



A Step-By-Step Guide

BUILDING YOUR BRAND THROUGH VIDEO CONTENT



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Chapter 1

WHO IS THIS EBOOK FOR?

This eBook aims to help business owners, marketing directors, and anyone new to the video production experience. Our goal is to help you gain a better understanding of how to utilize video more effectively to market your business.

Rather than discussing the process of making a video, our focus will be on video strategies to help grow your business. We will be highlighting different types of videos that you as a business owner can use to help build your brand.

After reading this guide, you will understand the various types of videos that can help benefit your business. Also, you will learn a strategic approach to optimize the use of videos across different platforms.

Finally, you will learn how to measure the effectiveness of a video campaign. Our goal is to optimize your return on investment if you choose to incorporate video into your business strategy.

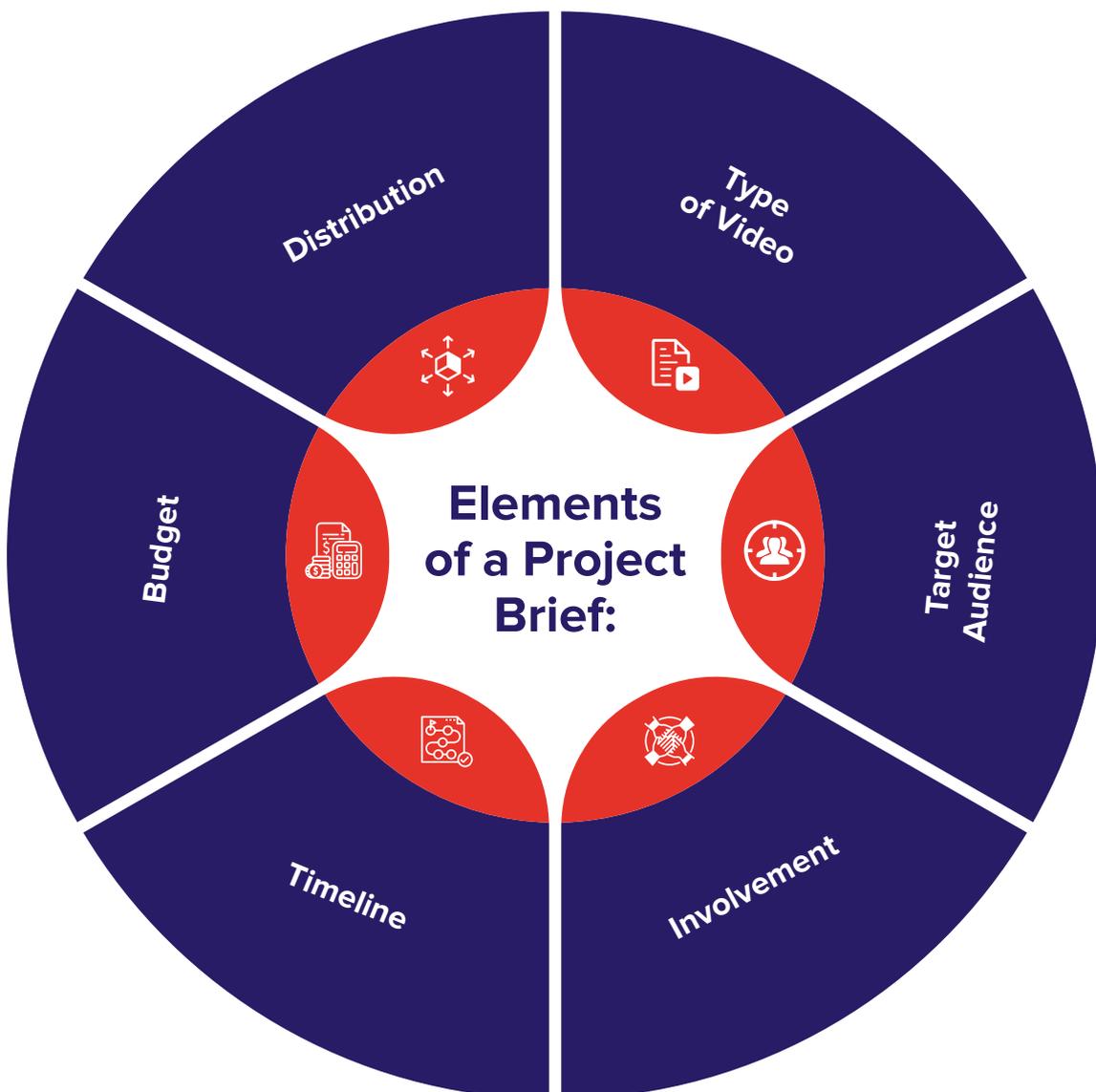
Chapter 2

ELEMENTS OF A PROJECT BRIEF

One of the first steps you want to do before going out and hiring a production company is to create a Project Brief. This document provides the necessary details for your video project.

A Project Brief serves as a good reference point throughout the creation process. This will help ensure that your video is completed on time, with the desired results, and within budget.

By going through this step, you can guarantee that the video you hire someone to create meets your requirements. This will ensure a better outcome for your video campaign. Because the last thing you want is to invest a lot of time and money into a project that does not return results.



PROJECT OBJECTIVES

Do you have a clear goal in mind for your video campaign? It's important to define what success looks like to determine if your video campaign is successful or not. To do this, you'll want to set specific objectives that you want to accomplish. In other words, what kind of results do you hope gain?

Here are a few objectives to consider:



Video Types

When creating your project brief, first consider what type of video you want to make.

Are you looking to create a video to train staff on new procedures? Or to show your products in action? Perhaps you want to drive more traffic to your website with social media videos.

There are many different types of videos. All of which serve different purposes. So, it's important to determine the right one for you.

Target Audience

To achieve the goals of your video campaign, you must first understand your audience. Identify what kind of people are going to watch your video.

Understanding whom you're targeting, increases the success of your campaign.

Elements like tone, language, and visuals can vary depending on your target market.

Example - Young females aged 18-25 looking for fashionable clothing. They want to express their individual style and stand out from the crowd. One of the main challenges they have is finding clothing that is both fashionable and affordable.





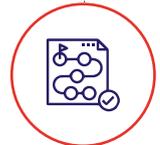
Involvement

Depending on the type of video, who are some of the people who might be involved in this project? Knowing this will ensure for a smooth and successful collaboration.

Are you looking to gather 3-4 of your customers to shoot testimonials? Or perhaps you need a large event filmed with hundreds of people?

This information will help video service providers understand what's expected. It will also help determine if they possess the necessary resources and expertise for the task.

Timeline



In order to provide you with the best video service, it is important to know if there are any hard deadlines that need to be met to finish your project?

Do you need to have a video done by the time your website launches? This info will help providers determine if they can complete your video project on time.

Creating a video can be a lengthy process. A marketing video of 3-5 minutes may take up to 6 weeks to finish. This timeframe includes pre-production, filming, editing, and any revisions or changes requested by the client.



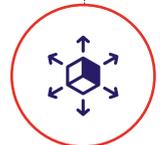
Budget

One of the most frequently asked questions is, "How much will this video cost?" The average cost of video production is typically around \$1,000 to \$5,000 per finished minute.

Prices may vary due to various factors, but this is a useful starting point for budgeting.

Crafting a thorough video production brief can ensure more accurate quotes. Not only does this save you time and effort, but it also maximizes the value you receive for your project. It also gives providers the chance to work within your budget.

Distribution



The final consideration is how you will distribute your video. Which platforms will you use to share your completed product with potential customers?

Here are some questions to consider:

Will you be airing a promotional ad on television? 

Will it be uploaded to your company website? 

How will the video be promoted to reach people? 

When making a video, it is essential to know which platform your audience commonly uses to consume content for example, online. The last thing you want is to invest time and money into a project that does not see results.



Chapter 3

DIFFERENT TYPE OF VIDEOS

The videos you create should have specific goals and objectives. It's important to note that not all videos are equally effective. Carefully planned and executed videos can greatly enhance your image with potential buyers.

By focusing on a strategic approach, you can leave a lasting impression that will set your business apart from others.

This section will examine the various ways that videos can benefit sales and marketing campaigns. Additionally, we will discuss how videos can improve recruiting, onboarding, and training processes.



Sales & Marketing Videos

Videos are invaluable tools for sales and marketing. They can have a major impact on the way potential customers perceive your business.

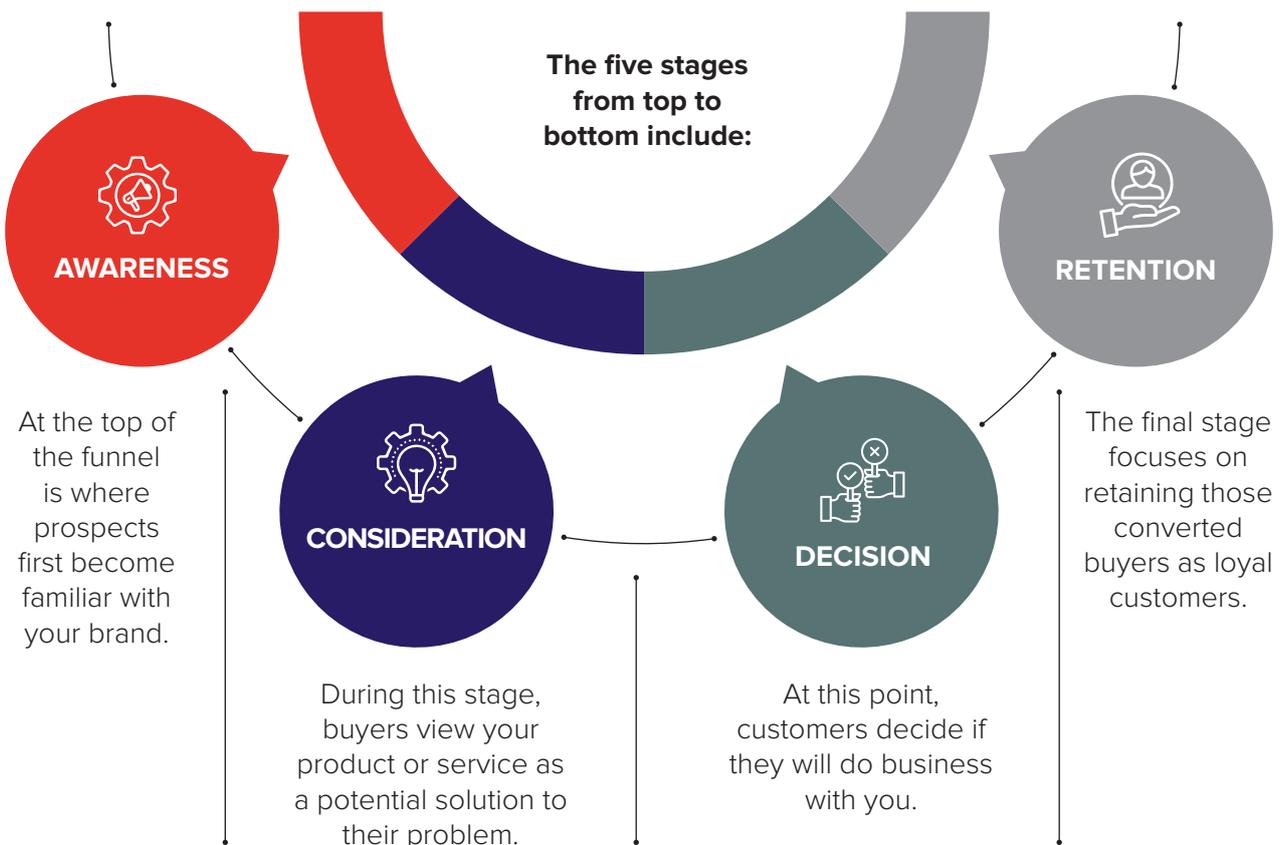
When combined with other marketing strategies, videos can strengthen your brand image, giving you a competitive advantage over those who only rely on text and images.



Sales and Marketing Funnel

Videos can be used at various stages of the marketing funnel. This funnel represents the steps a customer goes through, from discovering your business to making a purchase.

In the end, the primary goal of the sales funnel is to convert prospects into leads and then to turn those leads into sales.



Marketing videos can be an effective way to guide potential prospects into paying customers. But, it's essential to know the type of videos to use for each stage of the process.

AWARENESS STAGE



COMMERCIALS

Commercials are an effective way to introduce people to your products or services. With a strong call-to-action, viewers can be motivated to buy right away.

Moreover, commercials have the ability to steer customers down the funnel of the sales process. As a result, viewers may be compelled to visit your website where they can then explore deeper into your products and services.



EDUCATIONAL/HOW-TO VIDEOS

After typing “How to lose weight” into the Google search bar, you scroll through the search results. Ultimately, you come across a video that discusses weight loss tips.

Intrigued by the video, you click on the link provided in the video description to learn more about the weight-loss program being promoted by the creator. What you have watched is an educational based video.

These types of videos aim at drawing you further into the sales cycle. By making content that speaks to your target audience, you have the potential to gain new leads.



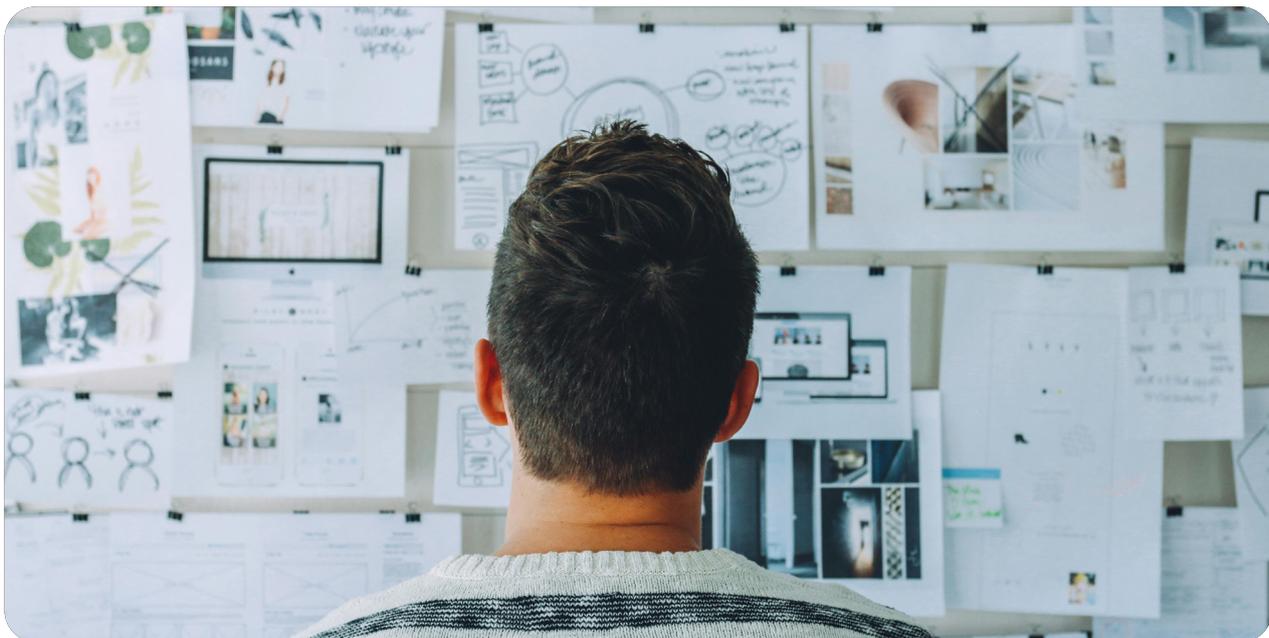
EXPLAINER VIDEOS

In today’s competitive market, it can be challenging for a business to differentiate itself from its competitors. With so many companies offering similar products and services, it’s no surprise that many businesses struggle to stand out and attract customers.

However, there is a solution that can help businesses grab the attention of potential customers and showcase their unique offerings - explainer videos.

These short, animated or live-action videos are designed to explain and demonstrate a company’s product, service, or idea in a clear and engaging way. This not only helps to build brand awareness, but it also increases the likelihood of converting prospects.

CONSIDERATION **STAGE**



ABOUT US VIDEOS

As prospects move further down the sales cycle, they will be looking into whether your product is the right one for them while also considering alternative options.

If you are a new business in the eyes of a customer, they may want to know more about the people behind your company and how your products or services can benefit them.

An About Us video can help you achieve that - it puts a face to the people working in your company and helps to humanize your brand. It shows customers that you are not just an anonymous company and that you value building a personal connection.



PRODUCT/SERVICE VIDEO

When someone visits your site, they'll typically explore your product options. By displaying products in action, customers can better understand what they'll receive.

Product videos go beyond a commercial, giving viewers a detailed look at what your products can do. Ultimately, this will give potential clients the necessary information to compare and contrast your offerings so they can decide if you are the right fit.



CULTURE VIDEOS

To attract more clients and foster loyal customers, consider creating company culture videos. These videos showcase how your company contributes to important causes.

For instance, as a healthcare company, you could produce videos that demonstrate how your business supports the local community. These videos have the potential to inspire individuals to connect with your brand and values.

DECISION STAGE



TESTIMONIAL VIDEO

Testimonial videos can be a great way to showcase the success of your products or services. These videos can also help persuade potential customers to make a purchase.

Allow satisfied clients to advocate your brand. By featuring real customer stories, you can demonstrate your experience, reliability, and credibility. Customer testimonials can play a significant role in building trust in your products and services.

Moreover, it enables you to establish a personal connection with potential customers, thus improving your reputation in the eyes of others while also building your brand.



CASE STUDY VIDEO

Case study videos provide a more detailed view of how customers have benefited from your products. These videos offer a thorough analysis of the video campaign, highlighting the achieved outcomes.

They also demonstrate the advantages of your products or services by sharing customer success stories. When you use case study videos in your marketing plan, you show potential customers how others were helped by using your products or services.



FAQ VIDEOS

FAQ videos can be the final step that encourages a prospect to convert into a paying customer.

These videos answer frequently asked questions about your brand and can be an effective way to build relationships with visitors to your site who have not yet purchased your product.

A FAQ video on your website gives customers the opportunity to quickly and easily find answers to their questions, saving them time and providing a more satisfying user experience.

RETENTION STAGE



CUSTOMER SUPPORT VIDEOS

Once customers have purchased your product or service, they may need help using it. To provide this support, you can create customer support videos.

These videos show how to use your product or service and offer solutions for any customer issues. This takes pressure off your customer support team, as customers can refer to the videos for assistance.



PRODUCT UPDATE VIDEOS

Product update videos keep your customers informed about new features and updates.

Use these videos during email campaigns to generate excitement for new product offerings. You can also post them on social media platforms to engage your customers.



THANK YOU VIDEOS

This type of video allows companies to express their gratitude to customers. This is an effective way for companies to show appreciation. Thank You videos are a great means to show customers how much you care and to make a lasting impression.

INTERNAL VIDEOS

Videos are an efficient tool for enhancing internal communication within an organization. They can be used in a variety of ways, such as for recruiting, onboarding, and training.

Incorporating videos into internal communication strategies can greatly enhance the overall employee experience. Engaging videos can keep employees informed, connected, and motivated. Now let's take a closer look at how videos can be used in these different sections:



RECRUITMENT VIDEOS

Recruitment videos are a great way to showcase your company culture. They give potential hires a glimpse of what it would be like to work at your company.

Incorporating video into your recruitment strategy can bolster the entire hiring process. By including a video in your job posting, you increase the chances of others sharing the listing. This can help you increase the likelihood of finding a successful hire.

Through showcasing your company's mission, values, and culture through video, you can create a strong employer brand and attract the right candidates for the job.



TRAINING VIDEOS

If you're worried about cost, consider these factors: traditional training methods typically require paying for an instructor and also covering the cost of getting your staff to the training site.

Training videos can help save money and speed up employee training. Additionally, employees can watch them from anywhere and at any time.

Finally, let's not overlook consistency. All viewers will have the same experience from watching a video, whereas in-person instruction may be affected by various factors that could impact the quality of the training.



ONBOARDING VIDEOS

Onboarding videos are a great way to introduce new employees to your company. They allow new hires to better understand your company's mission, values, and culture.

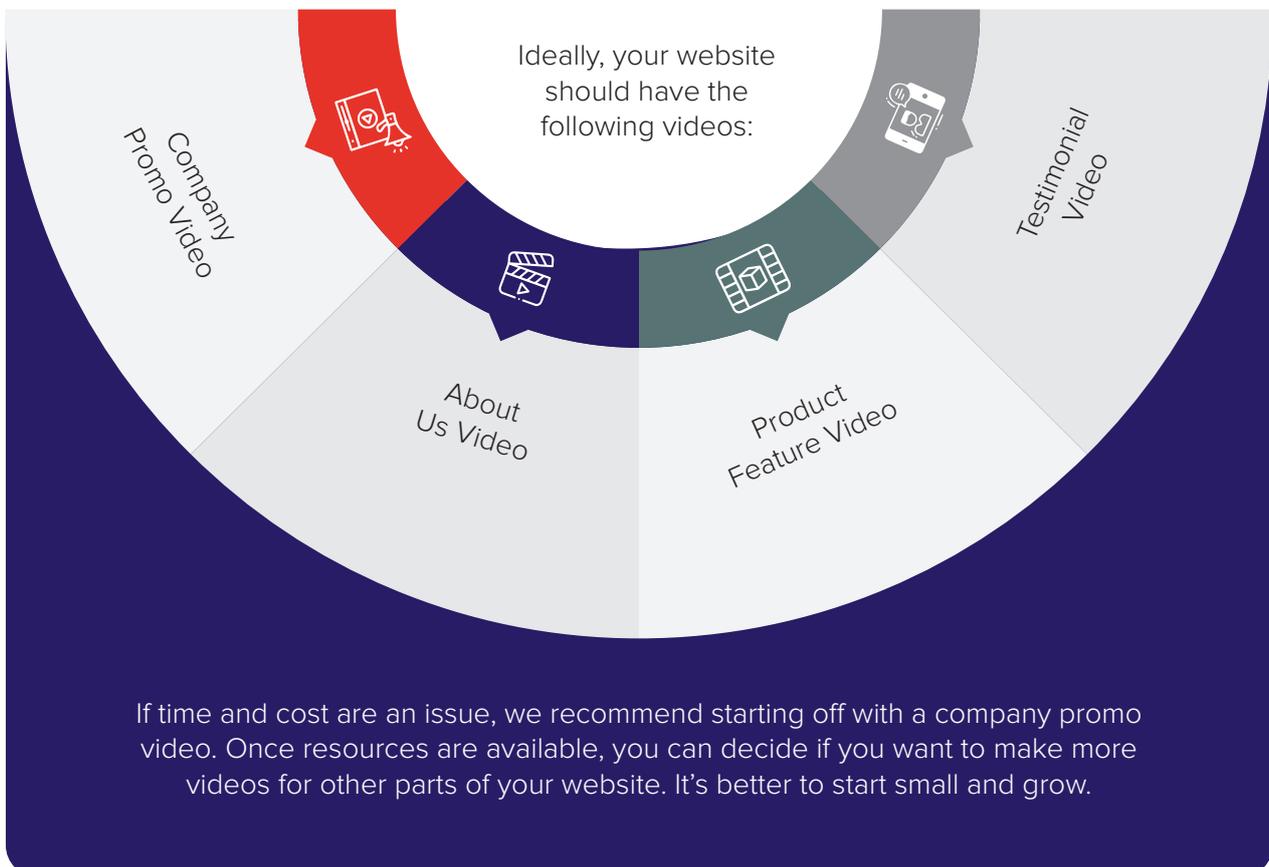
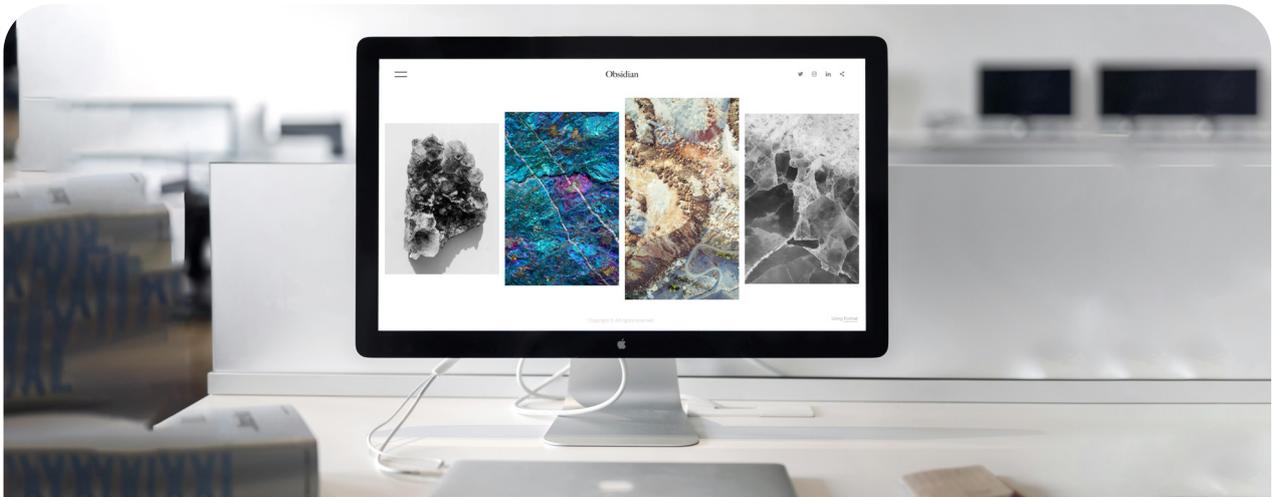
Having new employees learn about your company quickly makes it easier for them to settle in. Additionally, it can help set expectations for the job and provide a clearer understanding of the work environment.

Chapter 4

WHERE TO SHOWCASE VIDEOS?

Type of Videos to Have on Your Website

One of the most important places to display your videos is on your company's website. This is the first place where people will learn about your business and the products that you have to offer.



COMPANY PROMO VIDEO



Consider including an online promotional video as the first type of video on your website. Promo videos are effective in informing potential customers about your products. It is important to insert this video on your homepage. In terms of timing, aim to keep it between one to two minutes. This is an ideal length to keep your viewers engaged while they learn about your product offerings.

When creating a promo video ask yourself:



What is the purpose of the video? For example, to build brand recognition, start an online discussion, or increase sales.



Who is your target audience? How will you reach them with this video? What type of content do they like to see?



What do you need to communicate in the video to get your message across? What kind of goals do you hope to accomplish with this video?

ABOUT US VIDEO

Another place to consider having a video is on your About Page. This section not only highlights the story behind your business, but also showcases your mission and company values.

In a world where most interactions are happening online, it can be difficult for customers to truly connect with a brand. However, with an About Us video, potential customers are able to see the people behind the business and get a sense of the company culture.

What elements make up an About Us Video?



Your Story -

Every company has a worthwhile story about getting started. So, what is the story behind your business?



Your Mission -

A mission statement is a short description of why your company exists.



Your Services –

Summary of the products and services you have to offer and how it connects with your mission.

Adding a video to the About Us page helps people see who they'll be dealing with if they decide to go with your business, but most importantly, it also helps potential customers connect with your brand on a more personal level.



PRODUCT/ SERVICE VIDEO

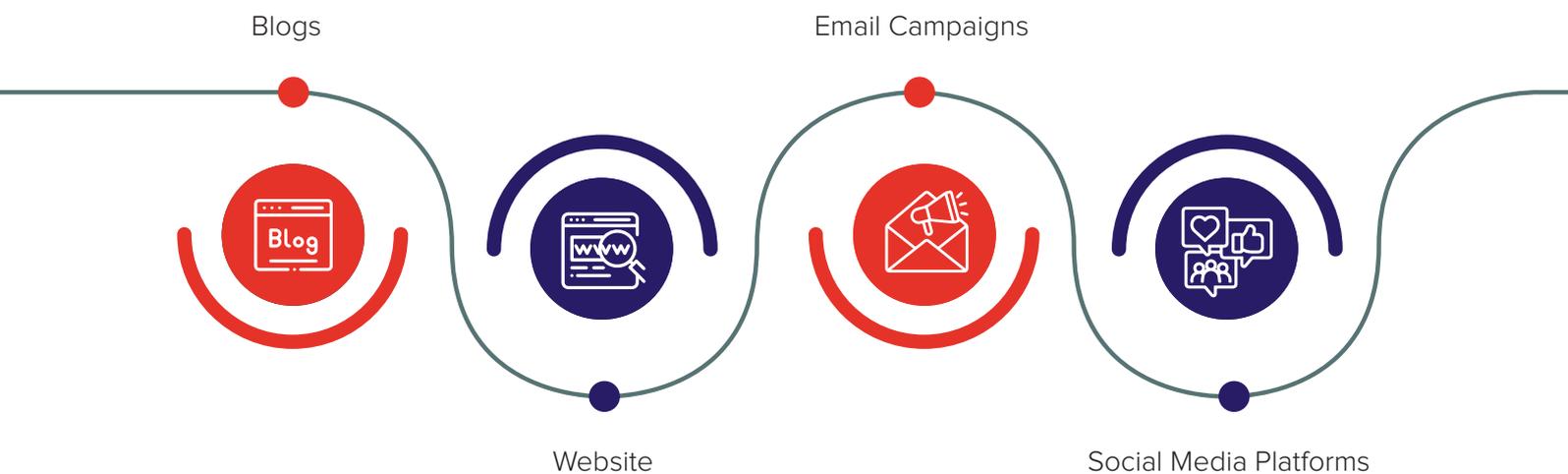
Consider adding videos to your product or service page. Product videos show viewers your products or services in action and demonstrate what makes your offering unique.

These types of videos can help people decide if your product is the right one for them. Any questions that customers may have can be answered with these videos.

Questions to consider:

- ✓ What are your product's key features?
- ✓ What benefits will customers get from your products?
- ✓ How do your products differ from the competition?

Places to Showcase Product/Service Videos:



Over time, product videos provide an effective way to boost website traffic. They are an essential part of any digital marketing strategy. Product videos help strengthen customer relationships and creates a more positive user experience.

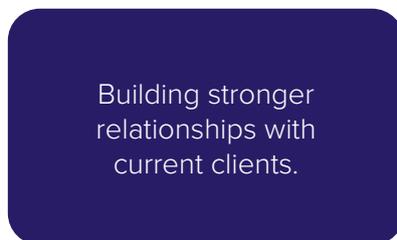
CASE STUDY/ TESTIMONIAL

Case studies and testimonial videos can help people decide whether they should buy a product or not. Products may seem more attractive and trustworthy through testimonials. These videos show how current customers have been helped by your products or services. This displays the value of your business and distinguishes you from other competitors.

An effective case study video can separate you from others in the same market by:



A testimonial video, which shorter than a case study, has many advantages, such as:



Where to place testimonials or case study videos?

Include case study or testimonial videos on your homepage. This section of your website is typically the main page visitors come to and receives a lot of traffic.

The videos on this page should be more general, discussing how customers enjoyed working with you and the benefits they received from your products.

Consider adding testimonials or case study videos to your product pages as well. On these pages, customers can provide more detailed information about their experience with your products. This extra endorsement can help prospects make better buying decisions regarding your company.

SOCIAL MEDIA VIDEOS

Videos can be used to promote your business in a variety of ways, not just through your website. You can utilize them in traditional methods, like television advertising, or even better, on social media platforms to promote your services.

Furthermore, videos can also be used on your social media pages to enhance your promotional and branding efforts. Now, let's explore a few different social media platforms, and some tips for effectively using video across these channels.



Instagram

Using videos on your Instagram page can increase engagement and promote your brand. Compared to photos, videos are more engaging and likely to better capture a person's attention.

Videos offer a clear representation of your business, making it easier for others to understand your products and services. They also build a connection with your brand, enhancing consumer trust and potentially boosting sales. Adding videos to your Instagram can greatly benefit reaching more people, making the extra effort and time worth it.

Tips

- Utilize hashtags in your captions to increase the reach of your videos.
- Choose an eye-catching cover photo to help draw viewers to your video.
- Consider using in-feed video ads to raise brand awareness and reach new customers.
- Monitor the metrics of your videos to figure out which type of content will make your videos more captivating.
- Use Instagram Reels and Stories to interact with customers and promote your products and services.



Facebook

Posting videos on Facebook is an awesome way to market your business. You can create videos to display what your company has to offer, share customer reviews, or show people how to use your products.

Facebook even helps you target people who have watched your videos, making it an effective way to let more people know about your business.

Tips

- Include captions on your videos to make them more accessible, especially for people who like to watch videos without sound.
- Ensure that the title of your video is both descriptive and attention-grabbing so it can be easily found by viewers.
- Invite viewers to take a specific action after watching your video by including a call-to-action.
- Give your best effort to respond to any questions or inquiries made in the comments on your videos.



YouTube

Using video ads on YouTube to market your business can be really helpful!

YouTube is one of the most popular sites on the internet with over 2 billion people using it. This means companies can advertise their products to a huge group of people. This makes it a great opportunity.

You can target who sees your ads so that you can make certain the right people see the message you want them to see. With the many people and options to target, YouTube video ads are a great way to promote your business.

YouTube Ad Tips

- Sharing relatable uses cases can spark the interest of potential customers, as it allows them to envision themselves in the scenarios that are being depicted.
- Ads that both provide entertainment and create amusement are likely to be more memorable than those that are more serious in nature.
- Make sure to include the most important details of your ad in the first 5 seconds - this is essential for capturing the attention of your viewers.



TELEVISION ADVERTISING

TV ads help people discover your company and remember your brand. Commercials can reach a large audience, helping to establish your company's presence in the market. By creating a memorable message with your TV ad, customers will feel more connected to your brand.

Tips

- Showcase your brand's name, logo, and perhaps even the product itself through both verbal and visual cues.
- Use a consistent message in your television ad, to reinforce and help people remember your brand.
- Create a signature character or theme for your commercials to fortify the audience's connection with your brand.
- Make your TV commercial stand out with something memorable: a catchy jingle, an iconic character, or something else that cuts through the noise.
- Have a clear call to action in your television ad: Ask the viewer to call, text, visit a website, or find you in stores.

Chapter 5

ANALYTICS - TRACKING SUCCESS

Measuring the effectiveness of your videos is crucial. In order to have a successful marketing campaign, you need to know how your videos are performing.

By analyzing the data, you can determine which parts of the video resonate with viewers and which parts need improvement. This allows you to create videos that are better suited for your audience.

Additionally, using analytics helps you gain a better understanding of what your audience is searching for. With this valuable data, you can target potential buyers with more relevant and engaging content. This can ultimately increase leads and conversions for your business.

Engagement

When viewers watch a video, they are more likely to pay attention to the content if they are engaged with it. Engagement is the measure of a video's success in resonating with its audience.

If the video is relevant, informative, and entertaining to the audience, they are more likely to stay engaged with it. But in terms of metrics, engagement is measured in different ways:



Website Visits

This metric shows the success of your video marketing campaign by tracking the number of people who visited your website after watching your video.



Likes

A like is the most common type of engagement on social media. Some examples are when you Like a Facebook post, Like a tweet, or Heart an Instagram post.



Shares

When people watch your video, are they sharing it with others? If so, it's a sure sign the video provided something of value to the viewer.



Comments

Commenting on a video posted on social media is the best way for your audience to engage with your brand.

Make sure to promote your video. By promoting your video, you can get more people to watch it by making it easier for them to locate and view it.

Create a compelling introduction. Focus on the first five seconds. You want to work on how your videos start and figuring out what your hook is.

Tactics to increase engagement level:

Ask a question in your video to help boost engagement. Questions can help spark conversation and encourage viewers to interact with your content.

Encourage people to follow you by asking them to sign up for your emails, follow you on social media, or download a lead magnet.



Play Rate

The video play rate is the percentage of people who view your video after pressing the play button. For instance, if your play rate is 50%, then half the viewers of your video have clicked the play button. This metric can provide insights into your video, website, and audience.

Consider the following if you are trying to improve Play Rate:

- ✓ How are you promoting your video?
- ✓ Is your video on the appropriate page of your website?
- ✓ Does your audience want or need this type of content?

If you don't like how well your videos are doing, one of the metrics you should look at is your play rate. This number can have an effect on how many people see your videos, so it's important to make sure it's as high as possible.

Tips for improving your play rate:

-  **Thumbnail**
Thumbnails are one of the most important factors when it comes to getting viewers to click play. To make more people interested in watching your video, use visually appealing thumbnails.
-  **Video Player**
Optimize the player size. The size of the video embedded on your website plays a significant role in your play rate success. For optimal play rate, the ideal dimensions should be between 401-600px width and 301-450px height.
-  **Video Placement**
Moving videos to different places on your website can have a big impact on how many people watch them. One of the best ways to get more people to watch your videos is to put them on popular pages or blog posts on your website.
-  **Copy/Description**
For better play rates, optimize the copy around your video. Create an attention-grabbing title that includes targeted keywords. Your description should convince viewers that your video will help educate them, solve a problem, or be entertaining.
-  **Promotion**
To get more plays, you need to promote your video. Share your video on social media and have your network share it as well. If you can build up social proof for your videos and get more views, you should be able to extend your play rate.

View Count

The view count tracks the number of times a video has been viewed. Video views provide opportunities to make people aware of your brand. Ultimately, the goal is to encourage them to consider your products and decide to shop with you.

Is your goal to have your video seen by as many people as possible? The view count may not tell the entire story of your video, but it can be a helpful indicator of whether it is being seen and shared by many people.

Tips to increase video views:

- Share your video with your audience via email newsletters and social media.
- Use paid promotion methods to help spread your video reach (i.e. social, ads).
- Engage with your audience by responding to their comments and questions from your videos to foster a supportive community.
- Optimize your video for better search engine results by using relevant keywords in the title and description.

Conversions

A conversion is a desired action that a visitor completes when they come across any of your content online. Some examples include:



One way to increase conversions is by using call-to-actions in your video campaigns. CTAs are an important part of any successful conversion process. They entice potential customers to take actions that lead to conversions.

Tips for Creating High-Converting Videos

-  **Provide Product Information** - Show your product from a variety of different perspectives. Include things like what makes it great, how long it will last, and how simple it is to use.
-  **Tell a Story** - This helps build a connection with your customers. Videos that share a story around your product is a great way to help increase conversions.
-  **Gain Viewers' Trust** - Putting a face to a name or a brand makes your company more relatable to your target audience. When people relate better to your brand, they will more likely do business with you.

Chapter 6

THAT'S A WRAP!

Hello, I'm your video content strategist Mark Coger

We hope this eBook has given you a better idea of how to use videos strategically to benefit your business. Producing videos can be costly and time consuming. If done incorrectly, you may not see a return on investment. However, with the right approach and strategic use, videos can greatly benefit your business in numerous ways.



At Aomori Media, we create impactful videos for companies to build their brand. If you need help crafting a video strategy to reach your business goals, don't hesitate to reach out.

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