

Video Marketing Secrets for Your Local Business



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What is Video Marketing?



New technology is constantly changing how small businesses market their companies and their products, and the internet is certainly one of the largest catalysts for such change. Today, videos have become one of the most used media outlets on the web. And in turn, more businesses are starting to use it to their advantage.

People like to watch videos. They're short. They're entertaining. And they get a point across in a short period of time. They eliminate the need for reading, and most online viewers find that videos are a more exciting and intriguing way to learn new information. All of these factors fit into the concept of video marketing.

Video marketing, as is defined in the online world, is marketing a business's products, services or company details through the use of video. This video can be seen in many internet mediums, including social media networks, video sharing websites and more. The goal of any video marketing campaign is to use video to explain to potential customers the value of a company and their products and services.

Video marketing campaigns are similar to other types of marketing strategies such as e-mail marketing, search engine optimization strategies and article marketing. The only different is that video marketing relies on video instead of text. In today's online world, video is quickly changing how people view their surroundings and how marketers can reach people in an engaging manner. To put it simply, video marketing is the wave of the future and should be an important part of any small business's marketing strategy.

How Local Businesses Benefit from Video Marketing?



Video marketing is quickly becoming an important marketing venue for many small businesses, and it's not hard to see why.

First, Internet users watch videos online every single day. And those videos can provide a medium for the company to explain what services they provide in an engaging way. Each video could be as short as just a few minutes long while still including

pertinent information in a fun and creative way.

But that's just one benefit video marketing brings to businesses. There are many more including:

- Allows businesses to gather actionable data based on how users engage with the content.
- Informs customers immediately when there's a new product, business, or service.
- Generates more leads.
- Engages more customers.
- Builds brand awareness.
- Analyzes potential customers and their level of interest in the business or product.
- Makes it easier for customers to purchase any product.
- Encourages customers to share the business's information with even more potential customers.
- Increases traffic to the business's website.

- Improves sales.
- Increases number of online users clicking on a business's website.
- Reduces bouncing rates.
- Increases a business's SEO rankings.
- Creates more website links.
- Builds a loyal customer base.
- Builds a niche channel.
- Encourages customer participation and feedback.
- Constantly produces new and relevant advertising content.

Video marketing allows a business to be flexible in how they market their company. It lets a business promote itself, its services, products, message or its individuals. Whatever the specific business's marketing strategy or blend of strategies are- video marketing can tell potential customers about it.

This can be extremely helpful when creating a specific niche channel for a business. Video marketing can be designed to display a very specific message and then it can be distributed into a very specific niche. This makes reaching specific viewers- and customers - easier. Video marketing is the perfect tool for targeted advertising.

Video marketing can also help businesses create a loyal fan base by encouraging consumer participation across many fronts. Feedback, social media site sharing, blog comments and brand recognition can work together to create a larger customer base and improve the likelihood of repeat customers. When used in conjunction with SEO techniques, video marketing can also drastically increase a business's website traffic.

Finally, most consumers have come to expect videos during their online experiences. If a small business ignores this, they are cutting themselves out of a very large audience of potential customers. In order to stand up to the competition, every small business should consider the importance of video marketing strategies.

Does Video Marketing Really Produce Results?



Yes! This can be seen not just in actual ROI results, but in the number of people that are watching videos every second of every day.

Consider these facts from Hyperfine Media when thinking of just how important video content is to Internet users.

- 1/3 of online activity includes users watching video content.
- Not only do users watch videos, they remember them. 80% of all users can remember the content of a video that they watched within the past month.
- 90% of viewers say that watching product videos helps them make a purchase decision.
- An average user spends about 16 minutes every month watching video ads alone online.

- Online users spend a lot of time watching video content; that's pretty clear from the stats. But what does that mean for local businesses? It means more results, more purchases, more profit, and more customers! Consider these stats:

- When video content is placed within an email, it increases the chance of users clicking on the included link by 200-300%.
- Placing video content on a landing page can increase conversion rates by 80%. Conversion rates typically refer to the amount of people that buy something on the website after watching the video.
- Engagement on a website increases by 22% when full page ads include video content.

The stats can be staggering, but they still leave local business owners wondering what video marketing can do for them. What are the costs? And the ROI?

You can find a little more about the costs of video marketing further on in the report, but as to the ROI, here's one more statistic. The majority of businesses using video

marketing – 76% in fact – state that video content has the best ROI than any other form of marketing they use.

How Does It All Work?

While video content provides companies with a quick way to create interesting, engaging and fast forms of advertising, there is no 'one' way in which it works. And as companies start to use video advertising more and more, they may find that they have their own way of making video marketing work, and that that way may be unique to them.

If there is one hard and fast rule for video marketing it's this – video marketing should always be a supplement to other forms of marketing and not substitute for them completely. So for instance, great content built on strong SEO strategies with a dynamic video added to them can be a powerful form of online marketing. While a page full of strictly videos can seem overwhelming and uninteresting to the user.

At its very core, the way video marketing works is quite simple. A business creates a video of just about any kind and uploads it onto their blog, website, or video sharing website, such as YouTube. That video is then viewed by a number of different users online who then share it, retweet it, like it, and start following the company because of it. In many cases, the user will even click through to the business's website to find out more or purchase the product or service.

How Much Does it Cost?



It's one of the first things many business owners ask when they consider video marketing – “How much does it cost?” And most of the time, business owners also think they already know the answer – a lot. And it's this that keeps them from trying video marketing and realizing the many benefits it brings.

The fact is, video marketing can cost as much as or as little as the business owner wants. And it largely depends on the type of video that's being produced. Short, fun videos with very little production can be made using something as simple as a smartphone. Once that clip is uploaded, the business then has its first video marketing piece published, and it cost next to nothing.

In this scenario, the smartphone bill would be the most expensive part of the budget, and the business is likely already paying that as a business expense. Creating a YouTube account is free (and could even make you money if your channel gets big enough). The owner or another staff member could star in the video, again costing very little, or the video might include charts, or still pictures with a simple voice-over.

Of course, some businesses may want an extremely professional big-budget video that requires actors, scripts, and a production company. With these of course, the cost of video marketing is much greater, sometimes in the thousands of dollars.

Most businesses find the middle ground between the cheapest and most expensive option and typically use their own staff members or themselves to create and be in the video. With some simple editing tools and software, these basic videos can become more customized with things like music, lighting, and other components of the video. Using these can really make a video pop and won't break the company's budget.

Some of the best video editing and video creation software that won't break the bank are:

- AVS Video Editor
- Adobe Premier Pro
- Final Cut Pro
- Sony Vegas Movie Studio
- Lightworks
- Windows Live Movie Maker
- YouTube Movie Maker

Proven Video Marketing Strategies



Once businesses realize how useful video marketing can be, they want to press the record button and jump right in. That passion and energy is great, and it will be needed in order to make the kind of dynamic videos that really stand out on the web. But first, it's important to make sure that the videos being created are well-

thought out and have proven video marketing strategies implemented within them.

High-quality production value

There are millions and millions on videos online, and more being added right now. The amount of videos customers are bombarded with every time they're online is one of the reasons why they expect to see them so much; but it also makes creating a video that will stand out among the crowd more difficult. Production value is important, and it needs to be of the highest quality possible.

This doesn't mean that a ton of money needs to be spent on the actual production, just that the video that's created needs to be professional. So even if you're filming the video yourself using only your smartphone, make sure you're not doing it in your pajamas with the television blaring in the background. Dress as though you're addressing a room full of people (because you are, and it's a big room), and make sure you can be heard and seen clearly.

Know your audience

Just like with any other marketing campaign a business will implement, before the video is created, the targeted audience must be identified. Most companies think the target audiences for their videos are the customers currently buying their products or services, and they'll base this information on things such as age, gender, and income bracket. This is a good place to start, but there are other audiences businesses may want to target as well.

Is the video going to target only existing customers, or is it going to include content about the discount the business is offering for new customers? Is it to establish the business as the authority and expert in the matter, meaning that it may be targeted to others in the industry?

There are a number of target audiences that might be the focus for any given video marketing campaign. And it's important that those are identified before any video is made, as it will greatly affect the content of the video itself.

Know your goal

Never create a video just because it seems to be the latest thing to do, or because a video marketing report suggested it. While video marketing can be extremely effective, it only works if the videos used are clear and if the goals of the business owner are clear before the videos are made.

A few questions every business owner should ask themselves before creating even one video are: What is the video supposed to achieve? Is it meant to drive traffic to the website, prompt customers to request a quote, or let customers know more about the brand?

If the business owner can't answer these questions and doesn't have a clear goal for the video, the video should not be made.

Be creative

No matter what, businesses need to be creative when creating their videos. And this will be easier in some cases than in others. Some products and some video ideas are already just so fun that there's not a lot of brainstorming needed. But other times, the

products and services might not be as exciting, and in those cases, extra creativity will be needed.

The important thing is that any video includes creativity, and that it's fun and engaging for viewers to watch.

Tell a story

Every video should tell a story. Stories provide a human touch, and automatically make people more engaged in a video's content. Whether it's how the company got started, a fun collage video of a recent company retreat, or the latest collection of products, every video needs to tell a story.

Any good story has a beginning, middle, and an end. But how can businesses use this model when creating videos? Perhaps the beginning is identifying a problem customers currently have, such as a lawn full of weeds. The middle of the story could show the many solutions the customer's already tried, and the end could display the new product of the company that will actually get rid of their weeds once and for all. A story has been told, and the business has possibly sold more of their product.

Give the viewer options

It's easy to think that an online user will just watch a video and once done, they'll either navigate to something else, or they'll follow through with the call to action. However, there are so many more options available, and businesses will not serve themselves any better by simply ignoring them.

The first option all video viewers should have is to leave feedback. This scares some businesses when they think that negative feedback might be out there for future customers to see; but nobody should be scared of negative feedback. When negative comments are left on the video, it actually gives the business owner a chance to respond to it and clear up any misconceptions or negative ideas the public may have about the company or their products.

More importantly, when new customers have seen that the company has gone out of their way to not only provide a place for feedback, but that they actually responded to it, it increases the customer's trust in that company and the likelihood of using them in the future.

Don't give the viewer options

Okay, in some instances, providing the viewers with options works in the company's favor. However, there's also a way *not* to give the viewer options that can be very effective, too.

This is the case when it comes to auto-play options. Creating a video that works on auto-play causes the video to automatically play every time they land on the website or click on a certain link. This almost forces the viewer to watch it, making them become interested in it before they even realized there was a video on the page.

Incorporate SEO into video

Combining search engine optimization (SEO) techniques with videos not only has several benefits, but also increases the likelihood that viewers will see them first. Typically videos won't be found online unless viewers are directly given a link to them. But, businesses don't have to rely on just that when incorporating SEO with their videos.

Incorporating things such as targeted keywords, including local keywords and short and long-tails is important and will have just as big an impact in a business's online marketing campaign as anything else.

Know where to put it

This is such an important part of video marketing, there's an entire chapter dedicated to it within this report. Simply put, different videos are meant for different websites and locations, and business owners can help themselves out by knowing which videos will fare better on which websites.

Where to Put Your Videos



One of the reasons video marketing is such an inexpensive form of marketing for businesses is due to the sheer number of video sharing websites available today. These websites already have a high ranking within the search engines, making it easy for businesses to latch onto those rankings and benefit from them as well.

Also, each of these websites has thousands, if not millions, of users flocking to them every day, such as the video sharing giant, YouTube. These users have no specific goal when going to a specific site, other than simply watching videos. This provides businesses with the ability to reach a huge market of online viewers in one shot.

In addition to different websites, videos can also be embedded into certain forms of advertising the business is already using, such as email marketing campaigns. So all in all, where are the best places for businesses to share their videos?

- **YouTube.** YouTube remains the largest video-sharing website, as it has over the past several years. After all, YouTube is the second-largest search engine overall, let alone among its own niche. Any business that is considering video marketing at all needs to create a YouTube account and post videos regularly. Using YouTube alone is not a video marketing strategy, but it is the backbone of all video marketing strategies.
- **Your website and pertinent landing pages.** It's important for any business to remember that consumers today do the majority of research on their own before ever speaking to someone in sales or making a purchase. Because of this, businesses need to put themselves in front of their customers as much as possible, and the easiest way to do this is by creating a video and placing it on your website. The customer will go here before making a purchase, and you'll be able to "get in front of them" and tell them about your product. It's a way to be there, without making customers feel as though you're actually there.

- **On your blog.** Just like it's important to get in front of the customer on your landing pages, it's equally important to do the same on your blog. When posting video content to a blog, remember to surround it with a lot of supporting text to increase the likelihood of it getting picked up by the search engines.
- **Email marketing campaigns.** Did you know that when video content is included in emails, they have a 96% higher click-through rate than email that do not include this content?¹ This shows just how effective videos can be in email marketing campaigns!
- **Email signatures.** As long as you're including video content in marketing emails, why not include them in email signatures as well? Each staff member can have a video embedded into their signature and will be seen not only by customers in a marketing database, but by everyone who ever receives any email from the company.
- **Instagram.** It was once thought that Instagram was just used among the younger audiences, so if businesses weren't targeting them, there was no need to be present on there. Today however, that's no longer true. Older audiences are starting to use Instagram more and more and it's said that by the end of 2017, older users will make up 40% of Instagram's overall audience.² The key to using Instagram is to make up 4 or 5 videos a day; they can be as short as 20 seconds each.
- **Musical.ly.** Musical.ly is much like Instagram in the way that it's thought to be 'for young people only'. While this is still largely true, it's an important outlet for anyone that is targeting young audiences. Also, more women are starting to use Musical.ly as a social network, so businesses targeting women stand to benefit from being on the app as well.
- **SnapChat.** Did you know that viewers watch over ten billion videos a day on SnapChat? Pretty soon, SnapChat will be giving YouTube a run for its money. With this vast number of users, SnapChat is one outlet that just can't be ignored.
- **Pinterest.** Pinterest is another massive search engine where users can find just about anything – including videos. Because Pinterest is even more of a still photo site, a great supplement to video marketing is taking still shots of videos and imposing text from the video over top of them.
- **Facebook.** Facebook has just reached the 2-billion users milestone, so the importance of businesses having a presence here cannot be overstated. Facebook is simply one of the giants among social networks. An average of 8 billion videos a day are watched on Facebook, with 100 million hours of video being watched every day.³

¹ <https://www.vidyard.com/blog/distribution-checklist-share-videos-maximum-reach/>

² <http://blog.animaker.com/11-video-marketing-trends-2017/>

³ <http://blog.invervemarketing.com/where-to-post-social-videos>

- **Twitter.** Twitter is still far behind Facebook, with 319 million users and only 67 million of those being active.⁴ However, Twitter uses Periscope to offer users the 360-degree live streaming experience similar to Facebook and like all other social networks, it's only expected to grow. Businesses that don't incorporate video content into their feed will definitely lose out on potential business.

Types of Videos You Should Use

There are many ways that a small business can use video marketing to increase their presence in the eyes of potential customers and then convert this awareness into sales revenues. Depending on what specific message the small business is promoting, there are many types of videos that can be used. One of the best attributes of any video marketing campaign is that it can incorporate many different types and styles of videos into a single and broad-based advertising strategy. Here are ways that a small business could use videos to market their products, their services, their individuals or their company as a whole:

- **How-to videos:** These videos can explain in detail how to use the company's products, or how to perform other tasks that might supplement what the company is selling. So for instance, if a company sells lawn mowers and lawn care items, they might include a video explaining how to best cut the grass (at what length, how often, etc.)
- **Company video profiles:** These help dispense knowledge about the company itself and can be used to generate name recognition, trust, and generally promote the company as a whole.
- **Staff video profiles:** These videos are a great way to build customer appreciation by allowing employees of the company to talk about what they are passionate about. This helps to give the business a down to earth, authentic image.
- **Tours of the company:** Again, these videos help customers see the company as being the result of real people and real hard work.
- **Funny, good time employee videos:** These types of videos are not designed to advertise directly to consumers. Instead they show the company employees having fun or engaging in some form of interesting activity. The point of these videos is to promote the business's name and allow people to recognize it

⁴ <https://www.recode.net/2017/2/9/14558890/trump-twitter-user-growth>

without a direct advertisement. This can promote more online viewers than advertising alone.

- **Video spokespersons:** These are automated spokespersons who tell website visitors all about the company. Most of the time these virtual spokesperson videos automatically begin playing as soon as a user clicks onto the webpage, but with so much of this going on many consumers find it to be annoying.
- **Cause-based videos:** These types of videos display what community programs or specific causes the company is involved in. Customers like companies that 'give something back' and displaying the company's good deeds can help expand its customer base.
- **Testimonial videos:** These are a great way to directly engage the viewer with information regarding the company's product and service while simultaneously advertising its quality points. Interview videos with employees, customers and company executives can also work in this manner.
- **Mini-documentaries or case study videos:** These show potential customers more sides to the company's service or product. By informing people of the history and the planning required of the company, it helps to build name recognition and respect for the company.
- **Training videos:** These help a small business engage with their customers in a manner that most interests the customers. Online training videos can also include Frequently Asked Questions and other helpful information that will keep the customer engaged and satisfied with the business. How-To videos and Tips of the Trade videos also work in this fashion and can be very helpful with business's looking to develop brand name recognition and customer loyalty.
- **Reviews:** The review is a time honored way to create name recognition, brand loyalty and engage customers. The review video is a new take on this old advertising technique and can be a very effect one.
- **Industry news or commentary videos:** These types of videos are a way to inform the customer and develop the business as an expert in the niche.
- **Video e-mails:** This new take on the classic auto responder message does more than just engage potential customers. Videos also allow businesses to track the customer's response, even if the customer doesn't actually respond. The business can tell if the consumer watched all or none of the video, or if they

turned off the video at a certain point. This makes it easy to tell if a company's e-mail video promotion campaign is working or if it requires some changes.

- **Video promotions:** Businesses already use promotions to create new interest in their company, but video promotions are even more engaging and therefore more productive. Video promotions can include announcements, newsletter style content, customer appreciation content and event participations.
- **Product description videos:** These count as direct advertising and allow a consumer to learn about the specifics of a product in a manner that is more interesting and faster than reading the product's manual.
- **Video blogs:** Also known as 'vlogs', these are an easy way for a business to share information, content and news with their customers. Vlogs can help a business establish itself as a niche expert, draw in new customers, establish a brand or simply entertain customers and have them coming back for more. Vlogs even create content within themselves and this content can later be used for other means of promotion.

The best video marketing campaigns incorporate a variety of these different types of videos into their strategies. By mixing up the style of their marketing videos, a specific business can reach into different viewer niches, environments and types of websites, which increases the chances of the strategy being successful.

Using a Video Marketing Agency

Like everything else in the world of internet marketing, agencies that specialize in this form of advertising have a distinct advantage over standard advertising agencies.

This is because the world of online marketing, especially video marketing, can be complicated for anyone who doesn't fully understand how such marketing works. For example, in order to create a video that will be found by the search engines, the designer of the video has to understand basic and in-depth SEO techniques. This requires a good deal of current knowledge about the latest trends and algorithms, as search engines and their 'spider crawlers' are both secret and ever-changing.

Understanding how to incorporate the right level of customer engagement is also necessary for success. For these reasons, and many others, many small businesses choose to use the services of an internet video marketing agency.

Internet video marketing agencies have several advantages over traditional advertising companies. First, internet based and video based marketing agencies are designed around today's media platforms, including but not limited to: social media, online broadcasting, online searching tools and networking.

These types of marketers also incorporate media platforms into their own marketing strategies are well versed in platforms like YouTube, Facebook and Twitter. They also have an understanding of what makes a video an internet sensation and what online viewers are most often looking for when they look at online videos. These agencies know what makes a video engaging, insightful and interesting to online viewers.

Finally, internet video marketing agencies know how to create advertisements that are less like a traditional promotional advertisement and more like the message-sharing engaging content favored by most online consumers today.

Conclusion

Video marketing is certainly a popular form of advertising, and that it's a market that will only grow in the future.

Small businesses are the ones who stand to gain the most from this type of advertising. This is because the large businesses, which already have a high advertising budget for TV commercials and brand name recognition, will still have to compete with the small business in the online world.

This means that with some careful content planning and proper video distribution strategies, any small business could become the next big internet sensation and draw in hundreds of new customers. And this is only one of the reasons why online video marketing is becoming so important to most small businesses.

Next Steps

Thank you again for downloading this free report. We hope that you found it useful and it has given you the information you need to help you better understand video marketing campaigns.

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