



# A GUIDE TO VIDEO CONTENT MARKETING FOR SMALL BUSINESS





## FORWARD

I've owned and operated a family owned business over a 36-year period. We grew our company into a leading producer of educational videos that are distributed around the world.

During that time, I made some pretty good decisions, but I also had my fair share of bad decisions, especially when it came to marketing. I blame myself because I didn't do the research and didn't truly realize what I was signing up for.

I listened and relied on marketing professionals who told me that in order to compete I had to hire an SEO company, do pay-per-click, have a Facebook, Twitter and LinkedIn account. I didn't really know what I was getting into and after spending thousands of dollars in failed online marketing efforts and futile results, I decided to stop throwing money out the window and shutdown my online marketing.

Friends of mine, owners of small businesses themselves, were experiencing the same frustration I was feeling. Then, one day I read this quote, **“in today's world, if you're not educating, you're not marketing”**.

As producer of educational media, I wanted to find out more, and feeling energized, I delved into researching and studying inbound marketing. I knew we were more than capable of producing videos, but to truly serve our clients, I needed to understand and provide them with a system for promoting and distributing their videos online so they could experience a measurable return on their investment.

This document is the result of that research. I feel compelled to share it with small business owners everywhere. I tried my best to de-mystify the process and provide you with important facts, information and trends that could help you make educated marketing decisions for your business. If you have questions about video content marketing and how it can work for your business I'd be delighted to share any insights I have to offer. You have an open invitation to contact me at any time.

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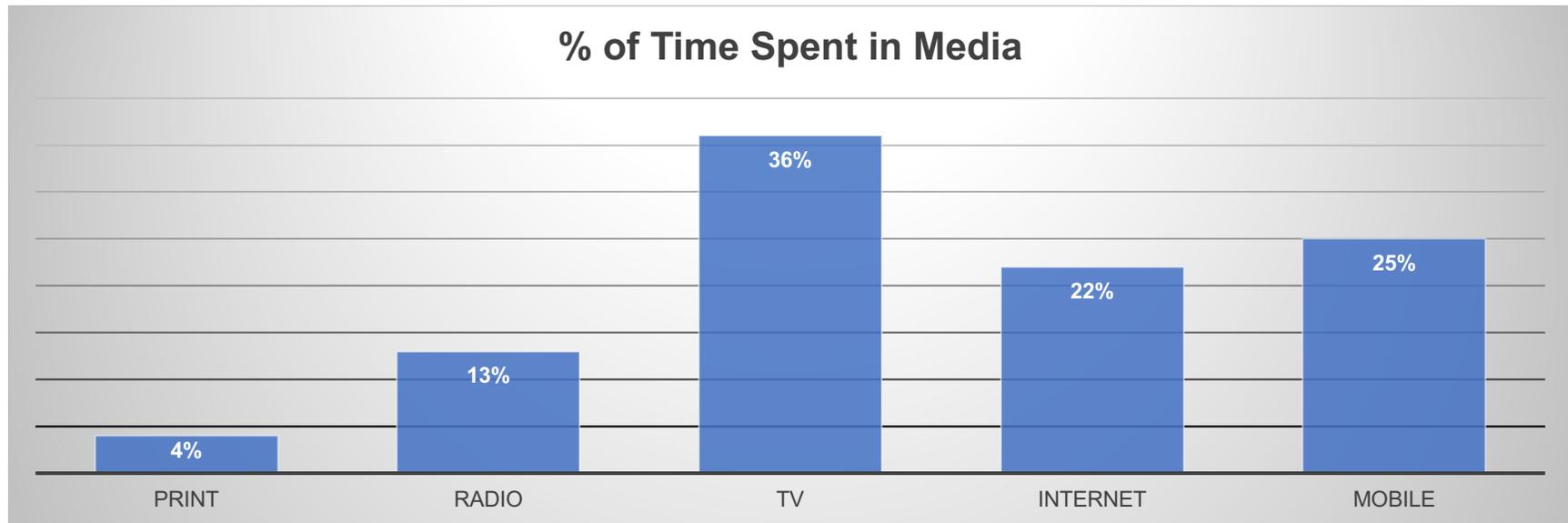


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## TRADITIONAL VS. ONLINE MARKETING

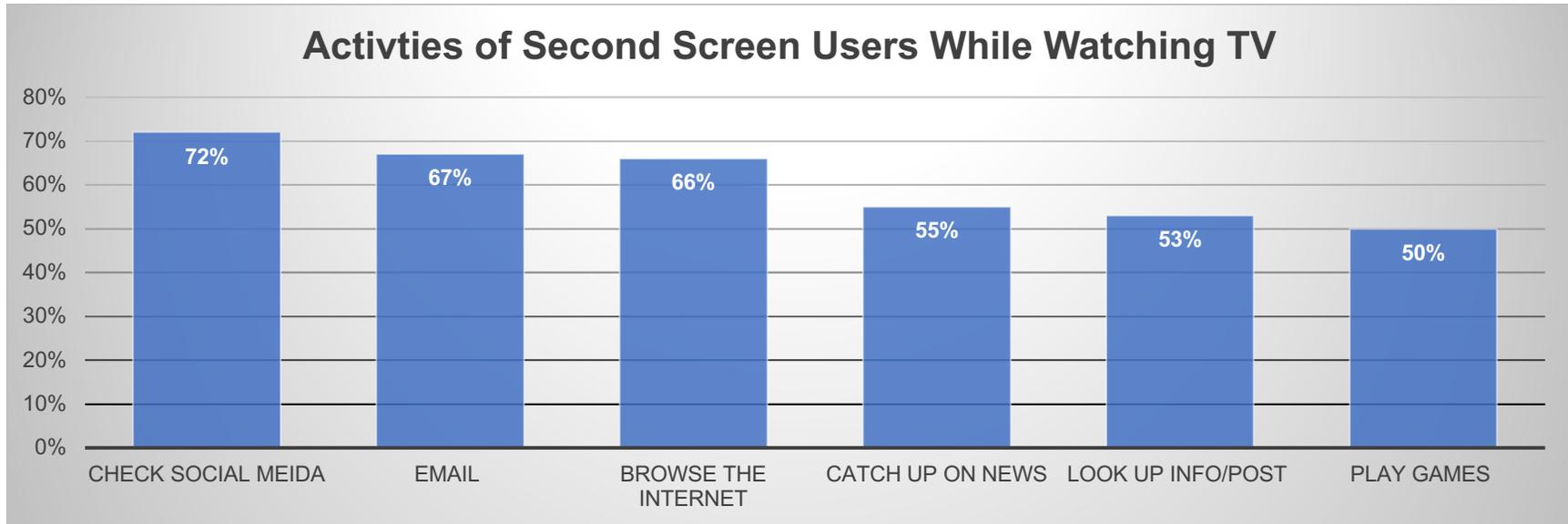
If you're like most small business owners you've tried traditional print and broadcast marketing and gotten little results. Why? The fact is that the way people consume media is changing and traditional forms of marketing aren't as effective as they once were. In turn, people are spending more time on the internet and their mobile devices. (see chart below)



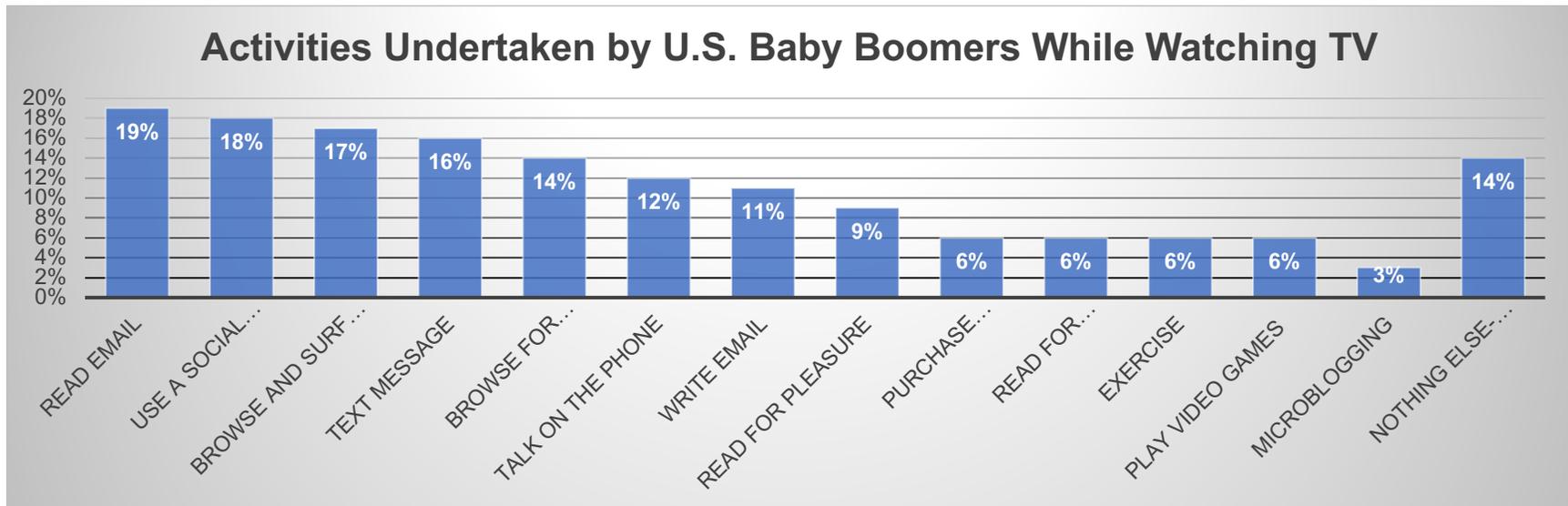
*Kleiner Perkins Caufield & Byers*

Only 23% of U.S. adults read a print newspaper regularly and radio and television engagement is constantly declining due to the rise of streaming and on-demand culture.

Even when we're watching TV, we're not completely engaged. (Statistica, 2018)



And it's not just young people. It's baby boomers, too.





When it comes to online marketing you've been told that you must invest in search engine optimization (SEO). So, you did. Lots of small businesses spent a lot of money on SEO and maybe pay per click (PPC) and were utterly disappointed. Why? The truth is SEO can get your site up in the rankings in Google, but if a searcher clicked to your site, you didn't have the content to engage the viewer, or to attract Google. **Content is one of the most important Google ranking factors.**

You've also discovered that sustaining an ongoing, online marketing campaign is *cost-prohibitive*, plus it's *difficult to measure* the return on investment.

The strategy outlined in this document is affordable, effective and measurable. It's called **video content marketing** and it allows you to:

- Consistently reach your client target audience
- Increase traffic to your website.
- Provide tangible, almost direct response capabilities.
- Consistently advertise for qualified employees.
- Track and measure your marketing efforts.
- Build an evergreen video asset library that can be reused again and again.



# WHAT IS VIDEO CONTENT MARKETING?

**Video content marketing involves the creation and sharing of video content online.**

Video content marketing is not about you. It focuses on the customer and their needs.

Successful video content addresses the questions and problems you know your prospects and customers have and are online searching for answers to.

Video content is the most effective way to market your company to consumers in your area. It helps your company to:

- Stay top of mind
- Increase brand awareness
- Establish yourself as a trusted resource
- Build loyalty

Our philosophy is, **if you're not educating, you're not marketing**. Why? Because 80 percent of the questions that a salesperson gets in the first sales meeting are the same set of questions every single time (average across all industries). So, it's important to **integrate video content into your sales process**.

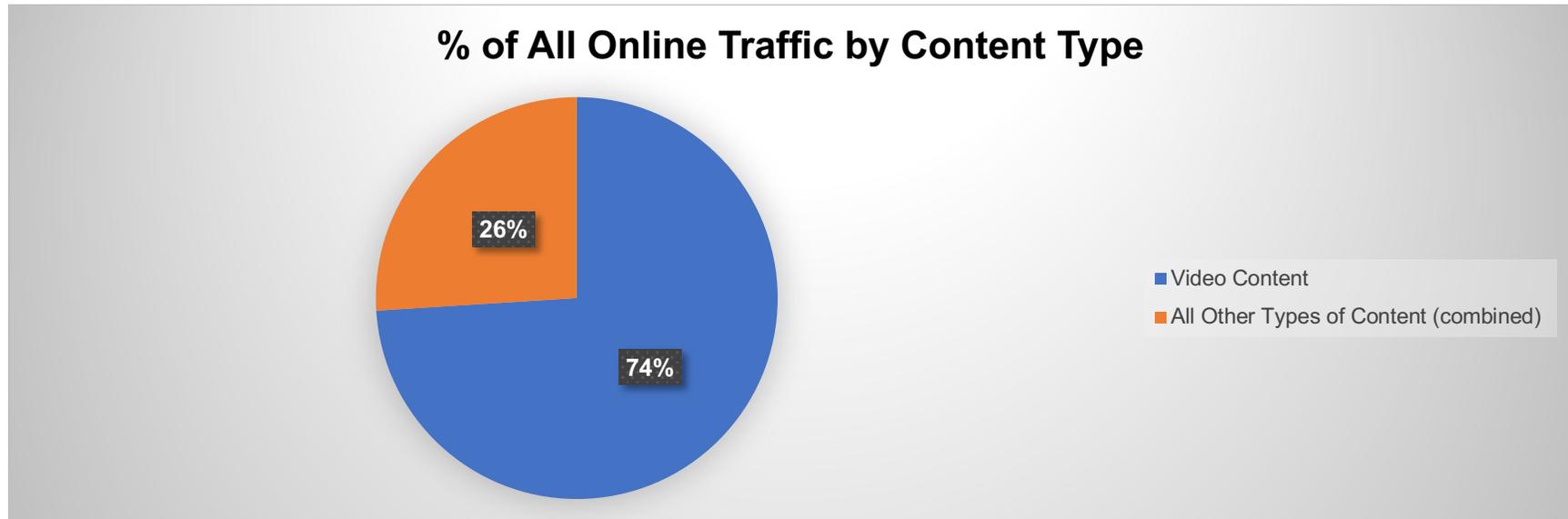
The **"They Ask, You Answer"** content marketing formula is a proven way to make online video an effective sales tool. Created by marketer Marcus Sheridan, "They Ask, You Answer" is based on the fact that when people have questions, they ask a search engine.

**88% of all consumers research a product or service online before they ever contact a company.**

If you are providing the answers, the right content strategy will get you to the top of the search results and seen by your prospective customers every day, all day.

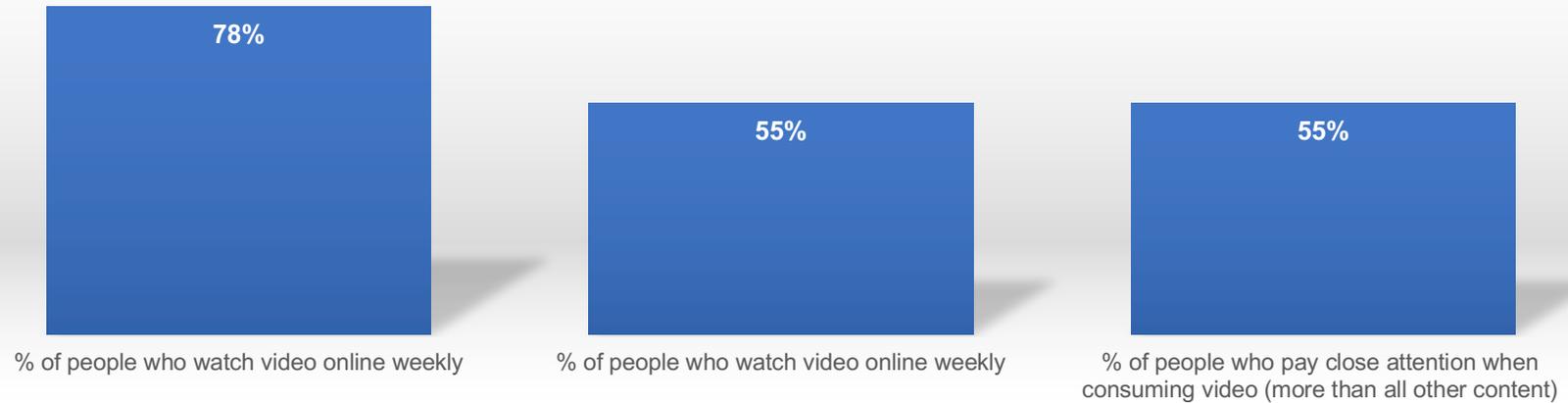
## VIDEO CONTENT MARKETING BY THE NUMBERS

Currently, online videos make up more than 74% of internet traffic.



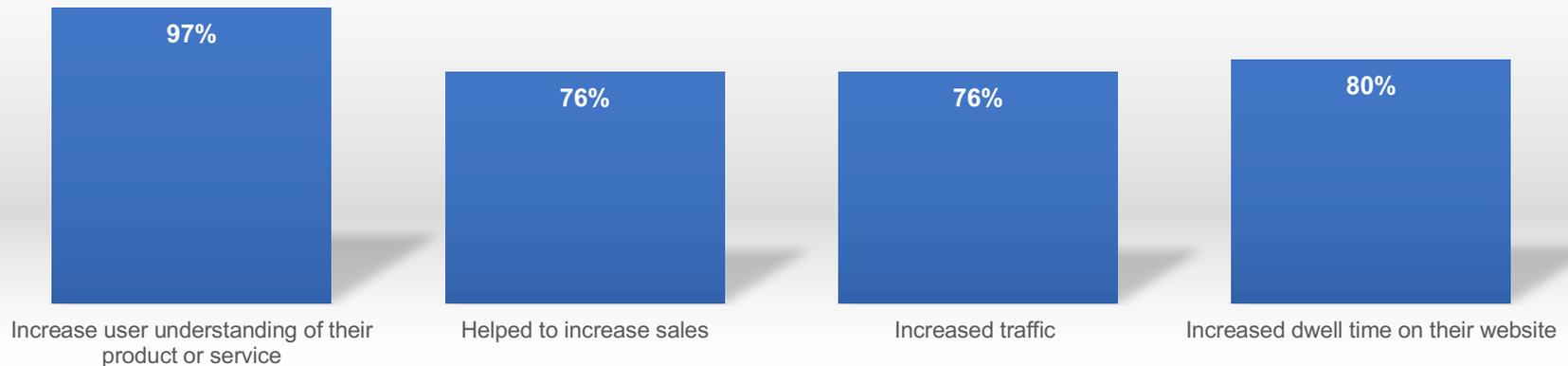
By 2020, online videos will make up more than 85% of all consumer internet traffic (in the US). **Marketing research predicts that not having company videos online is paramount to a business not having a website.**

## Consumer Online Viewing Behavior



A majority of marketers who use video online agree that **video does influence engagement and sales.**

## Marketer's Report on Using Video Online





Here are some recent statistics on the use of video on social media.

Facebook videos receive 135% more organic reach on average than a Facebook photo.

Social video generates 1200% more shares than text and image content combined.

Including video on landing pages can increase conversion rates by 80%.

Companies that use videos in their marketing have 27% higher clickthrough rate and 34% higher conversion rates than those that don't.

Using the word "video" in an email subject line was found to increase open rates by 19% and clickthrough rates by 65%.

Video ads have an average clickthrough rate of 1.84%, the highest of all digital ad formats.

Blog posts that incorporate video attract three times as many inbound links as blog posts without video.

On average, people spend 2.6x more time on pages with video than without.

In order for people to find you, you must be actively publishing and promoting content online. That means uploading new content to your website and posting to your social media platforms and channels.

# UNDERSTANDING THE BUYER'S JOURNEY

The **buyer's journey** is a framework that acknowledges a buyer's progression through a research and decision process ultimately culminating in purchasing your products or services.

In a nutshell, the buyer's journey is everything that someone would need to do before deciding whether or not to call you. Sixty-seven percent (**67%**) of the **buyer's 'decision'** is complete before a buyer even reaches out to call you.

When a problem or need arises people begin to search for solutions. There are 4 stages of the buyer's journey.

BUYER'S JOURNEY STAGE	DESCRIPTION
Awareness stage	Person has identified a problem or opportunity and seeks information that will help them through the process. Content needs to provide them with answers to their specific questions.
Consideration stage	Prospect understands their options and searches for the products or services that are most appropriate for them.
Decision stage	Prospect searches for information to support and reinforce their decision.
Retention stage	Customer receives information to keep your company top of mind.





## VIDEO CONTENT MARKETING STRATEGY

A video content marketing plan begins first and foremost with **quality, relevant content**.

Relevant content is defined as:

- Content that **adds value** to your products or services.
- Content a *web user* finds **informative, engaging, helpful**, or entertaining.

**Quality content is king.** If your content is boring and it doesn't tap into the interests of your audience the strategy will fail. That's why it's so important to understand the psychology, emotions and behaviors at play at every stage of a buyer's journey. Know your customer personas.

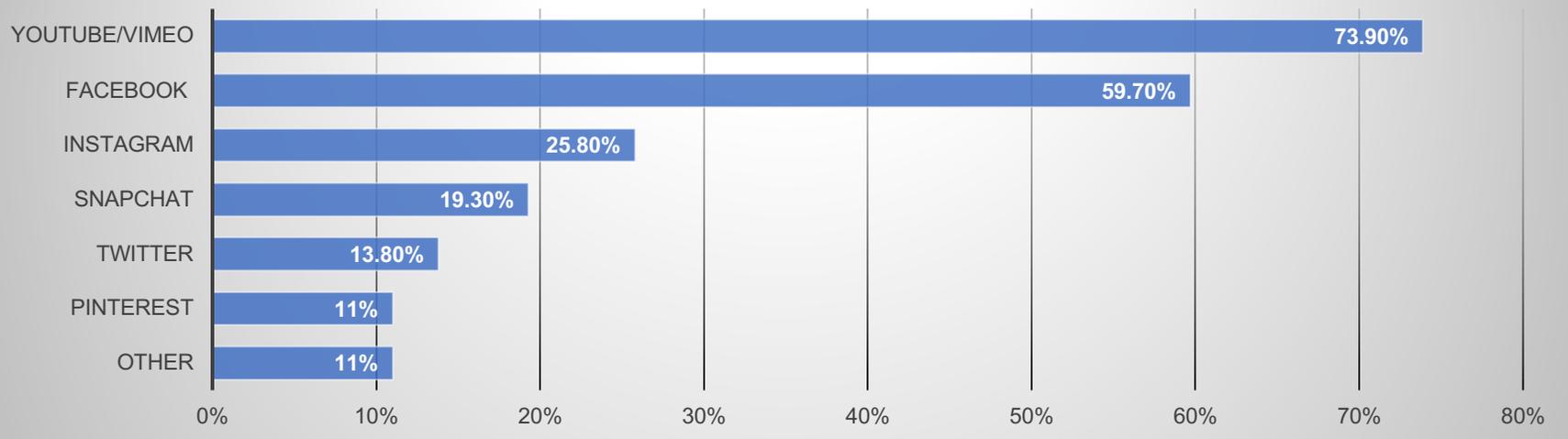
Video is the best medium to tap into a viewer's complex emotions. If the consumer is frustrated with a problem, cure that frustration by showing how you can solve the problem.

Emotions including fear, guilt, trust, value, belonging, competition, gratification, leadership, and inspiration can all inspire viewers to learn more about your company. Those emotions are the pillar upon which to create video content.

You need relevant content to provide answers to questions your prospective clients are looking for.

You also need to know where your target market is consuming video.

### Social Media Platforms Accessed by Users in the US to Watch Videos



## TACTICS AND PROMOTION

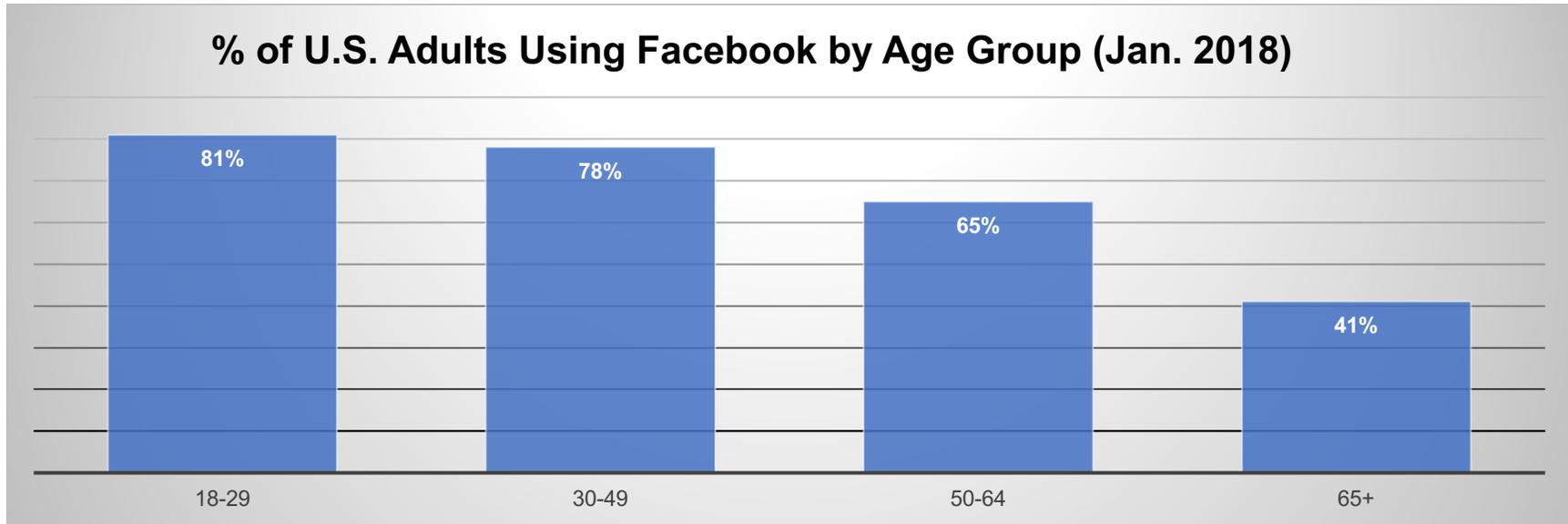
It's necessary to promote and employ a **multi-platform video distribution strategy** designed to give your company a strong online presence and maximize your exposure to your target audiences. A multi-platform video distribution strategy involves the use of the following online tactics:

STRATEGY	DESCRIPTION
Social media strategy	Social media strategy defines how you company will use social media to achieve its communications aims and the supporting platform and tools it will use to achieve this.
Search Engine Optimization (SEO) content strategy	SEO strategy is the process of organizing your website's content by topic which helps search engines like Google understand a user's intent when searching.
Influencer marketing strategy	Influencer marketing is a form of marketing in which focus is placed on influential people rather than the target market as a whole.
Video Email marketing	Video Email marketing is a way to reach consumers through direct electronic mail. The aim is to reach a targeted audience with content that might be useful for the recipient.

### Social Media Strategy

Most marketers agree that you don't have to be everywhere on the web, but you have to be somewhere. According to Pew Research Center, in 2018 **a majority of Americans use Facebook and YouTube** with **LinkedIn** growing.

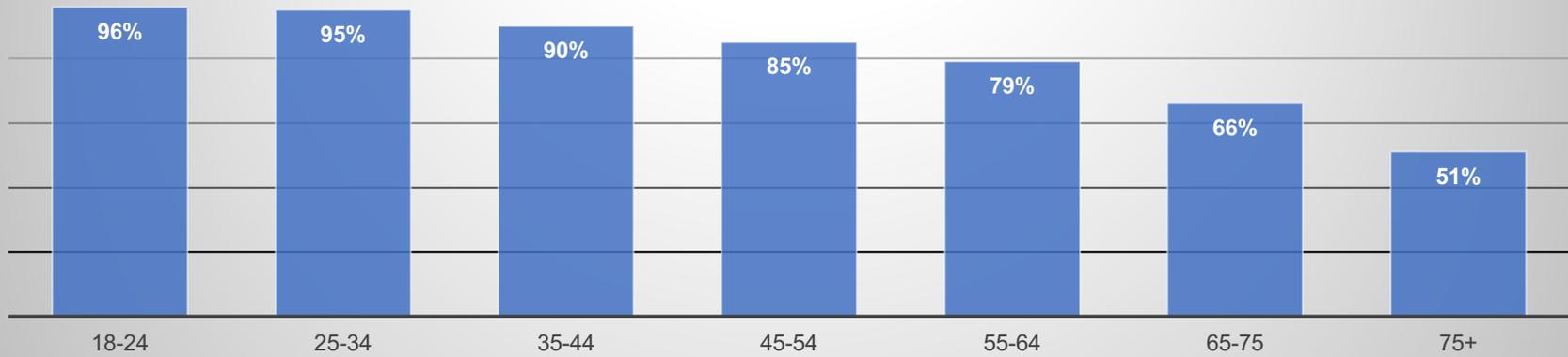
### % of U.S. Adults Using Facebook by Age Group (Jan. 2018)



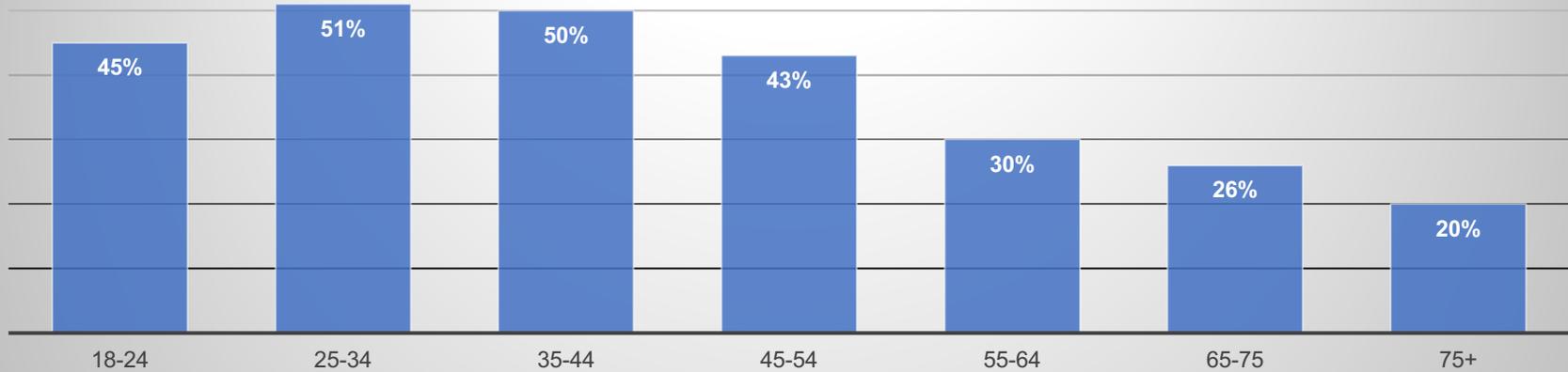
### YouTube

**Older age groups are also more willing to share content on YouTube** than younger folks. This indicates that, on YouTube, brands are more likely to reach an older audience that's engaged and open to sharing content, creating an opening for uploaded videos to spread organically. **YouTube is the second largest search engine behind Google.**

### % of U.S. Internet Users Using YouTube by Age Group (Jan. 2018)



### % of U.S. Adults Using LinkedIn by Age Group (Jan. 2018)





## Search Engine Optimization

In 2018, the strategy of creating content around a specific keyword bucket will no longer exist. **Today it's all about producing content for searcher intent.** Search engines can now interpret context so that content that answers a question and contains information about a topic rises to the top.

SEO is well beyond keywords and traditional ranking factors. It's all about understanding the types of content the search engines deem relevant. In other words, SEO is all about providing quality, relevant content that educates, informs, and answers questions.

**Having video content on your website will boost SEO.** Video proves your content's value to Google. Uploading the video's transcript helps Google understand the relevancy of the video.

Adding videos specifically helps increase your search engine results page (SERP) rank in a couple of ways:

- Increases your click-through rates: Including video on your page drives a 157 percent increase in organic traffic from SERPs.
- Lowers your bounce rates: People spend over twice as long on a website with video than without.

**88% of all consumers Google a product or service online before they ever contact a salesperson.**

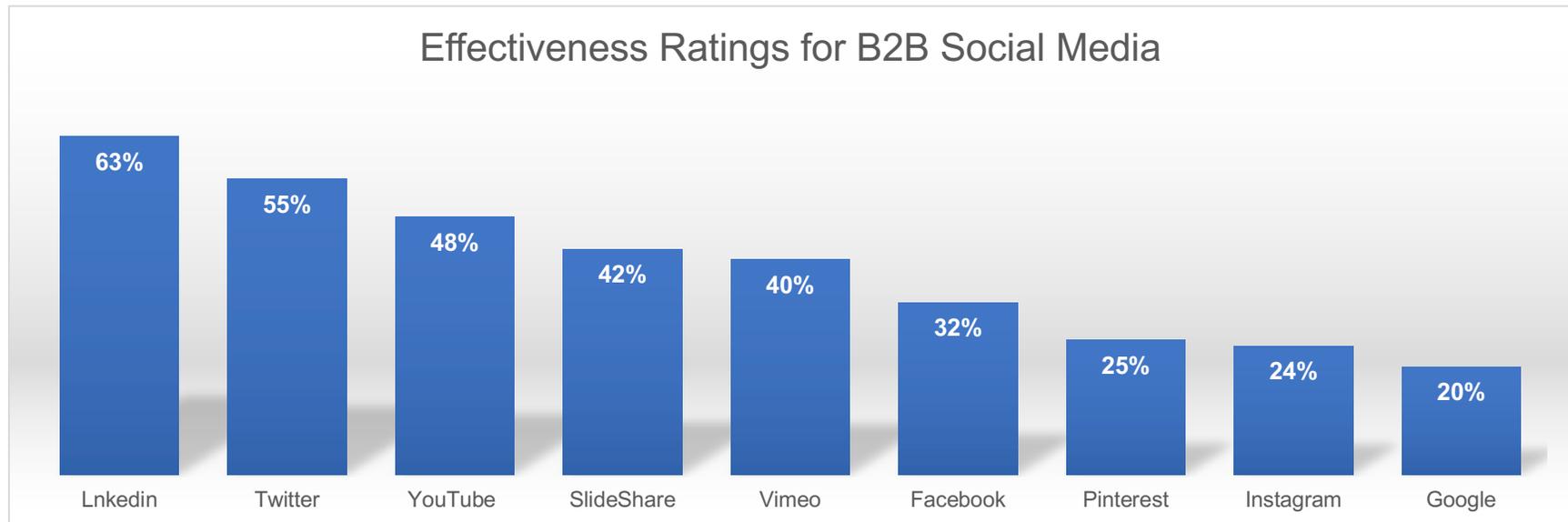
## B2B SOCIAL MEDIA

Consistently publishing new video content will help any business with its marketing efforts and it will definitely improve search engine optimization (SEO). That's a given.

However, a majority of B2B businesses are struggling or just ignore social media relying on traditional marketing tactics. Traditional tactics are still effective, however integrating social media into your overall marketing strategy will yield greater results.

If you think social media won't work because you serve other businesses, you may be missing out on an opportunity to grow your brand and attract some leads.

**LinkedIn** has built its reputation for being the number one Business to Business social media platform, however more and more B2B companies are integrating other social media platforms in creative ways. Here are the latest effectiveness ratings of the most popular social media platforms.





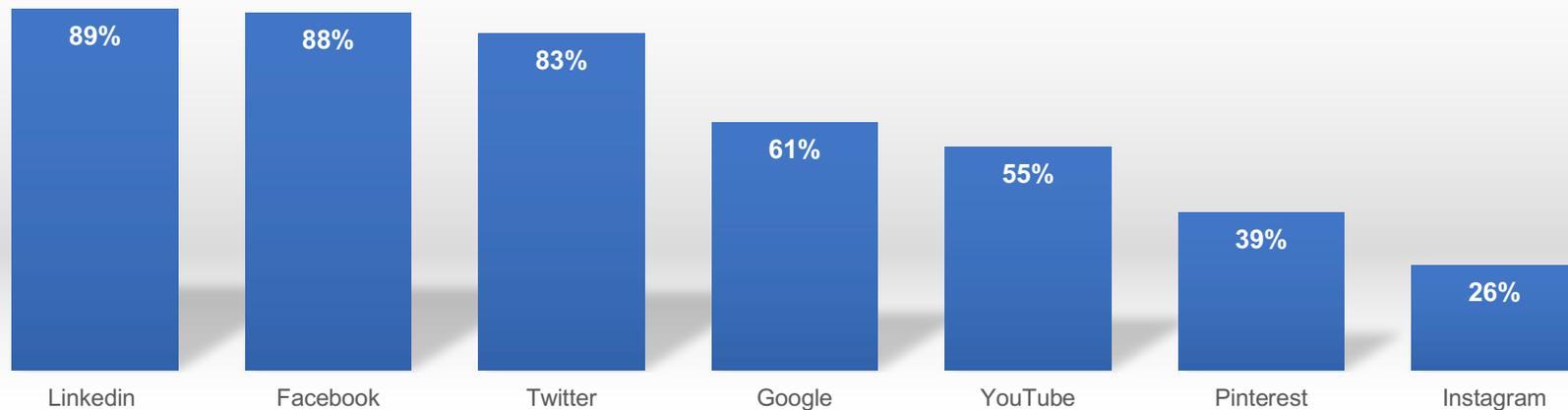
**It's important to reach people where they are.** Facebook's recent survey of 1,400 self-reported business decision makers in the US and Canada, found that “**business decision makers use Facebook** so frequently, and engage so deeply, that the decisions they make are potentially affected by their Facebook use”.

**75% of executives watch work-related videos on business websites at least once a week.**  
(Social Media Today, July 2018)

Business decision makers are making major decisions throughout their work day — and they're also on Facebook during their work day. That means you have the potential to reach this important audience at any time throughout the workday.

Many B2B companies are realizing the importance of using social media for branding instead of just looking for leads. B2B social content should tell stories, appeal to emotion and spark conversation.

### **% of B2B Marketers Using Various Social Media Platforms**





No one wants to deal with boring, faceless companies. Think of using social media as a way to humanize your brand. It may generate leads, but it's more realistic to think of social media as a way to increase your brand recognition. Use social platforms to:

- Establish yourself as a thought leader in your industry
- Educate viewers on issues related to your industry
- Tell stories about how your product or services solved their problem
- Answer common questions

**“Video is becoming the most popular and influential form of digital content for businesses today and if done right, it can have a very positive impact on your business.” --Forbes, Dec. 2017**



## OUR VIDEO CONTENT MARKETING SYSTEM

Producing video content and distributing the content through appropriate online channels and platforms will promote searchability and share ability.

By providing answers, video content strategy will get you to the top of the search results and engage viewers on social media platforms. Content marketing is not about selling, it is customer focused and its objective is to get found and consumed by your potential customers. Implementing a video content strategy and employing proven tactics will:

- Boost your web presence with proven methods
- Build a level of trust that generates customer evangelism
- Establish a relationship before you meet your customer
- Promote you as an industry leader and trusted resource in the community
- Add more value to your company by improving awareness and nurturing prospects

To launch and maintain a successful video content marketing strategy that will grow your business it's important to offer videos that are tailored to reach potential customers at the awareness, consideration and decision stage of the buyer's journey.

Your videos should also provide you the opportunity to personally introduce yourself and answer questions prospects typically have about the services your company offers. Include customer and employee testimonials that will reinforce a prospect's decision to call your company.

In addition to the video, it's important to generate the following support and promotional content as well. This includes:

### SUPPORT TEXT AND GRAPHIC CONTENT

Along with the video content, **support text and graphic content** is necessary to help people find your video content online. The support content includes:

#### ***Captioning***

A majority of Facebook videos are watched without sound which is why captioning is so important. It's also a simple way to get more views. Captioning equals more views which leads to hire rankings. Captions also tell search engines what is being said in the video and optimizes your message.



### ***Video Transcriptions***

Transcribe each video. **Video transcripts will elevate your company's site SEO.** Transcripts are a complete textual representation of the spoken content in a video. Search engines crawl text and use text for indexing purposes and a transcript enables search engines to understand video content on a deep level. Tests have shown that video transcripts lower bounce rates and match long form search queries. A visitor may not read a lot of text, but they're more likely to find the video. For people who don't want to sit and watch a video, a transcript allows them to consume the information.

### ***Video Descriptions***

**Having a good description of your video helps people find your content.** We provide brief descriptions to create interest and set the tone for the video content. The description includes links to your website, social media platforms, landing page, or another video. It ends with a strong call-to-action (CTA) that tells them what to do next and guide them to a desirable outcome.

### ***Lead Capturing Landing Pages***

A landing page is where a visitor "lands" after clicking on a link in your video content marketing campaign. Each page is centered around one objective, and one action for the viewer to take.

### ***Blogs to with Link to Video***

Some websites do not support the uploading of videos. In order to get the benefits of video content on your website, you need to create blogs with a link to the video to upload to your website.

## **DISTRIBUTION AND PROMOTION**

You need to distribute and promote your content online. The video content is distributed to reach your different audiences. There are several ways to distribute the content:

### ***Uploading Content***

Upload your video and support content to your website and YouTube Channel. Uploading new content will help with search engine optimization (SEO).

### ***Posting Content***

Post video and support content to social media platforms.

## ANALYTICS AND REPORTING

Video content marketing is a learn and test environment and measurement is important. Content marketing is not a short-term investment with quick returns, but a long-term investment that eventually will – if you produce high enough quality content and reach the right target group – generate safe returns. Video content marketing is a long-term investment for your company. That’s why it’s important to use metrics to help us determine which type of video content delivers real, measurable value.

### Social Media

Social media metrics are data and statistics that give you insights into your social media marketing performance. It’s important to evaluate the effectiveness of your video content social media campaigns using key performance indicators.

KEY PERFORMANCE INDICATOR (KPI)	DESCRIPTION
Total Views (Reach)	The total number of people who saw your video(s).
Average completion percent	The average amount of time people watch. Audience retention reflects engagement.
Video Engagement	The number and types of engagement your videos receive (reactions, comments, shares).
Page growth	Follow the growth of your company’s following
Social shares	The more shares, the better your audience loyalty.
Audience and top location	Indicates who most of the viewers are and where they’re from.



## Website/ Google Analytics

The videos should also be uploaded to your company website, so it's also important to measure website metrics. This should include total website visits which measures the effectiveness of your video content marketing campaigns. Key metrics to track include:

### KEY WEBSITE METRICS TO TRACK

Traffic by individual channels: traffic sources include *direct traffic* (people who type your brand name directly in browsers), *organic traffic* (those arriving via search

Ratio of new versus returning traffic.

Time spent on your site.

Interactions per visit: track what people do on your site.

Bounce rate.



## WHAT ARE YOUR NEXT STEPS?

**Video content marketing works if you do it right and commit to it.**

If you want to implement the system in-house, you can use your cell phone to begin recording.

However, somebody in your organization has got to own it. Begin with the “They Ask, You Answer” strategy and answer a few questions on camera. There are lots of online videos that can teach you tricks and techniques to improve your production

Come up with 20 to 30 questions every prospect asks you about your products or services. Record your answers. Get everyone in your company involved. Client testimonials are powerful and could be the key factor during the decision stage of the buyer’s journey.

Distribute the videos online. Start off small, upload one or two videos a week to your website and the most appropriate social media platforms to reach your target demographic. Then, enhance or boost the post. Let your friends, employees, vendors and family know about it. Consistency is the key, so make a commitment to do at least one video per week.

You can also outsource the video production and manage the promotion and distribution in-house. Or, you can hire a company to handle every phase of the process and execute your marketing strategy.



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