offer/deal/value are you making + what are you directing people to do?

**Hook 2**
State the need and how your product/service solves it in one sentence or phrase.

**Offer/Call-to-Action 2**
What compelling offer/deal/value are you making + what are you directing people to do?

**Video footage/graphics/animation:** If the voice track presents the offer, then what will you show on screen to reinforce the offer and/or highlight the product benefits?

**How it all comes together:** Does the flow follow the storyboard above, or break from it? What’s the overall arc? What’s the Tone? What music (if any)? How will you speak authentically and earn attention?
Explainer Video Template

Creative Sprint: **THE EXPLAINER/DEMO** (skippable ads that drive action)

- **[Hook] What's the ‘problem statement’?**
  What relatable need are you solving? Address what the viewer may be seeking, or why they should care.

- **[Hook] What's the ‘hero statement’?**
  How does your product/service uniquely solve the problem statement?

- **[Hook/Close] The Offer/CTA, in words:**
  What are you directing viewers to buy/do through the voice-track and/or text/graphics?

- **[Build Value] SHOW the product**
  What key value props/features about the product do you visually demonstrate through graphics/footage?

- **[Build Value] TELL about the product**
  What key value props/features do you explain about the product through words/text/graphics?

- **Clickable CTA Button:**
  10 character max; appears in companion banner next to ad

- **How it all comes together:**
  Does the story follow the storyboard above, or break from it? What’s the overall arc? What’s the ‘tone’? What type of music (if any)? How will you speak authentically and earn attention?
Measuring Video Ads Success

**Track purchases, sign-ups, downloads, and more**

Understand the full impact of your video campaigns. Conversion tracking is a free tool that shows you what happens after a customer interacts with your ads.

**Test and measure creative impact**

The video you use is one of the biggest factors in how well a YouTube campaign performs, so make sure yours is getting results. Use our free Video Creative Analytics tool to see where viewers drop off and what holds their attention – then apply these insights to your next ad.

[Set Up Conversion Tracking](#)

[Video Analytics](#)
Free E-Book

The Ultimate Video Marketing Starter Pack

HubSpot and VideoAsk by Typeform joined forces to bring you videos, resources, and tips on how to get your video marketing strategy off the ground.

Download Now
Resources

COURSE
After your shoot

LESSON 1
Editing

LESSON 2
Adding music

COURSE EXAM

Editing

Total Beginner's Guide to Video Editing
Grow your business with YouTube Ads

Reach potential customers where they’re watching. Get started now – and start getting results.

START ADVERTISING LEARN HOW IT WORKS
Questions?

Type your question to the chat box

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