



## PART 2

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Part 2



# YOUTUBE

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Youtube is extremely saturated, with over 400 hours of video being upload every minute.

Because of this oversaturation, many people assume that using YouTube won't be an effective way to market their videos.

If you don't have an existing YouTube account, it will take time to grow your subscribers and views - however, YouTube is an effective platform for other reasons which will be discussed in this chapter.

# youtube

## recent facts and statistics

With over 1.9 billion monthly users logged in, YouTube is the #1 platform for viewing videos online.

6 out of 10 people prefer online video platforms to live TV, and YouTube has more viewers among 18-49 year olds than any US cable network.

YouTube is the world's second largest search engine and second most visited site after Google.

70% of YouTube views come from mobile devices.

If your channel is unverified you have a maximum video time of 15 minutes, but if you *are* verified, there is no limit to how long your video can be (and there is currently a video that is 596 hours long!)

# youtube

## why it's worth it

YouTube is a perfect site to use as a 'hub' for keeping as well as sharing your content.

Copying and pasting a YouTube link is the easiest way to share a large video with anyone who has access to the internet.

No one needs an account to view a video on YouTube, and the site is extremely user friendly.

YouTube is also a great place if you have a series of videos because you can separate your content into playlists. This allows you to send someone a link to the first video and it will autoplay your series in the order you choose.



Subscribe



# youtube

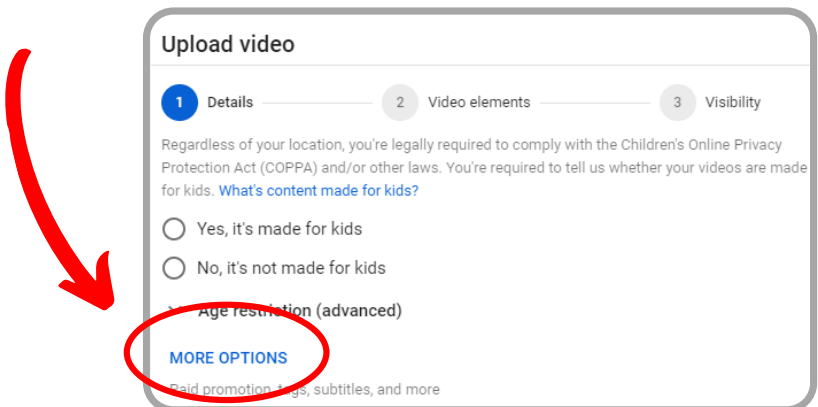
## uploading a video

To upload your video, you should be on your 'Channel Dashboard'. You can get here by clicking on 'YouTube Studio' in the upper right corner on your main channel page.

From there, click on 'Create' in the upper right corner, then 'Upload Video' and then select your file.



Then you will see a screen where you can input a title and description. If you scroll down and click 'More Options' you can enter tags, a category and more (which will be discussed in the next few pages).



# youtube

## optimize with metadata

If you are not familiar with the term, metadata is a set of data that describes and gives information about something else.

When used correctly online, it ensures that your video is properly indexed in search engines etc.

So on YouTube, you should be hyper-aware of the words you choose for your video title, description, tags, category, thumbnail, subtitles and closed captions.

You can include #hashtags in your video titles and description, but don't overdo it.

**You should also know that your video can be removed if you try to promote it with unrelated keywords.**

# youtube

## optimize with metadata

For your title, include the most important information/keywords in the first few words. Keep it intriguing, but be aware that there is a maximum amount of **60 characters** to keep the text from being cut off in the results pages.

For your video description, keep in mind that YouTube will only show the first 2-3 lines (approximately 100 characters). If a viewer wants to read the rest of it, they will have to click 'show more'.

Because of this, it is important to include key links/information (or CTAs) in the beginning of your description.

# youtube

## optimize with metadata

YouTube also allows you to add subtitles/closed captions on the first page when you upload your video. You can transcribe your video yourself or outsource it.

When you upload your video, it will give you an option to add Tags, and it is important to include keywords (the most important ones first) and then a variation of keywords or related words.

The Tags will associate your video with similar videos, which will broaden its reach as it will show up in more searches.

If you need some ideas of what to start with for your Tags, think about the words you would type in if you wanted to search for your video.



# youtube

## optimize with metadata

You are also given the opportunity to choose a Category for your video, to group it with related content.

As with the Tags, you can find this option under 'More Options' on the first screen when you upload your video.

The categories that are available for you to choose from are:

**Film & Animation**

**Autos & Vehicles**

**Music**

**Pets & Animals**

**Sports**

**Travel & Events**

**Gaming**

**People & Blogs**

**Comedy**

**Entertainment**

**News & Politics**

**How-to & Style**

**Educations**

**Science &**

**Technology**

**Nonprofits &**

**Activism**

# youtube

## thumbnail

You will also notice a spot to choose a thumbnail for your video. YouTube will auto-generate a few options for you, but we highly recommend creating and uploading your own custom thumbnail.

YouTube has reported that 90% of the best performing videos on the platform have custom thumbnails. The thumbnail is the first thing a user will see as they are scrolling through YouTube. It is important to try and help your video stand out from the rest.

**Also be aware that your channel page is customizable. Be sure to edit your channel description to include links to your other social channels and website (or any other links that apply)**

# youtube

## thumbnail

To upload your own thumbnail, select the far left box beside the YouTube provided thumbnail options and choose 'Upload Thumbnail'.

If using your own custom thumbnails, try to keep your design consistent from video to video. This will create better brand recognition for your viewers.

**Note 1:** for YouTube thumbnails, it is recommended to use an image that is 1280 x 720 pixels to ensure that it will look best on all devices.

**Note 2:** You have to 'verify' your YouTube account in order to have the option to upload a custom thumbnail. This can be done by visiting [youtube.com/verify](https://youtube.com/verify)

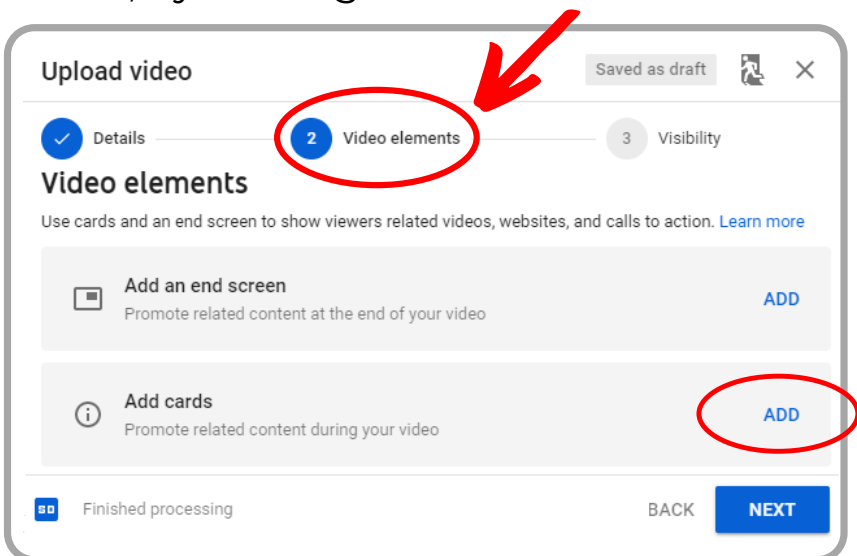
(you also will need to verify your channel if you want to upload a video longer than 15 mins)

# youtube

## cards

A Card is a small rectangular notification and clickable element that appears in the upper right hand corner of your video. For example, you can create a poll with multiple choice answers to encourage engagement from your viewers.

You can add a Card to any part of your video and are allowed a maximum of 5 (if you are going to use more than one, it is wise to space them out). You will find this option in Step 2 of uploading your video, by clicking 'Video Elements'

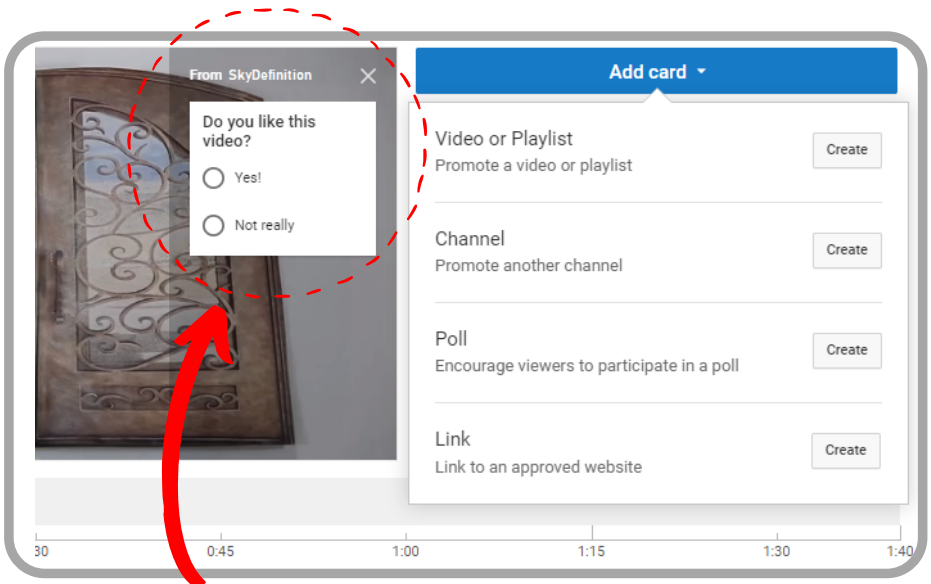


# youtube

## cards

There are 4 different types of Cards to choose from.

**Note:** the 'Link' button will only be enabled if you join the YouTube Partner Program (which you are eligible to apply for when you reach 1,000 subscribers and 4,000 watch hours in a 12 month period)



Example of a 'Poll' Card

# youtube

## end screen

An End Screen allows you to promote related content of your choice by extending your video length for 5-20 seconds.

The End Screen encourages your viewers to continue engaging with your content. You can direct your viewers to other videos and/or channels on YouTube, encourage them to subscribe to your channel, or even promote an external link, such as your website.

You can create your own End Screen or to save some time and effort, you can use one of the many provided templates.

**You will see the same 4 options listed when adding a Card, and the same applies about being in the YouTube Partner Program if you want to include an external link.**

# youtube

## elements on existing videos

If you want to add a Card or End Screen to a video you have already uploaded, go to your channel home screen and click **Youtube Studio** in the upper right corner.

On the left side bar you can click '**Creator Studio Classic**' (a pop up window may appear, simply hit any option and then submit).

From there you can see all of your existing videos. To the right of each thumbnail there is a button that says '**Edit**' as well as a downward arrow.

Click on the arrow and from there you can choose '**Cards**' or '**End Screen**' among other options.

# youtube

## channel analytics

YouTube also has their own built in analytics tracker, which you can find on the left sidebar in your Creator Studio.

Under 'Audience' you can track the age, gender and location of your viewers.

Under 'Reach' you can track where your views are coming from such as playlists, searches and suggested videos.

This is also where it will tell you how many unique viewers you have, and how many of your views are from people who are subscribed to your channel.

**This information is extremely helpful if you are planning to create targeted ads on YouTube.**



# youtube

## targeted ads

YouTube advertising is done through Google Ads and there are 6 types of ads you can choose from:

1. TrueView
2. Non-skippable Instream
3. Bumper Instream
4. Sponsored card
5. Overlay
6. Display

It is important to understand the differences between each ad so you can make an informed decision about what type of advertisement would work best for your business.

Advertising on YouTube is a bit more complicated than Facebook and Instagram, but YouTube provides detailed instructions for each step.

# youtube

## targeted ads

### 1.TrueView Ads

This is the main format of advertising on YouTube, and Google reports that 8 out of 10 viewers prefer this format over others. This is likely because TrueView ads give the viewers the most control over the advertisements they are seeing. If they are not interested in the ad, they can simply click 'Skip Ad'.

What's even better, is these ads are great for businesses and brands as well; You only pay for the ad when a viewer watches at least 30 seconds, watches the whole video or interacts with the ad in some way. This is the best case scenario because it means you are only paying for the ads that are being watched by people who have chosen to view it, rather than skip it.

# youtube

## targeted ads

### 1. TrueView Ads

There are actually two types of TrueView ads, so we will briefly outline both.

#### TrueView Instream Ads

This type of ad plays BEFORE a video that a viewer has clicked on. This type of ad features a countdown timer as well as a link to the advertised site inserted on the bottom left side of the video. This type of ad also has a 'companion banner' ad that looks like a thumbnail. It is displayed to the right of the video, on top of the suggested video list.

These ads are fully customizable from whatever CTA you choose as well as text overlays.

TrueView videos ads must be a minimum of 12 seconds and maximum of 6 minutes.

# youtube

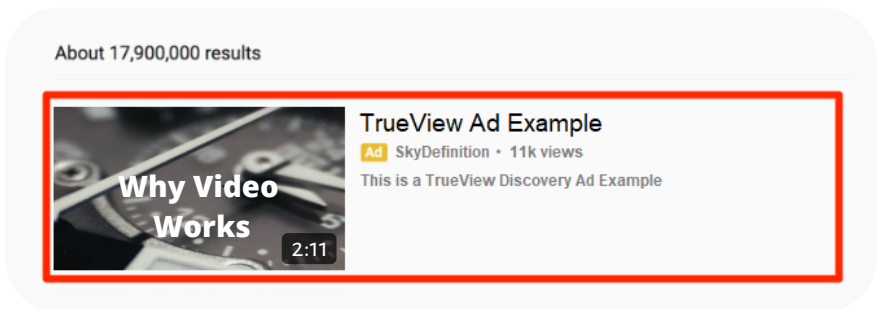
## targeted ads

### 1. TrueView Ads

#### TrueView Discovery Ads

This type of ad consists of a thumbnail and up to three lines of text. It will appear at the TOP of a viewers organic search results, as well as in the sidebar on the right hand side where the suggested videos are listed.

In a user's search results, a discovery ad will look something like this:



When someone clicks on the ad, they will be taken to your YouTube page or channel to view the ad.

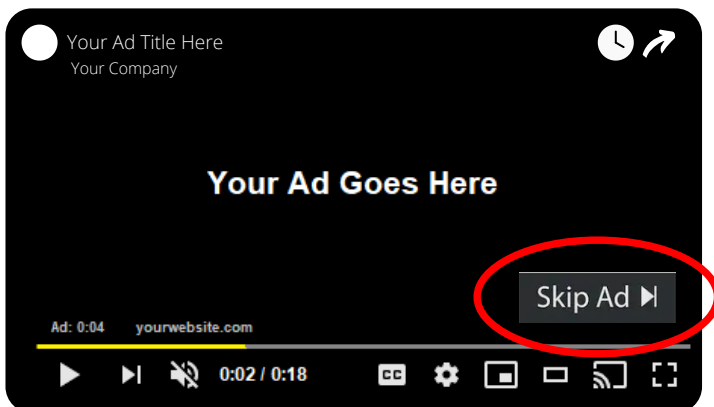
# youtube

## targeted ads

### 1. TrueView Ads

This is the best 'bang for buck' when it comes to advertising. 76% of viewers reflexively skip ads, and since you only pay if people actually watch the ad, you can be sure that your marketing budget is being spent on interested viewers.

According to Google, when a business uses Trueview ads, they see the views of their existing content increase by 500%. This means people who watch these ads choose to continue consuming content by the business who created the ad.



Instream TrueView Ad

# youtube

## targeted ads

### 2. Non-Skippable In-Stream Ads

This is the same kind of ad as a TrueView in-stream ad, appearing before or during a selected video starts, however there is no option to 'Skip Ad'. You will still have the countdown and clickable link on the bottom left of the screen.

Ads that people are forced to watch without the ability to skip, are unpopular among viewers. So unpopular, that YouTube actually stopped allowing businesses to be able to upload 30 second non-skippable ads. These ads now must be between 15 and 20 seconds max.

# youtube

## targeted ads

### 2. Non-Skippable In-Stream Ads

An ad that plays part way through a video only occurs if the video is a minimum of 10 minutes. These are called 'mid-roll' non-skippable ads.

Unlike TrueView ads, you will have to pay for a non-skippable ad on a 'CPM' basis. CPM stands for 'cost-per-mille' meaning you will pay a fee per thousand views.

Keep this in mind, because an ad that is set up as CPM rather than pay-per-click (PPC) is much more ideal for a campaign designed to reach a massive audience.

# youtube

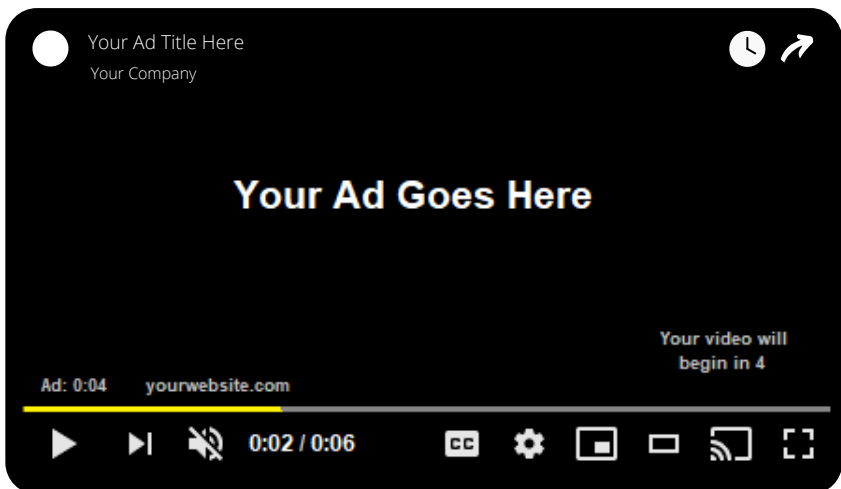
## targeted ads

### 3. Bumper Ad

A bumper ad is a non-skippable ad that plays before a selected video, and it must be less than 6 seconds long.

Similarly to other in-stream ads, it will feature the countdown and clickable link in the bottom left hand side of your video. This type of ad is often used in tandem with other ads in a marketing campaign.

This type of ad is paid for on a CPM basis.



Bumper Ad - Note the length is 6 seconds



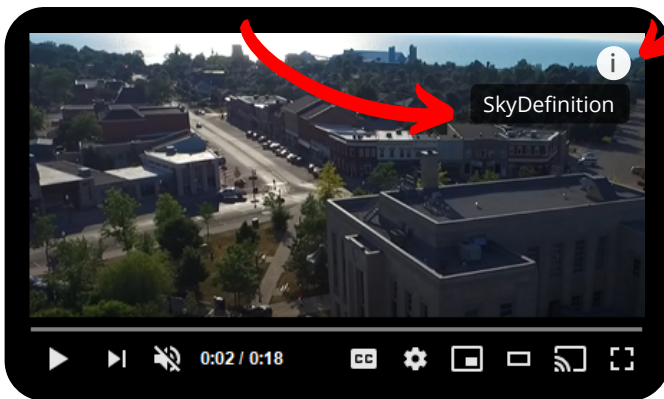
# youtube

## targeted ads

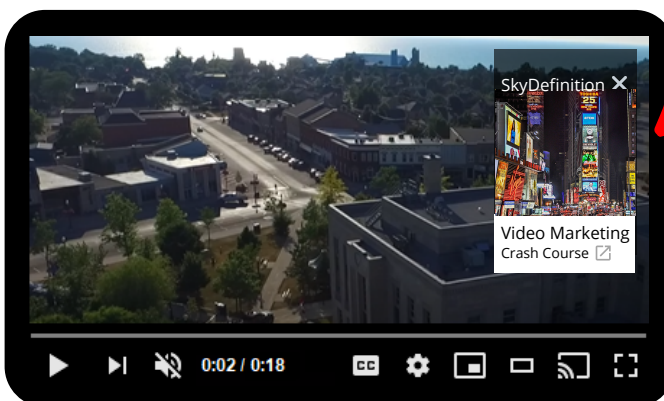
### 4. Sponsored Card Ad

A Sponsored Card is a very low-key type of ad, as it will simply appear as a small 'i' symbol in the top right of your video.

If hovered over, it will expand slightly to show some text:



If you click on it, will expand even further to show a video thumbnail.

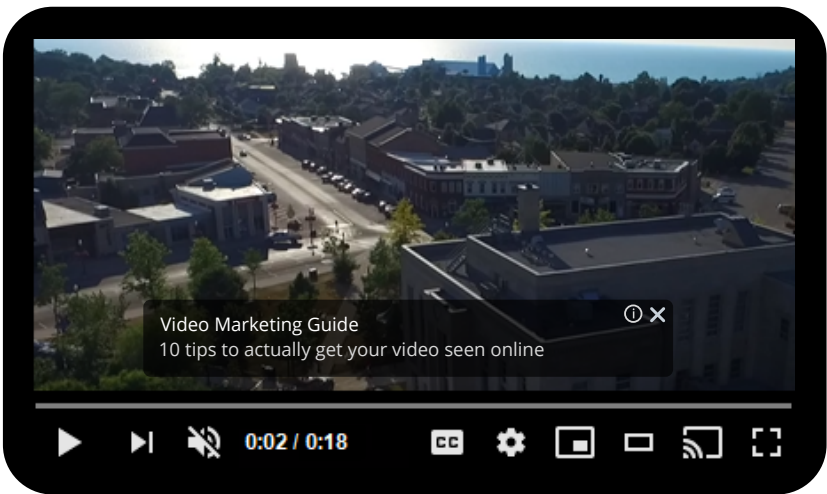


# youtube

## targeted ads

### 5. Overlay Ad

An overlay ad is the simplest type of ad on YouTube. This ad appears as a banner across the bottom of a YouTube video. An overlay ad can be an image or you simply insert text.



### 6. Display Ad

A display ad is also a very simple advertising format. Display ads appear as still images or text, and they are located above the suggested video list on the right hand side of the screen.

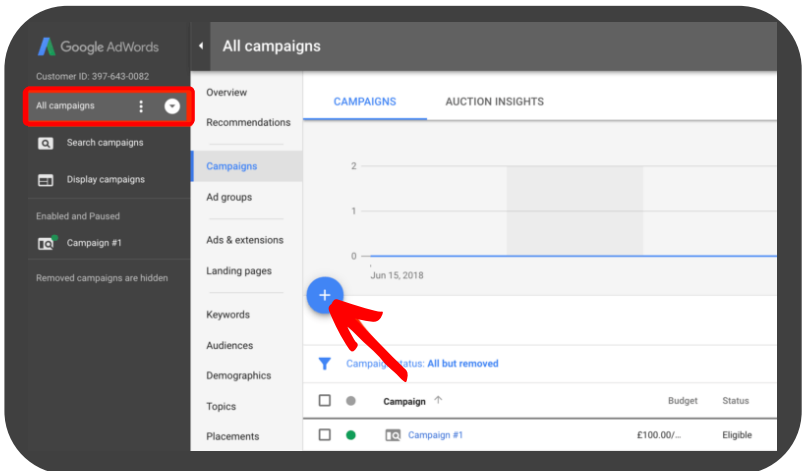
# youtube

## creating your ad

Once you have the image or video you want to advertise, the easiest way to upload your ad is to your YouTube account.

Fill out all the necessary information as you would with any upload. Then you will have to login to (or create) your Google Ads account\*.

From there click 'All Campaigns' and then the blue circle with a '+'.



\*If you don't have a Google Ads account, it is very simple to sign up. Simply google 'How to sign up for a Google Ads account' and it will walk you through it step by step.

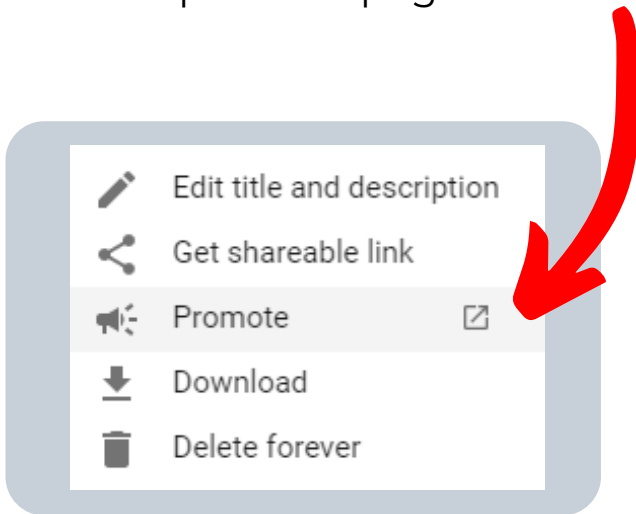
# youtube

## creating your ad

If you already have a Google Ads account, to create an ad you can go to your "Channel Video" page. From there you can hover your mouse over whichever video you want to promote, and click on button with the three dots.

From there, select 'Promote'.

This will bring you to the same screen as shown on the previous page.



# youtube

## creating your ad

Once you've selected the blue '+' icon, it will take you to a window where you will select your campaign type.

There will be 5 options:

1. Search
2. Display
3. Shopping
4. Video
5. Universal App
- 6.
7. Select '**Video**' and you will then be prompted to select a goal for your campaign.
8. You can choose between:
  - Leads
  - Website traffic
  - Product and brand consideration
  - Brand awareness and reach
  - 
  - Or you can choose to create a campaign without a goal.

# youtube

## creating your ad

Depending on what goal you select, Google Ads will help recommend features and settings to help you achieve your goal.

You can add or remove a goal at any time.

It will then prompt you to name your campaign (this will be for internal use only). Make it something that clearly describes your ad so you can differentiate it when you create more ads.

Then you will set your budget. There is no need to spend a lot on your first few ads. You can start small and test a few different ads and see what works best.

This is also where you choose your start and end dates.

# youtube

## creating your ad

The next section called 'Networks' allows you to select where on YouTube you want your ad campaign to appear, and based on that it will tell you what type of ad(s) you can use.

For Video ads, there are three options:

1. Search Results

- ads will appear next to search results

2. Videos

- ads will appear on videos, channel pages and the YouTube homepage

3. Display Network

- ads will also appear across Google's other advertising venues

You will then fill out some standard information such as the language and location you want your ad to appear in.

# youtube

## creating your ad

Next, you pick your payment method or what they title as 'Bidding', and all options are thoroughly explained on the page.

Then you can choose an 'Inventory Type' which is also explained in detail as you go through it.

The next section is 'Excluded content' and 'Excluded types and labels'. This allows you to make sure your video ad is not included in specific categories such as 'sensitive social issues' or 'tragedy and conflict'.

Then you create your target audience, and select keywords and topics that are relevant to your ad.



# youtube

## creating your ad

Now it is time to select your video! If you previously uploaded it to your channel, you can find it by using the search bar.

A list of ad options will appear based on the information you have already provided. This is where you select your ad type.

The final step is to fill out all the information it requires, such as the link you want your viewers to click on, your Call to Action, and headline.

Click 'Save and Continue' to launch your ad campaign.

One of the great things about YouTube ads is the flexibility. You can change your targeting, text and schedule in real time.

# LINKEDIN

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In the past, LinkedIn was considered to be different from other social media platforms as it is primarily a Business to Business (B2B) platform. Though they are expanding beyond just B2B, if your customers are primarily other businesses, then LinkedIn should definitely be a priority in your video marketing strategy.

Videos are effective on LinkedIn because they are considered highly on the algorithm. Sharing a video gives you a better chance of reaching the top of a person's feed.

# linkedin

## recent facts and statistics

LinkedIn has over 610 million members and over 303 million monthly active users.

40% of those people use LinkedIn daily.

92% of Fortune 500 companies use LinkedIn.

80% of B2B leads are generated through the platform.

51% of video marketers have used LinkedIn as a platform for their videos. Of those people, 84% found it to be very effective.

97% of B2B marketers use LinkedIn to distribute their content.

# linkedin

## basic info

Like other platforms, videos will automatically play without sound, so consider close captioning or using text within the first couple seconds of your video to grab the viewer's attention.

Video posts get approximately 3 times more engagement than a text post, so be sure to optimize those first few seconds in order to get the most out of your video.

On a mobile device, LinkedIn allows you to record and post a video in-app and add text and 'stickers' on top.

If you are using a desktop, you are required to upload a pre-recorded video.

# linkedin

## video types

There are 3 types of videos you can upload to LinkedIn.

The first is an embedded video, where you copy and paste a link from another site into your post.

The second is a 'native video' where you upload a file directly to LinkedIn. This format is highly superior as it will autoplay right in the post.

Lastly there are LinkedIn video ads.

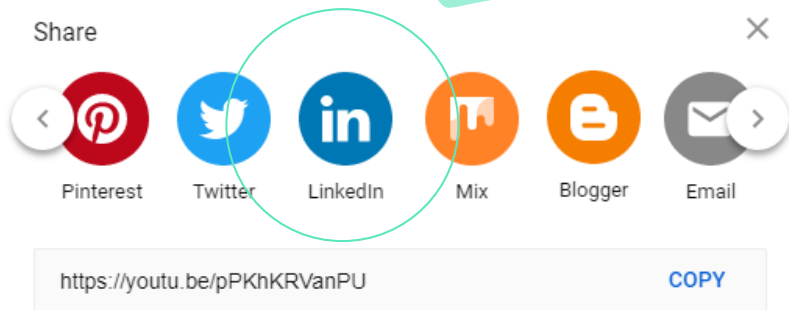
Unlike Facebook, an embedded video on LinkedIn will play right in the post without the viewer having to leave the app/site.

# linkedin

## video types

To embed a video from YouTube into LinkedIn, click on 'Share' underneath your selected video. Then click on the right arrow, until you see the LinkedIn icon.

This will redirect you directly to LinkedIn (where you will be prompted to login if you have not already). It will give you the option to either share it as a post or send it as a private message.



# linkedin

## video types

As with Facebook, posts with native videos are far more likely to be shared across the platform.

The absolute maximum file size for a native video on LinkedIn is 5G - although a file that large would likely load very slowly.

This is important to keep in mind because viewers will likely lose interest and scroll past a video if it takes too long to load.

For native videos, all vertical videos uploaded to LinkedIn will be cropped into a square in the feed. They must be a minimum of 3 seconds long and a maximum of 15 minutes.

# linkedin

## video types

Like a native video, a LinkedIn video ad needs to be a minimum of 3 seconds, however an ad can be up to 30 minutes long.

You can set up a video ad by using the Campaign Manager (description and graphics to follow).

For an ad, only horizontal videos are supported.

Like other platforms, LinkedIn shares audience insights with you, including how many likes, views and comments your post receives.



# linkedin

## targeted ads

To create an ad on LinkedIn, you have to sign in to the Campaign Manager. This is much easier to do on a computer as it is not yet available on most mobile devices.

To create an account, go to the home screen of your LinkedIn account and click on the button with 9 dots that says 'Work' at the top of the page. Then select 'Advertise'.



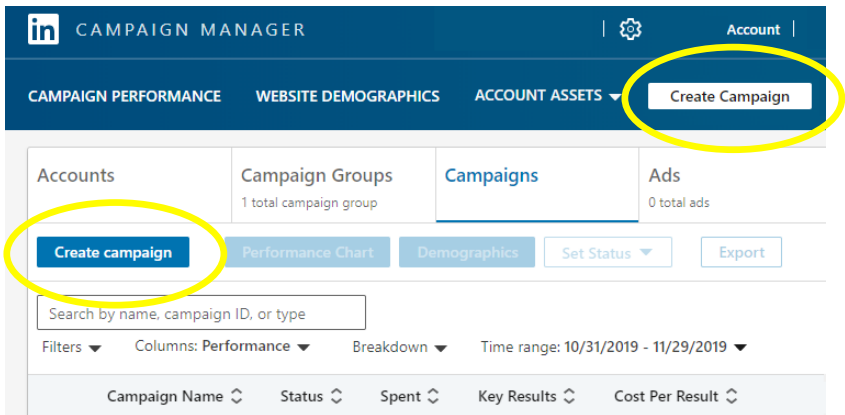
Fill out the requested information on the Welcome Screen and then click **Create Account**. (Note: the currency cannot be changed once selected, but if needed you could create an additional account with a different currency).

The Campaign Manager is where you will manage your Ads on LinkedIn.

# linkedin

## targeted ads


Once you have created an account, you will be taken to a dashboard where you will eventually be able to track the analytics of all of your ad campaigns. There are two places where you can click 'Create Campaign'.



# linkedin

## targeted ads

The first thing you will be prompted to do, is choose an ad Objective.

Default Campaign Group 

Untitled Campaign 

New Campaign

### Objective

Let's get started! Select the objective that best fits your goals below.

#### Awareness

Brand awareness

#### Consideration

Website visits

Engagement

Video views

#### Conversions

Lead generation

Website conversions

Job applicants

LinkedIn will immediately generate a window of 'forecasted results' based on a 1 day, 7 day and 30 day campaign.

Next, LinkedIn will walk you through creating your target audience. It will also allow you to exclude a specific audience if you choose to do so.

# linkedin

## targeted ads

There are 3 different Ad Formats on LinkedIn.

- 1.Sponsored Content
- 2.Sponsored InMail
- 3.Text Ads
- 4.
- 5.***Sponsored Content*** is advertising that appears directly in the LinkedIn feeds of the people you want to reach. With this format you can test and edit/optimize your campaign in real time. This ad type reaches desktop, tablet and mobile devices.
- 6.
- 7.***Sponsored InMail*** lets you send personalized content through LinkedIn Messenger directly to your leads. This ad reaches desktop and mobile devices.
- 8.
- 9.

# linkedin

## targeted ads

*Text Ads* can be done as a pay-per-click (PPC) or cost-per-impression (CPM) format. The great thing about these ads, is you only pay for the ads that actually work (the ones that are clicked on or engaged with).

In summary, the Campaign Manager is very thorough and helpful throughout the process of creating your ad. It has an instructional video to help you choose your target audience, and several other tips along the way. Creating ads on LinkedIn is extremely user friendly, regardless of your level of experience with online marketing.

# VIDEO MEME

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If you have ever seen a video with text on the top or bottom of it, you have seen a Video Meme.

They are eye-catching, as they stand out from standard videos and can be very effective if included in an online marketing strategy.

# video meme

The purpose of adding text to the top and/bottom of a video can range from comedic effect to product marketing.

The best part about using this technique is it captures the attention of a viewer whether they are seeing your video with or without sound.

As mentioned, most social media platforms autoplay videos without sound (for example, 85% of FB videos are watched without sound).

It is extremely likely that you have seen Video Memes used on social media as they are not only effective but very popular.

**In order for the text banner to work, the aspect ratio of the video has to be resized to allow everything to fit properly**

# video meme

One tactic that can save you time and money, is recycling your content. Video memes can do this in a unique way.

You can switch up the text you add to your video meme to convey a different message or focal point from your video. This can be effective because depending on what text you use, you will attract the attention of different people scrolling through social media.

You can also include a promo code or your CTA right into the video meme. This will increase the engagement you get on your video.



# video meme

There are several free and paid apps that allow you to create a video meme yourself. Alternatively, you can outsource it to any media or video company who should know how to manipulate aspect ratios.



# EMAIL MARKETING

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Email marketing is one of the most effective ways to reach out to potential customers. It is also a great way to maintain and develop your relationships with your existing customers.

It can be a game changer for your online marketing strategy.

# email marketing

## recent statistics and facts

As of 2017, there were an estimated 3.7 billion email users.

81% of small and medium size businesses rely on email as their primary customer acquisition channel.

80% of those businesses rely on email marketing for customer retention.

'Welcome emails' have the highest average open rate of 82%.

Emails with a personalized subject line have a 50% higher open rate.

Interactive emails are the future of emails. Adding a video to your email can increase the click rates by 300%.

# email marketing

## why do it?

Email Marketing should not be overlooked when planning your online marketing strategy.

It has a very strong return on investment (ROI), and as of 2018, for every \$1 you spend on email marketing, you can expect an average return of \$32. It outperforms all other online marketing strategies.

You can segment your subscriber list as well, so you can target messages to specific groups. For example if you have a local event coming up, send the campaign to a group of subscribers within a 20 mile radius of your location.



# email marketing

## automate and personalize

You can automate campaigns as you choose. For example, a 'welcome' email can be sent immediately after a subscriber provides their information, or a 'thank you' email can be sent when someone purchases a product.

**Personalize your emails.** This doesn't mean sending them one at a time, it means using customer data to create personalized messages. The easiest way to do this, is by addressing the reader by name in the subject line. Most email service providers have this as an option.

Depending on your provider, it will be something along the lines of 'insert personalization -> insert first name'.

You can also include your subscriber's name in the body of your email.

# email marketing

## automate and personalize

One tip to make the personalization process easier is to collect first names when possible. If you are using an online form to collect emails from potential leads, include a request to have them also fill out their first and/or last names.

By doing this, you will have everything you need within your email list to send out fully personalized marketing campaigns.

This will help catch their attention initially, but it is important to keep your subscribers engaged. On the next page we will provide a few ideas of the kinds of videos you can send out to your list.

# email marketing

## what to send

### Tutorials/How to

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If you have multiple customers asking similar questions about one of your products, you can create a quick explainer video and send it out in an email campaign.

(Explainer videos are great to have as you can save time and effort by easily responding to questions with a thorough and consistent explanation).

### New Product/Product Relaunch

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An email campaign is the perfect place to promote a new product or service. You also have the opportunity to offer a promo/coupon code as an incentive for your customers to continue to subscribe to your emails.

# email marketing

## what to send

### Free tips/advice

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It is refreshing as a consumer to receive an email from a business where they are offering something valuable without asking for something in return.

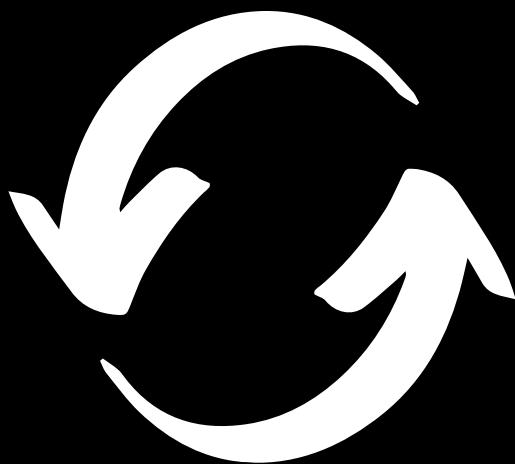
Consider sending an email every now and then where you simply offer a free tip or valuable insight on something of interest to your customer.

We recommend you do this, especially in your welcome email or the first email your customer receives from you.

Consider using a real reply-to email in your campaigns. Using something like `donotreply@email.com` immediately depersonalizes the email. Also, allowing your customers to contact you easily and directly is a great way to create and build relationships with them.



# SWITCH IT UP



# switch it up

Experimenting with different types of videos with varying lengths and content, can help you learn what best appeals to your audience.

Remember, just like text-based content, you can repurpose videos you have already shared. You can turn one video into several shorter clips.

For example, you can build anticipation and excitement with a teaser video - a short 10 or 15 second clip of a larger video.

You can create clips and post them separately as 'reminder' or 'in case you missed it' videos.

You can also separate your videos by sectioned clips and have them ready to send as answers to frequently asked questions.

# switch it up

Once you have mastered the art of optimizing your videos on social media, the **absolute best** way to continue to keep your followers engaged is to switch up the types of videos you create and upload. Using a mix of content keeps your followers interested and always looking forward to what you're going to upload next.

Here are just a few examples of some types of videos you can make for your brand or business

- Tutorials / how to
- Video business card
- Informational
- Promotional
- New product / service
- Behind the scenes
- Live
- Training
- FAQ answers



# BONUS TIPS

## CHAPTER ELEVEN

# bonus tips

Try to keep your visual branding consistent across all platforms. This not only looks professional, but will create a visual association that will become familiar to your followers.

Continue to create consistent, engaging content. You may even want to consider doing a Video Series which would give your followers something to anticipate each week or month.

## **Collaborate with others!**

Do you have relationships with any companies that have relatable content? You can create a joint playlist (YouTube) or simply share each other's content. This will benefit both parties - just make sure their audience's message and marketing strategies align with yours.

# bonus tips

Lastly, be sure to consistently engage with your viewers. Always respond to comments and questions, and thank your followers for their support.

Never underestimate the power of human connection.



# director's note

I hope you enjoyed V.1 of our Video Playbook series on how to optimize your videos using popular social media platforms and email marketing.

SkyDefinition is dedicated to delivering the highest quality video solutions to all businesses, services and brands.

If you haven't already, feel free to subscribe at [skydefinition.ca](http://skydefinition.ca) to receive more tips and useful strategies on how to stretch your marketing dollars and get your videos in front of the right people.

Subscribers will be receiving free access to our new web series SKYDEF-TV which will be filled with valuable information on how to crush it online using the newest and most advanced video strategies on the planet.

# director's note

In the near future, we will be releasing our Video Playbook V.2 which will have more advanced techniques and an in depth look at ad campaign analytics and search engine optimization (SEO).

It will include topics like split testing campaigns, Facebook Pixel integration, sales funnels, video email automation and much more.

On the next few pages, I share a few final strategies that will help get your videos noticed from a production standpoint.



# 1. preproduction

When creating a video, be very clear on the goal. What are you trying to achieve with the video? If you are looking back a year from now, what would need to happen for this video to be a success?

This process can help you reverse engineer the direction of the video, and ensure that nothing is missed or lost in translation. Seeking a professional production company that understands the pre-production stages can help with this process (and save you time and money).

Remember, the most efficient and cost-effective video project you can invest in, is the one you only have to do once.

We call these videos *evergreen* because they are timeless and deliver a consistent and precise message to your existing audience and potential customers.

## 2. don't create an ad

Be Yourself! Don't get lost in a video pitch that sounds like an advertisement. This is extremely important because absolutely NOBODY likes being sold, and no one likes ads. There is a very good reason why television remotes have a mute button.

It has never been more important to tell *your* story, and not just pitch an ad. My advice to you when creating effective video marketing, is to avoid scripts as much as possible, and simply speak from the heart.

This may require some extra editing in post production, or you may have to shoot multiple takes, but in the end you will produce a more natural sounding video. This will resonate better with your audience, as if you were speaking to them face to face.

# 3. create a hook

You only have a few seconds to capture someone's attention in a video, so you need to make your message clear and concise while still providing an element of entertainment.

Your video needs to sustain your audience's attention by telling a story, or providing useful information that resonates with them. If you start your video without a 'hook' and go right into a 'pitchy' ad, you will never grab anyone's attention, let alone sustain it.

Video's are better under 2 minutes statistically, but that's only because of the over saturation of 'bad' or low quality video content out there (like the majority of the 400+ hours of YouTube videos added every minute!) Creating a hook followed by an entertaining story will be the key to your viewer engagement.

While some types of videos should be quick and concise, that doesn't apply to all forms of video.

If you produce a great quality video, that delivers a important message or story from the heart, you will find it doesn't matter how long your video is.

This is why some people can binge watch an entire TV series in a weekend, consuming hours and hours of content – simply because they were entertained.

*There is no such thing as an attention span. There is only the quality of what you are viewing. This whole idea of an attention span is, I think, a misnomer. People have an infinite attention span if you are entertaining them.*

*-Jerry Seinfeld*

## 4. keep going

Build an audience over time and don't limit yourself to a single video. Instead, make a number of videos or a series. The idea is to keep your audience engaged by giving them new content, similar to a television series that releases a new episode each week.

Building a loyal audience takes some time and the best way to keep your customers engaged is to create new content that is relevant to them.

Video business cards are a great place to start. Then, try doing some video testimonials from existing customers, monthly specials, new product launches, explainer videos on existing products, follow-up videos or any other type of video to automate or multiply a part of your business.

Creating new content is **key** to keeping your existing and potential customers engaged.

# 5. replay

It is very important that you repurpose your video content rather than just sharing it once, and forgetting about it.

It is extremely beneficial to continually share your video content to new audiences or even retarget the same audience. Retargeting can be a very efficient way to ensure your video gets seen by your entire audience.

Video targeting is very inexpensive and can cost as much as a coffee a day.

Well, maybe a Starbucks coffee...

## 6. cards are dead

Other than using Facebook, YouTube, Linked-In and other social media platforms, always remember to use your videos as a form of direct communication.

The Video Business Card (VBC), if properly executed, will provide a direct digital connection to your potential or existing client base. The video business card is fairly self-explanatory; It's main purpose is to replace the use of conventional paper business cards with a digital format.

Using email marketing is the best way to get your video in front of the right people. Send your VBC to anyone you would normally give a paper business card to.

## 7. diversify

Try using the different platforms and websites as outlined in this book. Post your video on different groups with similar interests. Use direct email to send the video link to your customers. Try using your videos on landing pages and/or within a sales funnel.

Use different targeted paid ads to get your video in front of larger audiences so you can maximize your reach. Put your video on your website or have it run on a TV in your storefront.

There are hundreds of ways that you can reuse or recycle your video **while simultaneously reducing your workload.** Your video will continue to deliver your message consistently and precisely to your audience, 24 hours a day.



## 8. get some help

Most people do not cut their own hair.

Shooting a VBC by yourself with your phone will simply not cut it for business these days. It will look and sound like everything else that gets pushed in front of your audience, and it does not come across as professional.

Filming yourself is fine for quick videos for social media stories, or to show your audience a quick clip of what you're up to.

For your professional video content (such as your VBC) you should outsource to a professional video production company. They will use proper equipment and know what is needed for post production including editing, sound EQ, colour correction and grading.

Yes, modern smartphones are all equipped with high resolution video cameras, and the quick upload process makes these devices an ultra efficient way to create new content at lightning fast speed. Just remember, the majority of the world is using the same device.

Even popular vloggers (video bloggers) on YouTube now take the time to set up mini studios with better cameras, lights and microphones to record content.

You need to make something that stops people in their tracks and captivates them from start to finish.

I am not saying you need a Hollywood style production to make your video stand out, however the basics have to be there.

You need to have good sound, a good image and a great story. If one of these elements is missing, your audience will become bored and move on.

Take the time to make your video excellent. Deliver the same amount of quality and professionalism in your videos as you would in any aspect of your business. Making a low quality video that is poorly edited, has bad colour, bad audio, shaky footage or an over/under-exposed image will not make your company look professional online.

Investing a bit more money the first time will save you money over time, by providing an immediate solution instead of having to redo a video that you are not happy with (costing further time and money).

If you insist on shooting your own video productions, take the time to invest in a good microphone that is compatible with your camera. Make sure your phone/camera is stabilized on a tripod or on a gimbal.

Pay close attention to the auto-focus and auto exposure settings on the phone. They will typically auto adjust causing the light and focus to jump around making your video seem very choppy. This is why all professional video is filmed with manual settings where proper ISO, shutter angles and aperture settings can be dialed in based on the scene.

Also pay close attention to the dynamic range of your lighting, as phones and most DSLR type cameras cannot handle a large range of bright images mixed with dark images.

An example of a lighting issue could be filming a window while indoors. This usually results in an image that has either underexposed (crushed shadows) or overexposed (blown out) highlights.

If you have any questions relating to filming your own production, reach out to me at: [matt@skydefinition.ca](mailto:matt@skydefinition.ca) and I will be happy to assist you.

Remember that a *great* video with a professional looking image and excellent sound will always give you organic shares and free advertising.

Your videos can be something people are proud to share, and that will reduce the amount of paid advertising and boosting required to reach a larger audience.

# 9. micro moments

Have you ever walked into a store with the intent to buy a specific item, and been asked by a sales person if you need assistance... and you respond by saying “I’m just looking” ?

It is not difficult to see a trend that more and more people are avoiding actual human interaction these days. People would rather find things themselves, including information on products and services.

It is a fact that most people are more influenced by an anonymous online review than speaking to a sales representative.

More and more people are reaching for their smartphone for assistance, rather than other people.

As a business owner, you can tap into that device (smartphones), and deliver your message when the viewer is ready to see it. A great time to do this is in a small duration of time we call “Micro Moments”.

Next time you are sitting in a restaurant, at a mall or sporting event, pay attention to how many people are staring at their phones. **People don't wait around anymore.** The concept of waiting has been widely replaced by consuming content online, and people want to consume this content on their own time when they are ready.

This waiting is now a Micro Moment where we can check what the entire planet is up to. We can google anything or see anything, anytime. We can see what our friends are up to, or even pay our bills - all without actually interacting with anyone.

20 years ago we had to pick up a phone and call someone, or head to the library. All requiring some sort of physical human interaction. Today is very different.

From a business and marketing perspective, video is proven to provide the same amount of visual and audible content as a human sales person in a fraction of the time. It also appeals to everyone as there is no pressure to buy.

Saying that, more than 64% of consumers make a purchase after watching a branded social video. Almost everyone would rather watch a video of a product or service before making a decision to buy, rather than having to drive to a brick and mortar store.



This is evident in how consumers are choosing to buy products online these days. Most people simply prefer to buy online vs. going into a store. Amazon literally changed the way people look at retail shopping, and malls have been on a steady decline for years.

Video will deliver your message with precision and accuracy 100% of the time. It will always be waiting in the cue to engage your audience during their Micro Moments.

Video has always been able to move people. This is not a new concept, it is simply more accessible. Look at Hollywood for example; people all over the world are obsessed with celebrities. We have never met them, yet we feel like we know them because of how we see them on.... yes, video.

Hollywood has been using video for decades to connect people via television and film. There is one main difference between the mainstream media of the past (film and television) vs. the current YouTube generation (smart devices and on demand content).

Video communication with the masses is no longer reserved for the Hollywood elite and businesses that can afford commercial TV advertising; it is available to all of us. Now we can create videos and instantly broadcast them to millions.

You don't have to be a celebrity to influence other people. You just need great videos that stand out.

If you're looking for help in creating memorable videos, SkyDefinition is always here to help.

A top-down view of a wooden desk. In the upper left, there is a silver paperclip, a grey USB drive, and a small square object. A silver and grey pen lies horizontally across the top. A spiral-bound notepad with a black cover is open, showing a white page with handwritten text. The notepad is slightly tilted.

**Remember...**

Video never sleeps.  
Video never gets sick.  
Video never takes a vacation.  
Video is a virtual employee  
working for you 24 hours a day,  
7 days a week, 365 days a year.

**sky**definition

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