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

critical media

Strategy

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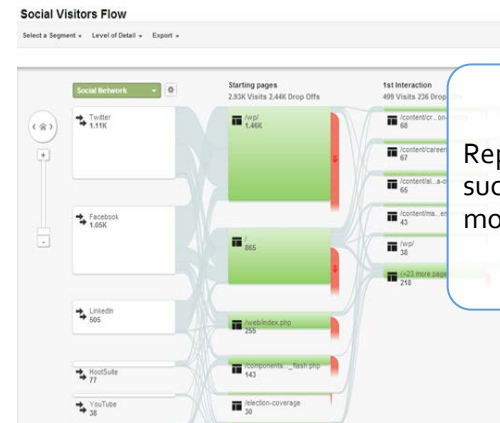
Production

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.

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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

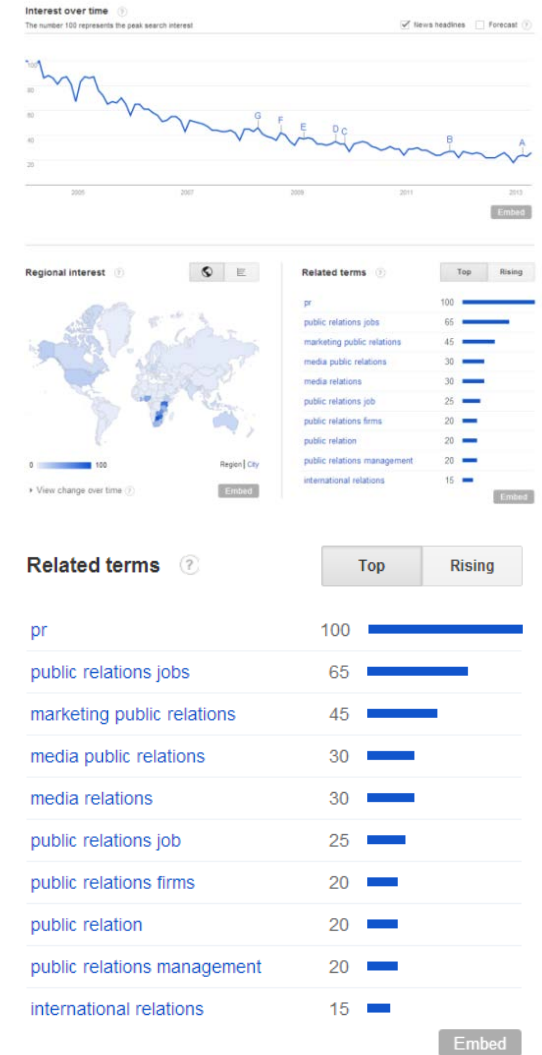4. Audience Research & Retention

Strategy

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

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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.

Related terms	Top	Rising
pr	100	
public relations jobs	65	
marketing public relations	45	
media public relations	30	
media relations	30	
public relations job	25	
public relations firms	20	
public relation	20	
public relations management	20	
international relations	15	

Owned

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

The goal is to curate and syndicate.

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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.

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Ads

Landing Page

Production

Listen, Create, Publish & Engage

The goal is to extend our brand characteristics beyond broadcast monitoring into the field of content marketing.
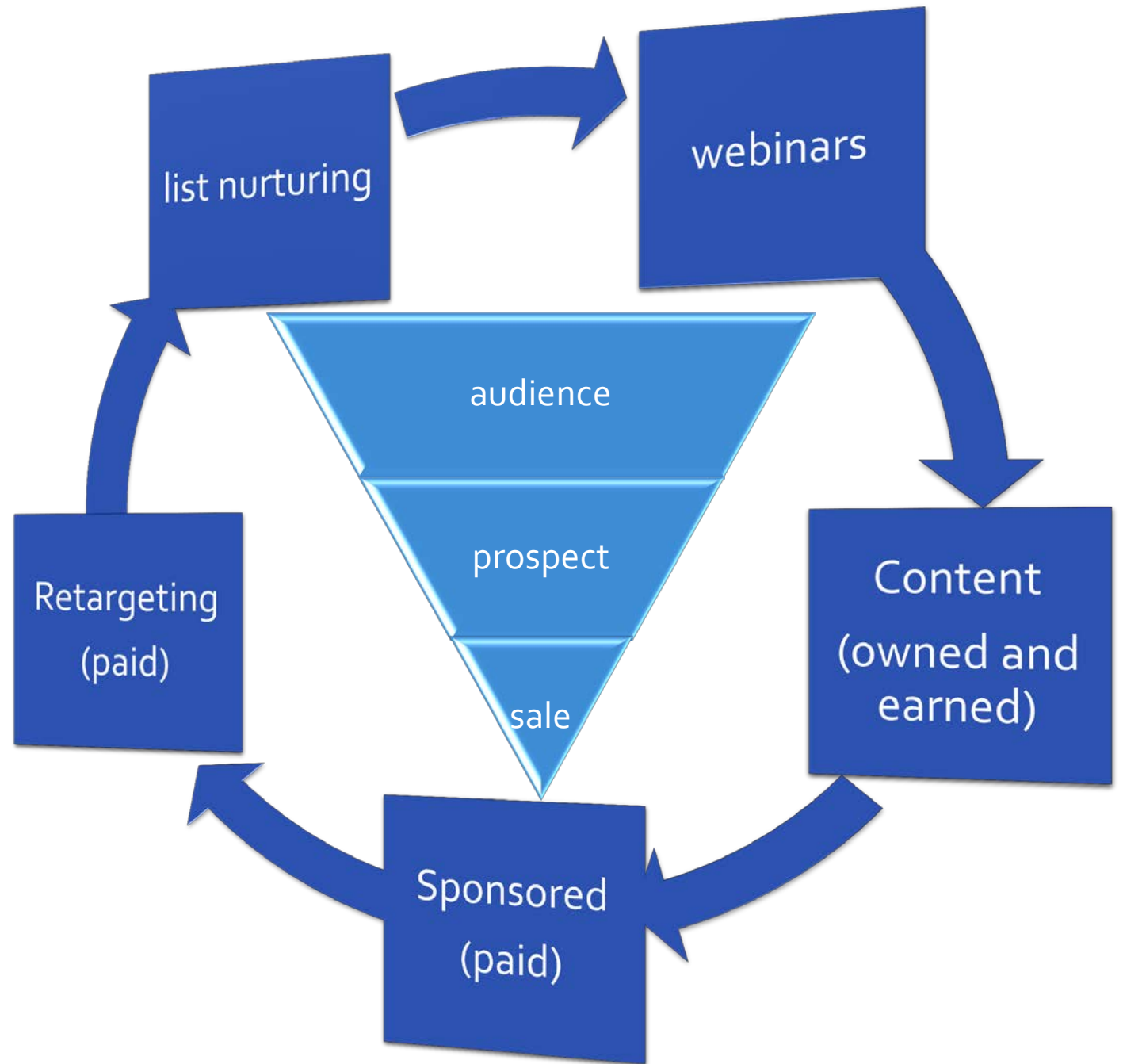
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1. Produce & Distribute (owned)
   1. Creative Schedule
   2. Social Schedule
   3. Content Calendar
      - Schedule Content
      - Assign Owners

2. Locate & Share (earned)
   1. Automate
   2. Schedule

3. Test & Report (all)
   1. Automate
   2. Schedule

Social   Email

Retargeting

Lead to Sale
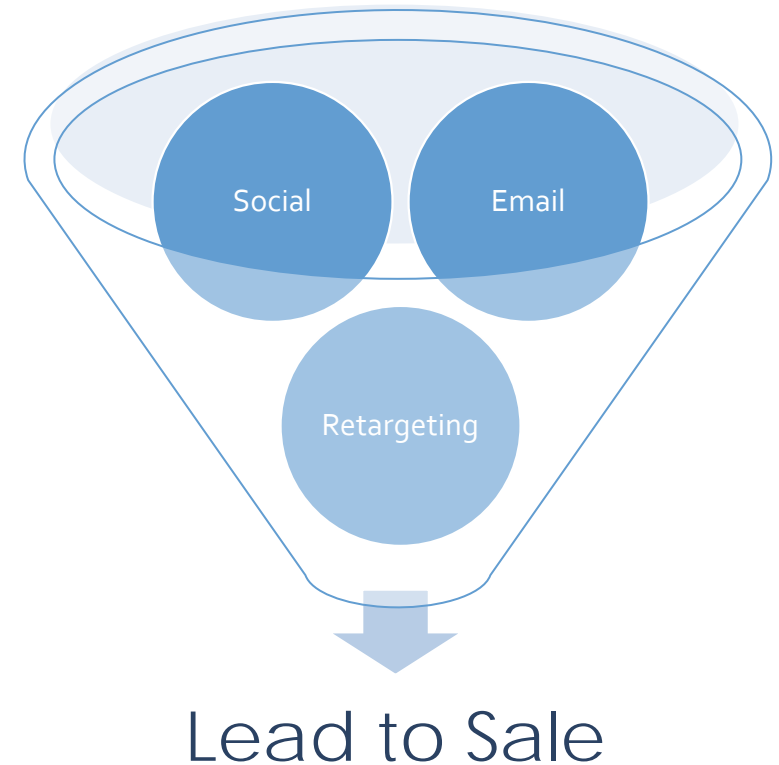
Tracking

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).

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list nurturing

webinars

Retargeting (paid)

audience

prospect

sale

Content (owned and earned)

Sponsored (paid)

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

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

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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

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