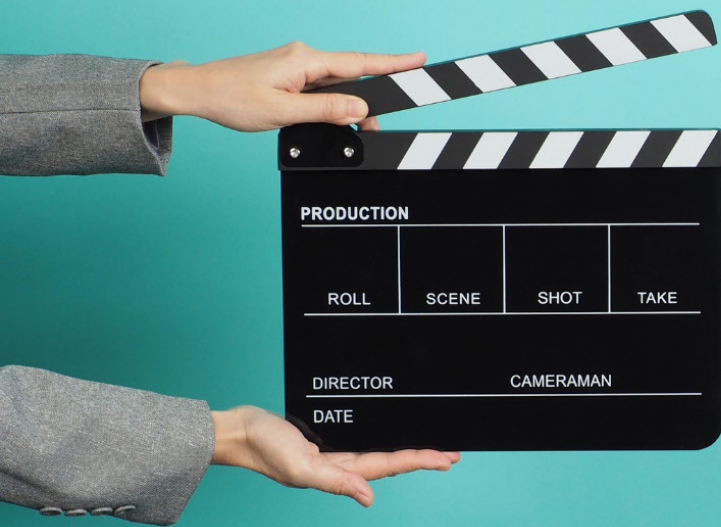




TAKE YOUR VIDEO MARKETING STRATEGY TO THE NEXT LEVEL

*Best Practices to Guide You From Start to
Finish of the Video-Making Process*



What is Video Marketing?

Marketing strategy is always evolving, but one thing has remained constant in recent years: the power and popularity of video. Videos have become commonplace in all aspects of our lives and, with the ever-expanding role of social media, are an essential part of successful marketing campaigns.

Video marketing is the use of video content to promote your product or service, increase engagement with potential or existing clients or members, generate leads and convert customers, or educate and inform your audience on a variety of topics.

From answering questions about your industry or spotlighting your services or products, to providing helpful how-to advice or sharing a behind-the-scenes glimpse at your organization, videos are a crucial part of the selling process. However, whether you are new to video marketing or have been doing it for years, it can be a daunting project to take on.

Read on for best practices, tools and tips that will take your video marketing strategy to the next level.

Lights, camera, *action!*



Why Use Video?

According to a survey conducted in early 2023, more than 90 percent of businesses are using video as a marketing tool, making it likely that your competition is as well. And, the survey results indicate that there are plenty of reasons why a business would want to use video:

- 92 percent of marketers report a **positive return on investment (ROI)** from videos
- 87 percent of marketers say that video has a **direct and positive impact on sales**
- 96 percent of marketers believe that videos have helped their audiences **better understand their business's products or services**
- 90 percent of marketers say that video marketing has helped them **generate leads**

On the customer side of things, video is an important part of the decision-making process. The same survey also polled internet users on their video habits and found that:

- 96 percent of users have watched a business or organization's video to **learn more about their products or services**
- 89 percent of users say that watching a video has **convinced them to buy a product or service**
- 91 percent of users want to see **more videos** from the brands they follow online

Based on the statistics, it's clear that video is universally popular among organizations and their target audiences, making it an invaluable tool to include in your marketing strategy.





Getting Started

Despite the overwhelming evidence that video benefits businesses in terms of ROI, sales, lead generation and customer approval, some organizations are hesitant to take the plunge. When asked why they don't use video for marketing purposes, the biggest reason given by survey respondents was a lack of time (30 percent), followed by not knowing where to start (18 percent).

It can be a daunting undertaking, especially because video can be a major investment in time, energy, resources and money. However, by understanding the **why** and the **how** of the video-making process, you can rest assured that your investment will be worth what you put into it.



Step 1: Decide on a Goal

Before anything else, ask yourself what the purpose of your video is. Why are you creating it? What goal(s) do you hope to achieve with it? What would you consider a successful outcome of someone watching it?

Some example goals include:

- Increase brand awareness
- Train new hires or onboard new clients
- Repurpose existing content (such as whitepapers, project sheets or blogs)
- Spotlight a product, service or project



Step 2: Identify your Audience

Who is this video for? Where will they be watching it? If you aren't already aware of who your audiences are, take some time to dig into the data you have on your customers, clients or members, whether it's in your customer relationship management (CRM) system, your established brand personas, or your social media account analytics. If you haven't developed those systems yet, ask yourself:

- What is the age range of my target audience?
- What is their relationship with my organization (e.g., prospective member, existing client, general audience of laypeople, etc.)?
- What is their level of expertise with the subject of my video?

Once you identify who will be watching it, you'll have a better idea of what the most effective style, tone and placement for your video will be.

Example:

A cement manufacturer wants to introduce their newest product to businesses that may be interested in purchasing it. Because the target audience is professionals with expertise in the construction industry, a serious, no-frills video posted on LinkedIn would be a good way to reach them.



Example:

An engineering firm wants to hire more entry-level engineers who are just graduating college. Because their target audience is younger and more casual, posting an informative and fun video on Instagram or TikTok would be better at reaching their intended demographic than something like Facebook or LinkedIn.

Before we move on to Step 3, let's dive into audiences and their preferred platforms on the next page...



Where is your Audience?

You know **who** your video's audience is—now it's time to figure out **where** they are so you can best reach them. As of 2023, here's who is using what social media platform, according to [data compiled by HubSpot](#):

Facebook

- The most popular social media platform for marketers, Facebook is the **fourth most visited website in the U.S.**
- 56.3% of users identify as male, while 43.7% identify as female
- Facebook is the preferred platform for Gen X and Baby Boomers, while only 12% of Gen Z-ers say they use Facebook more than any other social media platform

Instagram

- Content posted to Instagram sees **the highest ROI, engagement, and highest quality leads of all social media platforms**
- Male users between 18-24 years old are the largest demographic, followed by male users between 25-34 years old
- In the past few months, 55% of Gen X-ers and 27% of Baby Boomers have visited Instagram

Twitter

- Twitter is the **seventh most visited website** in the U.S.
- 56.4% of users identify as male, while 43.6% identify as female
- Most users (80%) use Twitter for entertainment, while 78% use it to stay informed

TikTok

- With 38.5% of global users between 18-24 years old, TikTok is the **best platform for reaching Gen Z**, many of whom use it as a search engine
- 54% of users identify as female, while 46% identify as male
- The smallest user group on TikTok is people 55+ years old (1.7%)

YouTube

- The second most visited website in the U.S., YouTube is also the **second most popular search engine after Google**
- 20.7% of users are 25-34 years old, followed by users who are 35-44 years old (16.7%), 18-24 years old (15%), 45-54 years old (11.9%), 65+ years old (9%) and 55-64 years old (8.8%)
- Nearly equally as popular between Gen Z, Millennials and Gen X, YouTube is also Baby Boomers' second favorite app

LinkedIn

- 56% of users identify as male, while 43.1% identify as female
- About 60% of users are 25-34 years old, 31% are 30-39 years old, 23% are 40-49 years old, and 17% are 18-29 years old
- Considered the **best platform for B2B brands**



Step 3: Determine the Type of Video

With a goal and an audience in mind, you can determine which type of video would be the best fit. The possibilities are endless, but here are some of the most common you'll see in video marketing:

Brand Video

Goal: Build brand awareness among existing or potential clients or members, or highlight the human side of your organization.

Method: Showcase your organization's mission, vision and products/services, or feature interviews or testimonials from employees, members or clients. Depending on the demographics of your target audience, the tone of this video can range from serious and straightforward to light-hearted and casual.

Demonstration Video

Goal: Inform potential or existing clients or members how your product or service works.

Method: Guide viewers through the step-by-step process of using your product or service in an easy-to-understand and informative manner.

Explainer Video

Goal: Show potential or existing clients why your product/service is the right solution for them, or explain a concept to a general audience.

Method: Focus on a fictional persona with a challenge that they then overcome with the use of your product/service. This is like a Demonstration Video, but rather than explaining how to use your product, you're explaining why they should want to. For a concept explainer video, provide your expertise and knowledge in a way that is understandable for a layperson audience.



Event Video

Goal: Share the highlights from a conference, meeting or other event your association hosted or attended in order to stir up interest for the next event among existing members. Or, if your company attended an industry event, demonstrate for potential and existing clients how your employees are staying on top of the latest trends.

Method: Hire a videographer for your event to take footage of the best moments (such as networking events, tours/outings, speakers and attendees), then compile them into a retrospective video.



Expert Interview Video

Goal: Promote your business as a thought leader to existing or potential clients, or educate a general audience who may be interested in the topic.

Method: Sit down for a “fireside chat” over Zoom or in person with an expert on a particular topic (e.g., sustainability in construction, codes and standards, etc.) and hold a brief Q&A session. If you are presenting or participating in a webinar, record it and use it later, either in its entirety or in shorter, more digestible clips.

Educational Video

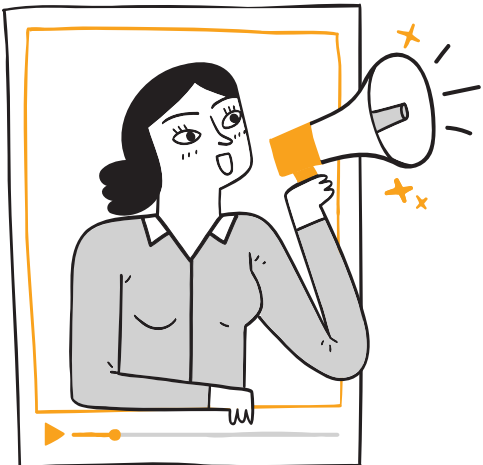
Goal: Inform your audience about a certain topic, whether it’s your organization’s history, an issue your organization is focused on, or training for a new addition to your team. Your audience can include potential or existing clients or members; new employees, clients or members; general laypeople; or policymakers.

Method: Share information with your audience in a clear and succinct manner; depending on your audience, this type of video can range from serious to light-hearted in tone.

Case Study Video

Goal: Share a remarkable project and your satisfied customers to encourage potential or existing clients to want to do business with you.

Method: Provide project details (e.g., square footage, materials used, timeline, project partners), your organization’s role (e.g., services provided, struggles that were overcome), images or footage of the project, and a quote or testimonial clip from the project owner.



Announcement Video

Goal: Share a specific piece of information with your audience, such as a new logo, an anniversary, the opening of a new office, etc. Depending on the topic of the announcement, your audience may be potential or existing clients or members, policymakers, jobseekers, or a general audience.

Method: Use engaging quotes, images or footage to generate excitement and anticipation among viewers.



Step 4: Select your Style

You have the type of video selected — now it's time to pick which visual style you're going to use to bring your video to life. There are many different options out there, but each has its own strengths that lend itself towards achieving your goal. Here is an overview of some of the most popular styles:

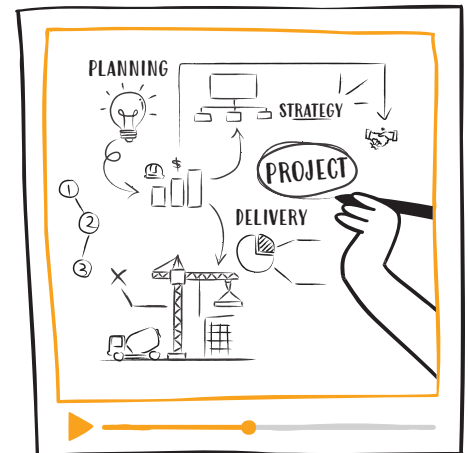
Animation

Animated video styles include 2D animation, 3D animation, motion graphics, whiteboards (with a hand simulating writing and drawing on the screen) and kinetic typography (text that appears on screen in a deliberately timed or paced manner, such as matching a voice over narration or the beat of the background music).

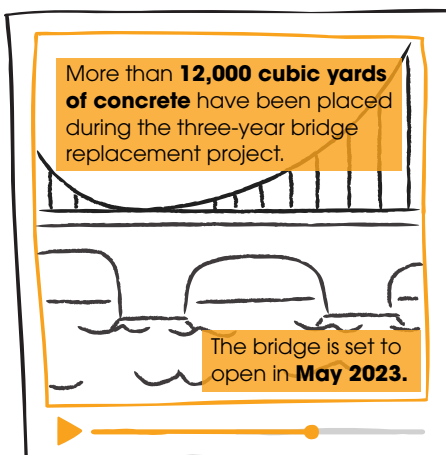
Best suited for: Brand Videos, Explainer Videos, Educational Videos, Announcement Videos

Pros: You can maintain complete control over the production when you use existing visuals or customize your own to match your brand or style. You can create anything with animation and not have to rely on quality photos or footage.

Cons: Depending on the style of animation and the length of the video, this style can be very time consuming to produce. Additionally, the animation and production involved require technical skills and expertise.



Text Overlay



Text overlay videos place text, usually in the form of sentences, over background images or footage, and don't necessarily require a voice over. Social media users often watch video without sound—85 percent of Facebook videos are watched without sound, and Twitter videos that don't require sound to be understood gain 28 percent more view time—so these are ideal for those platforms.

Best suited for: Brand Videos, Demonstration Videos, Explainer Videos, Event Videos, Educational Videos, Case Study Videos, Announcement Videos

Pros: Won't require a voice over; you can maintain complete control over the visuals and text used.

Cons: Text overlay videos may not be as engaging as other styles of videos. Also, if you don't use in-house visuals, stock images or footage may be costly.



Mixed Media

Mixed media videos combine animation, stock photography/video, live action video, text overlay and other types of visuals. This style of video is helpful if you have a variety of resources across different media. For example, a project spotlight may include project renderings, footage from the jobsite, facts and figures, and an interview from the project owner.

Best suited for: Brand Videos, Demonstration Videos, Explainer Videos, Educational Videos, Case Study Videos, Announcement Videos

Pros: Because you aren't limiting yourself to one medium, you have a larger amount of visual resources to pull from.

Cons: Stock images and footage may be costly if you don't use your own in-house visuals.



Live Action

Live action videos can include impromptu livestreams for your social media audience, carefully structured Q&A sessions or fully scripted demonstrations.

Best suited for: Demonstration Videos, Event Videos, Expert Interview Videos, Announcement Videos

Pros: You can shoot a live action video with your phone or webcam

Cons: Text overlay videos may not be as engaging as other styles of videos. Also, if you don't use your own in-house visuals, stock images or footage may be costly.

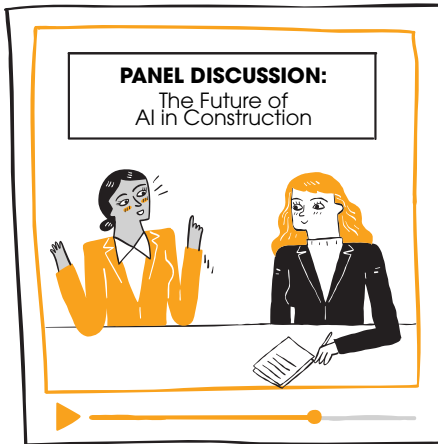


Photo Montage

A photo montage video is slideshow of photographs with background music, and may include a voice over or text overlay to provide additional context.

Best suited for: Brand Videos, Event Videos, Educational Videos, Case Study Videos

Pros: If you have been diligent about taking photographs at events, project sites and other key moments, you have your content ready to go.

Cons: Stock images and footage may be costly if you don't use your own in-house visuals.



How to Shoot your Own Video

While professional videographers can seemingly make magic with their equipment, software and years of training, sometimes you just want to shoot a video yourself—and your smartphone is the perfect tool. Follow these tips for high-quality, useful footage:

Which Way to Shoot

Horizontal

Horizontally shot—or landscape—videos used to be considered the best kind of camerawork for online videos, since they captured a broader field of view. However, many social media platforms have shifted their video players to cater more to vertically shot footage. YouTube is still a platform where landscape videos do well, but on other platforms used by younger demographics, such as TikTok and Instagram, a horizontally shot video may make you look out of touch. There's still a time and place to use horizontal video, which can give your film a cinematic and epic feeling.

When to film horizontally:

- For wide shots to showcase the scale of something, such as a crowd at a networking event or a project site
- For longer videos that are meant to be more narrative in style, such as an explainer video or brand awareness video that you play on loop at a tradeshow booth
- For videos that will be primarily placed on YouTube or viewed on desktops rather than mobile
- For videos that feature eye-catching visuals or lots of on-screen info, such as a jobsite timelapse showing crews pouring a concrete foundation

Vertical

Vertically shot—or portrait—videos used to be seen as a digital faux pas, but now they're increasingly popular due to the rise of TikTok. Vertical videos are seen as more casual than their horizontal counterparts, and are well suited for quick, unscripted and personal clips.

When to film vertically:

- For personal close-ups, where the subject is addressing their audience by speaking directly to the camera
- For impromptu videos, such as an employee attending an industry event and coming across a booth or display that they want to share with social media followers
- For sharing vertical objects, such as a project spotlight featuring a newly constructed tall building
- For videos that will be primarily placed on mobile-based platforms like Instagram, Snapchat or TikTok

If you aren't sure what platform your video is for, or if you want to use it across multiple platforms, your best bet is to record horizontally—ensuring that all important visuals are in the center of your video—so that it can be cropped down to a vertical video in post-production.



Equipment

You could certainly get by with using just your smartphone to record, but you can take your videography to the next level with a few pieces of relatively inexpensive equipment:

- **Tripod:** Save yourself the stress of trying to hold your phone perfectly still by making use of a tripod – even when we think our arms are steady, the camera is going to pick up any minor movement you make. While it can be fixed in post-production depending on the amount of movement, recording a stationary subject (such as an interview or product demonstration) is made much easier when you rely on a tripod.
- **Selfie Stick:** If you're recording a video of a subject that's moving around (such as doing a tour of a jobsite or walking around an industry event), a selfie stick reduces shakiness and helps you capture a much wider field of view.
- **Ring Light:** Natural lighting is the best to film in, but, unfortunately, not everyone has access to outdoor space or large windows while shooting videos. To avoid being washed out by fluorescent lighting, or cast into shadows by lamp lighting, a ring light will illuminate you or your subject in a flattering way.
- **Green Screen:** Whether you are interviewing someone or recording yourself, sometimes it can be nice to have additional content on-screen in the final video, such as a logo or other visuals to support your message. A green screen makes it easy to replace your background with whatever content you'd like in post-production. Avoid using a sheet or other surface that isn't perfectly smooth—even the slightest wrinkle can impact how your final video will look.



When to Shoot

As mentioned above, natural lighting is the most aesthetically pleasing light to film in. If you plan to film outdoors, try to do so during the “magic hour”—just after sunrise or before sunset—for some beautiful and gentle lighting. Here are some additional tips for filming video outside:

- Keep an eye on the weather forecast! It may seem counterintuitive, but a cloudy day is the best for filming outdoors because your shots will be evenly lit from every direction.
- When filming on a sunny day, the sun's location is key to consider. If you're filming a person, do so with the sun high above and behind them – this will create a nice halo of light around them and they won't have to squint when they look at the camera.
- Record at a time when background noise is at a minimum. Avoid windy days or spaces bustling with activity, unless you planned to remove the audio anyway.

What's Next?

Once you have recorded your video on your smartphone, you can either post it directly to social media, or you can upload it to a file-hosting or file-sharing service like Dropbox, Google Drive, Hightail or WeTransfer so it can be accessed from a computer.





Measuring Success

Because videos require more time and effort than most other forms of digital marketing, determining success will help you decide if it's a method you want to keep pursuing or if you need to hold off on creating more videos until you can adjust your approach.

To decide whether your video venture was successful, look back at your original goal. Did you make your video to increase registrations for your annual meeting? You can compare previous annual meeting registration numbers or look for a bump in daily registrations that occurred after you posted your video. Did you create your video to demonstrate how to use your new product? Study previous product releases and the feedback you may have received from customers, then compare it to any feedback you got for this particular product.

There are also KPIs, or key performance indicators, that provide quantifiable measurements of success. For video marketing, some of the most popular ones include:

View Count

The view count is the total number of people who have viewed your video and is seen as more of a “vanity metric”—it looks good when you have a ton of views, but each view doesn't necessarily guarantee a lead. Here's how each platform defines **one view**:

- **YouTube:** Someone intentionally watched your video for at least 30 seconds
- **Facebook:** Someone watched your video for at least 3 seconds
- **Instagram:** Someone watched your video for at least 3 seconds
- **Twitter:** Someone watched your video for at least 2 seconds with at least 50% of the video player visible on their screen
- **LinkedIn:** Someone watched your video for at least 2 seconds with at least 50% of the video player visible on their screen
- **TikTok:** Your video started playing in someone's feed



Engagement

Engagement refers to the number of comments, likes or shares your video generated, and indicates a more active audience (whereas views are more passive—for example, someone may have left your video on screen when they walked away from their desk). It's nice to see the likes and shares, which help boost your video into other people's social media feeds, but the comments are key here.

What are people saying? Are they asking questions (if so, be sure to answer!)? Providing feedback? People who interact with brands online want to know they're being heard, so keep in mind that engagement is an ongoing relationship between you and your followers. Keep the conversation flowing!



Conversion Rate

Conversion rate measures how often your video's views result in a conversion, which can be any desired action that you want your audience to take, from clicking a button to becoming a new customer. You can determine your conversion rate by taking the number of conversions and dividing it by the total number of views. For example, your organization created a microsite to showcase a new sustainability initiative you are taking part in, then developed a video to announce the microsite's launch. If your video has **2,594 views** and your microsite has **306 visitors** that came to the site after watching the video, your conversion rate would be **11.8%**.

Tools like Google Analytics, QR codes or links with specialized tags at the end of the URL can help you measure conversion rates.



Where to Go from Here?

To recap, video marketing is an extremely valuable tool for businesses and organizations. Video can reach a broad range of audiences, is more effective than other types of marketing and can help you achieve significant business goals. There are endless combinations of video types, styles, visuals, audio and other elements to help make your video unique and effective.

It's important to note that there's much more to the video process than what's in this guide—there are scripts to write, storyboards to lay out, graphics to create, voice overs to record, background music to select, then assembling all the moving parts in post-production to get your final video. However, if getting started is the hardest part for you (and it is for many people!), following this guide will get you off on the right foot and set you up for success.

As always, AOE is available to assist you with your next video project, so [reach out to our team of professionals](#) and take your marketing efforts to the next level!



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