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project | Introduction and Top 20 Tips for Video Marketing
date | 2017

London | Toronto | Houston | Cape Town

Modern marketing and communications are content-led

Video is now an essential tool for business as it improves engagement while maximising digital performance and SEO. It is the most effective engine room for any online campaign.

With businesses behaving like newsrooms, video should be generated proactively and reactively throughout the year to drive key marketing and communications activities.

With over 10 years of experience, blueprint.tv is an international content marketing agency that specialises in digital strategy and video production. We have produced campaigns for companies including Virgin Media Business, Williams, GE, Oxfam and The Cabinet Office. Our clients use video to tell their story. These stories build insight, influence and revenue.

This guide has been created to demonstrate the power of video marketing.

As a content format, video wins in every respect:

Engagement

Viewers spend

100%

more time on pages that contain video

MarketingSherpa

Using the word 'video' increases click through by

55%

eMarketer

People stay

2 mins.

longer on your site if you have a video

Comscore

An introductory company email that includes a video receives an average increased click-through rate of

96%

Implix

Mixing videos with images in an article drives up to

33x

more shares and links

Moz

48%

of the most shared pieces of content are video

Moz

Business

75%

of executives watch work-related videos on business websites at least once a week

Forbes

64%

of marketers expect video to dominate their strategies in the near future

Forbes

59%

of B2Bs prefer video to text

Forbes

65%

of senior executives have visited a company's website after watching a video

Forbes

78%

of the most successful B2B marketers create more content than a year ago

CMI

58%

of consumers consider companies that produce video content to be more trustworthy

Econsultant

Search Optimisation

Video can improve every aspect of your Google search rankings:

Google Ranking System

1. **Traffic** — Users are more likely to click on a link with a video
2. **Contextual Relevance** — Video can provide detailed keyword optimisation
3. **Likes and Shares** — Video gets 12x more shares than links or text on Facebook
4. **Quality of Site** — Video can improve your website or page rank

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Studies show

62%

of Google universal search results include video

Marketingland

8/10

videos that appear in universal search results are from YouTube

Searchmetrics

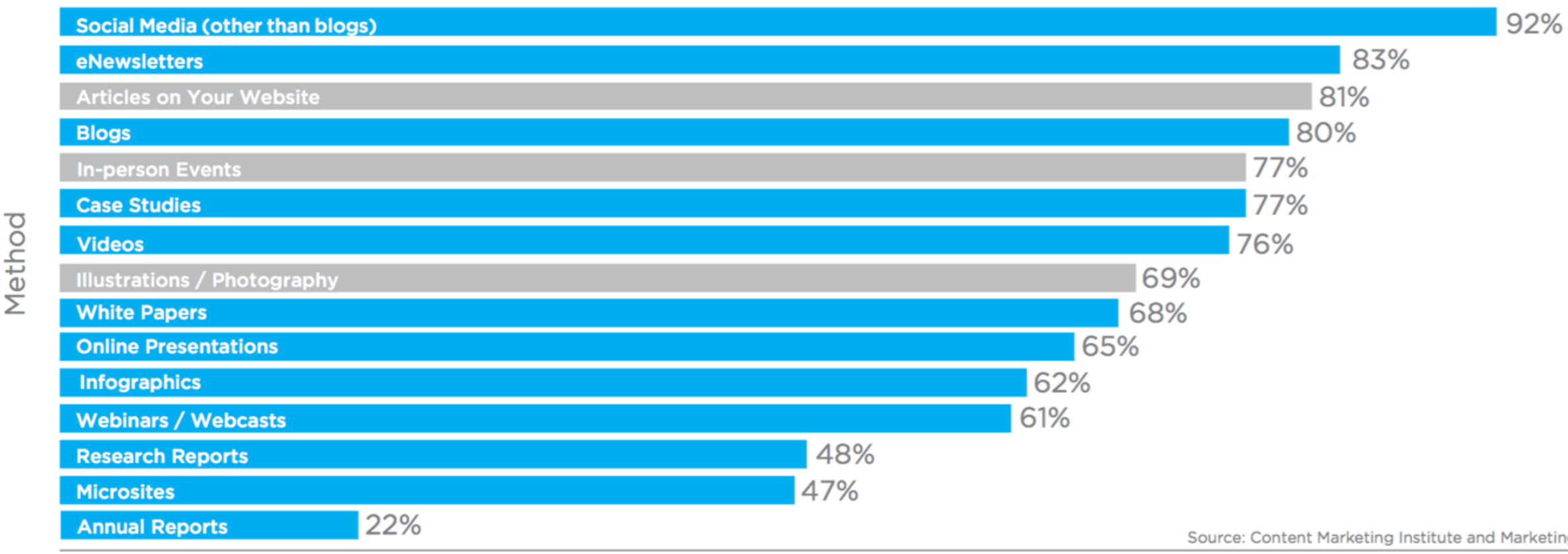
Video search results have a

41%

higher click through rate than plain text results

Aimclear

Here are a selection of content marketing techniques used by businesses today.
By using video marketing, the methods in blue generate better results:



Source: Content Marketing Institute and MarketingProfs

A selection of content seeding techniques to consider:

Influencer

Mapping out and engaging key people who are relevant to your topic or sector.

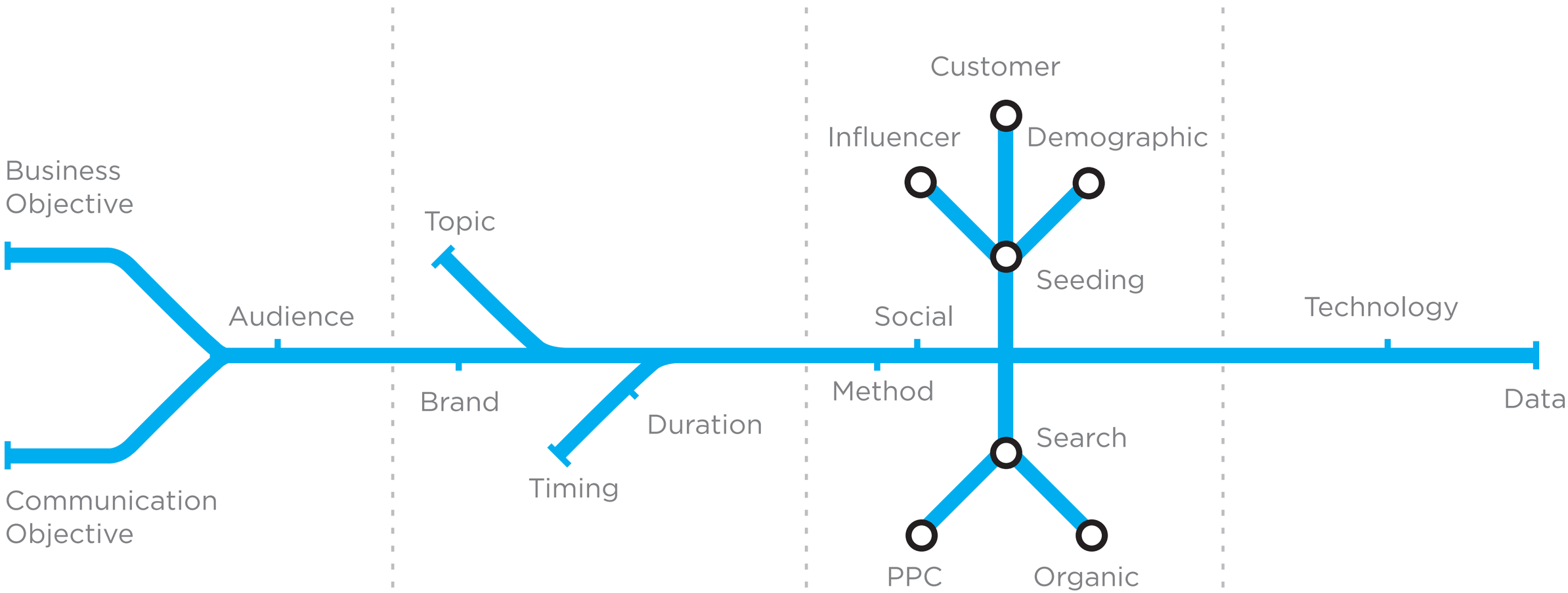
Customer

Delivering content to individuals who fit a specific customer profile.

Demographic

Targeting viewers through a generic audience profile.

Video Marketing Planner



Planning

Key Objectives

Structure

Content Framework

Deployment

Delivery & Distribution

Measurement

Monitoring Performance

Top 20 Tips

20. Geo-targeting

YouTube, Google Display and Facebook all allow you to select audiences by geographic location. Variations such as selecting a radius from a point of longitude and latitude or by postcode are well worth investigating.

19. Email Marketing - Demand Generation

Email is becoming very popular again. There are some companies that specialise in assisting you to target new customers through email campaigns. Have a look at True Influence or Emedia.

18. Free Press Release Services

Free press release platforms can be a powerful tool in deploying your content. Check out PRLog, openPR and NPR or this extended list. This can help gain exposure for your campaign and improve search. Be sure to launch the release on the same day as the content or they won't post it.

17. Interactive Clickable Video

Clickable video benefits a campaign in many ways. You can enable the viewer to control and personalise their journey or purchase what they see on screen while boosting engagement. Have a look at WIREWAX for great customisable features.

16. Guest Posts

Guest posts are a good way to improve your network. There are many excellent blogs across most industry sectors that allow people to submit articles. Have a look at this article for a large selection.

15. Content Syndication

Content syndication is taking off at the moment, hand in hand with native advertising. By clearly presenting your content through the relevant articles of top content publishers you can drive some serious traffic. Check out Outbrain or Taboola to start with.

14. Alternative Social Networks

Aside from the usual suspects there are many platforms that can provide huge success if you match the tone and relevance of your content to their audience. Have a look at Bored Panda, StumbleUpon, Quora, Medium or roll the dice with one of these subreddits.

13. Social Media Management Tools

Having tools to help you manage deployment and stay on top of the noise you generate is important. Get started with Buffer for scheduling posts, Crowdfire for managing followers and Mention to get alerted where people use them or reference you.

12. Gated Videos

This technique, which requires information from your viewer before they watch content, can be a powerful way to generate leads although it will reduce views. Systems like Wistia can also be used as a form of security to make sure that only selected or approved people are watching your content.

11. Influencer Identification

Map out people with reach, relevance and resonance to your cause. We use a combination of Little Bird, Klear, Bluenod and Klout.

10. Keyword & Competitor Analysis Tools

There are many players in this space but these tools can be very useful in getting set up on the right path for your keyword strategy and staying on top of what your competitors are doing. Have a look at Kissmetrics, SEMrush, Moz and Ahrefs.

9. Blogger Outreach Tools

These are platforms that help automate the process of tapping into the influence of bloggers who are relevant to your conversation. This can drive views and help you grow quickly. Pitchbox or BuzzStream are two of the best.

8. The Video Marketing Funnel

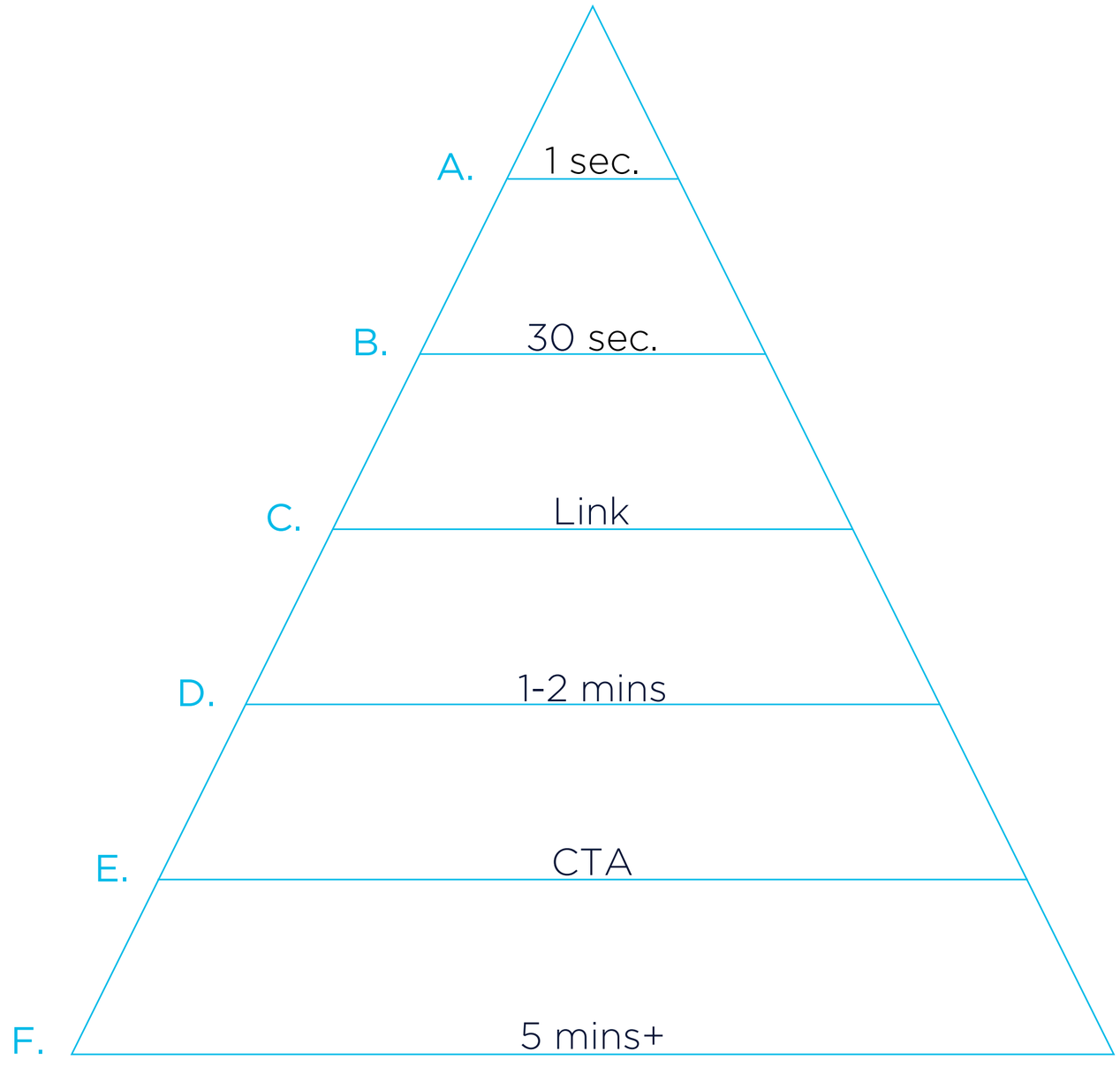
Although video is the most effective medium for content marketing, often it won't be the centrepiece to a campaign. For instance, if your business objective is to promote a product, app or white paper, video will represent just one component of your campaign. You should therefore map out the user journey and identify where your videos (and all other components) will sit.

Consider what mediums you might use to attract and convert viewers.

You need to base these mediums on viewers' attention spans as well as the environments, platforms and devices on which they will be viewing the content.

Examples:

A. Still image or GIF
B. 30 second video
C. Link to website
D. Video
E. Conversion
F. Business objective



7. File Optimisation

When you upload a video to YouTube (or another platform), remember that search engines will check your video just as they check websites to determine what the content is about.

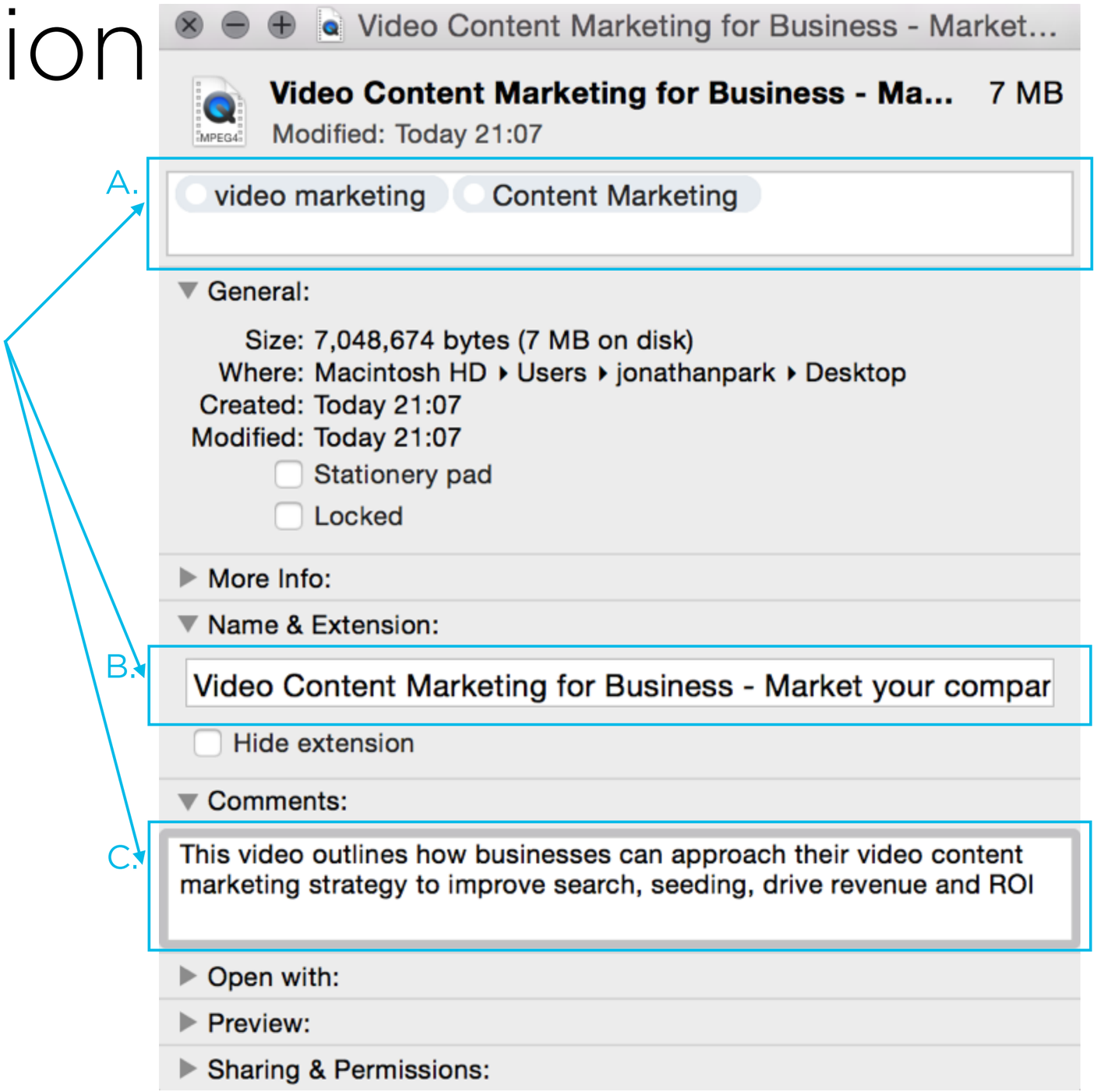
Before you upload your video there are a number of things you should do to the file to improve what search engines will find. This also works with images.

If you press ⌘/cmd-i (or right click and select ‘get info’ on a PC) you can then add a customised description, file name and set of tags.

A. Choose the relevant tags for your strategy.

B. Expand on the title to add more keywords to the campaign name.

C. Add a description with variations and other terminologies.



6. twitter

Twitter is really a distribution channel to find and connect your audience to destinations of interest for your business. Here are ways to enhance your video marketing through Twitter:

A. Twitter Ads

You can be extremely targeted with Twitter ads. Even a small investment can provide returns e.g. select campaigns to achieve Retweets, clicks, downloads, followers or leads.

B. Hashtag selection

Using a system like Hashtagify helps you identify the most popular hashtags based on volume as well as the best related hashtags.

C. Click To Tweet

Using Click to Tweet makes generating new links with Twitter as easy as possible.

D. Twitter Cards

Approve your site with Twitter Cards. You can then attach rich photos, videos and media experience to Tweets that increase the display size and drive traffic to your website.

E. Scheduling & Split Testing

Use systems like Tweriod to identify when your followers are most active. Launch your campaign with a range of different styles and regular Tweets to identify which technique is most effective.

F. Pinned Tweets

As video generates the highest amount of clicks, always make sure your pinned Tweet is a video.

G. GIFS

GIFS are now (finally) supported on Twitter and can be a great way to capture people's attention.

H. Tweet & User Analysis

Use systems like Twitonomy to get a dashboard of information to analyse profiles, Tweets and user engagement (including your own).

I. Additional Tools

Here is an exhaustive list from our heroes at Buffer.

5. Sitemaps, Structured & Microdata

These are all interlinked and can significantly increase click-throughs as well as provide a constant source of traffic.

A. Video Sitemaps

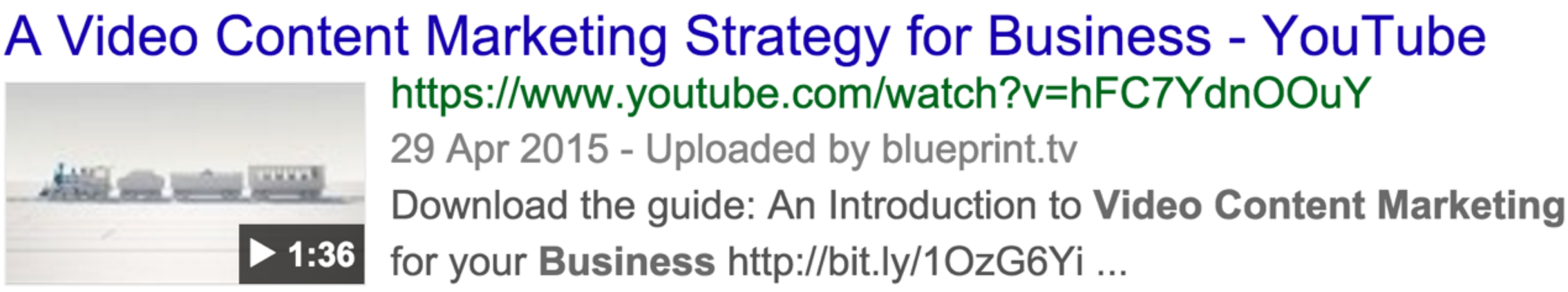
Sitemaps help Google know what your content is about. You can provide a wide range of details through different schema. It also provides you with additional presence on video.google.com and gets your thumbnail to appear in searches.

B. Microdata

This enables all search engines, web crawlers and browsers to extract and process information from your web page.

C. Structured Data

This is a sub-set of Microdata and helps Google index your site and improve search. It helps you appear in Voice Answers, Google Maps and Google Now. It also provides Rich Snippets, Breadcrumbs or a Sitelinks Search Box.



4. LinkedIn

LinkedIn has the highest conversion rate of any social network. According to LinkedIn, after Adobe started sponsoring posts, its audience was 50% more likely to agree that "Adobe is shaping the future of content marketing." HubSpot also generated 400% more leads within their target audience on LinkedIn than on other platforms.

A. Sponsored Inmail 2.0

These are Inmails that have additional branding and links. You can add a link in the body of the email, a CTA at the bottom and a static display visual. These are available from LinkedIn directly or partner agencies.

B. Profile

You can add different media to the summary section on your LinkedIn profile. Be sure to add your video here as another strong outlet for views from a relevant audience.

C. Sponsored Updates

SUs with an embedded YouTube videos that play directly in the feed have a 75% higher share rate. Also compare rates between CPM and CPC.

D. Niche Vs. Mainstream

When running a campaign, always take time to target focused niche groups that match your personas as a test before going mainstream. It is always better to run multiple smaller campaigns than one large broader one.

E. Video Ads

If your video is 30 seconds or less and on YouTube you can run a display campaign to targeted audiences.

F. Posts & Pulse

LinkedIn posts are a great way to push out your content. Before you post, select the best three category tags for external audiences to find it. If the content gets to 50+ likes and/or comments, the algorithm changes to help it go "viral".

3. Google

With any campaign you need to determine how your content will interact with Google (in both paid and organic search). There are various video marketing options available through Google Adwords.

A. Google Partners

Working with an approved Google Partner ensures you are working with experienced businesses that can help spend your money wisely based around your objectives.

B. Google+

As a social network Google+ is a perfect tool for finding top influencers. It can boost your search credentials for relevant keywords. Use embedded Google+ posts on your blog or press releases. It can also help you build your YouTube audience.

C. Gmail Promotions

Gmail Sponsored Promotions (GSPs) are a new way to target people based on their interests through their Gmail accounts.

D. Remarketing

Remarketing lets you show ads to users who have previously visited your website - it can transform ROI.

E. Display Video Length

On the display network, unless the viewer watches 30 seconds you will not be charged. Make the video file 32 secs in length but have the video end at 28 secs to get free views if people click off early.

F. YouTube Integration

Utilise YouTube advertising features including all TrueView video formats, calls to action overlays and demographic targeting for video campaigns.

2. YouTube

Google and YouTube are closely linked and represent the largest and second largest search engines in the world. Below is a selection of YouTube's best features:

A. Captions & Annotations
if your video does not contain speech, uploading captions or using annotations is an important step to ensure Google and YouTube can read the content.

B. Channel subscriptions
When you launch a new campaign be sure to follow channels with similar or relevant content to gain reciprocal subscriptions.

C. Fan Finder
Use five second videos to market on YouTube for free in order to find new fans and subscribers.

D. Thumbnail selection
Spend time finding the most engaging thumbnail for your video to ensure that the maximum people click on it.

E. Associate your website
Verify ownership of your channel. and approve your website.

F. Delete Poor Performers
Remove content that does not perform well as this can impact the ranking of your channel.

G. Playlists
A great way to add more search terms to your content. It also enables you to increase views for a collection of videos.

H. InVideo Programming
Create a logo or watermark that appears in the player on the screen at all times to link viewers to your channel.

I. Cards
Evolved annotations. Six types of cards: Merchandise, Fundraising, Video, Playlist, Associated Website and Fan Funding.

1. Inbound Marketing

Without doubt the most important component for advanced video marketing is inbound. Inbound marketing provides a comprehensive dashboard for you to promote and manage a campaign as well as produce quantifiable, measurable results on your returns. It helps govern all (and more) of the following:

Publishing	Social	Blog & News	Email Campaigns	Display	
Capturing	Calls To Action	Landing Pages	Sign Up Forms		
Managing	IP Tracking	Marketing Automation	Lead Nurturing		
Monitoring	Analytics	Conversions & ROI	Alerts	SEO Pagerank & Keywords	Authority & Influence

There are many suppliers in this space. Blueprint partners with HubSpot.

Beginner's Guide to Video Marketing

Have a look at the previous chapters of the guide:

Chapter 1: What is Video Marketing and why is it important?
Chapter 2: How to start planning your Video Marketing strategy
Chapter 3: How to structure a Video Marketing campaign
Chapter 4: The Video Marketing content framework
Chapter 5: Video Production approaches and techniques for business
Chapter 6: How to deploy a Video Marketing campaign
Chapter 7: Video Marketing for search
Chapter 8: Video Marketing seeding
Chapter 9: Video Marketing metrics and measurement
Chapter 10: Top 20 Advanced Video Marketing tips and tricks

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