

VIDEO MARKETING

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YouTube Search

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Evolving your Marketing Initiatives

Intel Security
1,271 subscribers

233 views

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Up next

- 4 Principles of Marketing Strategy
- Integrated Endpoint De Cycle Demo
- Part 3 - Intelligent End Threat Defense
- Introducing McAfee Ac Response
- The Book of Enoch | The Final Generation | T
- Introducing McAfee Ac Response
- 10 Offline marketing at grow your business. Be marketing ideas that of
- MARKETING PLAN SAMPLE

Introducing Ginger Neal

233 views

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Up next

- Intro to SEO/SEM

Carrie Giam

Let's Get Started

Customer Council



AGENDA

Why video is so engaging

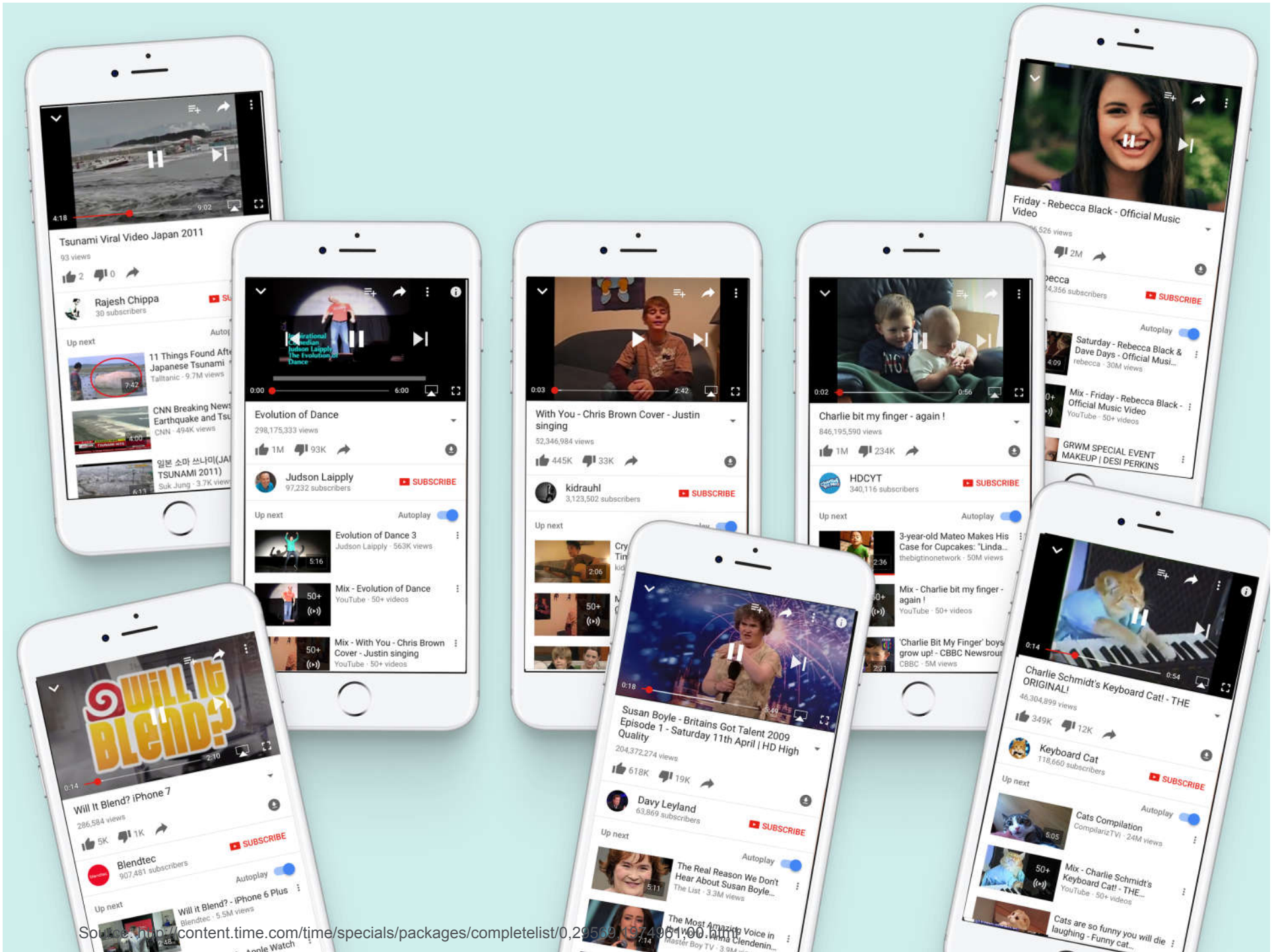
What makes video contagious

How to create contagious videos

Content marketing and storytelling

How to create video on a budget

**BUT FIRST, A WALK DOWN
MEMORY LANE...**

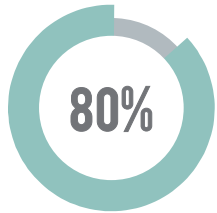


Source: http://www.content.time.com/time/specials/packages/completelist/0,29569,374961,00_0_0_0_0_0_0

**VIDEO MARKETING SHOWS
NO SIGNS OF SLOWING DOWN...**

THE STATS

CONSUMPTION



of **TOTAL INTERNET TRAFFIC** projected to come from video by 2020

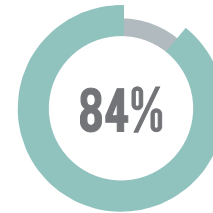


7 BILLION videos watched daily on Facebook & YouTube

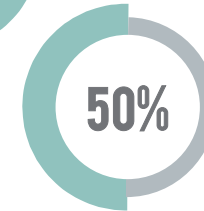


4X as many consumers would rather **WATCH VIDEO** about a product than read about it

SOCIAL



Of consumers **LIKED** a company video



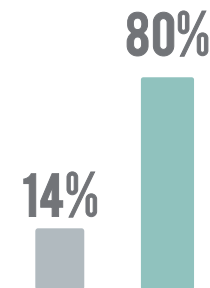
Of consumers **SHARED** a video on their social media profile

BUYERS JOURNEY



of video views lead to **PRODUCT RESEARCH**

RETENTION



Could recall **DISPLAY** ad Could recall **VIDEO** ad

Sources: <http://www.cisco.com/c/en/us/solutions/service-provider/visual-networking-index-vni/index.html>

<https://www.emarketer.com/Article/Product-Videos-All-Cool-Brands-Making-Them/1012536>

<http://www.forbes.com/sites/steveolenski/2016/06/10/how-brands-can-leverage-the-insatiable-demand-for-video-content/#67e6a8f09f6d>

Animoto Online and Social Video Marketing Study

WHY IS VIDEO SO ENGAGING?

YOUR BRAIN ON VIDEO

Human brain
processes visuals
**60,000 TIMES
FASTER** than text

When we see people
we have an
EMOTIONAL CONNECTION.
We buy with emotions.

Movement &
voice captures &
keeps our
ATTENTION

We **REMEMBER 80%**
of what we see vs.
20% of what we read



CONTAGIOUS

WHY THINGS CATCH ON

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SOCIAL CURRENCY

Look smart, cool, in the know, remarkable (Will it Blend?)

TRIGGERS

Top-of-mind leads to tip-of-tongue. Sights, sounds, smell. (Friday= Rebecca Black)

EMOTION

When we care, we share. Emotions go viral (Susan Boyle)

PUBLIC

Build to show, built to grow. Advertise themselves (Livestrong bracelets, red bottom shoes)

PRACTICAL VALUE

News we can use. Useful gets shared (Tasty video)

STORIES

A narrative or story people want to share which carries ideas along (Chipotle's The Scarecrow)

4 REASONS WE SHARE

1. To bring valuable & entertaining content to others
2. To define ourselves to others
3. To grow & nourish relationships
4. To get the word out about causes & brands we care about

THE 3 H'S



HEART



HUMOR




HELPFUL

ASK YOURSELF

1. How does this add value to my audience?
2. How will this help or entertain them?
3. Why will they share it?

**HOW DOES VIDEO FIT
INTO YOUR OVERALL
CONTENT STRATEGY?**



Content marketing is a strategic marketing approach focused on creating and distributing

VALUABLE, RELEVANT, AND CONSISTENT
content to attract and retain a clearly-defined audience and, ultimately, to drive profitable customer action.

- Joe Pulizzi founder of Content Marketing Institute

Any medium through which you communicate with people who might use your products or services, that **does not explicitly promote a brand** but is intended to stimulate interest in its products or services.

- Ann Handley, Chief Content Officer,
MarketingProfs



INTEL SECURITY TECHNICAL

SIEM

Our high-performance security information and event management (SIEM) brings event, threat, and risk data together to provide strong security intelligence, rapid incident response, seamless log manage...



Working with Views and Dashboards in the McAfee SIEM
Intel Security Technical
18,352 views • 2 years ago



Using Content Packs in the McAfee SIEM Solution (ESM)
Intel Security Technical
3,677 views • 1 year ago



Threat Risk Manager in the McAfee SIEM Solution (ESM)
Intel Security Technical
2,437 views • 1 year ago

SAN FRANCISCO TRAVEL ASSOCIATION

SF in the News



San Francisco city guide - Lonely Planet travel video
Lonely Planet
467,426 views • 4 years ago



San Francisco's new sweet spots
Los Angeles Times
13,223 views • 3 years ago

WHOLE FOODS

Special Diet Recipes | Whole Foods Market



Coconut Breakfast Cookies | Special Diet Recipes | Whole Foods Market
WholeFoodsMarket
330,607 views • 4 days ago



Southwest Sweet Potato Hash | Special Diet Recipes | Whole Foods Market
WholeFoodsMarket
318,839 views • 3 weeks ago



Roasted Bell Peppers Stuffed with Quinoa | Special Diet Recipes | Whole Foods Market
WholeFoodsMarket
294,337 views • 3 weeks ago

JENNY CRAIG

Jenny Craig Recipes

Creative ways to transform your Jenny Craig foods



Jenny Craig Buffalo Chicken Salad
Jenny Craig
107 views • 4 months ago

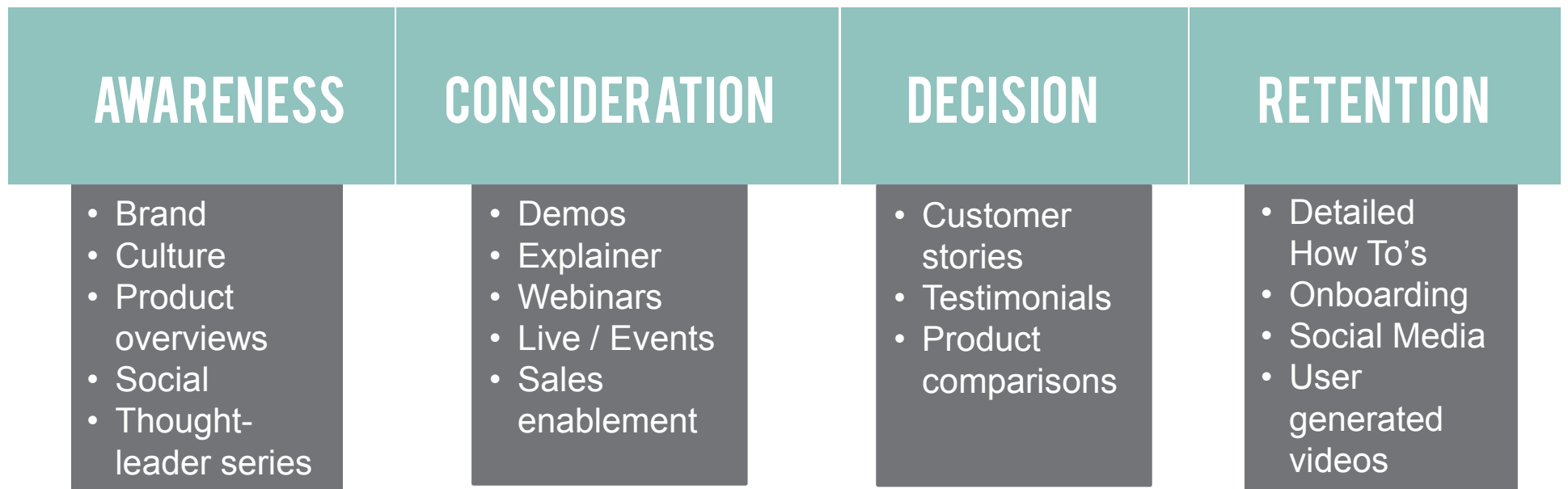


Jenny Craig Cinnamon Roll French Toast
Jenny Craig
92 views • 4 months ago

THE POWER OF STORY

UTILITY X INSPIRATION X EMPATHY
= QUALITY CONTENT

ALIGNING VIDEOS TO THE BUYER'S JOURNEY



67% of the purchase decision is complete
BEFORE A CUSTOMER CONTACTS A SUPPLIER
(SiriusDecisions)

LET'S NOT FORGET

**KNOW YOUR
SOCIAL MEDIA
PLATFORMS**

**HELP THEM
FIND YOU**

**TEST
LEARN
MEASURE**

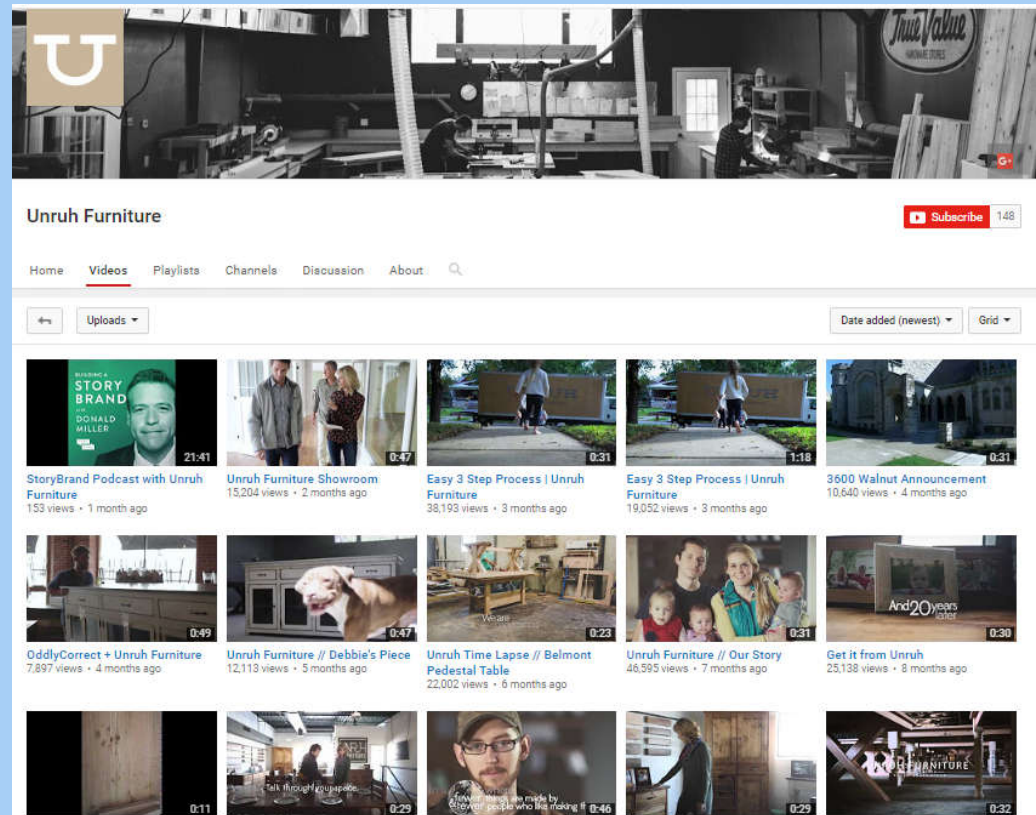
UNRUH FURNITURE

GOAL: Get people to book showroom appointments thru their website

ACTIVITY: Spent \$20K a month on online ads & created short video ads optimized for Facebook

RESOURCES: Bought \$4K in video equipment, hired someone to do videos/sales

OUTCOMES: Exceeded expectations. Reduced online spend to \$12K so production could catch up to marketing; freedom to create video in house and make immediate changes, quickest & highest return on investment



**HOW CAN YOU CREATE
ENGAGING VIDEOS WITHOUT
BANKRUPTING YOUR BUDGET?**

THINGS TO CONSIDER

1. Resources

- Talent
- Production crew
- Editors
- Writers

THINGS TO CONSIDER

2. Equipment

- Camera
- Lighting
- Audio
- Tripod

THINGS TO CONSIDER

3. Final Product

- Length matters
- Spell it out
- Be authentic
- CTA

MY KID'S ADVICE

What makes a good online video, according to my 10-year old son Nathan:

1. Top ten lists – these really grab people's attention
2. No swearing – keep you videos clean so your parents won't mind you watching them
3. Tutorials are the best – how could I play video games without them

WHAT ARE YOU WAITING FOR?

THANK YOU!



ADDITIONAL RESOURCES

- Animoto.com: video builder
- Go Animate: cloud based animated video software
- YouTube Director
- Wistia & Vidyard: both provides professional video hosting, plus tons of great How Tos
- Visme.com: Make Professional Presentations & Infographics Online
- For insights:
 - Tubularinsights.com
 - Buzzsomo: what posts gained most shares
 - YouTube statistics
 - Google Trends
 - Think with Google
 - Hubspot