

# 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.



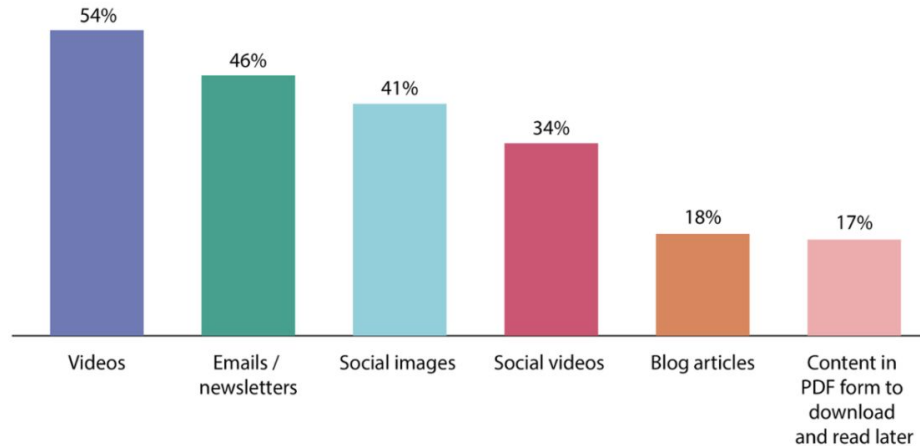
THE  
UNIVERSITY  
OF RHODE ISLAND  
DIVISION OF RESEARCH  
AND ECONOMIC  
DEVELOPMENT

RHODE  
ISLAND  
COMMERCE

# 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?*



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

## Richmond Free Press

Home News Opinion Faith Entertainment Sports Black Experience

### 'Scoop There It Is!' Nicci Carr now a star for GEICO

Ronald E. Carrington | 4/8/2021, 6 p.m.



YouTube Search

#GEICO #WhatAreYouWaitingFor #TagTeam  
Tag Team Helps With Dessert - GEICO Insurance

14,922,108 views · Dec 25, 2020

62K 4.5K SHARE SAVE ...

# 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.”



YouTube

Search

Peloton TV Ad

INSIDE

0:01 / 1:57

What's Up With That Peloton Commercial?

2,038,177 views · Dec 3, 2019

8.7K 2.5K SHARE SAVE ...

# 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



The screenshot shows a Zoom meeting interface. At the top, there are two video thumbnails. The left one shows James McDonald, MD MPH, wearing glasses and a patterned shirt. The right one shows Matt Sheaff, also wearing glasses and a light blue shirt. Below these is a larger video thumbnail of Stefan, wearing a dark suit and a striped tie. The Zoom logo is visible in the bottom right corner of the meeting area. Below the meeting area, there is a title bar that reads "ReopeningRI: Implementing new measures for businesses". At the bottom, there is a notification from Rhode Island Commerce, dated May 7, 2020, stating "Rhode Island Commerce was live."

James.McDonald MD MPH

Matt Sheaff

Stefan

zoom

ReopeningRI: Implementing new measures for businesses

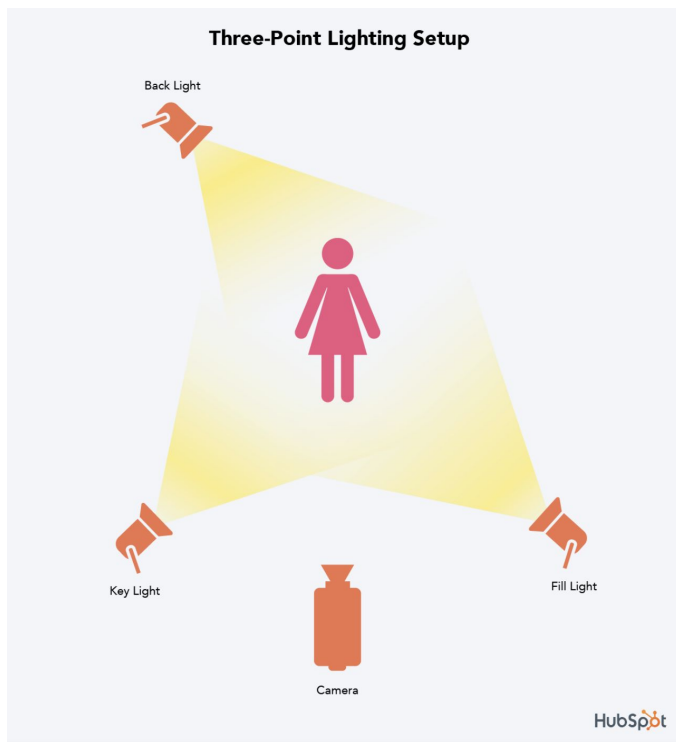
RI Rhode Island Commerce was live.  
May 7, 2020 · 🌐



# Equipment You (May) Need

The screenshot shows the B&H Photo Video website homepage. At the top left is the B&H logo. A search bar is located to the right of the logo. Further right are links for "Save with B&H Payboo" and "Flash Deal Ends In 07:07:45". On the far right of the top navigation are "Hello, Log In My Account" and "My Cart". Below this is a green navigation bar with categories: Photography, Computers, Pro Video, Lighting, Pro Audio, Mobile, TVs & Entertainment, Camcorders, Surveillance, Optics, Audio-Visual, More..., Used, and Specials. A banner below the navigation bar reads "Free Expedited Shipping\* to Warwick". The main hero section features a DJI Air 2S drone in flight over a snowy landscape. A blue overlay on the right contains the text "NEW! DJI AIR 2S Featuring 1" CMOS Sensor" and two buttons: "Learn More" and "Buy Now". Below the hero section is a horizontal row of category icons: Photography (DSLR camera), Computers (laptop and monitor), TVs & Entertainment (TV and speaker), Professional Video (video camera), Mobile (smartphone), and Pro Audio (audio interface). A green circle with a white checkmark is positioned over the "TVs & Entertainment" category.

# Deal Breakers — Audio, Poor Quality, Light



# iPhone Tips



# Editing Tools To Help

Adobe Premiere Pro.

Final Cut Pro X.

Adobe Premiere Elements. ...

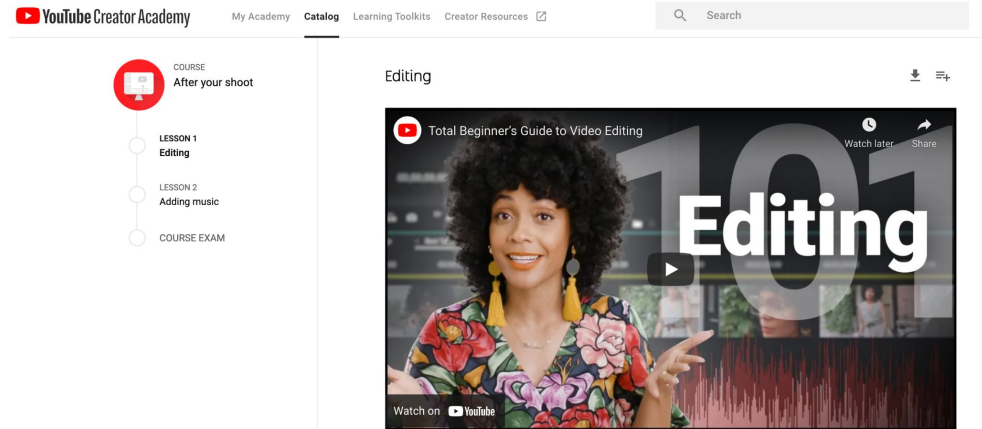
Adobe Premiere

Corel VideoStudio .

Filmora. ...

CyberLink PowerDirector 365. ...

Pinnacle Studio.



The screenshot displays the YouTube Creator Academy website. At the top, there is a navigation bar with the YouTube logo and 'YouTube Creator Academy' text, followed by links for 'My Academy', 'Catalog', 'Learning Toolkits', and 'Creator Resources'. A search bar is located on the right. The main content area is divided into two columns. The left column shows a course titled 'After your shoot' with a red play button icon. Below the course title is a vertical list of lessons: 'LESSON 1 Editing', 'LESSON 2 Adding music', and 'COURSE EXAM'. The right column features a video player for a video titled 'Total Beginner's Guide to Video Editing'. The video thumbnail shows a woman with curly hair and a floral shirt, with the word 'Editing' in large white letters. The video player includes a play button, a 'Watch later' button, and a 'Share' button. At the bottom of the video player, there is a 'Watch on YouTube' button.

# Design Tools To Help (Size For Social)

The image shows the Canva website interface. At the top left is the Canva logo. The navigation menu includes 'Home', 'Templates', 'Features', and 'Learn'. A search bar contains the text 'youtube intros'. To the right of the search bar are icons for help, settings, and a purple button that says 'Create a design'. Below the navigation is a grid of 16 YouTube intro templates. The first template is a light gray box with a plus sign and the text 'Create a blank YouTube Intro'. The other 15 templates are various colorful designs with different text and graphics, such as 'THE PRINCIPLES OF ANIMATION', 'Life with Amanda', 'Ada Lyn Artistry', 'UP NEXT!', 'THE MIDWEEK ARTIST', 'Jena Lee Crison', 'Mariel Smith', 'SUBSCRIBE FOR MORE', and 'SUPER FALCON'.

Canva

Home Templates Features Learn

Q youtube intros

?

⚙

Create a design

+

Create a blank YouTube Intro

GET OUR MERCH!

THE PRINCIPLES OF ANIMATION

A PRIMER FOR BEGINNERS

Life with Amanda

FOOD | TRAVEL | LIFESTYLE | CRAFTS

Ada Lyn Artistry

BEAUTY MADE EASY!

UP NEXT!

THE MIDWEEK ARTIST

Fueled by a love for the arts

Jena Lee Crison

DON'T FORGET TO SUBSCRIBE!

Mariel Smith

School, friends, travel and music

UP NEXT!

WWW.REALLYGREATSITE.COM

0:09

SUBSCRIBE FOR MORE

WWW.REALLYGREATSITE.COM

SUPER FALCON

SUPER FALCON

SUBSCRIBE

NEW CONTENT EVERY MONDAY

# Where The Video “Lives”

YouTube

Vimeo

Wistia

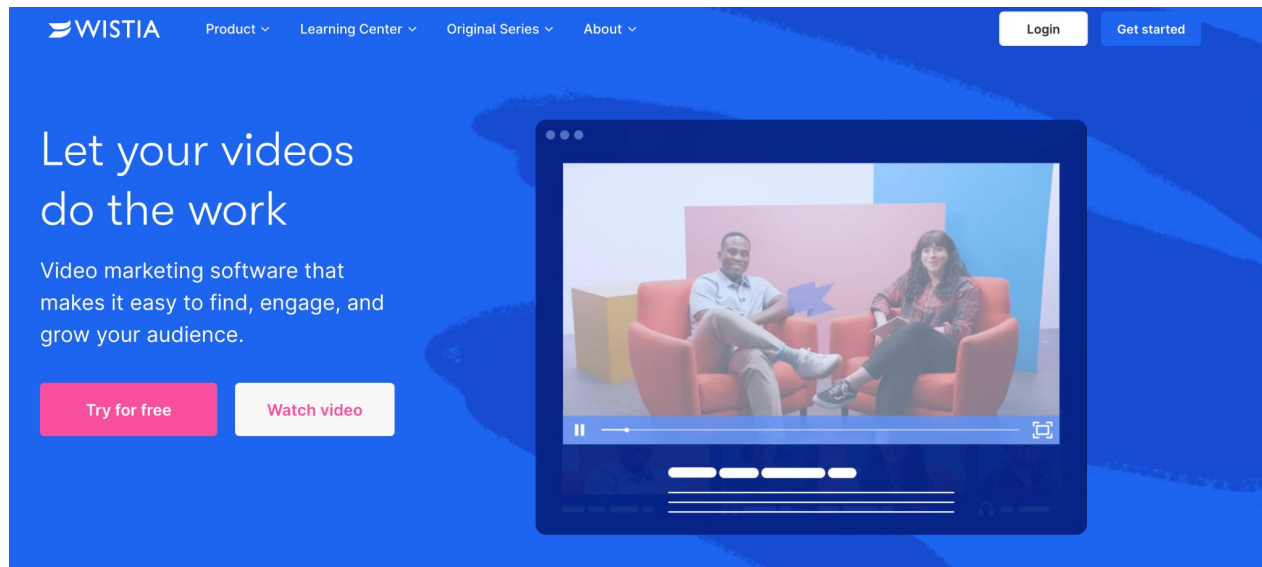
Facebook/Instagram/Tik Tok

Website

LinkedIn

Email

In Store



The image shows a screenshot of the Wistia website homepage. The background is a vibrant blue with abstract white and light blue brushstrokes. At the top left is the Wistia logo, followed by navigation links: Product, Learning Center, Original Series, and About. On the top right are 'Login' and 'Get started' buttons. The main headline reads 'Let your videos do the work'. Below it is a sub-headline: 'Video marketing software that makes it easy to find, engage, and grow your audience.' Two buttons are present: 'Try for free' (pink) and 'Watch video' (white with pink text). On the right side, there is a video player window showing a man and a woman sitting on orange armchairs in a modern, brightly lit studio setting. The video player includes a progress bar and a full-screen icon.

# 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.”

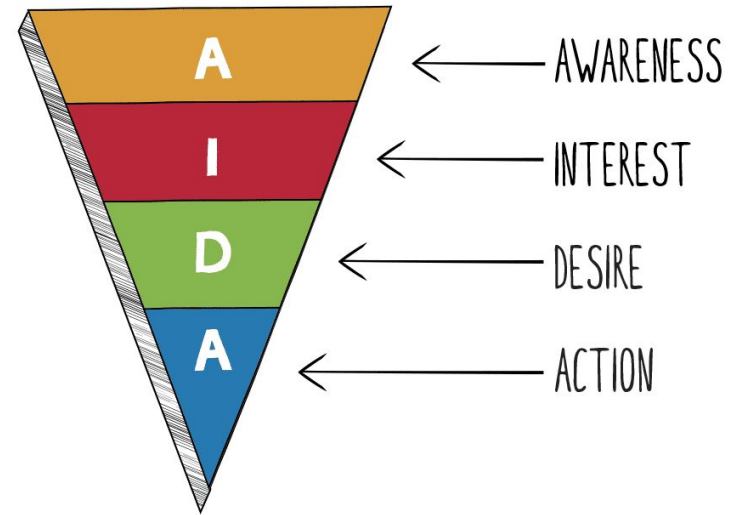
“This service/product will solve \_\_\_\_\_ problem.”

**Action:** What do you want them to do?

“Fill in the form below.”

“Click here to order now.”

## THE AIDA MODEL



ESSENTIAL MARKETING MODELS [HTTP://BIT.LY/SMARTMODELS](http://bit.ly/smartmodels)

# Offer Video Template

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



## 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

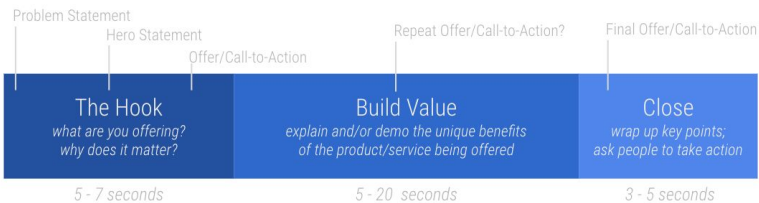
What compelling offer/deal/value are you making + what are you directing people to do?

**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 flow 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?*

## Clickable CTA Button:

*10 character max; appears in companion banner next to ad*

## [Build Value]: SHOW the product

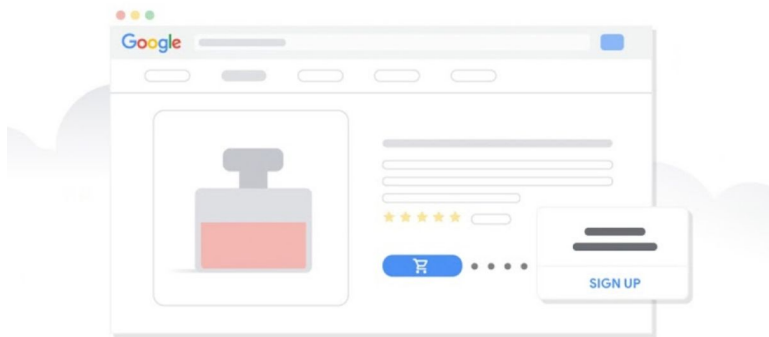
*What key value props/features about the product do you visually demonstrate through graphics/footage?*

## [Build Value]: TELL about the product

*What key value props/features do you explain about the product through words/text/graphics?*

**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?*

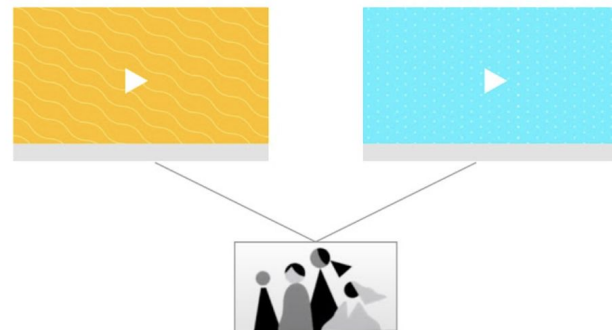
# Measuring Video Ads Success



## 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.

[Set Up Conversion Tracking](#)



## 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.

[Video Analytics](#)

# Resources



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](#)

## The Ultimate Video Marketing Starter Pack

Videos, resources, and tips on how to get your video marketing strategy off the ground.



# Resources

 YouTube Creator Academy

[My Academy](#)

**Catalog**

[Learning Toolkits](#)

[Creator Resources](#) 

 Search



COURSE  
After your shoot



LESSON 1  
Editing



LESSON 2  
Adding music

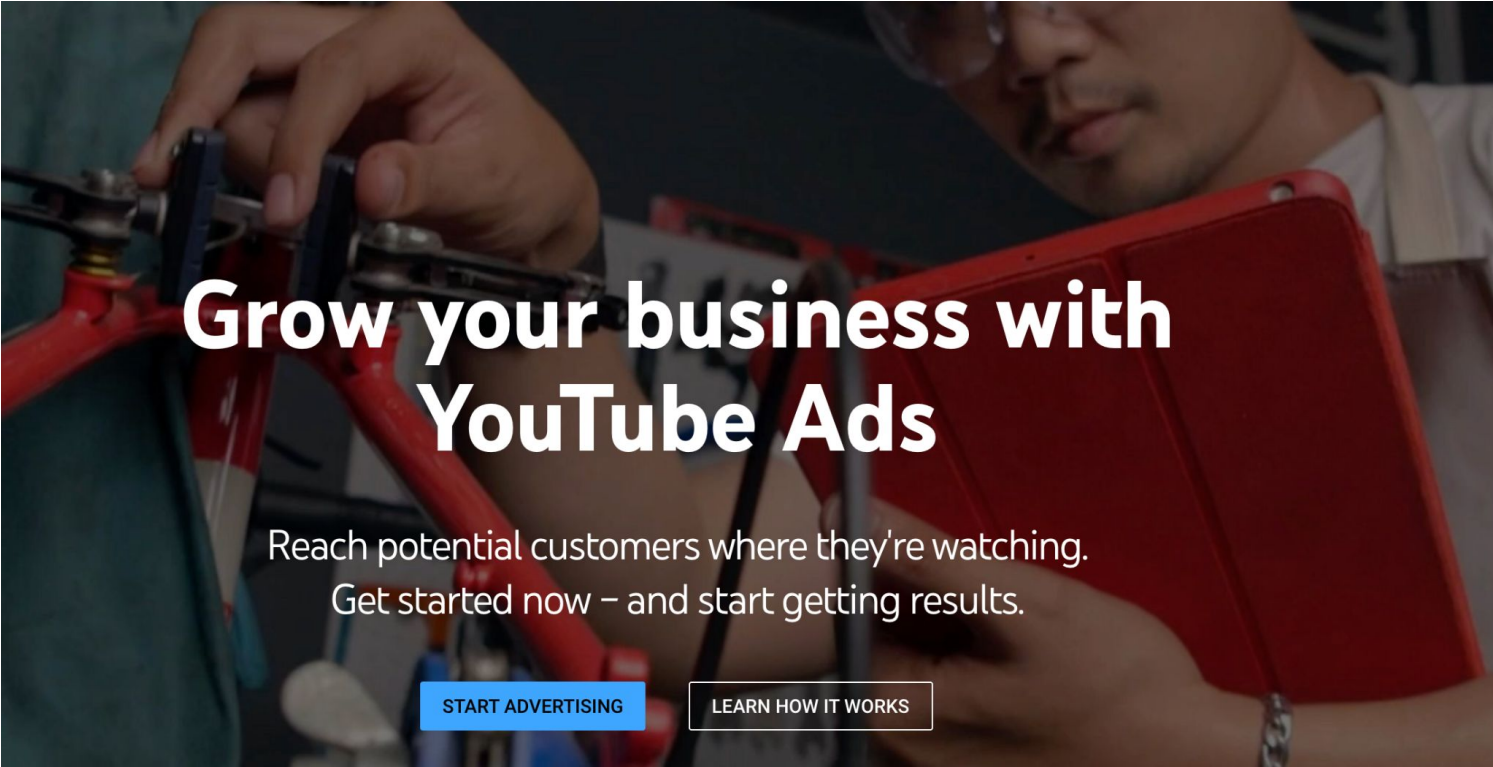


COURSE EXAM

## Editing



# Resources



**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

Contact Us:

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