



“Video Marketing 101”

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Personal intro

- Serial entrepreneur
- Specialty: online marketing/video marketing and business development
- MIT Sloan Alum
- Community work: MIT Enterprise Forum Russia & MassChallenge



Startup Access



Why video?



Video becomes more popular

- Online video **more than doubled** from 2010 to 2011
- On YouTube alone **over two billion videos are viewed every day**
- Having video on your website makes you **53x more likely to appear on the front page of Google search results...**
- [In a 2010 report from Cisco](#), 30% of Internet traffic is currently video. By 2013, **90% of Internet traffic will be video.**

Video vs. text: marketing trends

- Click-through rates are five times higher for video ads vs. text ads, according to a survey conducted by Double Click
- Bounce rate: Text = 87% vs. Video = 59%
- Average time spent on site: Text = 42 seconds vs. Video = 5 minutes and 50 seconds
- Forbes Insight found that **59% of senior executives prefer to watch video instead of reading text** (Forbes)
- **Video in email marketing has been shown to increase click-through rates by over 96%** (Implex Email Marketing Trends Survey)

Video is a unique social medium and the “most” social of all

- Reveals your passion
- Shows how genuine you are => helps you build trust



Establishes your **unique identity & clone yourself**

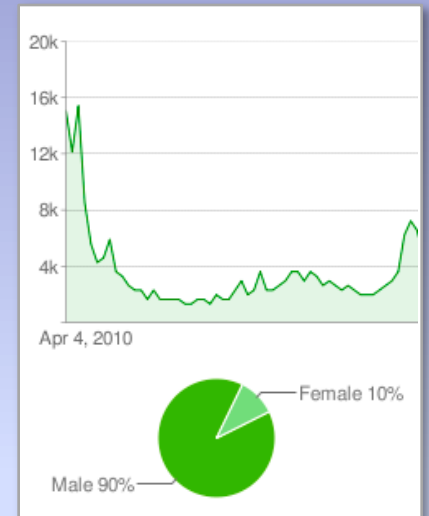
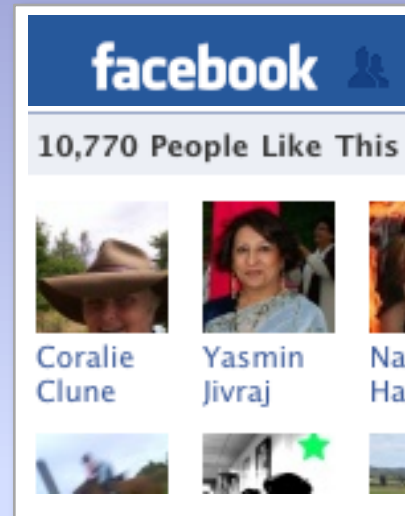
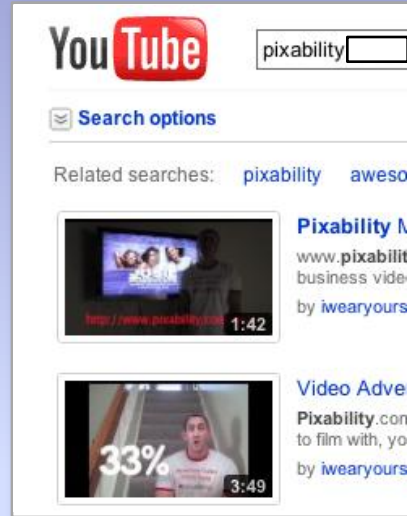


How you define video marketing



Promotional strategy deployed by companies to promote products and services by using **informative, educational or entertaining** videos

4 Steps of video marketing



STEP ONE

CREATE

STEP TWO

PUBLISH

STEP THREE

PROMOTE

STEP FOUR

TRACK

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I need a ton of resources
to get started...



A woman with blonde hair tied in a ponytail is seen from behind, looking out over a golf course. In the foreground, there is a body of water (a lake or pond). The background features a green golf course with a path and a line of trees under a clear sky.

There ARE options

What cameras to get

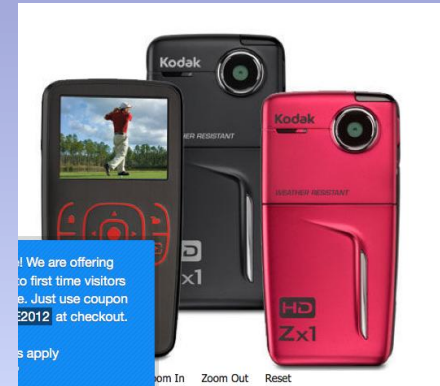
- Don't overspend: \$100-200 range, get something what is easy-to-use and allows an easy download
- Good ones are:

- KodakZx1 (USB and waterproof)

- Samsung HMX-20
(autofocus & optical zoom)

Or read my blog for more details:

<http://www.pixability.com/blog/farewell-flip-long-live-online-video>

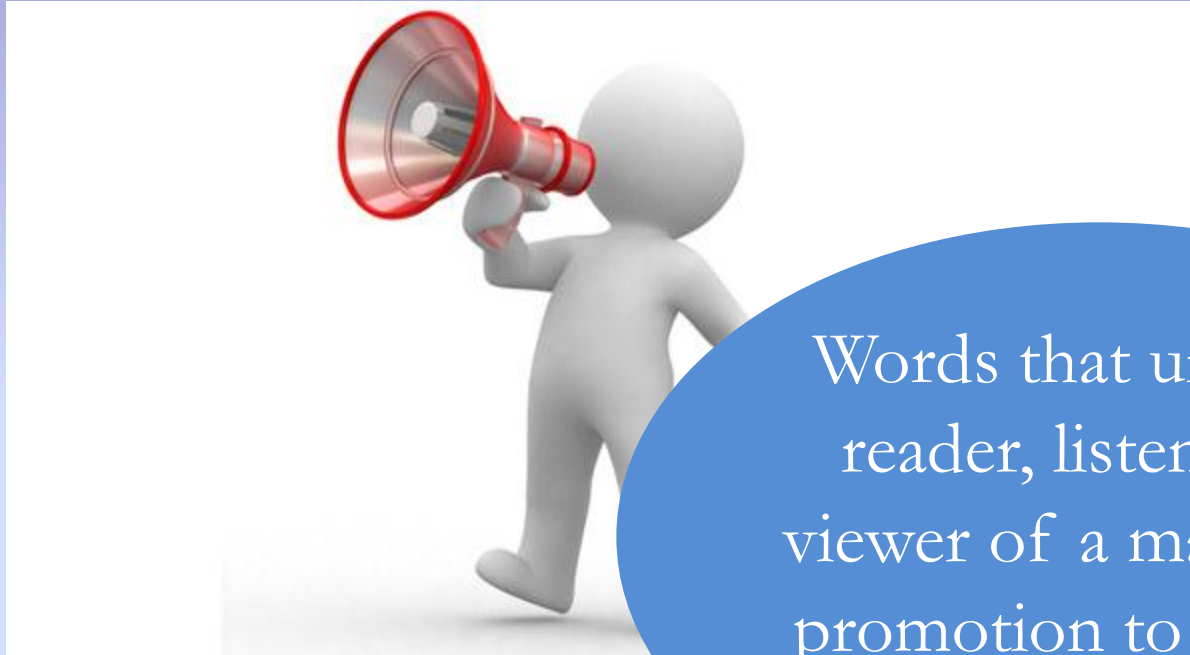


Content is king

- Video is for you audience. Make it valuable to them and **don't sell**
- Don't try to **please everyone with one video**
- Don't be vague. Use specifics and real life example
- **Include a clear call-to-action**



What is a call-to-action (CTA)



Words that urge the reader, listener, or viewer of a marketing promotion to take an immediate action

Call-to-action (CTA) best practices

- Action oriented
 - **Start with a verb**, tell them what to do
- Positive
 - Stress the benefits to the visitor
- Clear
 - Indicate **exactly what action** to take
- Direct
 - Brief, to the point, focused



Talk To Sales



Request A Demo



30 Days Free ➔

HubSpot
All-In-One
Marketing Software

Basic tips to shoot video

- Take a camera and hold still at least for 10 seconds or use tripod
- Be close to a camera for best audio
- Turn on all lights in the room and use daylight
- Film with people facing a window



Basic tips to shoot video. Continued

- Don't zoom
- Don't center the subject:
use *the rule of thirds*
- Avoid clothing with
bright colors and busy
patterns
- Use a quiet place
- **Be authentic**



What videos to produce?



Educational

- Teach them something useful they can do with your products or services



Informative

- Information=news (more universally focused) or information=facts (i.e., virtual test drivers)



Entertaining

- Funny and creative....I can tell you what I find entertaining, but I can't tell what might entertain someone else



Viral Video

- No one can “guarantee” a viral video, the fair promise is to produce a professional video



What components make video go viral?



Controversy



Humor



Surprise

Susan Boyle - Britains Got Talent 2009 Episode 1 - Saturday 11th April | HD

UKAdvertChannel

 Subscribe

43 videos ▾



0:11 / 5:49



Like



Add to

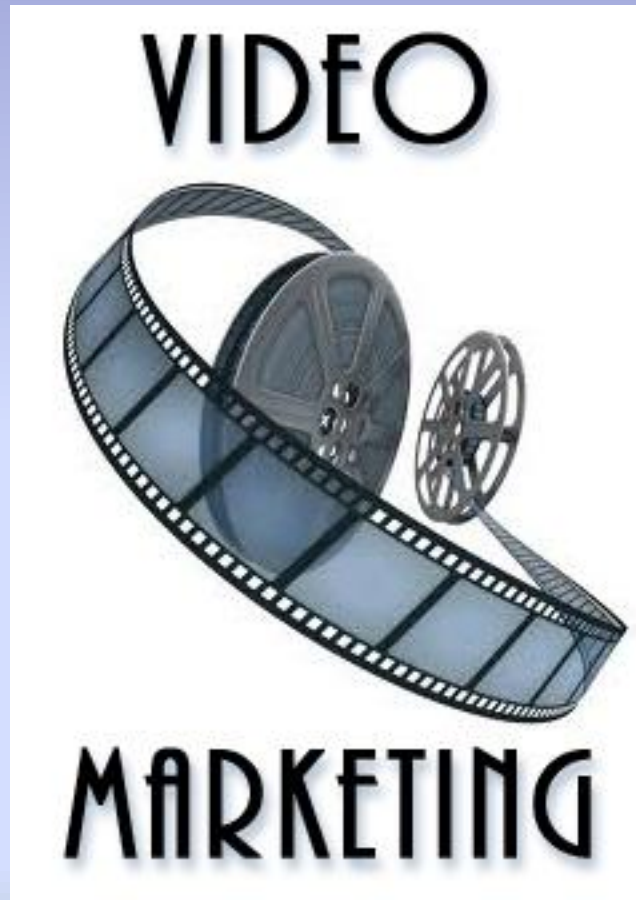
Share



100,500,954



What types of marketing videos work best?



Brand awareness

Online video: 82% of brand awareness and 77% of product recall vs. 54% of Brand awareness and 18% of product recall for similar TV ads

How –to videos

How Do I Shoot B-roll?

pixabilities



Subscribe

174 videos



Interview

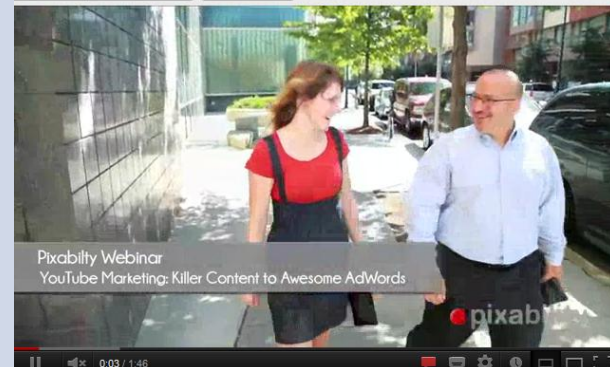
YouTube for Marketers. From Killer Content to Astonishing Adwords.

pixabilities



Subscribe

174 videos



Brand awareness. Continued

Recruitment



Testimonials

Carl Dietrich, Co-Founder of Terrafugia, on his work with Semyon Dukach



Lead generation

- Webinars/Presentations
- Events
- New product
- Client testimonials



Over 2,000 webinar registrations

Sales empowerment

- Case study
- Product demonstration (explain **complex** things)
- Customer testimonials



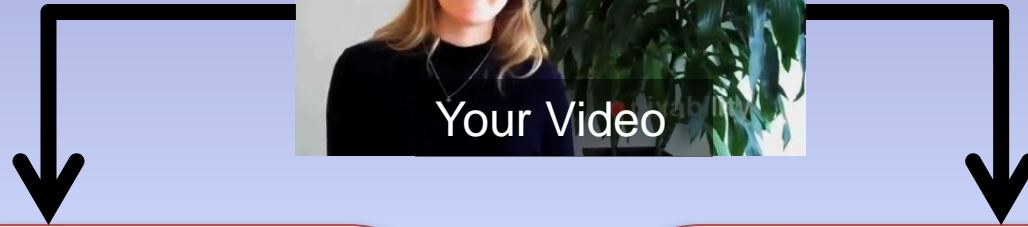
Reduced marketing spend by 90%

Where people find your videos

- Public platforms where users can upload their videos (YouTube, Facebook, Vimeo)
 - ▶ YouTube practically owns the market
- Public platforms that distribute professional content
 - ▶ Dominated by TV networks (Hulu)
- Video hosting for corporate customers
 - ▶ Pretty fragmented (major players are Brightcove, Kaltura)



Publish: Posting vs. Hosting



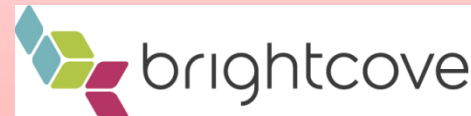
“Posting”

Public video sharing
platforms



“Hosting”

Dedicated player on your
site



Hosting vs. Posting. Continued

Hosting

- More control over player
- Better analytics
- Higher quality

Posting

- Free
- Views count for YouTube SEO

**The most important thing -
your videos are your asset! Use it as
much as you can**

Video SEO: What can you influence

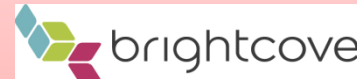
“Posted” Videos

Public video sharing platforms



“Hosted” Videos

Dedicated player on your site



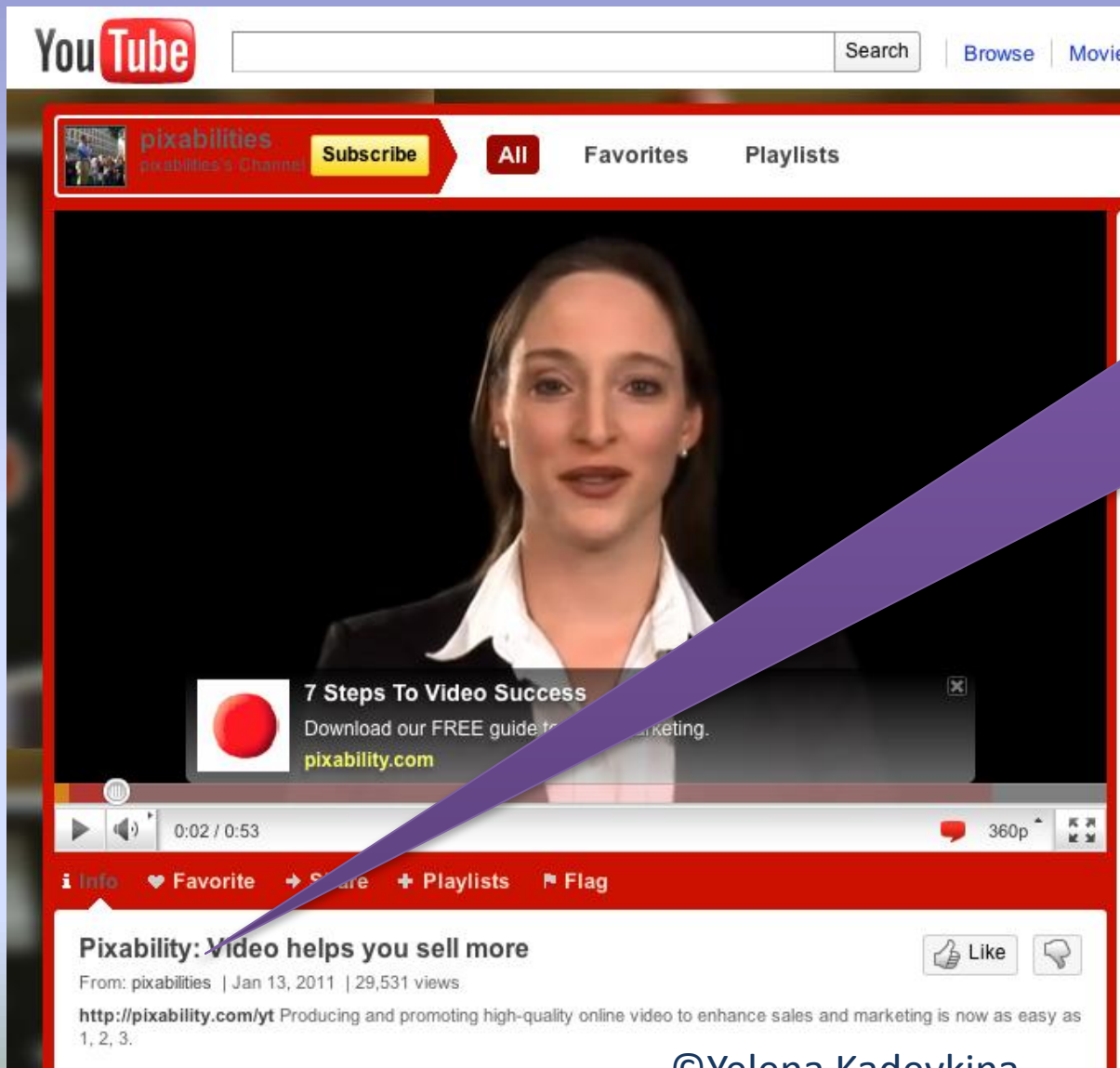
1. Titles, description texts, search tags, playlists.
2. Participate in the community
3. Get views

Search Engine

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1. Use video sitemaps
2. One video per page with plenty of text

Posted videos.....



**Link as first
element of
description text**

**Plus:
Clear call-to-action
in the video itself**

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Video sitemaps

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9" xmlns:video="http://www.google.com/schemas/sitemap-video/1.1">
<url>
  <loc>http://www.pixability.com</loc>
  <video:video>
    <video:content_loc>http://embed.wistia.com/d
      <video:thumbnail_loc>http://embed.wistia
        _loc>
    <video:title>Video helps you sell more -- Video
    <video:description>Producing high-quality online
      effective ways to market your company. It v
      Professional video used to be expensive, tin
      to produce videos that you can use on your
      Flip cam, you shoot whatever footage you v
      back professionally done video, with music,
      Youtube in the most effective way.</video:
    <video:publication_date>2010-10-26T21:55:10
    <video:family_friendly>yes</video:family_frien
    <video:duration>46</video:duration>
    <video:tag>pixability</video:tag>
    <video:tag>video marketing</video:tag>
    <video:tag>video editing</video:tag>
    <video:tag>youtube marketing</video:tag>
  </video:video>
</url>
```

XML-based file format that tells search engines where your videos live and this file has to be submitted to Google to appear in search

One page per video (says Google)

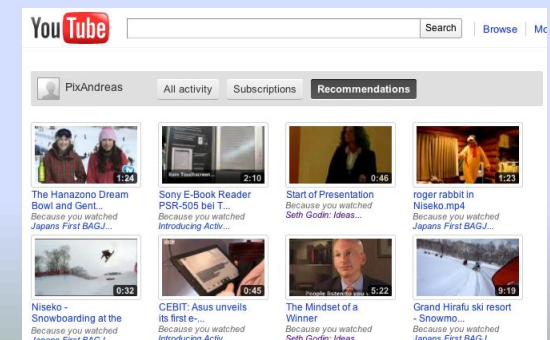
The screenshot shows the Pixability website. At the top is the Pixability logo. Below it is a navigation bar with links: Why Video Works, Products, Samples, Learning Center, About Us, and Order. A banner for a 'Download our free 7 Step Business Video Guide' is visible. The main content area is titled 'Video Marketing Trends' and features a video player with a play button. Below the video player, there is a list of video marketing trends: 1) Interactive video, 2) HTML5.

The screenshot shows a Google search results page for the query 'site:pixability.com'. The search bar contains the text 'site:pixability.com'. Below the search bar, there are filters for 'Everything', 'Images', 'Videos', 'News', 'Shopping', and 'More'. The search results show two video entries:

- PixabilityTV: Behind the Scenes | Pixability**
3 min - Jan 21, 2011
Pixability produces a monthly webinar series called PixabilityTV. This video explains what process and technology goes into producing a webinar.
[pixability.com](#)
- Block [pixability.com](#)
- Video Marketing Lessons from the Grateful**
9 min - Oct 27, 2010
Our guest for this episode was Brian Halligan, CEO of HubSpot. Brian is the author of two books: Inbound Marketing and The New Rules of Marketing and PR.
[pixability.com](#)
- Block [pixability.com](#)

How people find your videos

- 30-40% of video views:
Search queries
Google, YouTube, Bing
- 30% of views:
Social sharing on Facebook,
Twitter, blogs, etc
- The rest:
Discovered the video right on a
website or a video platform



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Promote your videos

- Have a landing page video on your Facebook page
- Post videos on YouTube
- Include videos in your LinkedIn
- Include videos in your tweets
- Put videos on your website!



The top 3 things successful video marketers do differently

1. Produce way, way more videos:

Top marketers publish **11x** more videos on YouTube

2. Invest in metadata that drive SEO:

Top marketers use **52% more tags**, 20% longer description texts and **585% more playlists**

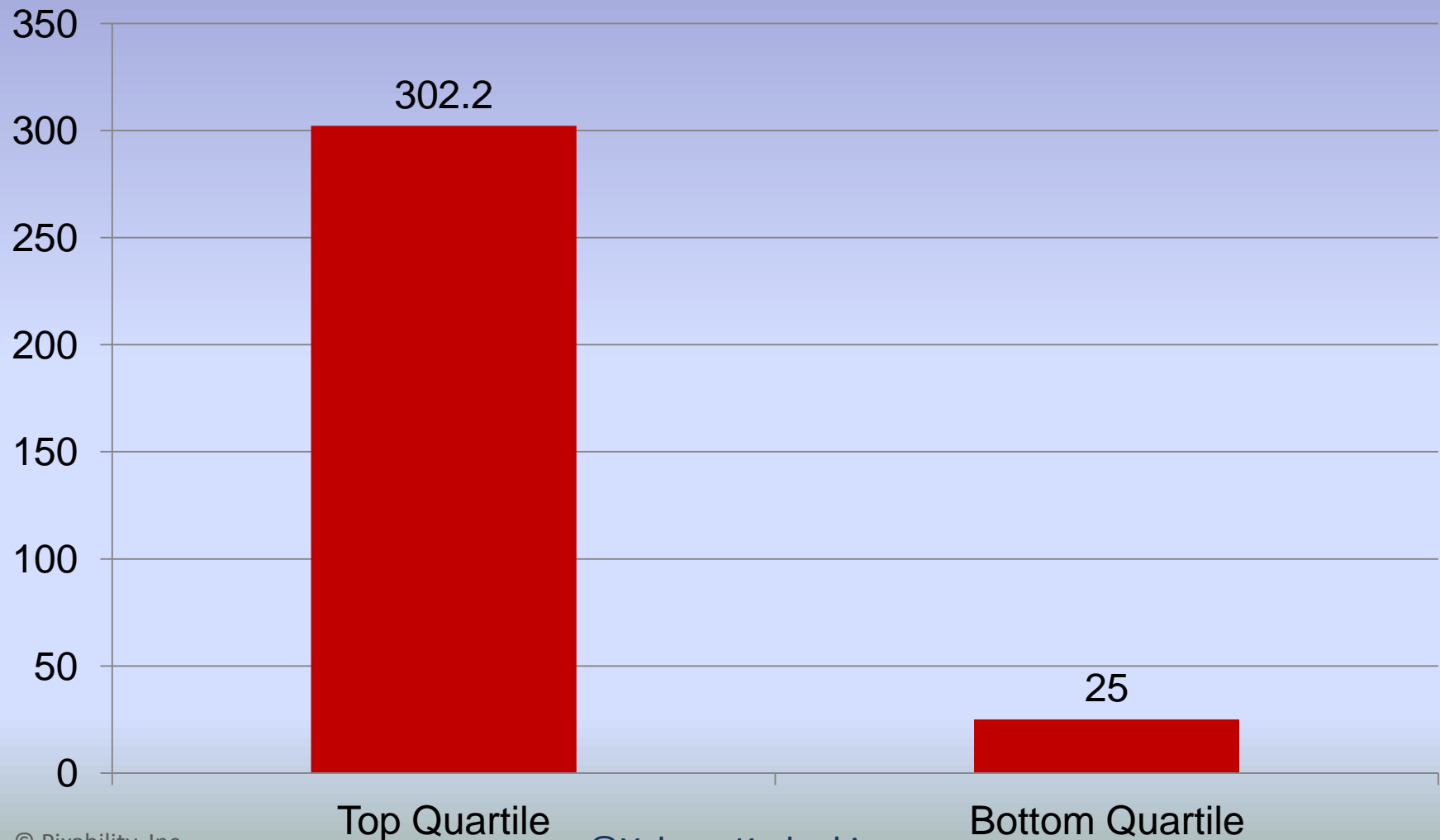
3. Use video assets on all channels:

Top marketers have **53% more videos on their websites**

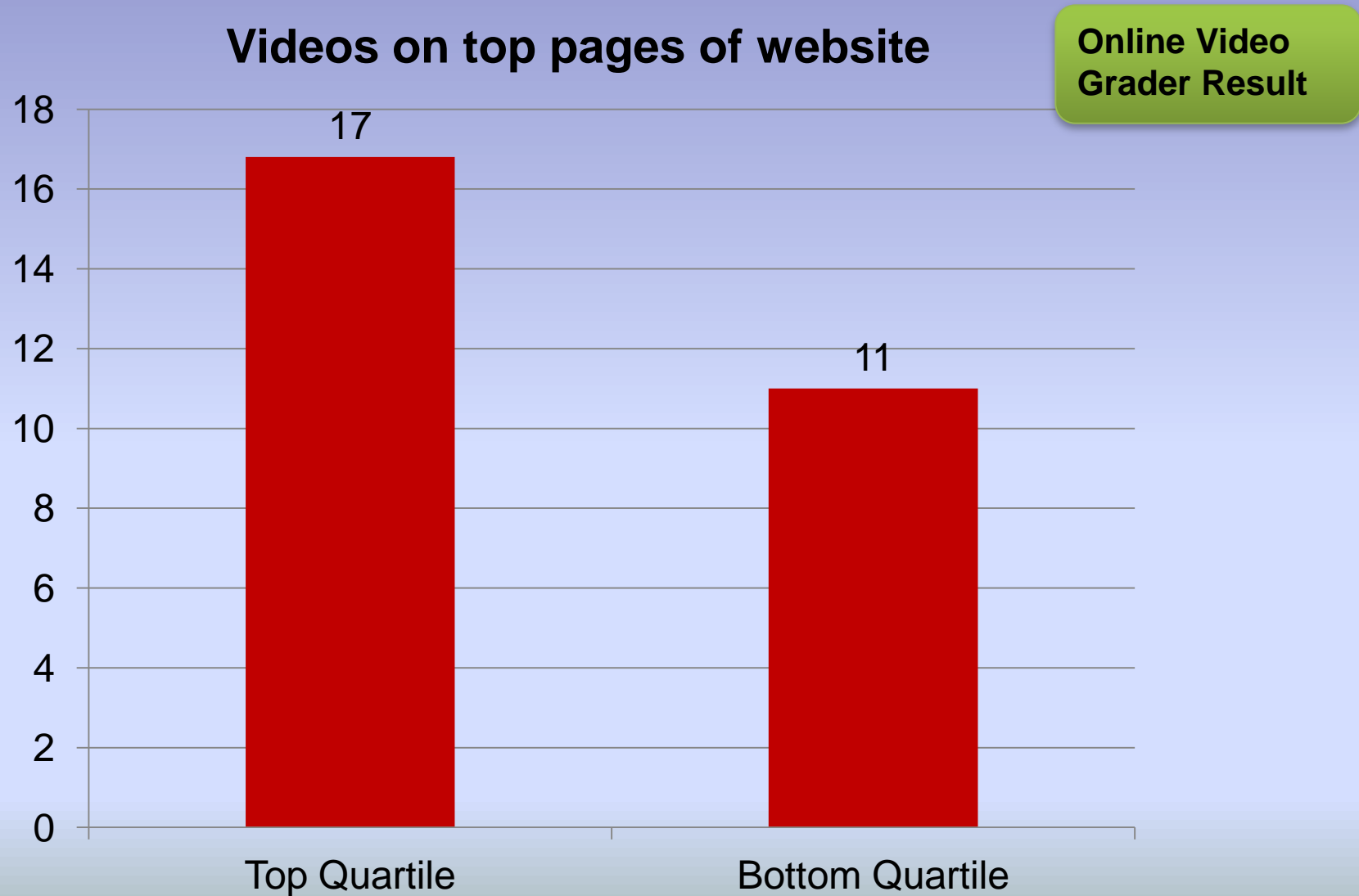
Online Video Grader
analysis results
(empirical data from
2000+ cases)

The best marketers produce more videos

Number of YouTube videos



Hosting: Videos on website



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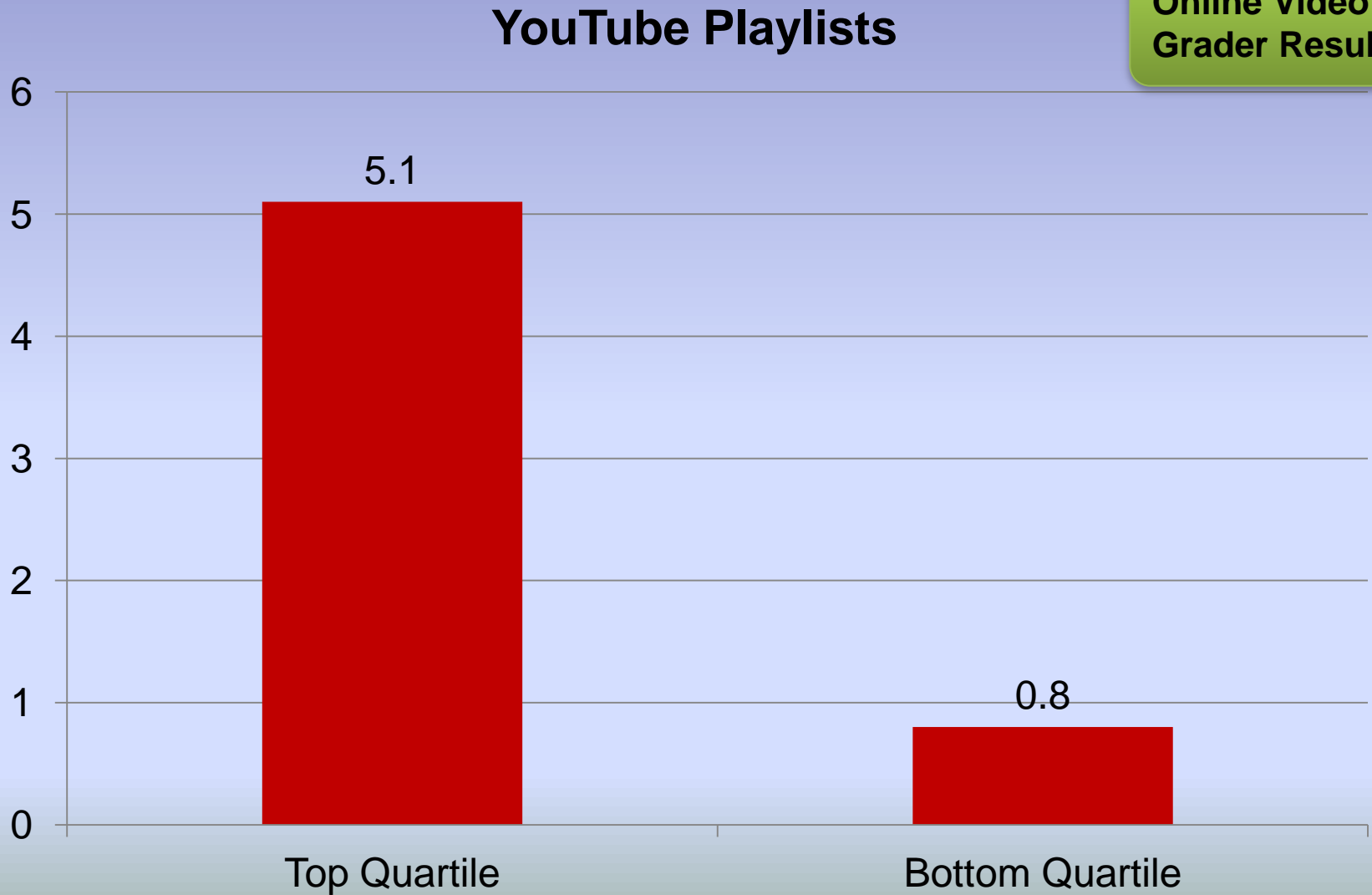
How many tags you should create

Search Tags



YouTube playlists

Online Video
Grader Result



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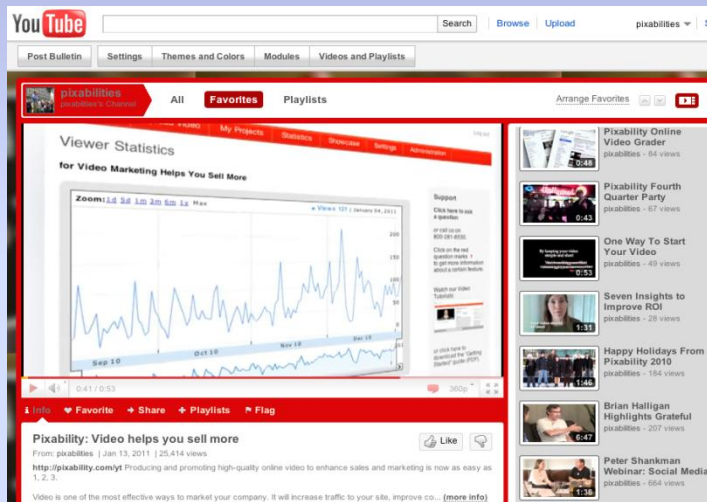
YouTube: Bigger than you think

- Second biggest search engine after Google
- Over 800 million unique users visit YouTube each month
- Over 4 billion hours of video are watched each month on YouTube
- 72 hours of video are uploaded to YouTube every minute



YouTube success recipes

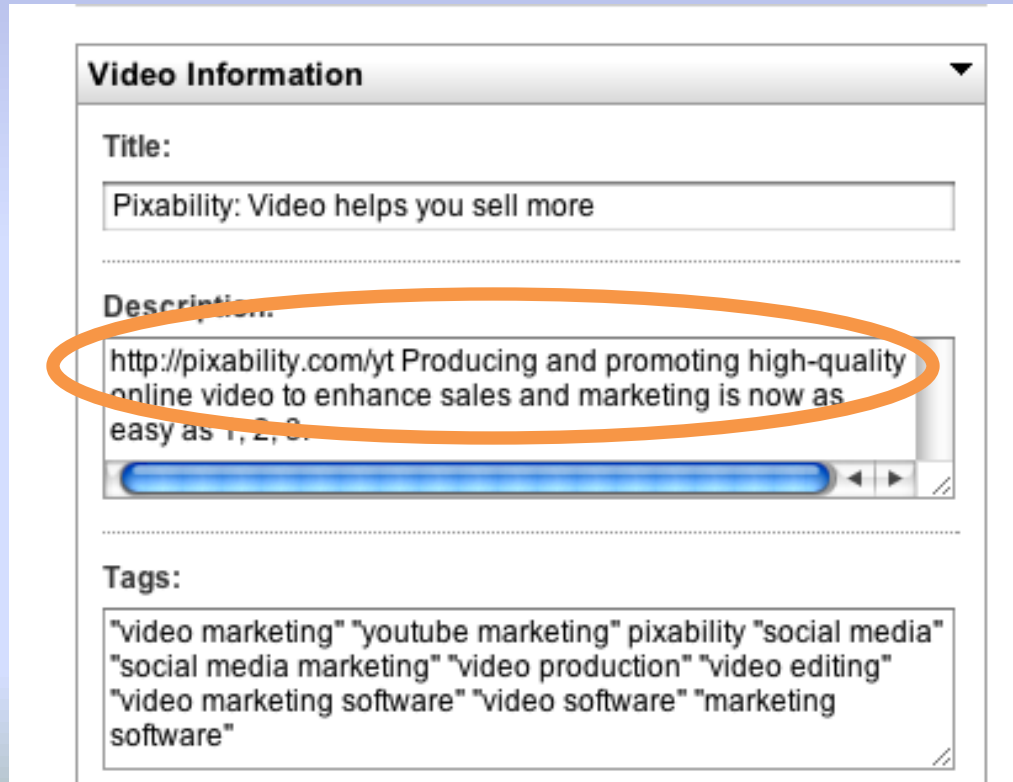
- Have a lot of videos with various topics to attract niche traffic



- Use long, keyword-rich description texts and plenty of tags

YouTube success recipes. Continued

- Have a link (<http://...>) as the first thing in the description



The image shows a screenshot of a YouTube video information form. The form has a tab labeled "Video Information". Below the tab, there are three main sections: "Title:", "Description:", and "Tags:". The "Title:" section contains the text "Pixability: Video helps you sell more". The "Description:" section contains the text "http://pixability.com/yt Producing and promoting high-quality online video to enhance sales and marketing is now as easy as 1, 2, 3.". The "Tags:" section contains a list of tags: "video marketing", "youtube marketing", "pixability", "social media", "social media marketing", "video production", "video editing", "video marketing software", "video software", and "marketing software". An orange circle is drawn around the first line of the description, which is the URL "http://pixability.com/yt".

Video Information

Title:

Pixability: Video helps you sell more

Description:

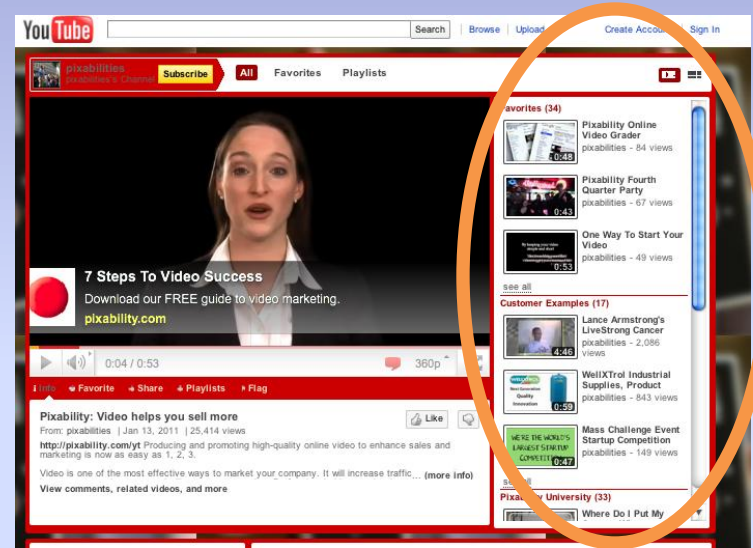
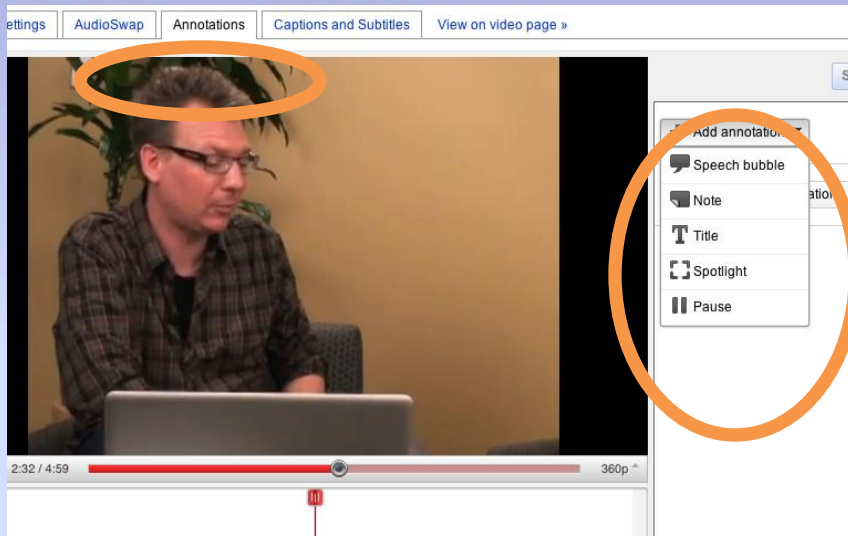
http://pixability.com/yt Producing and promoting high-quality online video to enhance sales and marketing is now as easy as 1, 2, 3.

Tags:

"video marketing" "youtube marketing" pixability "social media" "social media marketing" "video production" "video editing" "video marketing software" "video software" "marketing software"

YouTube success recipes. Continued

- Use annotations for call-to-action
- Use playlists



- Be active in the community

YouTube: determine goal & measure your results

- **Generate sale:** include URL or a phone number with a specific promotion code
- **Increase traffic:** pages views pre- and post- YouTube video production
- **Brand awareness** = challenge! Some sort of market research could be a way to go

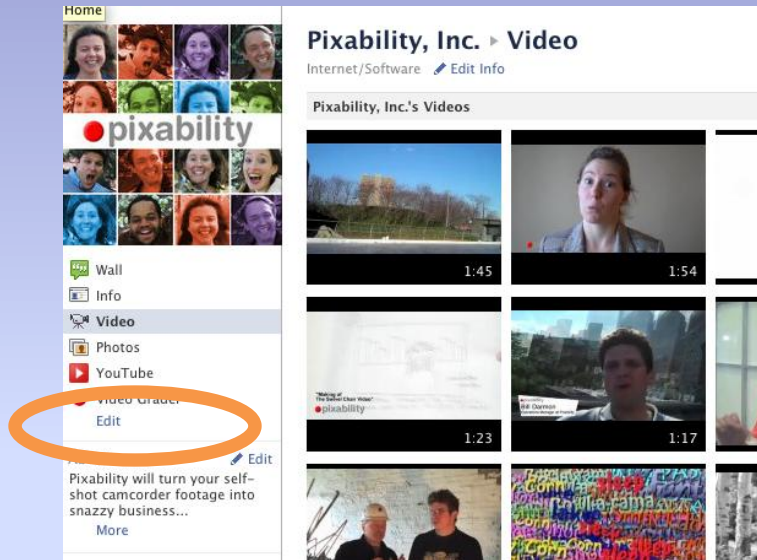
Facebook success recipes

- Have a landing page video on your Facebook page



Facebook success recipes

- Have a customized video tab



- Find influencers and those who are most likely to share your videos
- Use YouTube embed code to post you videos

Track, analyze, optimize

Turn the data on its head:

- Look for +/- anomalies
- How does day/ time impact results?
- Which targets perform best?
- What communication elements and channels are working or not?
- Which videos convert best?

Pixability online video grader



Your Video Marketing Grade for easycareinc.com:

71
out of 100

Website score: 100%
Search engine score: 67%
Youtube score: 71%

[Share on Facebook](#) [Share on Twitter](#)

Top 3 Strengths:

- 100% You have 13 playlists on your Youtube channel.
- 100% 1632 average views per video on your Youtube channel.
- 100% 189349 total video views on your Youtube channel.

Top 3 Areas For Improvement:

- 0% No video results for your website found on Google.
- 1% 114 Youtube videos that do not have any link in their description text.
- 9% Bing finds 9 videos that are related to your company name.

Pixability's new Online Video Grader automatically measures how effectively a company uses video marketing:

- Use of video on company website
- SEO results
- Effectiveness of company YouTube channel

THANK YOU!

Twitter: @ykadeykina

LinkedIn: *yelenakadeykina*

Q&A