

# Marketing Video Campaign Strategy

## Building Effective Marketing Videos

- Step-by-step Process for Creating Marketing Videos
- Analysis of Marketing Approaches to Video
- Best Practice Steps for Creating Effective Video
- Tips for Set Up and Optimization of YouTube Account

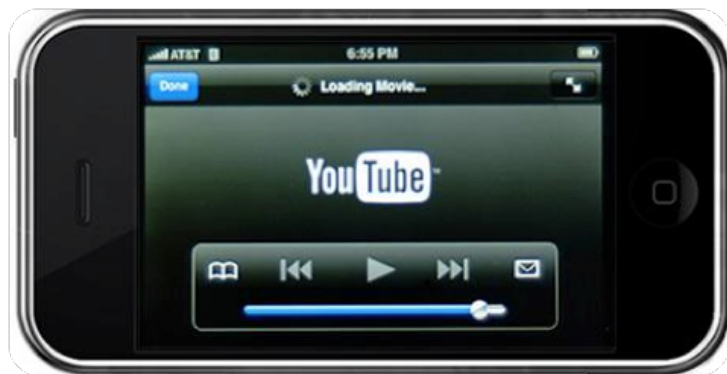


## Overview

The evolving social media universe and the nature of interactions it cultivates have opened the door for the free, autonomous exchange of targeted video media. This is an unbiased, unfiltered environment where a mix of branded and amateur media types can become viral in nature via shareable links, posts, comments, and tags.

Capitalizing on the frictionless communication dynamic of social, viewers will voluntarily promote and evangelize videos based on their entertainment or informational value. This helps

organizations of all types and sizes create a buzz about their products, brands and services in a way that far exceeds penetration by traditional advertising and marketing methods, and at a



fraction of the cost. For these reasons, organizations must now seriously consider how to use viral videos, marketing videos, and statement videos as a tool in reaching their goals. With production costs dropping and the delivery system now free, there is no reason that any organization needs to avoid using this now powerful medium. If you need one other push in this direction, remember that the generation of young people hitting the consumer market now is highly video response-oriented, and willing to pass on whatever content they like to all their friends.

Making the decision to use short format videos as a tool is just the beginning. Many organizations are already using video in some form on their Websites or in a YouTube channel. However,



most are finding that they are not always generating the value or results they had planned. For this reason we have developed a very organized and systematic process to help our clients produce video assets that not only can generate results, but will also be delivered in ways that are measurable. Creating video is certainly an artistic process. But that doesn't mean the development of the underlying strategy and delivery systems should be left to chance. The process described below blends the artistic with the calculated steps needed to give you the best shot at success with the use of short format videos.



## Goals

Since the launch of YouTube in 2005, many companies now understand how powerful a successful viral video campaign can be in reaching savvy online customers. Unfortunately, many organizations have sought entry into this medium with little guidance and understanding of essential components, as well as established best practices or optimization tips for how to see their plan through.

That is why we have created this process document: to provide a focused set of parameters to address what necessary angles and tactics must be considered when developing and producing your video campaign. There is currently not a lot of formality around the subject and we hope this resource will help facilitate entry into the medium by providing a scientific and systematic approach to best practices, production, and optimization.

### 1. Goal One

Develop a video creation and delivery strategy that is well thought out, targeted and has the best chance of success.



## 2. Goal Two

Develop a video strategy that is cost efficient and fits within a stated budget.

## 3. Goal Three

Develop a strategy that clearly meets the goals it is supporting – be it branding, marketing, product awareness, influencing, etc.

## 4. Goal Four

Provide a balanced framework for a team (internal and external) that allows for ongoing collaboration through a process that concludes with everyone on the same page regarding goals, format, and tone of the video assets.

## 5. Goal Five

Provide the digital framework to allow your video assets the best chance of exposure to gain a huge amount of attention, and thereby becoming viral



## Process

This process covers the following areas - *Video Types, Video Styles, Delivery Options, and Best Practice Steps for Achievement*. It is critical that each step is completed as a team, and is carefully thought out. Creating video assets is a measure twice cut once type of task. You will only get one chance to do it right the first time. Because this is part artistic, and part strategic, each decision along the way is critical. You can get nine things right, and make a bad decision on the tenth and the whole project will not work. Please consider each decision point carefully ...



## Pre-work – Creating Fertile Ground Internally

Before you launch into a video strategy, it is critical to make sure you have a clear understanding of the internal “task force” you will need to assemble to carry out key support aspects such as signing off on budgets, scripts, and the final release into the market. Depending on the size of your organization, this pre-work role assembly might be straightforward or extensive, requiring additional steps to orchestrate the process. Videos can be one of the most powerful communication devices – whether through positive impact, or embarrassing negative fallout. Because of this, you would be wise to ensure a clear understanding internally about who will make key decisions on the later steps in this video strategy process, and who needs to give the various approvals before the video assets go public.

Once you have established an internal role-based agreement, the process can then be repeated on each new project without the fear that a mistake might be made that could be devastating to your career, or the company. Remember, once you publish a video on the Web, you cannot pull it back. You might take it off your servers or YouTube’s, but the press, your competitors and customers can screen grab and download that video at will. This undoubtedly means you should not release anything unless you are 100% sure it has the backing of everyone that counts in your organization.

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## Step One – Document Your Goals for the Project

Before you start to actually strategize the kind of video you want to produce, it is important to agree to a list of goals you hope to achieve with the project. Goals drive behavior and it is difficult to actually spend your money wisely and get a sound return on the investment if you don’t know



exactly what you are setting out to achieve. Here are some examples of commonly used goals:

- Number of views in the first year, views overall
- Click-throughs to your Website
- Branding awareness
- Product awareness
- Percent of customers that view the video(s)
- Pass around velocity
- Online mentions

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## Step Two – Pick Your Video Marketing Approaches

### The Trojan Horse

For any social media to become viral it must strike a nerve with the viewer. This can be because something is funny, clever, striking, emotional, or uplifting – these are all reasons why people pass them on. And whether videos we watch make us laugh or make us wonder, we move them forward because we inherently think others will regard us highly for sharing them, as a thoughtful gesture in passing them along. In many cases, the more timely the video in terms of current trends, news events, hot gadgets, or popular themes, the easier it will be to ride the “buzz wave” that has already been created.

If you want a video to have a true viral dynamic to it and receive widespread notoriety, it must stand out and set itself apart in some way. In almost every case, the product “sell” message must be embedded in the video in subtle, non-corporate ways and should not be the primary focus of the content. That is why this strategy is known as the “Trojan horse”. The video asset must first



focus on creating a willingness of the viewer to pass it on to others, while hiding a message about the product or company must be a secondary small piece of the video. This concept has been used for decades in television commercials and is not something entirely new. The artful tactic of this video type is blending intrigue with a product message in a way that does not feel like an infomercial, yet clearly leaves the viewer remembering who was behind the creation of the video.

Click below for examples of Trojan horse viral campaigns and their real product web site links:

- ["Liquid Mountaineering"](#) - Actual Site: <http://www.hi-tec.com/us/>
- ["Plot Device"](#) - Actual Site: <http://www.redgiantsoftware.com/>
- ["John Lewis Christmas Advert 2011"](#) - Actual Site: <http://www.johnlewis.com>
- ["Don't End Up in the Doghouse"](#) - Actual Site: <http://www.jcpenny.com>
- ["Return to the Doghouse"](#) - Actual Site: <http://www.jcpenney.com/>
- ["Carlsburg Stunts with Bikers in Cinema"](#) - Actual Site: <http://www.carlsberg.be/>
- ["EMDA Israeli Alzheimers Association: The Wrong Movie"](#) - Actual Site: <http://www.alz-il.net>
- ["Off Register: Cruelty-Free Printing"](#) - Actual Site: <http://www.na.sappi.com/home>
- ["The Dirt Devil - Exorcist"](#) - Actual Site: <http://dirtdevil.com/>
- ["Huge Bear Surprises Crew"](#) - Actual Site: <http://www.samsung.com/us/#latest-home>

## The Branding Video

"A picture paints a thousand words". Using this adage as a baseline, the exciting power of video is that it can illustrate millions of words. A 90-second video can convey a huge amount of conveniently packaged information relative to quality of delivery, the appropriate style used, the level of intrigue it exhibits, etc. If you have the need to shape the public's perception of your brand for a product or a company, a video is the fastest way to get there.



For years large companies have used television to deliver branding through video. That has been cost prohibitive for many smaller, or less tech savvy organizations. Today, almost any company can develop a video that accurately tells their story and relates a branding message to their USP. Even professionals such as doctors, lawyers and CPAs can now use video to share who they are and what they stand for in ways that would make prospective patients, clients and customers feel more comfortable. Branding videos focus on creating a recognizable feeling and perception with viewers when they interact with a product, service, or company. Just be sure you understand why customers would want to get to know you before watching your video and buying from you. This is an important rule to keep in mind when planning any openly branded video. This will allow you to form a distinct image and loyalty connection you can relate to your audience through your creative approach.

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Click below for examples of clever branding video campaigns:

- ["Old Spice: The Man Your Man Could Smell Like"](#)
- ["Volkswagen-The Force"](#)
- ["Coca-Cola Happiness Machine"](#)
- ["Dr. Randolph Folsom viral video #4"](#)
- ["Porsche 911"](#)
- ["Dollar Shave Club.com"](#)
- "Shredded Wheat"
- ["Skittles - Treadmill"](#)

### The Product Demonstration Video





Somewhat the opposite of the Trojan horse video type, the product/demonstration viral video should be created to expressly feature your product or service. It should focus on showing your audience how your product or service works and what it can do for them. Depending on the product, this can be better than simply telling people about it.

Some ways to make this type of video go viral are by stylizing it in clever, funny, or unexpected ways in which you showcase features, capabilities, and uses. Though this style of video may be heavy on product and spec content, it does not mean it has to be boring or formulaic. Many times the most seemingly implausible approaches get the best reactions. It is possible to add interest or edginess to any product demonstration by “amping up” the way the information is delivered, or by choosing memorable characters and talent to deliver the message.

Click below for examples of a product/demonstration campaign and its real product web site link:

- [“Will It Blend”](http://www.blendtec.com/) - Actual Site: <http://www.blendtec.com/>
- [“The World’s Largest Gummy Worm”](http://www.vat19.com/) - Actual Site: <http://www.vat19.com/>
- [“Dust Extinguisher Mini Desk Vacuum”](http://www.vat19.com/) - Actual Site: <http://www.vat19.com/>
- [“Fashion Industry Exposed”](http://www.lg.com/us/) - Actual Site: <http://www.lg.com/us/>
- [“iPad Survives 100,000-ft. Fall from Space”](http://www.g-form.com/) - Actual Site: [http://www.g-form.com](http://www.g-form.com/)

### The Competitor Attack Video

Sometimes the best way to gain notoriety is by simply reminding audiences where the competition comes up short. Business rules on acceptable behavior in this department have changed dramatically over the last 20 years and in many ways audiences have come to expect the sort of cutthroat nature on display in head-to-head marketing combat. The video type for this, known as the competitor attack video, is your opportunity to set yourself apart by exposing or poking fun at the competition. The best part is, the real-time nature of social media allows this video type to



be a timely response to any competitor's slip-up or product failure – as fast as the video can be produced and uploaded. It's also a great way to appeal to emerging consumer niches based on timely exposure of the opposition's poor quality or features. Pushing this type of video shouldn't be done by creating outright lies, but rather by using your knowledge of the industry to exaggerate the truth or create new perceptions that redefine this truth. Viewers can be shown things from a different angle in a way that makes a competitor's product less appealing in a way they hadn't considered yet. Showing that a product is less hip, less advanced, has fewer features, or is less desirable are all ways to do this. Just make sure you thoroughly assess your adversary and don't be afraid to call yourself out for the sole purpose of taking momentum away from the competition.

A couple important things to mention about competitor attack videos have to do with protecting yourself from any wrongdoing. By making an express claim against a competitor and attacking the quality of their product(s), you should always be prepared to see a counterattack. This could come in the form of a video response or an unfortunate legal suit. You should certainly be prepared for how you may come back with any additional videos to follow-up or solidify your stance. In other words, don't start something you can't finish. You also need to take a moment to assess the permanence of your own advantages or superiority. On the legal end, you should also make sure you have accurate facts about your competition and that whatever you insinuate can be logically defended. Though it is generally acceptable to exaggerate for the sake of humor, consider it a friendly reminder not to tell the story in a way that comes across as too negative. To do this is to make your own message appear negative as well.

Click below for examples of solid competitor attack videos:

- ["Don't Get Stuck in the IT Past"](#)



- > ["The G-Mail Man" , "G-Male" & "G-Male & Siri, a Love Story"](#)
- > ["Gravity Activated Pouring System" , "Sevendruple-Hopped" , & "Least Interesting Man: Dosquis Spoof"](#)
- > ["Groupon – The Movie"](#)

### The Position Statement Video

Relative to debatable subjects or swaying public opinion, sometimes videos need to be generated to clearly state, clarify, and support a position or mission for an organization. This can be seen often in the political arena however there are many organizations that might need to respond to situations or misguided opinions by countering with a highly visible public statement. A great example of this was when Taco Bell was sued for claiming they did not have 100% beef in their taco meat. Their CEO followed up by creating a video response that was posted on YouTube the next day. In it, the CEO explains the reality of what was in their taco meat and it was so effective the lawsuit was pulled a few months later.

This technique of providing a public statement on a subject through video will continue to expand since it is safer than holding a press conference, lasts much longer, and has far more reach. Once the video is made, it will be shared among supporters of the subject or cause at no additional cost to the creator. The digital environment also allows for the uploaded content to exist far beyond the initial run, in many ways serving as a pr or marketing asset to allow future audiences to access the content.

Here are some important criteria to keep in mind when creating this type of video:

1. Is it memorable, motivating and focused to the core prospect?
2. Does it provide a clear, distinctive and meaningful picture of the brand that differentiates it from the competition?



3. Can the brand own it?
4. Is it credible and believable?
5. Does it enable growth?
6. Does it serve as a filter for brand decision making?

Click below for examples of position statement videos:

- > [“Taco Bell: Of Course We Use Real Beef”](#)
- > [“Icy Bay Brand Positioning Video”](#)
- > [“Five Point Snacks – Anthem”](#)

### The Call to Action Video

Similar to the position statement, the call to action format will often be used to get a message across in a fast, actionable, and interesting way. The goal of this video type is to motivate people to take immediate action. That action can be to buy a product or service, but in many cases it will be to take an action in some other less commercialized arena, such as a social or humanitarian cause. For example, a call to action can be to vote for a particular candidate, or for/against a new law. Think of this video type as a way to lobby any group for any important cause you might want to promote. Short or serialized viral videos are powerful tools in creating a grassroots movement because of their less commercialized appeal. We have seen homespun videos shared on the Web at high rates that have mobilized companies and individuals into immediate action. This may be the most under-used type of video, and certainly a style we will see much more of in the next 10 years as audiences continue to turn away from commercial interruptions on television and other traditional media.

Click for examples of Call to Action campaigns:



- ["Go Bald 2010"](#)
- ["Life Game Project"](#)
- ["The Power of Words"](#)
- ["Delta Airlines Charging Soldiers"](#)
- ["United Breaks Guitars – Song 3"](#)
- ["KONY 2012"](#)
- ["Coca-Cola Business Call to Action"](#)
- ["Jim Parsons - Stand Up to Cancer"](#)
- ["David Bowden – The Inner Net"](#)

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### Step Three – Pick Your Video Styles

Even more than variations in TV commercials, online viral campaigns can be stylized across a wide range of creative options. From highly professional and polished looks to those inspired by the beginnings of amateur YouTube followers, viral videos have evolved to include an unbiased, open inventory of styles to choose from. Examples of these include:

1. **Funny/Humorous** – This style relies on a comedic element to produce the interest. This can include the offbeat, the stupid, the slapstick, and the downright hysterical. Just be sure to consider what the majority considers to be funny as what works for one organization may be entirely inappropriate for another. Examples: ["Fashion Industry Exposed"](#) , ["Skittles – Dr. Cyclops"](#), ["Central Institute of Technology – It's a Snap"](#).
2. **Clever** – Videos in this category take some thought and epitomize out-of-the-box thinking. An interesting turn of events or juxtaposition of characters can be used to create a



clever twist of delivery of information. A clever video normally appeals to an educated and discerning audience. Examples: [“Honda – The Cog”](#) , [“The Page Turner”](#), [“Bookman’s Does Books”](#).

**3. Emotional** – Humanitarian and philanthropic causes generally work well here. This type of video plays to a specific emotion as a means of creating a feeling that calls people to action. The emotion could be sadness (images of abused animals, hungry children), anger (showing outlandish behavior), anxiety (turbulent events), etc. Examples: [“Embrace Life”](#), [“ADD Parking Spot”](#), [“Life Vest Inside – One Day”](#) , [“Aaron’s Last Wish - \\$500 Tip for Pizza”](#).

**4. Documentary/Reality-Based** –Documentaries have become vogue over the last decade. This video style often uses a narrator that describes a situation while the visuals play out to support what is being spoken off camera. Interviews can also be interspersed with the content. Some of the best Trojan horse videos fall into this category. Example: [“David Attenborough : BBC- What a Wonderful World”](#), [“Stand by Me – Song Around the World”](#).

**5. Unexpected/Ironic** – Add a surprising twist to deliver a memorable video that will be shared based on the outcome alone. The vast majority of the time in videos like these is spent leading the viewer in one direction, just to surprise them in the last 15% with an unexpected or ironic ending. Example: [“Audi R8 – The Hostage”](#), [“Carlsberg Stunts with Bikers in Cinema”](#).

**6. Satirical** – Satire is often delivered by over-exaggerating a point or view, or behavior. Satire can be bitingly close to the truth, or can be outlandishly over blown to make a point. Videos using this technique often aim to get the viewer to agree with a point made, and to share the video with others to share their point of view. Feel free to poke fun at yourself in a tongue-in-cheek manner. Example: [“Nissan Canada”](#).



**7. Infomercial** – Focus on product specs, key features and applicable uses. Think knife sales people on TV, or RONCO commercials. These can be done as a parody for a product or service that you would never see on TV (tongue-in-cheek.) They can also be done in a campy and semi-serious way to deliver a long list of benefits of a product. Example: [“Sham Wow”](#).

**8. Surreal** – Explore the fantastic and offer your audience a look at the bizarre. This style creates a dream-like atmosphere where the content delivered has an otherworldly feel. This can be created by making the visuals a bit hazy and the speed slightly slower or faster than reality. Anything that alters reality in a tilted or abstract way can be surreal. Example: [“STA – Travel Australia”](#).

**9. Testimonial** – Consider calling upon case studies, loyal patrons, and honest memorable experiences to add integrity and trustworthiness to your campaign. This is eWord-of-mouth in video form and your audience should feel like they’re hearing from a friend. At its most basic level, this video is simply featuring people that say positive things about a company or product. At a more sophisticated level, the promotion can be done while simulating eavesdropping on a conversation or some other plot device. Example: [“Power Balance Test”](#).

**10. Home Grown** – YouTube has made this quality level widely acceptable; serves as a great option for the budget conscious but also holds major appeal at the de-commercialization level and its ability to give your message a friendly, “no smoke and mirrors” feel. This style of amateurish-looking video could be anything from simulating a video shot with a mobile phone in a very ad hoc way, to a hand camera method with unknown, unpolished actors (think Blair Witch Project). Examples: [“Stuck”](#), [Easton – “Ultimate Batting Practice”](#).



**11. Futuristic** –As it states, this style somehow simulates a future state or setting for the video. People love to marvel at what could be and what is yet to come. Feel free to paint that captivating picture for your audience. Variations include campy futuristic versions (The Jetsons) or the darkly post-apocalyptic (Blade Runner.) Example: [“Back for the Future”](#) , [“Future Hipsters”](#) , [“Project Glass – One Day”](#) .

**12. Parody/Mockery** – Stand on the shoulders of other media success with your own version of an already popular video or pop culture fad. This style usually mocks a well-known piece of video, character, or style, while substituting a different product or message. It can also include making fun of competitors or famous people or brands. Example: [“Advertising Industry Parodies Itself”](#), [“Dove Evolution Parody – Slob Evolution”](#), [“When I Grow up I Want to be a Tax Accountant”](#).

**13. Dictation** (Slam poems, rants, improvisation, and spoken word poetry) – This style is growing in popularity. With this style, a single character or poet delivers a screed or intriguing spoken word poem that makes a point, or promotes a product. The success depends heavily on the actual words and how they are organized, articulated, and delivered visually. Feel free to get on your soap box and make your stance or viewpoint resonate. Here are some solid examples: [“Taylor Mali on What Teachers Make”](#), [“Molson - I am Canadian”](#), and [David Bowden – “Diversity’s Symphony”](#) , [“David Bowden – Citizen Journalists”](#)

**14. Serialized** –In general, videos can be delivered as a one-off or in a serialized format, meaning there are multiple episodes. Selecting this style means having enough time and plot substance to develop characters and storylines across the multiple episodes. In this format videos can also be created with the end of each one leaving the door open to the next, creating anticipation over release of the follow-up. A great technique is to name and





number each episode so that if someone sees one and likes it, they seek out the rest. Here is a great example: Domtar Paper Company – [Paper is Dead \(Episode 1\)](#), [The To-Do List \(Episode 2\)](#), [The Workflow \(Episode 3\)](#), [Jason and the Paperless Workplace \(Episode 4\)](#), [The Paperless Office \(Episode 5\)](#)

**15. Animation/Personification** – Especially useful garnering attention from younger audiences but also great for products and services that need a fun or youthful spin. You can give an inanimate or non-human subject human-like qualities or use animation to add whimsical entertainment value. Animation can also be mixed with some of the other styles listed. Animation is tricky to use in the business world, and can be expensive to produce so it must be carefully thought out. Here are some examples: [“The Social Media ROI Conversation”](#), [“Collapsing Cooling Towers”](#), [“Chipotle Back to the Start”](#)

**16. Daily Video Blogging/Product Diary** – Video blogs or “vBlogs” are becoming more popular these days and are a great way to execute product demonstration video types. This form of video is produced daily or on a regular basis and either recaps industry news or delivers regular opinion segments. The success of this video style typically depends on the interesting, charismatic delivery of a single character. This regular host becomes a brand or product ambassador so the person chosen may need to be someone who fits in a number of environments beyond video, depending on their popularity. Examples: <http://www.shama.tv/>, <http://tv.winelibrary.com/>, & <http://www.willitblend.com/>.

**17. Music Video** – Catchy jingles have long been used as a way to keep product and brand names in the minds of consumers far beyond the moment they first hear them. Now organizations are using viral music video styles to do the same. These montage-style renditions often play directly off mainstream pop culture counterparts are being done cheap and effectively across a wide range of industries. Examples: [“Man it Feels Good to be](#)



[a Banker](#)", ["Dad's Life – Official Father's Day Trailer"](#), ["Cosmopolitan Hotel of Las Vegas – Let Me Go"](#).

**18. Interview** – If you are old school, think Barbara Walters or Larry King. This is most often delivered in a format with one interviewer asking questions, and an interviewee responding. This can also be mixed with elements from many of the styles listed above. Examples: ["David after Dentist"](#) , ["Russell Brand Interview"](#).

## Step Four – Pick Your Delivery Options

**1. YouTube Channel** – Since 2005, it continues to set the standard for social video exchange. It is a channel built from amateur video uploads and lots of homegrown appeal, having evolved to become the go-to site for the latest viral video releases. YouTube allows anyone to create a channel (a collection of videos) is set up as a one-stop archive for a collection of video assets. Once videos are uploaded, they can be embedded on Websites, or passed around through links back to the channel. Please see the appendix A in this document for more on optimization tips and best practices for delivery with this channel.

**2. Constituent Direct Delivery** – Using your social network list or database of contacts, this delivery option allows you to share your video assets directly with those who already follow you. This includes direct release to an established list of customers, members, patients, clients, etc.

**3. Targeted Distribution** – A specific audience might be targeted in the hopes of influencing that group. For example, a Democratic candidate might deliver video specifically to union members. A company might target a specific list of bloggers. By identifying top bloggers and twitterati (Twitterers) for instance, you can target your release among pre-established audiences by offering your video assets as valuable content in exchange for linking back to your web properties and channels.



4. **Small Scale Distribution** – In this example, video assets are released to a small number of the public with the hopes that group will in turn send the video to all their friends and start a chain reaction of distribution that grows virally. In this way you can keep your release limited to your industry, small target market, or group of brand ambassadors. This might also be done to test the videos efficacy in creating the desired impact.

5. **Large Scale Distribution** – In this option a video is released to as many people as possible all at the same time. The goal here is explode the content into the market and get a high number of viewers very quickly. You should use a variety of social media channels, bloggers, twitterati, and constituents to extend your delivery efforts to new audiences that may not qualify as pre-determined members of your target audience.

6. **Feature on Web Property** – In some cases all you might want is a video that is delivered from your Website and nowhere else. This can be effective simply as a method to spice up a Website, or to draw Web traffic by providing the only delivery point for a popular video. This also helps solidify purchase decisions where constituents typically buy your product online.

7. **Online Test** – There are times when the distribution is done in a calculated way to test the reaction to a video. This test can be done to see if the video has the desired impact, or to help make a judgment about putting the video on TV. When planning a campaign series of videos, it is important to consider running a pilot version to measure initial response for continuing with full scale production.

8. **Scheduled Release** – There are some situations where a video or a serialized set of videos need to be scheduled for release in order to get the maximum impact. An example would be releasing an episode quarterly to drive up anticipation or yearly as something for people to look forward to on a consistent basis. There are also times when a single video might be scheduled to be released to various groups at staggered times. Effective with serialized video campaigns, this is



a way to build buzz about your next video by building anticipation, many times with a “what happens next” ending or leaving the end of one video as an open door to the next.

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### **Step Five - Set a Budget**

Creating video assets requires the expenditure of resources. This could simply be internal time and effort, or it could be a large sum of money paid to a professional creative firm. You should have a pretty good picture at this point of what you want to create, and what the goals are for the project. You should also have a pretty good idea as to what the return on investment will be if it is successful. Now careful thought must be given to the amount of resource you are willing to invest to get the quality product you need. If you have no idea how to budget for what you want to produce, you can skip this step and go to the next one in order to get some estimates. In many cases, it will work better if you can set a budget as to what this effort is worth and at least have a ballpark range you might be willing to expend.

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### **Step Six - Pick the Production Team**

Once you have completed the steps above, you will have the blueprint mostly completed for your video project. Because it is an artistic endeavor, you will now need to decide who can execute on your blueprints, and who can do it at a price you can afford. There are companies that now specialize in producing viral and marketing videos, though they are not large in number. There are a ton of video teams that would love to try and complete a project for you who will experiment on you. Be careful to find a team you can trust to translate what you have developed through this process into the video asset that will reach your goals. Look for artists that can add ideas to yours

and that will also stay within your budget while delivering the quality you need.

If you are using an internal team, be sure to:

- Have a clear understanding and agreement about the quality level that is necessary or acceptable before accepting the project as complete.
- Have a clear understanding of their commitment as to the completion dates.
- Make sure the internal team has the scope of skills necessary to meet your production quality tolerance. It is quite awkward when an internal team cannot deliver on a creative project and the organization has to settle for a sub-par product that misses the mark. The video asset(s) are either published and do more harm in the market than good, or the videos are withheld altogether and the internal team is left to wonder what happened to their work.

Be sure to do the following when vetting possible outside vendors:

- Obtain at least three bids from different vendors if you have the bandwidth to do this level of research.
- Get references from previous vendor clients so you can qualify their track record.
- Review vendor work portfolios and ask to review the success of previous campaigns.

At the end of the day most videos will be turned loose into the wild of the Internet and they will make a big statement about the organization. You can develop great ideas that that seem impactful on paper, but the production of great ideas is difficult. It takes a good team of videographers and editors to make great ideas a reality so do not go lightly on this step or you will stumble at the end of the race.



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## Best Practice Steps



### *Sales/Marketing Strategy*

1. Identify goals and reason for entry in lieu of opportunity or problem to solve.
2. Identify target audience.
3. Determine the main message or point we want to get across.
4. Will our message require a serialized or multi-episode campaign?
5. Establish a calendar for how viral campaign will fit with product/development cycle – is it arbitrary or should it be calculated and systematic?

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### *Creative Strategy and Content Development*

1. What video marketing type is best for getting our message across?
2. What video style do we want to convey to garner the greatest interest?
3. What type of characters and personalities do we want to accomplish our creative goals?
4. What delivery vehicle options (YouTube/Website/Blogger Feature, etc.) do we want?
5. What vendors do we need to bring on board to accomplish our production and creative execution goals?

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### *Production/Internal Communication*

1. What production aspects do we need to address?



- > Talent Selection
  - > Location Selection
  - > Equipment Selection
2. What level of distribution (breadth and depth of followers/constituents) and promotion do we want to engage to drive the viral process?
  3. Do we want to pilot test a sample video?

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4. What is our time scale and schedule for campaign release?

### **Measurement and Budget Considerations**

1. What are the ROI parameters of campaign effectiveness we will want to measure?
  - > # of Views (relevant to target audience)
  - > Viral growth (share level)
  - > # of Click-throughs (on web properties/social channels)
  - > Velocity of growth curve
2. What is the budget for accomplishing the viral video campaign with respect to the creative strategy goals?



## **Expected Outcomes**

The ideal aim for most video campaigns will be to generate a social buzz about your video(s) to get followers and viewers to help promote your product, brand or service via e-Word of mouth. By enticing others to voluntarily share your campaign forward, you should be able to achieve greater



reach and with higher ROI.

Specifically, the desired outcomes from this process are:

- Constructing a process for developing every kind of video you do in an organized manner that is approved internally by everyone that needs to be involved.
- Video assets that are interesting enough that people want to share them with others
- Video assets than can be used in multiple ways and places in order to drive online traffic where you need it
- Videos that reflect your organization and will improve your branding
- Video projects that are within a budget that makes sense
- Video assets that have staying power and value for at least a few years (if not beyond)



## Supporting Documents

### YouTube Setup, Best Practices, and Optimization Tips

*Note: As YouTube continues to update its user interface and account/profile settings and features, some specific profile setup information below may not reflect all changes.*

#### Why should we be involved?





If a picture is worth a thousand words, social video is worth a million. The Web is already a visual medium in nature and video shows life, action and what's "real" and tangible relative to your business. The winning edge is that users online and in the social space don't interpret video the way they do other traditional marketing materials – people like to watch video, plain and simple. Just pausing to view a video online is often embraced as a "break" from reading text or static information while the experience overall ends up having a much more lasting impression. In other words, video can create a much more efficient way of engaging with customers in a fresh way while also sharing something with them they are more likely to pass on to others.

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### What should our beginning goals be?

The video types and styles you decide on will be inherently important in how your participation on YouTube is received. Tied to those creative aspects, are the aims you make in presenting video media to your target audience. Here are some suggested goals at onset:

- Concentrate on using YouTube to improve branding. Use consistent branded graphic elements (including the background for your channel: <http://youtu.be/CbArBkDyah0>) where applicable and improve brand awareness by distributing your YouTube video links across the social web.
- Track metrics such as number of views, number of comments, and number of subscribers for your YouTube channel. Also, consider asking customers how they first heard about your or your product.



- Focus on expanding customer engagement by letting viewers add comments (the good and the bad) and respond to them.
- Use YouTube's embedding script to easily add videos to your website.

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## How do we set up our account/profile?

YouTube is completely focused on user-generated content and as such, it does not discern between channels/accounts that are notably business in nature. This is not such a bad thing since most users are searching videos for entertainment or information/tutorial value – the more you can blend, the more users will promote your videos for their pure interest value.

**Step 1** - Your first step is to set up a Google Gmail account at [www.gmail.com](http://www.gmail.com) (Google now owns YouTube). On the Gmail.com site, select the "Create an account" box in the top right corner and complete the new account form. It is recommended that you set up a Gmail account with the same username and password as you will use for your YouTube account. This will keep your account details on both sides specific to your business channel. For help on selecting the best keyword(s) to use in your username based on what users search for in monthly volume, please see the [YouTube Keyword Selection Tool](#).

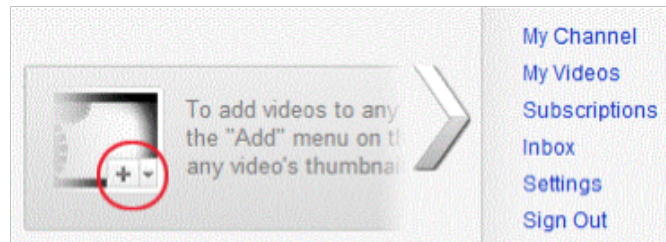
**Step 2** - Now proceed to [www.YouTube.com](http://www.YouTube.com) to sign in using your Gmail username and password. Click the "sign in" button in the top right hand corner and proceed with entering your information.

**Step 3** - Once logged in, you will see your username appear in the top right corner of the next page with a drop down arrow next to it for accessing all of your account/profile options. The options include: My Channel, My Videos, Subscriptions, Inbox, Settings, and Sign Out. This is also where



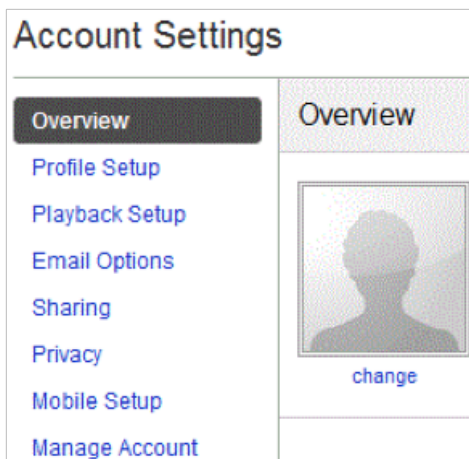
you will be able to quickly access any videos that have been “favorited”, “liked”, added to a playlist, or are in your viewing history. You can change options of what to show in your settings.

**Step 4** -When first setting up your account, you will most likely want to go directly to “Settings” to open options for



completing profile information (including adding a photo) and managing privacy and share settings.

**Step 5** - Complete as much profile information about your organization as you can to begin promoting your channel and letting people know who you are.



**Step 6** - With your profile information entered and basic account settings in place, you will be ready to begin uploading videos. You will find quick access to upload or browse videos at the top to the right of the search bar. Uploaded videos can be up to 20 minutes in length and can be uploaded in three HD formats 720p, 1080p, and 4K (for large screen presentations). Click on “select files from your computer” and search for the videos you want to upload. For best results, complete the

settings and information sections for each video you upload. This will allow you to 1) share your video publicly or use private sharing to control who can watch it, 2) include relevant keywords in the Tags section and select the appropriate category, and 3) give the video an accurate title and description to help people discover it.



*Note: You can choose what YouTube activity (such as uploading or “favoriting” a video) is publically shared/displayed in your channel stream by going to: settings > sharing > activity sharing. This is also where you can choose options to link other outside social accounts.*

**Step 7** - Once you have created your account and uploaded your first video(s), you are ready to set up details of your actual YouTube channel. Remember, your account is for participating on YouTube; your channel is for engaging, storing videos, becoming friends with other users, and sharing your channel. While logged in, click your username in the top right corner and go to “My Channel”. Now you should be at your channel viewing what the YouTube public would see if they were to visit. You can choose how much or little video stream and profile information you display here, as well as whether to show other people’s comments and who you are subscribed to.

**Step 8** - Find the bar of options at the top just below the YouTube logo (Post Bulletin, Settings, Themes, Colors, etc.). Under “Settings” is where you can choose your channel title as well as the tag words that will help others find you. “Themes and Colors” is where you can change the graphic look of your channel. Click on “Show advanced options” here and you can get more creative with the uniqueness of your approach if you know color codes, etc. to input. There are a number of searchable sites on the web that offer free background downloads and color codes to input for this type of custom approach ([BackgroundTube.com](http://BackgroundTube.com)). Aside from Settings and Themes/Colors, “Modules” is where you will find other display options for your channel that you can add. “Videos and Playlists” is where you can change your video grid display and choose what types of video categories you display.



**Step 9** – Finally, once you have uploaded more than six videos, you can arrange which ones show at the top of your channel (for best exposure) by clicking “arrange uploads” located on your channel page in the top right corner.

## What are best practices & optimization tips?

### *YouTube Best Practices:*

- Define your video target market and create videos that appeal to that market.
- Make sure your content fills a relevant need.
- Develop a video content strategy for the type and style of the videos you will produce (*We have a complete marketing video strategy document that is available by contacting: Miguel@fpov.org*).
- Create short videos of valuable tips or tricks of the trade to show off your expertise.
- Consider featuring interviews and testimonials with satisfied customers or industry experts who support your product(s) add credibility; show the results of what someone accomplished with your products.
- Introduce your staff to add authenticity and integrity.
- Include a video that gives users a tour of your facility and the great buying process they can expect.
- Post short videos that feature solutions to common problems or questions. You can answer direct questions for your customers with video as well.



- Support your online video with related marketing that allows you to feature your videos/links (e-mail newsletters, blog channels, etc.).
- Limit your video length to 2-3 minutes in length. The only videos that should really go beyond this are those filled with plenty of entertainment or non-stop action. Anything longer risks losing your audience. Unfortunately, people have very short attention spans with online video and it is far too easy to click and move on to something else if the message draws on too long.
- Within the 2-3 minute video length window, try to get the main point or product message across in the first 90 seconds. This is common practice among most online video production companies.
- Comment on other related channels with videos that have received lots of views.
- "Favorite" other related videos to show engagement and experience in the community.

### *Optimizing YouTube for Business:*

- Use this online video grading tool (<http://www.onlinevideograder.com/grader/>) to measure how you use video on your website, how you rank on Google and other video search engines, and how effective your YouTube channel is. Remember, this can also be used to grade how your competitors are doing.
- Use the [YouTube Keyword Selection Tool](#) to help you research hot keywords to help your video get discovered and use them in your title, video tags, and video descriptions. Write your video descriptions and titles with SEO in mind.
- Don't forget to fill out the location for your videos. Part of YouTube's analytics is geographic and you will get more attention if your location is identified.



- Consider using the final 5-10 seconds of various videos to give reason and direction (call to action) for coming back to your web property. Always include your website link and consider offering an incentive of some sort for visiting (coupon, discount, prize drawing, etc.) Some examples of this might include: “for more information about ...”, “to receive your free report on ...”, “to learn more about how XYZ product can improve your productivity”, “to see a demo ...”
- Embed your uploaded YouTube videos on your website using the code that is provided by selecting “embed”. Also, be sure to arrange your settings to allow for others to embed your video. This will allow for more inbound links and boost ratings.
- Use your other social channels to encourage viewers to rate and comment on your videos. Always announce when you have posted a new video to your followers.
- Consider adding subtitles, especially for how-to videos where you want to call out steps or information for notes. This is also a great asset for hearing-impaired viewers.
- Visit the [YouTube Essentials](#) page for a complete list of other options and tips to watch, discover, share, personalize and upload.
- Use the YouTube Insight tool to review analytics about the videos you have created. This can include demographics of viewers, accessed location and times of the month when your videos were most watched.
- Promote your videos on YouTube by using their [Promotion Advertising](#). This works much like a pay-per-click (PPC) campaign and can be much cheaper than TV advertising for the right videos.

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