



SEVEN COSTLY
VIDEO MARKETING
MISTAKES
& HOW TO AVOID THEM

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SEVEN COSTLY VIDEO MARKETING MISTAKES & HOW TO AVOID THEM

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Video Content is Becoming a Staple for Internet Marketing Success

86 percent of U.S. internet users watch videos online, 99 percent of top global brands already practice video marketing and as of November 2013, 71 percent plan to expand budgets for this format. At the same time, only 18 percent of companies find video of the most effective vessels for web content. The opportunity to connect with customers through video is only growing, but too many companies throw money away on video *production* because they fail to establish strategies for successful video *marketing*.

The opportunity to connect with customers through video is only growing.

86%
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SEVEN COSTLY VIDEO MARKETING MISTAKES & HOW TO AVOID THEM

At Brafton, we've learned that a lot of businesses don't understand engaging video content and savvy video marketing are different from traditional video production. **In this guide, we offer some proven best practices to avoid 7 costly (and common) marketing mistakes.**

Mistake 1: Seduced by Video at the Expense of Results

You've overcome your skepticism and now recognize that you need video content to be competitive. You're eager to get started, but not exactly sure how to execute a strategy or measure results. Sound familiar? It should. This is the pattern most marketers follow when they see a trend and want to avoid falling behind at all costs. It happened first with blog content and it's taking root again with the rise of video.



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Don't Just Show Up at the Party

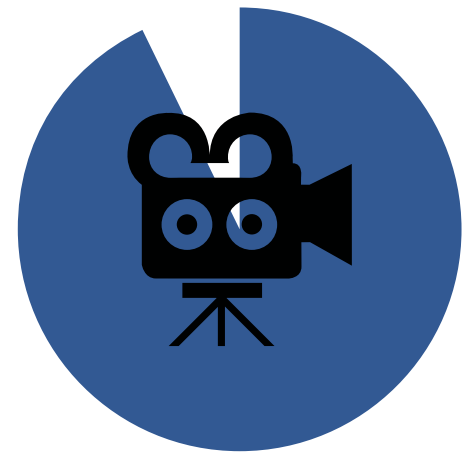
- ▶ In 2010, most brands had invested in content marketing, but the majority lacked a strategy
- ▶ In 2013, 38 percent prioritize strategies and 54 percent are developing practices

Give Your Efforts Direction

- ▶ Now, 93 percent of companies use video
- ▶ It's time to create strategies for your investment that will generate results

Now, successful blog marketing strategies have content calendars to ensure primary categories are regularly hit. Bring your video marketing to the same level to ensure your campaigns are moving the needle on corporate goals.

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Mistake 2: Lack of Measurement, In Need of Applicable Analytics

You have lots of goals, from increasing search traffic and generating brand awareness to generating leads and driving conversions. To measure your video results, you first need to know what analytics to track. Around 69 percent of marketers think it's important to measure the SEO value of their content creation efforts, including video campaigns. The problem? They don't know how to evaluate success for each goals.

Using Vide to Build Brand Awareness? Look For:

- ▶ Organic & referral traffic
- ▶ Social sharing
- ▶ New visits



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- ▶ Higher click-through rates to other resources
- ▶ Repeat traffic

Other Important Metrics You Should be Tracking for Video:

- ▶ On Page — Time watched, views, bounce rates, conversion rates, conversion paths*
- ▶ Social Engagement and Authority — Shares, comments, links, referral traffic
- ▶ Email — Forward rates, open rates, click-through rates

You wouldn't invest blindly in a service that is unable to prove its ROI, so why would you spend time and money on marketing collateral that you're not tracking? Video content must be measured to the same standards that you'd hold for other marketing efforts.



*** Viewers might not convert on that page, but did they convert on a different page after watching?**

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Mistake 3: One-Off Isn't Marketing

When you create marketing campaigns, you understand your practices must be ongoing. You wouldn't create a single blog post and stop there. You know that one email per quarter isn't effective. Unfortunately, too many companies approach video as a one-off practice and then fail to see results.

Frequency Means Success

- ▶ Top-performing video marketing campaigns distribute more content, consistently
- ▶ Video is 50 times more likely to get organic page rank in Google than plain text
- ▶ Companies that distribute more videos receive more views



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Keep Viewers Engaged

- ▶ 54 percent of senior executives share videos with colleagues weekly
- ▶ 20 million videos are uploaded to Facebook monthly
- ▶ 100 million people like, share or leave comments on YouTube every week

Don't make your videos stand alone. They must be treated like any kind of content marketing, as part of a continuous effort that generates momentum to drive ongoing results.

Mistake 4: Pigeonholing Video Into One Marketing Result

If you see video as a one-and-done practice, you might think you want a single type of clip. Whether it's testimonials,



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how-to's or animations, each achieves specific marketing goals — brand awareness, lead generation or loyalty. Diverse videos will speak to different prospects in various phases of the purchase journey, while a flat marketing strategy serves only one segment of your sales funnel.

Create Content for Your Audience

- ▶ Video content isn't a soapbox, it's an opportunity to engage
- ▶ Don't assume what you want to say (over & over again) will interest your audience
- ▶ Find the happy medium with a range of topics that are relevant to you and your viewers



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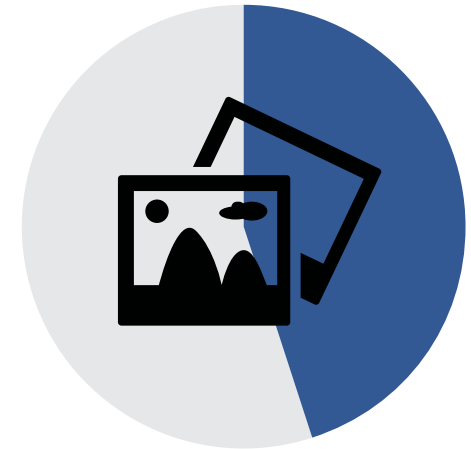
Pair goals with video types

- ▶ Engagement & traffic with video blogs
- ▶ Brand awareness with corporate overviews
- ▶ Product value with product demos
- ▶ Trust with testimonials

Embrace Variety to Fill the Funnel

- ▶ 45 percent cite content variety as a challenge
- ▶ Use video types that fill the funnel BETTER than content
- ▶ Animations demonstrate complex ideas better than landing pages
- ▶ Spokespeople build more trust than blog posts

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Video is a dynamic form of content that can be used to achieve a range of marketing goals, but results require diversity. You must realize how video can be applied throughout the sales funnel to engage viewers from the point of discovery to conversion.

Mistake 5: Failure to Optimize Your Video Investment

Videos are a premium content type, but marketers who make smart investments can make their dollars go farther. There is a misconception that videos must have sky-high production value to gain views. In actuality, it's less about how much you're spending and more important to evaluate where your dollars go.



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Be Conscious About Spend

- ▶ Don't get scared by long production invoices, start dissecting
- ▶ Determine which billable items can be skipped without losing quality
- ▶ Find partners that deliver the product you want at the right price point

Pay for Results, Not Production

- ▶ Don't pay to speak with your production team
- ▶ Make sure the price tag includes a marketing strategy
- ▶ Look for a hosting strategy in the line items



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Of course, video quality must reflect the professionalism of your brand, but it shouldn't come at the cost of production strategies that are proven to drive clicks — consistency and optimal hosting.

Mistake 6: Overdoing DIY at the Cost of Quality

Because anyone can create a Vine video and share it, you might mistakenly be tempted to grab your smartphone (which has a decent camera) and film a video in-house to save budget. In an era where DIY is embraced, you may not know what your customers expect.



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*There's a Lot at Stake
if DIY Video Goes Wrong*

- ▶ Authority
- ▶ Thought Leadership
- ▶ Trustworthiness
- ▶ Credibility
- ▶ Reputation

*Some Production Costs Can't Be
Cut for Professionalism*

- ▶ Good audio
- ▶ Good lighting
- ▶ Good on-screen talent



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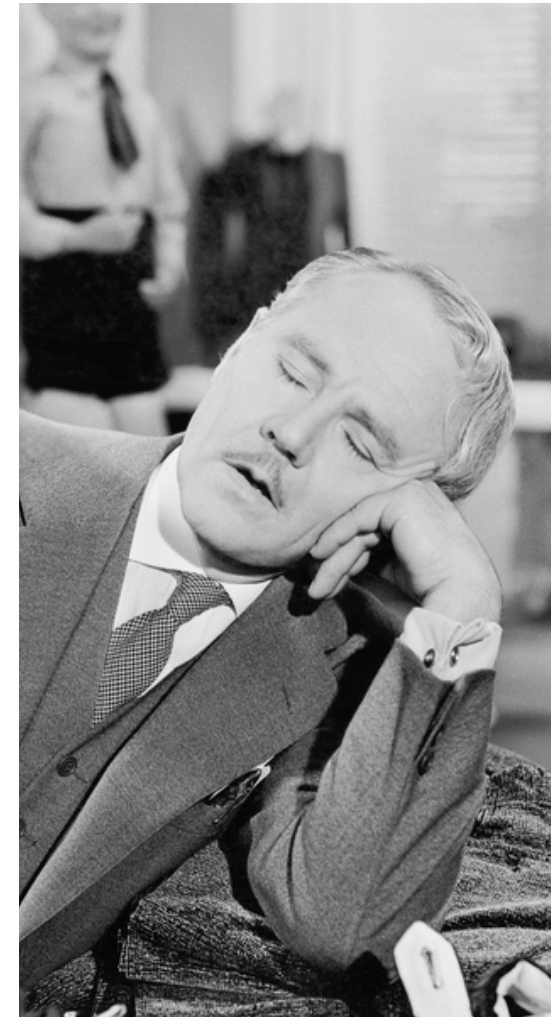
A poorly created video can make your business seem unprofessional. If you want your videos to ADD to your marketing efforts and reputation, you need to ensure the quality matches your brand and invest in credibility.

Mistake 7: Assuming Video Stands Alone, Bad Hosting

Video hosting strategies need to be as tailored as the content itself. You might be missing critical opportunities with your videos if you're not thinking about where you upload new content and let it live.

YouTube isn't always the right answer

- ▶ YouTube is a great forum to share brand videos with large audiences, but it's not the optimal solution for every video

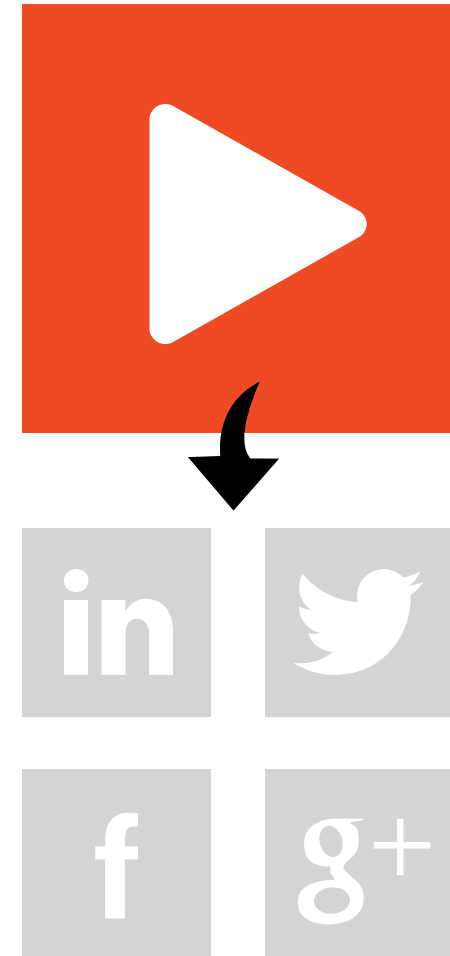


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- ▶ Paid hosting solutions: Brightcove, Vidder, Wistia, Vimeo Pro
- ▶ Self-hosting — free third-party players that allow companies to host videos themselves

Create hosting strategies to match goals

- ▶ For engagement, host on YouTube and share on social media sites to get maximum exposure
- ▶ For brand awareness, self-host and embed on YouTube, distribute to prospects to bring visitors and engagement to your pages
- ▶ For product promotion and awareness, self host on product landing pages to create direct pathways for conversion



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- ▶ For trust, self-host and add thumbnails to landing pages to support conversions on product landing pages

You know that written content must be distributed differently on your website than on social platforms and emails, and you must do the same with video. Integration is as important as the video itself for reaching goals.

Video is Here: Create a Plan to Drive ROI

Video holds immense potential for companies that are agile enough to come up with strategies to capitalize on this rising content type. In September 2013, 188 million Americans watched 44 billion videos.



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The age of video marketing is here to stay and like all evolutions, it requires brands to develop more sophisticated strategies. At the dawn of internet marketing, companies were executing corporate blogs without strategies, but they quickly learned their content was more effective when powered by goals. The same realization followed with social media — planned campaigns fuel results — and it's now taking hold with video content. Get ahead of the curve by developing a strategy first and driving results sooner.

**At Brafton,
we've helped clients
capitalize on all of
these evolutions
with sophisticated
content strategies.
Contact Brafton
to learn more.**





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