

PR News Video Workshop: How to Make Video Work for Your Brand

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Imagination at work

GE Water & Process Technologies

- Part of a larger matrix organization: Power & Water parent division & GE Corporate
- Focused on industrial and municipal water and wastewater treatment
- Global company: 7,500 employees
- Older customer base with young people emerging



















Our Goals

- Showcase GE expertise through Creative Storytelling
- Compelling content = qualified leads = increased sales



Agenda



Create

Distribute

Measure

Finding Content

Repurposing content

Aligning to Goals

Different videos for different channels

Optimizing Videos

Develop metric requirements

Regularly review metrics

Create

Distribute

Measure





Finding content within your organization





Thinking about your content

- Is my content interesting on multiple levels?
- Does it have longevity?
- Can it be repurposed to suit multiple audiences or channels?



Video types can align with your goals

Awareness

Consideration

Justification

Emotional stories

Overview videos for company

Product summary videos

How does it work?

Tech paper webinars

Case studies with ROI

Video Examples: High-level Customer





Video Examples: Product Offering





Video Examples: How It Works





Video Examples: Product Value Prop





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Distribute

Measure



The many paths of video content



Optimizing Your Videos

- Write interesting summaries
- SEO is important
- Capture leads



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Distribute

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How do you know if your content is resonating?



Measuring the Success of Your Videos



- Inquiries received or lead tracking metrics
- Number of times a video is watched
- Average amount of time watched



Social engagement

Wrap up



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