

Case Studies in Video Storytelling

Turn trending topics into visual content with earned, owned and paid media.

AND –

How a B2B SaaS platform is transforming itself into a media company



Strategy



Listen and identify top "brand" and priority keywords and mentions from digital sources.

Production



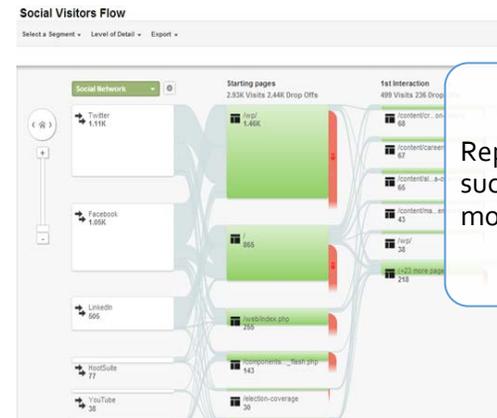
The goal is to create, test, target and promote owned video.

Tracking



Track the right video metrics across YouTube, Ad Networks and Google Analytics.

Reporting



Reporting success means more budget.

Goals

Become your own media company.



The clients of Critical Media are heavily invested in video, consisting primarily today of earned media coverage on TV:

- 38% of Local Broadcasters
- 5,000+ Critical Media desktop subscribers
- 2.55mm+ licensed clips cleared in cloud

How our video strategy accomplishes our content marketing goals:

1. Branding & Thought Leadership
2. Lead and Prospect Generation (B2B)
3. Reputation Management
4. Audience Research & Retention



Strategy

Listen and identify top “brand” and priority keywords and mentions from digital sources.



How: We Search and Listen to Keywords or Mentions

- Web – Google Search & Alerts
- Social – socialmention
- Broadcast –
- Print –

1. Who: “public relations” and “marketing”

2. What: (Keywords AND Search terms)

- Google Analytics, AdWords and Bing Ads

3. When: Daily for current events or evergreen

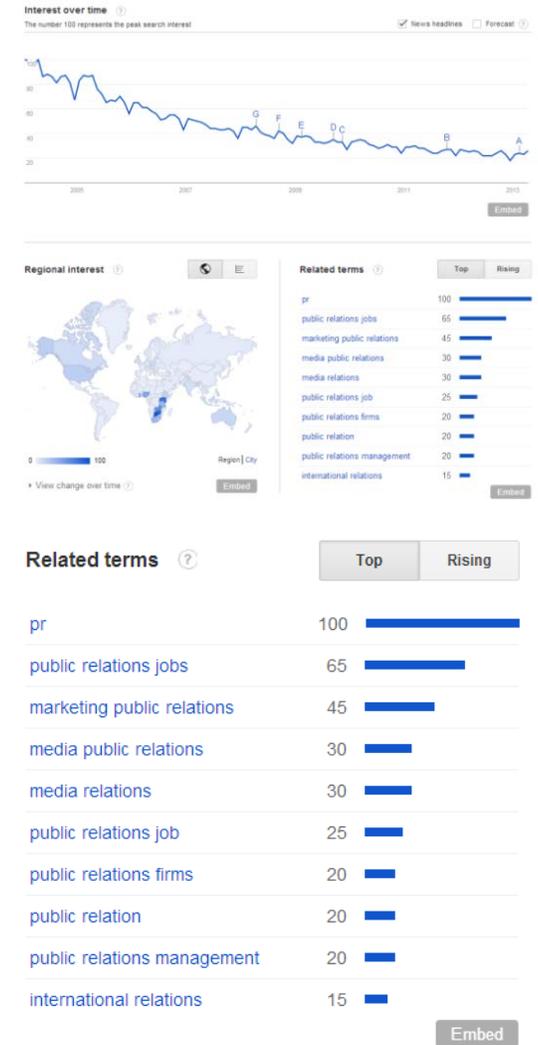
4. Where: Find brand and competitive data:

- Keyword Research Tool
- Trends

5. Why: Differentiate Video Strategies by Keyword:

- Owned
- Earned
- Paid

Owned, earned and paid audiences may differ.



Owned

Introducing Critical Minute, a daily 60-second video segment aimed at PR professionals...

The goal is to curate and syndicate.



1. **Audience:** PR & Marketing content in a format that's easy to digest and share
2. **Target:** any keyword... we are targeting "public relations"
3. **Script:** Written around current events or keywords through "listening" strategy
4. **Film:** Segments are recorded each morning in a makeshift studio that also houses our employees' popular ping-pong table
5. **Editing:** using Syndicaster (alternatively: iMovie, Final Cut, etc...)
6. **Distribution:** to ClipSyndicate which dynamically distributes to the company blog, *news partners*, YouTube channel and Facebook page, and promoted via Twitter, within minutes (alternatively: YouTube/IFTTT to push to social video sites)
7. **Monetization:** Ad overlay with call to action with accompanying landing page for lead generation (B2B)

Earned

Your brand or target keywords have been mentioned in a video...

The goal is to locate and promote.



1. **Locate:** videos about brand and product-related keywords
2. **Select:** licensed segments that are brand reinforcing
3. **Segment:** clips by keyword and mention
 1. About Us Player
 2. About Products Player
4. **Branding:** in (Clip) or around player (YouTube)
5. **Share:** branded player with partners (video sharing)
6. **Monetization:** Ad overlay or companion ad with call to action with accompanying landing page for lead generation (B2B)

Paid

video ads, segments aimed at prospects...

The goal is to target, test and promote owned video.



Ads

Ad Formats

- In-stream
- In-display
- In-search
- In-slate

Preview

critical mention
the leader in global broadcast intelligence.

You can skip to video in 2s

Advertisement

YouTube

Broadcast Monitoring Tool
Demo Our Leading Monitoring Tool. Search TV/Radio w. Real-Time Alerts by Critical Mention HQ | 128,690 views

Landing Page

critical mention

Know when your brand gets mentioned. Not just in social, but in all forms of media – TV, print, online, review sites, forums and blogs.

Critical Mention™ is the listening platform used by nine of Interbrand's top 10 global brands for real-time broadcast intelligence. Email alerts tell subscribers about earned media mentions within seconds, allowing them to review, edit and share video on their browser, tablet or smartphone.

Our easy-to-read dashboard analyzes broadcast and online content from tens of millions of sources in 80 languages to present the most recent and meaningful coverage. We identify influencers, themes and the sentiment of your coverage.

Insightful charts and graphs allow subscribers to keep management briefed without burying them.

Slicing coverage by medium, sentiment, geography, date range and other factors allows users to navigate to the most important content.

A finalist for a 2013 SIAA CODIE Award in the Best Media & Information Monitoring Solution category, we built Critical Mention to be the easiest tool in the market. Training and support are available 24/7 through phone, email and live chat.

Bloomberg chooses Critical Mention as its exclusive distributor in the media monitoring industry.

Read the official press release, here.

Request more information from our team:

First Name *

Last Name *

Phone Number *

Email *

Company Name

Submit

Monitor a developing news story in real time

Easily edit, share and download video in multiple file formats

Save money

Spot opportunities for editorial coverage while there's still time to act

Access licensed content from top news channels

Know that your dedicated Critical Mention account manager's got your back

Questions or inquiries? Email us at marketing@criticalmention.com - Critical Media 2013 <http://www.criticalmention.com> - read our [privacy policy](#)

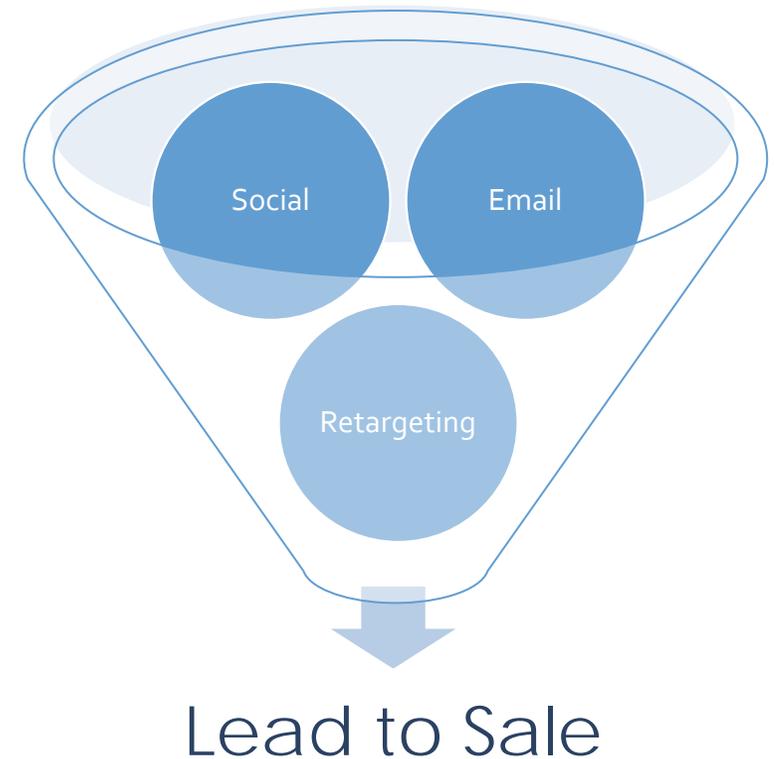
Production

Listen, Create, Publish & Engage

The goal is to extend our brand characteristics beyond broadcast monitoring into the field of content marketing.

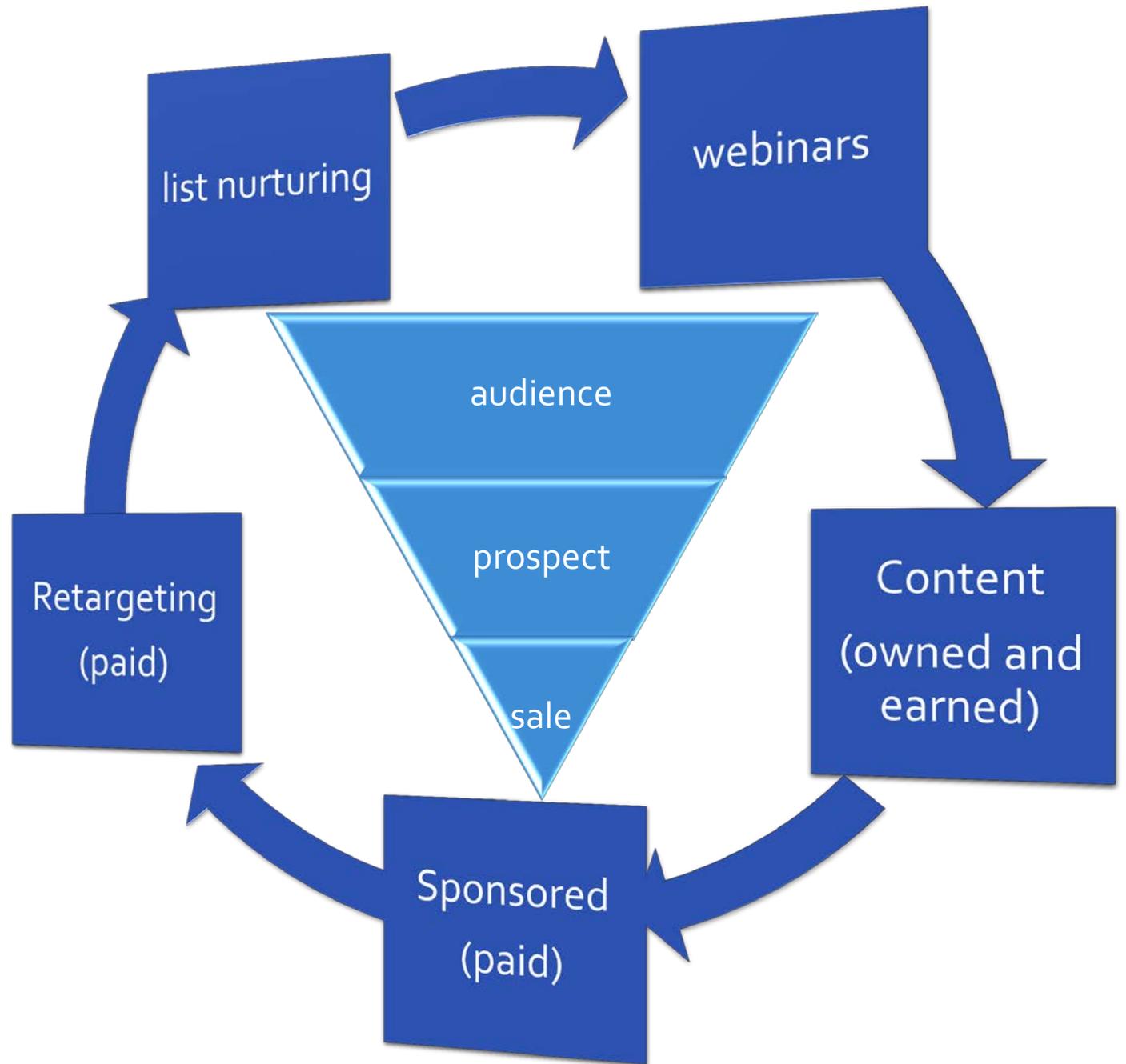


1. Produce & Distribute (owned)
 1. Creative Schedule
 2. Social Schedule
 3. Content Calendar
 - Schedule Content
 - Assign Owners
2. Locate & Share (earned)
 1. Automate
 2. Schedule
3. Test & Report (all)
 1. Automate
 2. Schedule



Tracking

Metrics to follow: CPV, CPA, Unique Viewers, View Rate, CTR, Avg. Impression Frequency, Avg. View Frequency, Video played to:..., Follow-on Views, Follow-on Subscribes, Display Impression Share, Display Lost (budget & rank).



Reporting

Reporting success means more budget.



1. Google Analytics
2. Landing Page (Optimizer)
3. Google AdWords for Video
4. Social Visitors Flow
5. Bing Ads
 1. RAIS
 2. IAB Sizzle Reel
 1. Yahoo! Display
 2. MSN Display



Channel	% of total conversions
Direct	52.61%
Organic Search	42.51%
Paid Search	13.59%
Referral	9.41%
Email	6.97%
Social Network	4.88%
Other Advertising	1.39%
Display	1.05%

271 VISITORS | 84 CONVERSIONS | 31.00% CONVERSION RATE

Created 2 months ago, Updated 2 months ago, Last Published 2 months ago
This is for the Bestbuy.com Offer. Edit Notes >

Current Champion	Weight	Visitors	Views	Conversions	Conversion Rate
Blank + Form Target	100%	121	140	53	40.46%
Discarded Page Variants					
Blank + Form Target copy 1	0%	0	0	0	0.00%
Blank + Form Target	0%	49	49	17	34.69%
Blank + Form Target	0%	0	0	0	0.00%
Blank + Form Target copy 2	0%	93	110	14	12.73%

Theory and Exeunt

Become your own content
clearinghouse and guide your
strategy with media intelligence.

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What we discussed:

- 1.Strategy
- 2.Production
- 3.Tracking & Reporting
- 4.Earned, Owned & Paid Video Content

The goal of all marketing strategies is to create a quantitative and qualitative ecosystem.

The success of all content marketing strategies is to have a continued growth cycle of content with prolonged lifecycles and sharing.

Growth of Content Marketing



60% of B2B Marketers plan on spending more on content marketing in the next 12 months

Goals of Content Marketing

- Brand Awareness
- Customer Acquisition
- Lead Generation
- Customer Retention/Loyalty

Wide variety of tactics being used

- Virtual Conferences
- Live Announcements
- Video
- Mobile Content
- Blogs
- Customer Testimonials

Sight, Sound & Motion Tell a Better Story



Watching a minute of video is the equivalent of reading 1.8 million words – Forrester Research

Shoppers were 144% more likely to add a product to their cart after viewing a product – Internet Retailer

Online retail shoppers who watch video spend about two minutes more on the that site and 64% more likely to buy – comScore

60% of people will watch a video before reading text on a website – eMarketer

65% of executives who watch a promotional video, visit that companies website– Forbes