

How to Create a Winning Video Strategy



1: The Love of Video

The single most important strategy in business marketing today is video. No matter what your business does, whatever you're selling or communicating, if you don't use video, you are probably losing out to your competitors.

In today's digital age, if businesses and organisations (small or large) want maximum exposure they have to be prepared to meet the demand of their market.

Video has become the most universally used and accepted tool for reaching out to prospects and customers, as well as communicating with employees, partners and investors.

Straightforward videos and those enhanced by aerial, motion graphics or 3D animations, are all forms of content which can help communicate a core message, essential information, or tell the story of a brand or service. Video is also a really effective tool for e-learning, touch screens, or interactive presentations.

Websites containing video content score far higher in search engine ranking.

Over 300 hours of new video content is uploaded to YouTube every minute. Any business serious about exploiting the power of YouTube now has its own channel.



If you're creating videos for your website and your YouTube channel, but not putting them on social media platforms, your brand or business is losing out on exposure - not to mention relevancy.

Facebook has about 4 billion video streams a day - a good proportion of which are business videos - and its growing all the time. Snapchat's are in the billions, and Twitter has taken one-to-one branding to a whole new level.

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2: The Power of Video

Technology has been the driving force behind this huge upsurge in video content, in terms of creating and watching it, and making it more accessible to everyone. This is a trend that shows no sign of abating and for very good reasons:

- Video tells stories much more effectively than other mediums, conveying key messages and ideas in concise and engaging formats.
- Video information is easier for viewers to retain than written or spoken content, making it the perfect format for educating and informing a target audience.
- Video content is infinitely accessible and shareable, allowing organisations to reach customers, employees and other targets on a multitude of platforms.

It's important to remember that while video is an extremely effective communication tool, it cannot exist in isolation. Therefore, it should form part of a multi-layered and multi-platform approach that starts with a clear strategy.



3: Getting Your Video Content Right

With so much content out there, it is no longer enough to just do a video. Most businesses and organisations are pushing the boundaries of their video content. So, to stand out from the crowd, get maximum exposure, and get the results you expect, it is essential that you do video well. The following key points will help you get it right.

Have a clear video strategy:

- What do you want the video to achieve and who is the audience?
- How can you communicate to them effectively; what will engage and interest them?
- How will the video be integrated into your other communications and marketing content, aligned with your brand proposition, company values and business objectives?
- How much money can you allocate to producing the video? Costs will vary but it is important to remember that with the right tools, strategy and creative thinking, video content can be produced in a cost effective way.



Understand what is involved

It is important to know the processes for producing effective video content, in order to fully understand the logistics and factors involved.

Professionally made videos involve planning, script writing, directing, filming, editing, and all the variables in between. This will influence not only the budget needed for the video, but also its' successful outcome. However, with meticulous planning, an eye on the overall video strategy and objectives for the video, the process can be optimised to ensure that maximum value is delivered.

Get the right support

Video communication is just as much about **the message** as it is about selling an end product or solution. It's about storytelling. To do that properly you have to have the right people involved.

Creating successful video content requires involving the right skills and expertise.

Make sure you have people working on the project who will quickly understand your business and build a good working relationship with you and, very importantly, have the means to deliver everything they promise.



4: How to Develop a Video Strategy

A video strategy is essential to ensure all the video content is aligned with your business objectives and integrated into your communications strategy. A clear documented strategy will allow your business to be coherent in its message, consistent and compelling.

Whatever the content of your video, whether it's promoting to investors, customer-facing for point of sale, or training material for employees, it can reflect your brand story and culture, ensuring viewers understand what your business stands for.

In marketing terms this is a key factor in differentiating yourself from competitors, building relationships and loyalty, and promoting your employer and company brand.

A video strategy also enables you to plan content better and save time and money. For example, a business requiring a suite of health and safety training videos can maximise the production time by filming everything for each individual video at the same time. This ensures that costs are kept to the minimum and any time spent by employees on assisting in the production is also minimised.



Even if you are not planning on completing all the videos at once, the footage is now available in your library ready to use when you do want to release them.

What are the main goals?

What do you want your videos to achieve?

For example:

- Do you want to promote your products and services?
- Do you want to win a particular piece of business?
- Do you want to inform your customers of a new initiative?
- Do you want to motivate or engage your employees?

Who is your target audience?

Once you have defined what you want to achieve, the next step is to define your target audience.

A good way of doing this is by creating detailed audience avatars for each demographic your video is targeted at, and then ensuring that everyone involved in the video production has a clear idea of who it's for.



Consider the best way to communicate with your avatars, as every element of your video production will need to be targeted at that individual; from the creative approach, tone and language in voice-overs or text, to people contributing, locations, music, graphics and other visual elements.

The geographic location of your target audience may also be a factor, reflected both in cultural and geo-specific elements of the video production.

The videos can also be made accessible to all – by dubbing in other languages, adding sub-titles, British Sign Language signing, and audio description.

Your professional video producer will advise, recommend and manage all of this, of course, once they are fully briefed. [See our blog: Writing Your Video Production Brief: Step-By-Step.](#)



What's your call to action?

The whole point of a video is that it engages the audience, delivers the information, and encourages them to respond positively. Sometimes it will end with a specific call-to-action – especially if it is promoting products or services.

Calls-to-action – either at strategic points throughout the video or just at the end – come in many forms. It often depends on where the video is being seen – e.g. on the internet or at a live presentation. It can be as simple as *“call us to find out more”* or *“visit our website”*, or *“take a free trial”*.

In e-learning, the video could end with an instruction to answer a set of questions before moving onto the next stage of the exercise.

You will understand your target audience better than anyone, so you will know what will compel them to take action. Your video producer will then be able advise the best way of executing this in the video.



5: What kind of video do you need?

There are lots of ways to communicate via video; selecting the right format will depend on the objectives for your content, and your specific target audience.

Below are some typical types of video content. While many of these are familiar, there may be ideas you haven't considered before. And remember, every type of video content will boost your search engine optimisation.

Product promotion

Effective product videos can be a huge revenue stream for your business. They must first demonstrate the problem they are solving for a consumer – and then show what it will be like to have that product, and its value to them. For more on creating effective product videos, read [Key Factors That Make Great Product Videos](#).

Corporate promotion

Promotional videos can be used to help your audience better understand your company, your products and your message. Use them to tell your company story – the culture, organisational values and your employer brand for recruitment, as well as attracting clients, partners or investors.



Training

You might be in the business of training, or you might just want to develop your own in-house training in order to improve processes and efficiency. Videos are a great way to do this, either stand-alone or part of an integrated training module, such as for e-learning.

As you know, generally people retain visual imagery much easier than the written word, so videos allow us to learn faster but also convey concepts better. Taking a modular approach to learning allows us to develop our knowledge over time and retain information even more through recaps, interactive tests and the ability to playback.

Explore ideas for making successful training videos, by reading [7 Key Elements For Effective Training Videos](#).

e-Learning

Video content is a really dynamic tool for e-learning: for example, to explain procedures, present scenarios, pose challenges.

We produce e-learning modules for the NHS. Each one contains a set of three or four short videos. Each video is followed by a self-assessment about the learner's understanding of what they have just seen and heard. [View the NHS website here](#).



How-To

Increasingly, people are searching for content that shows them how to do something; that explains a process through step-by-step instructions, or troubleshooting when a product stops working.

There are multiple opportunities for products, services or providing answers to questions that your target audience has.



Explainer

Whereas how-to videos demonstrate how, for example, to connect a washing machine, an explainer video will provide useful information about the pros and cons of different washing machines, and then finish by recommending the best. These not only help to deliver a better customer service and provide information for leads already in your sales funnel, they also attract prospects to your brand.

Testimonial

Word-of-mouth is the strongest form of marketing for your business. By showcasing some of your most happy customers talking positively about your product or service, you can give prospects an even better reason to buy.

Testimonial videos help to validate the claims you make for your products and services, and also help prospects identify with your brand on a personal level.

It's important to be as real as possible and offer stories that truly exist in your customer base; stories based on fact and providing content that will resonate with your target audience.



Case study

A case study works really well for business-to-business marketing. If your business provides others with a solution, the best way to demonstrate this is by showing how it actually works.

Case studies can highlight the key triggers and challenges your target customer has, the solution your business delivers, the smooth implementation and the results. It can also highlight more tactile benefits such as customer service, as well as additional value and services.

Thought-leadership

Thought-leadership videos are highly targeted and build a business' authority in its sector. They sit alongside other content further down the sales funnel designed to differentiate an organisation from competitors, highlight the business' expertise, and showcasing the business' asset – their leadership team.

Videos that really talk about challenges in the industry or tell a unique story in a documentary style, presented by experts from a variety of companies, not just your own, can show your prospects that you are well-known and respected in your field and a leader in your industry. This can make you a more sought after brand.

Presentation

The phrase “Death by PowerPoint” came about because of the thousands of presentations that were being made with too many images crammed on a slide, too many lines of text, too many Power Point animations ... and so on.

Creating slide shows that look good and deliver messages with impact is no easy task.

Including videos makes a presentation more engaging - and often negates the need for dozens of slides packed with text and images.

Use video for company updates, project reports, explaining new initiatives, motivating employees about new ways of working, etc.

One of our customers hires local cinemas to show their videos to employees in each area of the country. The technical quality of high definition video is perfect for big screen presentations.



Virtual mannequin

This is an excellent way of broadcasting important announcements on demand and accurately to customers, visitors and anyone who passes by.

Virtual mannequins are ideal for airports, exhibitions, museums, and entrances to public places or private premises.

A specially filmed video of an actor or presenter talking to the camera is back-projected onto a thin acrylic full size cut-out of their body, and their voice is played through speakers directly behind the cut-out to give the effect of a talking mannequin.

Virtual Mannequins are also used for welcome messages at events, queue management, security announcements, or for simply keeping customers and visitors entertained.

Virtual mannequins can operate 24/7, they never need a break, and they deliver the same accurate message over and over again, and in different languages if required. [Find out more here.](#)



6: How do you want to show your videos?

Website and social media

Embed them into your website and upload them to your YouTube channel and social media platforms.

As well as a company overview video, your website could also contain short videos (usually 60 to 120 seconds) about the different aspects of your service, product offer or activities: for example, demonstrations, explainers, case studies, as well as blogs or podcasts.

Mail-shot

Load your videos onto a memory stick or disc and mail them to people.

Embed videos into PowerPoint, Keynote or Prezi slide shows and show or send them to people.



Exhibition stand

Don't be tempted to show your whole corporate video on your exhibition stand and play it full volume. Not only will you upset your exhibitor neighbours with the noise, but you won't find people watching it for long.

An exhibition video should be made for purpose, be visually stimulating and deliver the messages boldly and brightly. The messages are usually aligned to the specific exhibition audience, and its look usually compliments the exhibition stand. The video should play on a loop and last no longer than two minutes. [Find out more here.](#)

Interactive content

Arguably, this is no different to a website or company intranet. However, it depends on your target audience, what you want them to watch, and how you want them to respond.

For example, a DVD delivered directly to someone's home or enclosed with a sales pack, and containing short 'how-to' video chapters, can be far more effective than showing them online. It has a better chance of focusing the viewer's attention, because they have to sit down, play the DVD and select a video chapter to watch, rather than look at a website and be tempted to move onto something else.



Touch screen

An interactive presentation with a menu can be populated with videos, images or pages of text to encourage people to look and explore. It is ideal for promoting, selling or gaining visitor feedback.

Television and Cinema Advertising

Video filmed in Ultra High Definition or 4K can be used in commercials for local and national television or cinema advertising.

The cost of broadcasting a TV advert depends on its length (e.g. 10, 20, 30 or 60 seconds), the channel, audience size, and which programme slot the advert is shown in. For example, ITV's Coronation Street is one of the most expensive advertising slots.

SKY AdSmart, however, makes TV advertising comparatively inexpensive for businesses that need to reach potential customers in their local area.

Through its satellite channels, SKY can target a specific local audience demographic (e.g. age, location, life style) and play the advert just to them. Because the audience is highly concentrated, the cost of advertising is a lot less. [*You can find out more about SKY AdSmart on their website.*](#)



Infomercial

The other way of advertising on television is with an Infomercial.

This is typically produced for 30-minute slots on satellite channels in the overnight hours of transmission.

An infomercial is designed to tell the story and demonstrate all the features and benefits of a product or service. It goes into the minute detail of the product and is usually full of calls to action to buy or subscribe.

Sightline has produced adverts for local, national, international and satellite channels. We are also a licensed airtime buying agency. [Find out more here.](#)

In our second FREE e-book we reveal the 7 stages of producing a video and how to work out a budget. [Click here to order.](#)