HOW TO MAKE VIDEO WORK FOR YOUR BRAND

Patricia Garofalo

3 STEPS IN VIDEO LIFECYCLE

CREATE

DISTRIBUTE

MEASURE

3 STEPS IN VIDEO LIFECYCLE

CREATE

Find content

Repurpose content

Align to goals

DISTRIBUTE

Different videos for different channels

Optimize videos

Develop measurement requirements

Review metrics regularly

MEASURE

3 STEPS IN VIDEO LIFECYCLE

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DISTRIBUTE

MEASURE

FINDING CONTENT

THINKING ABOUT CONTENT

- Is my content interesting?

- Does it have longevity?

- Can it be repurposed to suit multiple channels or audiences?

REPURPOSING CONTENT

- Saves time and budget

- Reinforces your message and promotes recall

- Reaches different audiences at different times in the purchasing cycle

ALIGNING WITH GOALS

GOAL

AWARENESS

Emotional Stories

Company Overview

Product Summary

CONSIDERATION

How does it work?

Technical papers

Webinars

DECISION

Case Studies with ROI

VIDEO EXAMPLE: Customer

https://www.youtube.com/watch?v=pPTLYhCrtg4&list=PLn_hO1AX2QpGFGF6xZEsWL6ObkhwY6oRY&index=5

VIDEO EXAMPLE: Product Offering

https://www.youtube.com/watch?v=yZs7B-24poo

VIDEO EXAMPLE: How It Works

https://www.youtube.com/watch?v=-S1Gv2k4RGM

VIDEO EXAMPLE: Value Prop

https://www.youtube.com/watch?v=vG6ltvmDhT8

3 STEPS IN VIDEO LIFECYCLE

CREATE

DISTRIBUTE

MEASURE

MANY PATHS OF VIDEO

Website

Video Sites (Youtube, Vimeo)

Tradeshow

Short Soundbite

Video

Live Streaming

Social Media

Email or Campaign Content

Press Release

Video AdWords
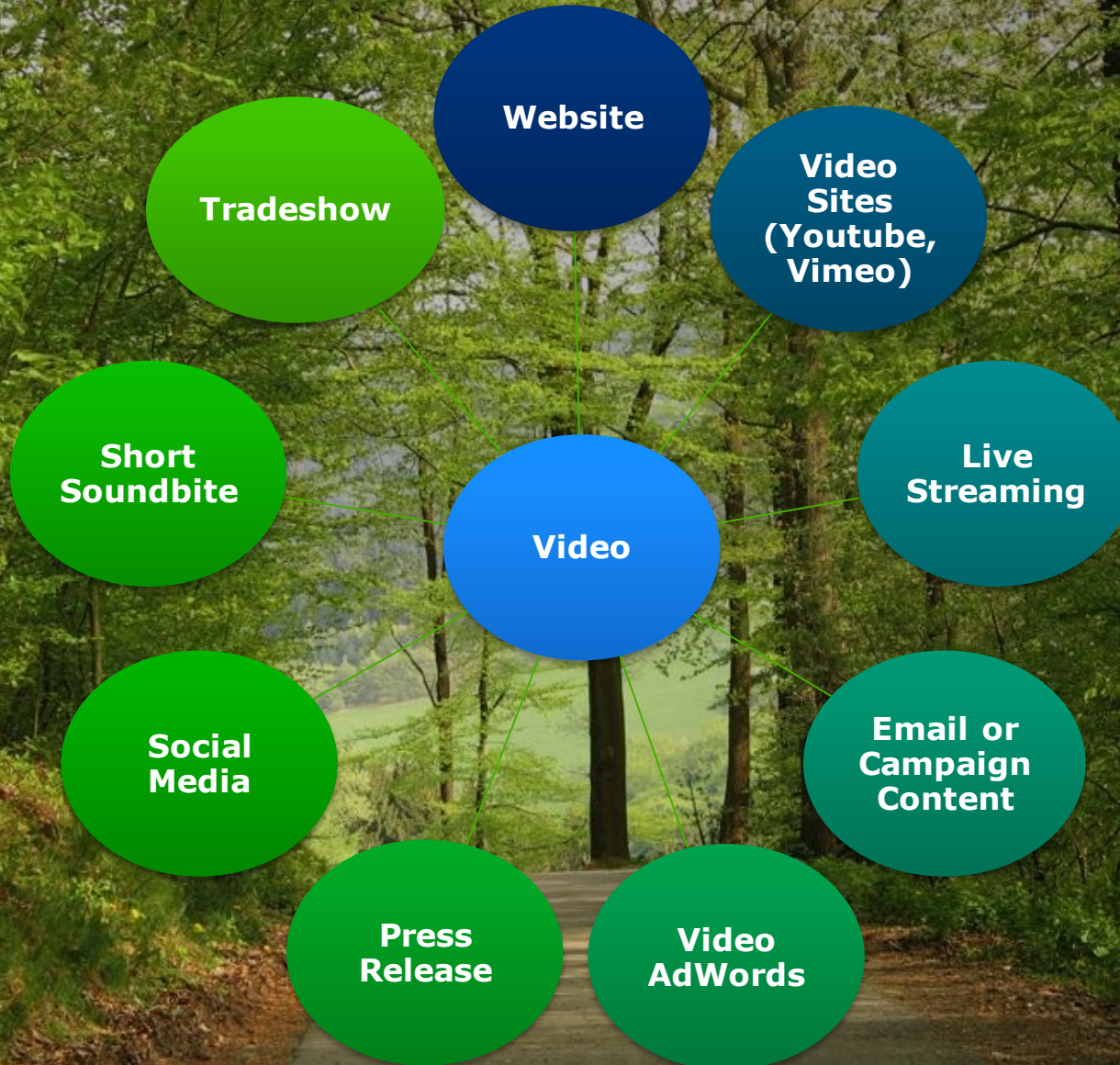
OPTIMIZING YOUR VIDEOS

- Write interesting summaries

- SEO is important

- Don't forget your call-to-action

- Capture leads

3 STEPS IN VIDEO LIFECYCLE

CREATE

DISTRIBUTE

MEASURE

MEASURING YOUR SUCCESS

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

THANK YOU