

Over the past few years, people have started embracing interactive and engaging content.

While static content in the form of case studies, whitepapers, blogs, and graphics still has a loyal and engaged audience, things have started to change.

Today, video content has disrupted the way people interact with a brand. According to CISCO, online videos will account for **more than 80% of all consumer internet traffic by 2020.**

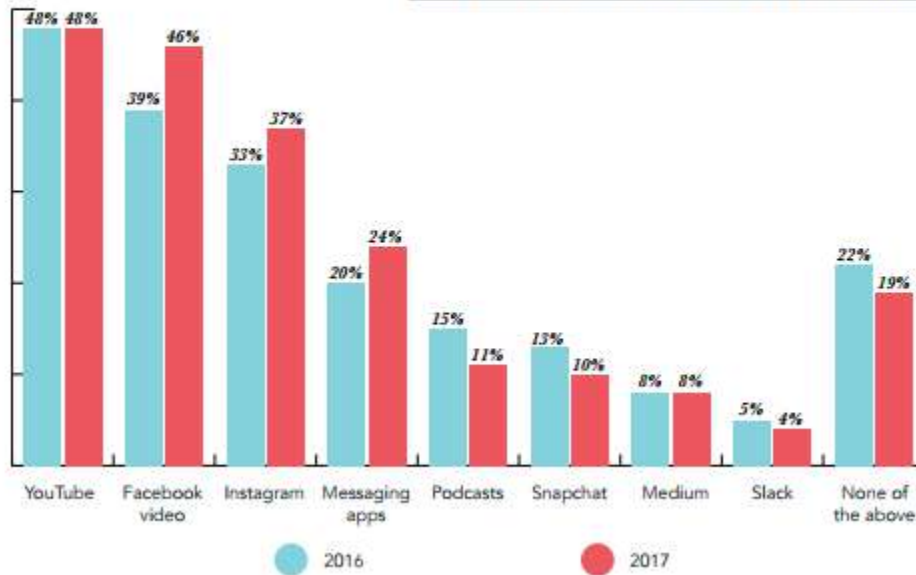
The rise of mobile, the diversity in content creation, and the immersive experiences (such as this virtual reality shopping app, for example) that are transforming the ways people interact with a brand are leading video's exponential growth.

Whether you're consuming information about what a business does, learning about a new product via a how-to video, or simply signing up for a service after watching a success story, video now plays a pivotal part in user acquisition, on-boarding, and overall retention.

In the State of Inbound Report 2017, HubSpot calls video "the main disruptor." Here's what a marketer said about video

*"Video is just going to get bigger and bigger. I think more people want raw, honest connection. They want to know you and the company in a way that feels personal. I don't see this as a disruption, but it might be for those who aren't willing to shift in this direction."*

**WHAT CONTENT DISTRIBUTION CHANNELS  
DO YOU PLAN TO ADD TO YOUR MARKETING  
EFFORTS IN THE NEXT 12 MONTHS?**



Slowly and steadily, businesses are understanding the importance of video and that static content is not enough to drive results. Hence, marketers are now investing considerable time and effort to hone their video marketing strategy.

As your business adapts to a video-first strategy and enables video marketing, here are some essential Dos and Don'ts to keep in mind.

### **1) Do Educate, Entertain, and Engage**

While a strong focus on conversion rate and the channels that lead to it is critical to success, initial impressions about your business are equally important.

For example, a prospect can form an opinion about your business through a video they see online even before they visit your website. So, it's important to remember your video may be the first point of contact your audience has with your brand.

We're hardwired to engage in storytelling, so make sure your videos are focused on your brand's narrative rather than focused on selling your product or service.

Ask yourself: What are some common questions in your industry? What are some key challenges faced by your target audience? What's the number one priority for your users?

Answering these questions can help you create strong video content that will drive conversations and help you engage with your community.

Whether your audience watches a video on Facebook or comes across your brand awareness ad on YouTube, it's important to have video content that educates, entertains, and engages.

<https://www.youtube.com/watch?v=o-f2riEA4mY> (Grammarly)

## **2) Do Use Testimonials / Promote Success Stories**

*“People don't buy what you do but why you do it” — Simon Sinek.*

Your target audience needs an anchor to better understand your business and how you can help them achieve their goals. They need to be sure you are authentic and a business they can trust.

You can leverage a proven method to build trust: video testimonials and success stories. After all, your customers are your best sales tool.

<https://www.youtube.com/watch?v=WqHpm7OLWWY>

## **3) Do Measure Performance**

You can't improve what you can't measure. Review your data to tweak your strategy, make campaign changes, and identify opportunities to move potential users through your conversion funnel.

Whether you measure attention span, view rate, video completion rate, views by embed location, or influence on revenue, it's important to study the data to identify and refine KPIs.

## **4) Do Have A Clear Call To Action**

Too often, businesses don't include a clear call to action in their videos — a small yet essential tactic in an overall video strategy.

After your identified target audience has engaged with a video, it's important for you to direct an action.

Should they visit a landing page to learn more about your business, request a consultation, or watch another video?

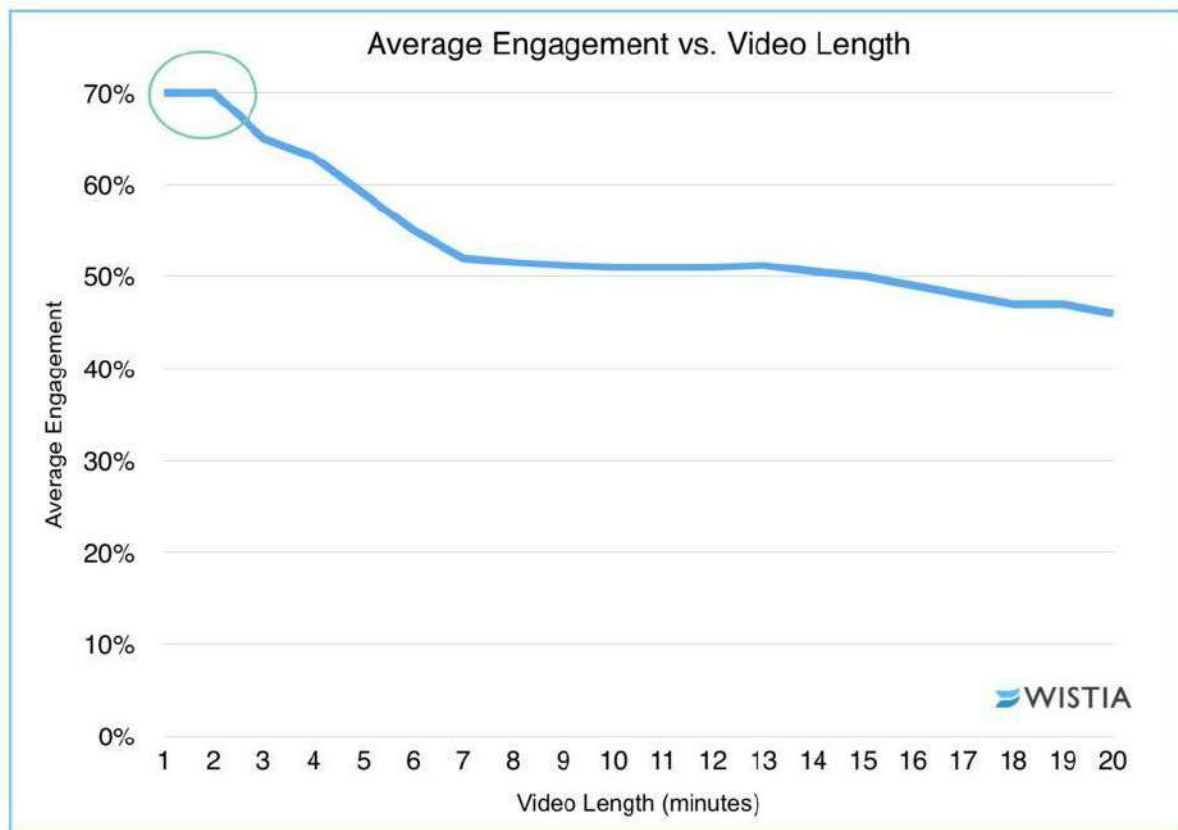
A clear call to action provides closure and allows you to drive higher customer engagement, which can lead to higher conversion rates.

### 5) Don't Forget To Test Your Video Length

When it comes to determining the overall engagement from your video, the length plays an important factor.

According to Wistia, videos that are two minutes or less have a higher engagement rate.

If the video is over two minutes, the retention rate drops significantly over time.



Keep in mind, while maintaining the length of your video to under two minutes is a good place to start, you need to measure engagement from your own videos overtime to create your benchmarks.

The length of a video can vary depending on the publishing platform. For example, a two-minute video might be engaging on YouTube and Facebook, but you might want to shorten for Instagram and Twitter.

Shorter videos are perfect for awareness and engagement. Longer videos are best for driving conversations and providing insights. However, it is always better to test and understand your data over time rather than following one rule.

Remember to be clear on your objective and tweaking the length accordingly.

## **6) Don't Forget About The Thumbnail**

Don't overlook the importance of a good video thumbnail. Thumbnails deliver the first impression for videos and are critical to success. But, what should a good video thumbnail accomplish?

According to Vidyard, it should accomplish the following things:

- Hint at the premise of the content
- Compel viewers to click to discover more
- Feature your branding
- Prominently display the “play” button
- Indicate the length of the video
- Look awesome on any device screen size

A video thumbnail provides a preview of your video content — giving people a nudge to click, watch, and engage.

## **7) Don't Use A Typical Sales Pitch**

When creating a video for your marketing campaign, steer clear of being “salesy.”

Remember the point of your videos is to act as a conversation starter as opposed to a selling tactic. Ask yourself, are you creating content your customers will thank you for?

Are you connecting with your audience on a human level?

You should leverage storytelling tactics and craft videos that speak to specific emotions.

For example: In the Google AdWords success story video mentioned above, Google doesn't talk about how you can optimize your campaign, target different geographics, and leverage retargeting.

Instead, they highlight what's human about their product and how real people use it to provide value to their customers.

It's important to remember videos that are too "salesy" can decrease trust and repel potential customers. So, always keep in mind the user's motivation and how your business can provide real value.