

How to Improve Digital Marketing with Video

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How to Improve Digital Marketing with Video

- Why Online Video Matters
- How to Use Video on Your Site
- Promoting Your Videos
- Producing Your Own Videos



Why Online Video Matters

Engage with visitors in a way they appreciate!

Attention Spans Are Short



People don't like reading

- Shorter attention span than a goldfish
- Digest more information in less time
- Visuals are processed in the brain faster than text

Video Is Popular with Users



- More video favored technology
- Youtube reported video consumption from mobile devices rises by 100% every year
- Encourages more social shares- 76% of users said they would share a branded video if they found it entertaining



Video Improves User Experience



- 60% of users watch video content before reading text on the same page
- Stick around longer-stay on site an average of 2 minutes longer after watching a video

Videos Can Improve Organic Rankings



FWM Services Client Case Study:

July 2016

Impressions: 1,632

Clicks: 43

Assigned video to 190 pages on site (44% of site total)

Sept 2016

Impressions: 4,668 (+186%)

Clicks: 148 (+244%)

Videos Can Improve Organic Rankings

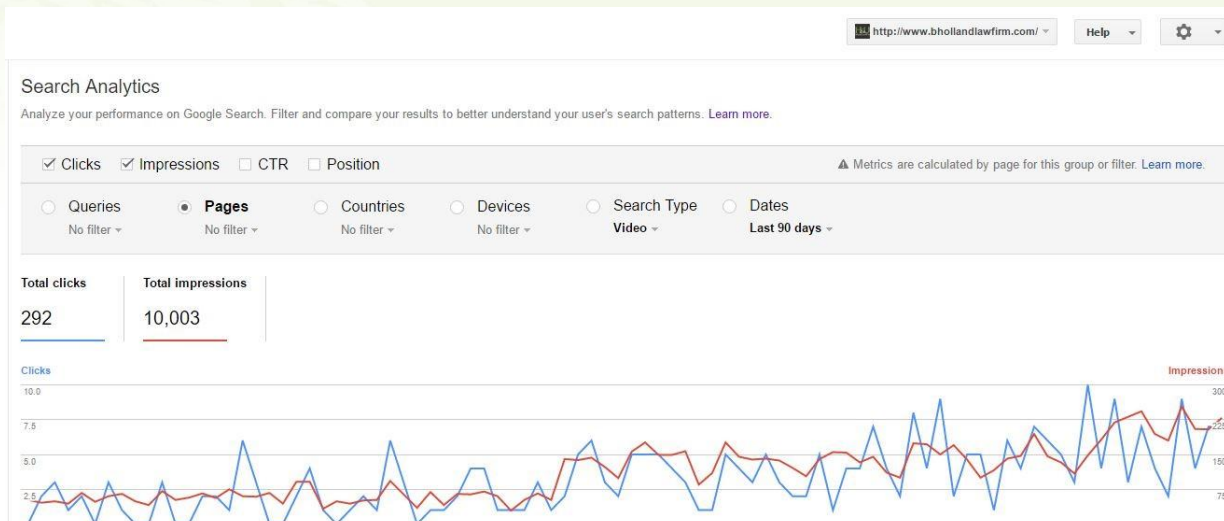


Case Study Continued:

April 2017

Impressions: 10,246 (+528%)

Clicks: 232 (+404%)



Why Online Video Matters



Improve Conversion Rates

- Build Trust
- Provide Valuable Information Quickly
- Encourage Engagement

How to Use Video on Your Site

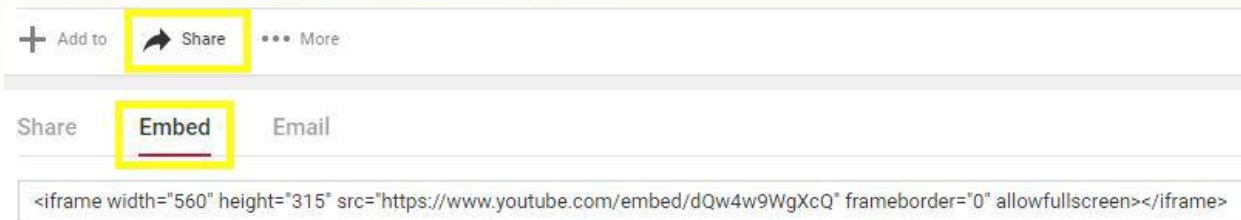
Put Videos in the Right Place and Make Them the Right Length!

Where to Utilize Videos



DSS has a video player built into the top of every page automatically!

Embedding videos within content can be effective as well.



Rich Content Editor



Where to Utilize Videos



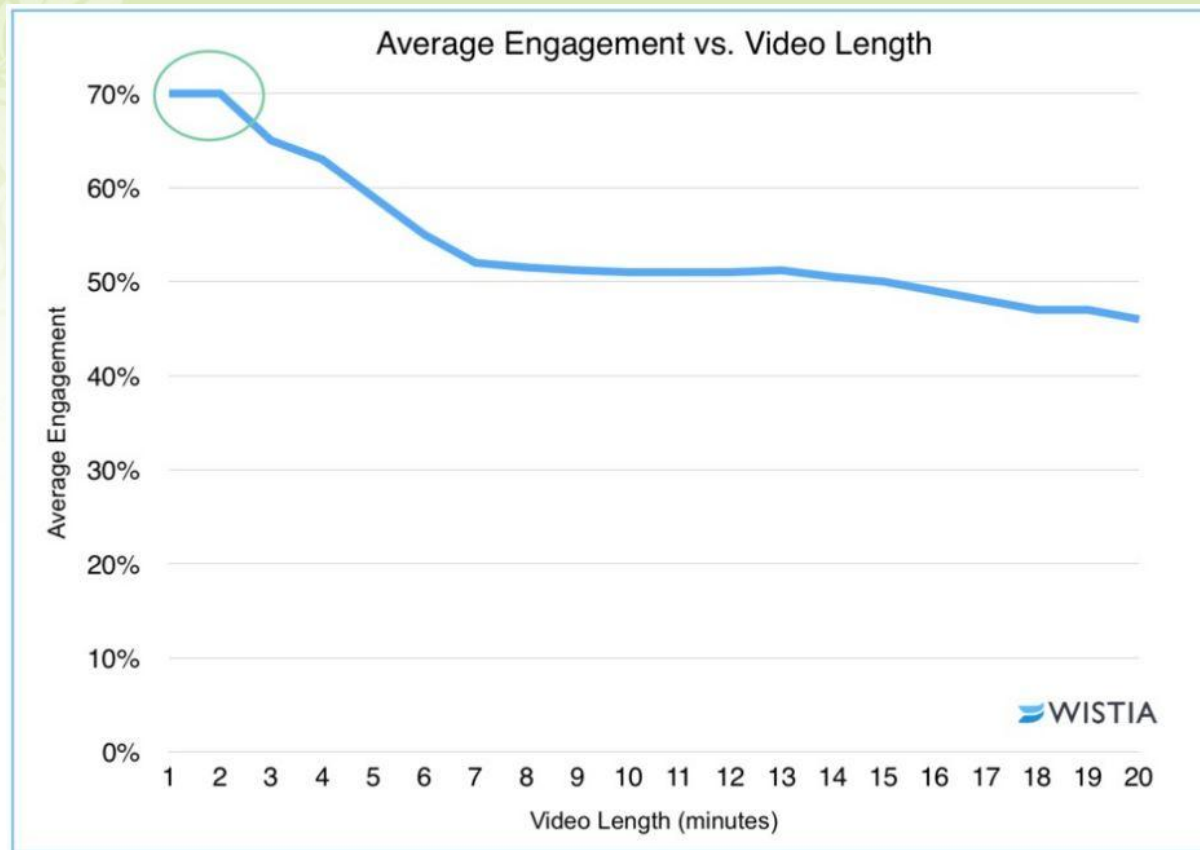
Additional awesome video ideas:

- “Explainer” Home page and Practice/Service Area pages are simple but effective!
- Case Results/Testimonial videos allow your clients to speak for you!
- About Us page/staff bio videos give you a chance to humanize your staff and your practice!

How Long Should They Be?



User engagement is best for videos under **2 minutes**.

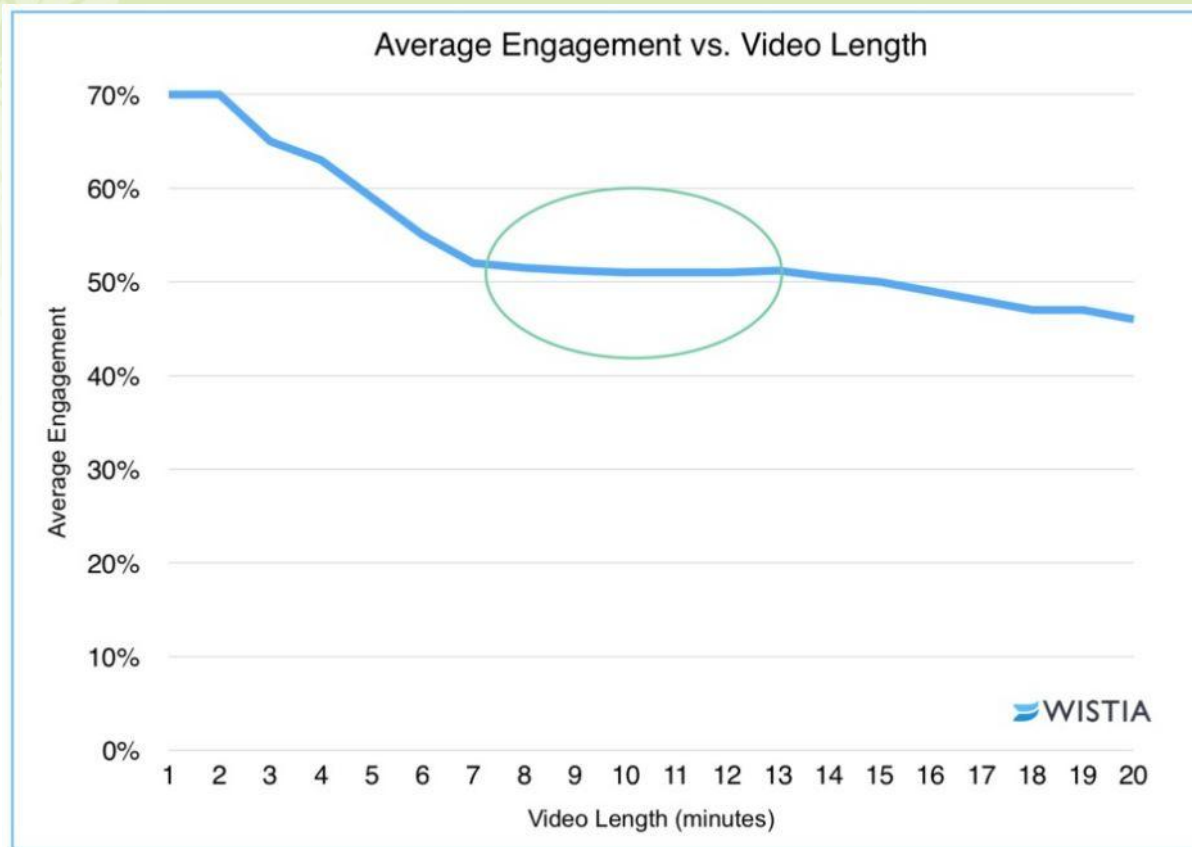


Source:
Wistia.com

How Long Should They Be?



6-12 minutes is ideal for in-depth looks at complex topics.



Source:
Wistia.com

Define Your Video Style



Inject personality into your videos. What makes *you you*?

- This is your chance to be yourself!
- Information is important, but don't be afraid to have fun with them too.

One Final Tip for Videos...



Please NEVER use autoplay on your videos.

- It's intrusive and will drive visitors away from your site.

A stylized, light blue tree graphic with many leaves, positioned on the left side of the slide.

Promoting Your Videos

Making the most of video beyond your website

Where Else Can You Use Your Video?



Facebook

- Share information with your followers
- Boost posts to reach new audiences
- Craft an ad campaign around your video

YouTube

- Build your channel
- Don't rule out video advertising!

Where Else Can You Use Your Video?



Instagram

- On-the-fly videos in the office or at community events

eNewsletters

- Don't forget about this all-volunteer audience

A stylized, light blue tree graphic with many leaves, positioned on the left side of the slide.

Making Your Own Videos

Create professional looking videos without the cost!

Making Your Own Videos



Creating Videos Doesn't Need to Be Expensive

- Not everyone has the budget for studio quality videos
- You can shoot professional looking videos with your iPhone

Making Your Own Videos



- Be sure to **stabilize** your camera with a tripod
- Be **creative**: consider shooting multiple angles and editing shots together for a dynamic feel
- Be **prepared**: write and practice your script ahead of time

Making Your Own Videos



Lights, Camera, ACTION!

- DO: light from front-aim for the eyeline
- DON'T: light from below, above or behind
- Avoid wearing glasses
- Minimize shadows on face

General Rule of Thumb: soft light is more flattering

Making Your Own Videos



Make sure we can hear you!

- Best: using a high quality microphone for clear sound
 - Close to the speaker's mouth
- Avoid too much background noise: traffic, white noise, rustling, voices from off camera

Making Your Own Videos



Where should I shoot?

- Outside: action and on-location shots
 - Best lighting: overcast weather
- Inside: great for instructional videos
 - choose a conference room or non distracting background area
 - supplement overhead lighting with standing lights
- More advanced? Try a green screen and play with your digital background options

Making Your Own Videos



Touch up your makeup:

- Powder foundation can help reduce shine-even men!
- Check for lipstick on teeth
- Enhance features, but don't overdo



Making Your Own Videos



Choose your clothes wisely:

- Avoid green
- Professional, flattering, stands out against background
- *Bonus points:* compliment colors on site (When in doubt go with neutrals)



Making Your Own Videos



Keep in mind:

- Arm positions
- Filler words, coughs, nervous ticks
- Close your mouth after your sentence
- Neatness of clothing

Edits can only do so much, make sure your raw video is clean and concise!

Making Your Own Videos



Editing Tools:

- PC: Windows Movie Maker, Machete Video Editor Lite, VSDC
- Mac: iMovie
- Both: Avidemax, Wondershare Filmora, Blender, Lightworks

Making Your Own Videos



Splash images

- If the first still of your video is unflattering, pick a new one!

Currently Assigned Video **Video Splash Image** **Assign New Video**

This is how you can control what your video "splash" image looks like for repeat visitors. This only loads for repeat visitors. The way you look paused during your video, this is how you can change it.

☐ No action ☒ Upload Image (720x406) ☐ Generate Image from Video ☐ Delete Current Image

Optimized_Splash_Image.jpeg

Only .gif, .jpg or .png image type accepted.

Wrapping it Up



- Video is a proven tool to improve engagement and conversions
- Be creative and be yourself in your videos!
- Use them on your site and elsewhere
- You CAN do them yourself, and it doesn't have to cost a ton

A stylized, light blue tree graphic with many leaves, positioned on the left side of the slide.

Questions?