



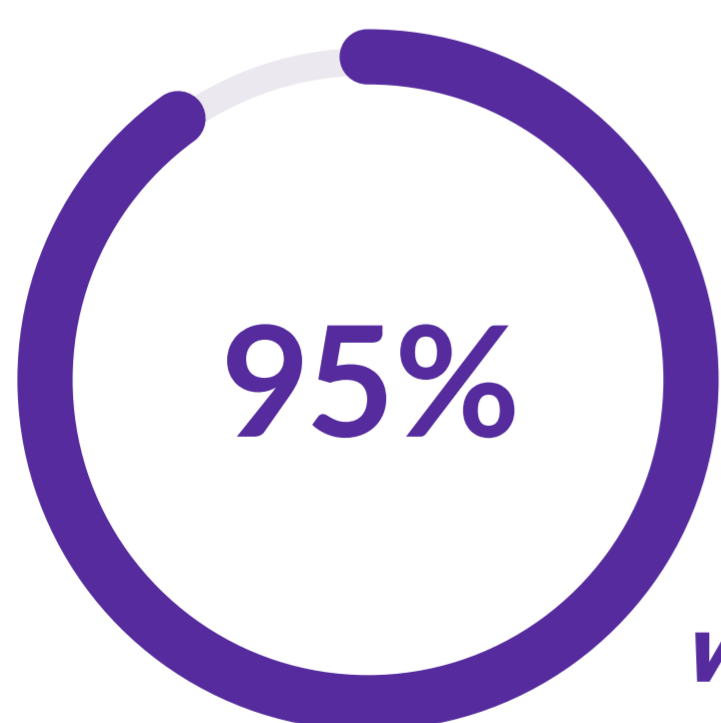
Video Best Practices *and* Trends in **2022**

White Paper: The Complete Guide to Video Marketing

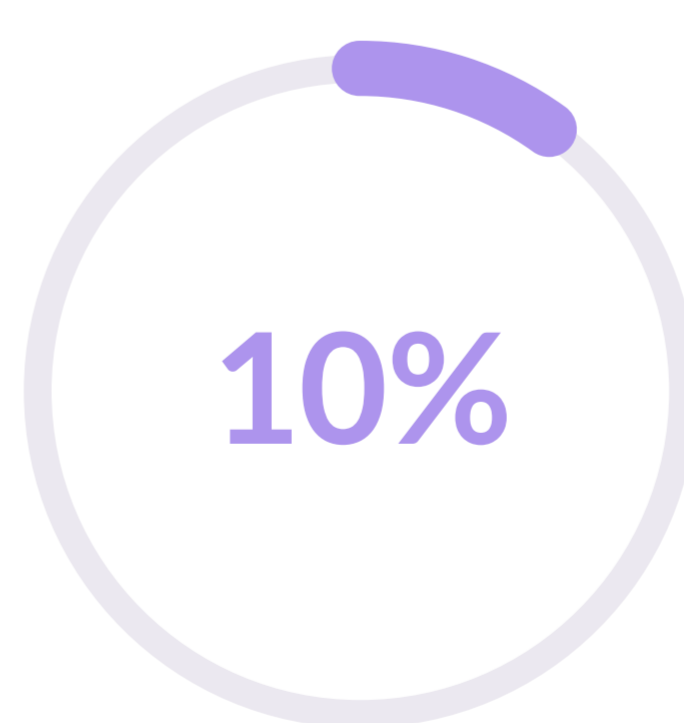


INTRODUCTION: Transform Your Video Marketing Strategy

Here at Verb, we're passionate about video marketing. It's an excellent strategy for getting messages to stick because when people watch a video, they retain 95% percent of it, compared to only 10% when reading it as text. It's an incredibly powerful tool, but for many, the process of getting started is overwhelming. Producing videos may seem daunting, but the effort is well worth it. According to Forrester, simply including a video in an email increases your clickthrough rates by 300%. On top of that, attaching a video to a product description increases users' interest in buying a product online by 64%. Those odds are too good to pass up!




Remember a
message when
watching a video




Remember a
message when
reading text

Video marketing is becoming an increasingly important part of any successful marketing strategy. So, whether you're looking to improve your video marketing strategy or just starting out, this guide will teach you everything you need to know to be successful. We've included **three easy steps** for getting started, including **twenty best practices** to help you make 2022 your year to transform your video marketing strategy.



Why You **Need Video**

Not sold on the need for video in your organization? Consider this: There are over 2 billion users navigating YouTube alone—and chances are, you're one of them (Omnicores, 2021). Instagram recently announced that it considers itself to be a video-first platform, and other video-based platforms like TikTok are changing the marketing industry as we know it. As the popularity of video content continues to grow, we're seeing the emergence of a generation that is more interested in messages in motion and has little time or patience for other forms of message delivery.

If your goal is to relate to customers and provide convincing material that shows what sets your product apart from the rest, then video should be your preferred medium. As video becomes increasingly common on the internet, your audience will grow to expect it more. Video is a perfect format to convey a lot of information in only a few minutes, and your audience will retain most of the information presented.

Top 5 Reasons for Video Marketing

1. Video is a great way to explain your product to someone unfamiliar with it. In a recent WYZOwl study, 94% of marketers said video content has dramatically increased customer understanding of a product.
2. Video has a good return on investment. In the same WYZOwl study, 83% of marketing teams said that creating video was a worthwhile investment for their company. At a glance, video seems like it would be an expensive piece of content to create, but so many user-friendly video software aids make creating a video very reasonable.

3. Video is incredibly versatile. From introducing products and showcasing reviews to providing product training and explaining complex ideas, the world is your oyster for what marketers can accomplish with it.

4. Video is convenient for everyone. Video is the best way to bridge the gap between people from different backgrounds. It's simple, easy to access, and engaging for viewers. Video is the most popular way for people to consume content, and it's easy to see why.

5. Videos are great for SEO. If your video targets everyday Google search items, you could get a lot more internet traffic than you're experiencing now. With video, your business could get on the first page of Google.

Pro Tip: Why Interactive Video is Even Better

Now that you know why video is a must-have, it's time to consider interactive video. It's not only engaging and fun for your audience, but it can also help you achieve your marketing goals faster. Interactive video is a great way to track customer engagement, and it helps your audience members feel engaged in your message by choosing what content to click on based on what interests them most.

Here's how it works: You create a video where you discuss share specific talking points, but while filming, you can point to areas on the screen. Once you're done filming, you can create customized interactive links that line up with where you pointed in the video. Your interactive links could take on various calls to action, like connecting via social, downloading PDFs, linking to a website, or scheduling a meeting. You can also use interactions to invite viewers to send you an email or text, so they have a direct way to contact you and ask follow-up questions. Your audience can click on the relevant interactions while watching to dynamically **engage with the video without ever leaving it.**

Most interactive videos have an analytics feature to see how long your audience viewed the video and which interactions drove the most clicks. This is a great way to measure audience engagement and see which interaction was most popular, so you can use it again in future interactive videos.



STEP 1: Decipher Your Needs

Any addition to your marketing strategy should aim to help address areas of improvement. This can be different for each marketing situation, so if you start using video marketing, you should have a why before moving on to the how. While we don't know your specific needs, we can show common pitfalls that we've seen.

Common Marketing Pain Points:



Informing and educating. Today, people often rely on a quick Google search to get information on a product rather than reaching out to the sellers for more information. That's why it's more important than ever to have enough material on your products' value points and ensure they are easily accessible to prospects.



Search Engine Optimization (SEO). Video is an excellent resolution to any SEO struggles because they are optimal for online searches. Typically, videos that have a keyword in the title and description are the ones that show up first in a search.



Staying competitive. Utilizing video for marketing strategies has been adopted by 81% of companies because videos are a fast and practical way of getting your message out there. People are drawn to stories, which is conducive to the video's medium.

Focusing on any of these options could be a game-changer as you find ways to improve your video marketing strategy. But ultimately, you are the best judge of areas of your marketing strategy that may need improvement.



STEP 2: Map out a Game Plan

It doesn't matter how long you've been in the video-making business; you should always have a road map of where you want your video to go and what it should accomplish. This way, you can measure your success and have an end goal in mind. Here is a step by step that will show you which questions should be answered in your planning process:

1. Which buyer personas will you use to determine who your intended audience is and what their main takeaways from the video will be?
2. Which tasks need to be assigned to specific people or groups? Depending on the size of your company, this could be given to people who work with you, or you can contract some of the tasks out to a company that specializes in that area.
3. Do you know where your video will be published? Is this video for social media? Are you going to send it to customers or prospects directly? Knowing where your video will end up will help you plan what the video's messaging should look like. This depends on whether you focus on a broader or a more focused audience.
4. Is your video optimized for SEO? Make sure your video's title uses keywords that will appear in a Google search. Adding links and other keywords to the video description also helps your videos become more searchable. The first page of Google or bust!

5. What action do you want your viewers to take? What's the point of creating an actionable marketing video if there's no clear CTA (call to action)? Typically, it's best to include it at the end of the video with an easy way for the audience to act on your message. For example, you can invite them to check out the link you posted in the YouTube description.

6. How will you measure your results? Ensuring that you have access to viewer data is essential for tracking the effectiveness of any video content. And keep in mind that in addition to determining your company's pain points and whether they can be solved by video, you'll also need to determine the metrics that can be used to measure the medium's effectiveness on your organization.

By mapping out a well-defined game plan first, you can easily produce videos that will meet your goals. Hopefully, they've helped you see that video isn't as daunting as it seems.

Pro Tip: Consider Going Live

Live video streams are a great option for anyone looking to efficiently sell, present, or train from a distance. They feature the ability to have real-time conversations with your audience, as well as other features like:

- **Full visibility of participants:** See exactly who's on your stream and what they're doing.
- **Instant Analytics:** Receive a data summary post meeting so you can effectively analyze and provide tailored follow up.

Combining Verb's interactive technology with state-of-the-art livestreaming capabilities, verbLIVE provides a unique and effective way to connect and engage. It includes branded, interactive video buttons that allow viewers to make a purchase, schedule a demo, connect on social, and more—without leaving the video. If you're looking for a way to step up your live video strategy, you may want to check it out.



STEP 3: Utilize Best Practices

Once you've solidified your game plan and brought your key players on board, it's time to get started. To help you get started with the information you already have, we've compiled a list of 20 best practices for you to consider as you build up your company's video strategy. You might already be doing some of these, but this can also be an opportunity to improve what you already have and replace it with something better.

- 1. Set campaign goals:** As we mentioned before, for you to know how video impacts your marketing strategy, you need to have specific, measurable, and attainable goals—and these should be mapped out before you begin your foray into video production.
- 2. Stay on brand across all videos:** Whether you decide on internal video production or outsourcing, ensure that every video you share stays true to your brand and values.
- 3. Have a video production budget:** Like any other form of marketing, you should have a set budget for costs. Be sure to consider production equipment, advertising fees, and individual platform expenses when considering your overall video budget.
- 4. Optimize videos for each channel:** Just because something looks great on your website doesn't mean it will work for Instagram. Taking

some time to research the parameters of each channel you're working with will save you a lot of hassle in the long run and ensure that each video performs optimally.

5. Test videos to find your campaigns' optimal content

and length: This will likely be both channel and audience-specific. Do your research, and consider focus group testing before releasing high-impact video content.

6. Know your audience: If you don't know exactly who you're speaking to, your point will not come across. We recommend developing a target persona for each video category to know precisely how to frame your messaging.

7. Tell a Story: Using a story format is easy to pique interest and hold onto attention. Mapping out storyboards during pre-production and including engaging visual elements are surefire ways to keep your audience attentive.



8. Lighting is critical: Make sure there is ample lighting for your recording. The brightness from your computer monitor may leave harsh shadows on your face, so it's best to record your videos mid-day near a window for natural lighting. If you're planning on doing a lot of video work, it's probably worth investing in a lighting kit. They can be purchased from most hardware stores for a relatively low cost and can amp up the quality of your videos.

9. Don't touch the zoom: Unless you have a great lens on your camera, the chances are that zooming in will leave you with a grainy, pixelated image. If you need a closer shot, move your camera physically closer.

10. Horizontal is (usually) best: While it may be tempting to shoot vertical video (after all, we typically hold our phones that way) since our eyes move naturally from side to side, it's best to shoot video horizontally. Unless, however, you're planning on sharing that video solely on a vertical-only platform, like Instagram stories or TikTok.

11. Check your sound: If you're looking for a relatively inexpensive way to improve your production quality, consider getting an external microphone with a pop filter, which can reduce or eliminate popping sounds.

12. Use your tripod: There will inevitably be times when you'll have to hold your camera but try to limit these as much as possible. Nobody likes a shaky video, and a tripod can help even a low-quality camera achieve a more polished look. A tripod is also a great way to get the shots you need without involving others—a must-have when you're quarantined alone!

13. High definition: When possible, upload HD videos for premium quality. Doing so will increase the upload time, but it will be worth it in the long run! Consider shooting in 4K (or Ultra HD / UHD) for even better quality. The higher level of detail will mean your footage can be displayed on larger screens without getting blurry.

14. Utilize framing: When shooting, divide your frame into three parts—left, middle, and right along with top, center, and bottom—then do your best to focus your subject in the center. You can also use elements in the shooting environment to complement the shot or make it more visually appealing.



15. Practice makes perfect: ...or, at the very least, better. Take some time to figure out how to work with your camera and then practice using basic video editing tools. There are many editing software options out there, and some of them are even free. The more you practice, the faster you'll be at producing great-quality content.

16. Keep it short: We're humans in the digital age, which means that most of us have the attention span of a gnat. The faster and more exciting your video is, the better your chances of someone watching it.

17. Make it visual: A survey of U.S. consumers found that “92% view videos with the sound off on mobile and 83% watch with sound off, according to a new report from Verizon Media and ad buyer Publicis Media.” Additionally, “80% of consumers are more likely to watch an entire video when captions are available.” When possible, it's in your best interest to make sure that your video is visually appealing and captioned. Another bonus of captions? They're a great way to make sure your content is accessible to hearing impaired viewers.



18. Go interactive: You can use interactive videos to accomplish various business goals. All you have to do is upload or record a video and then add interactive links to make your video a two-way conversation.

19. Include a call to action: Make sure that every video has a way for your prospect or customer to continue down the sales funnel.

20. Analyze video performance: Keep an eye on each video's metrics to determine how well it did (or didn't) advance your overall goals.

Pro Tip: Find Great Light

Like we mentioned in the Best Practices section, having great lighting is critical to a great video presentation. For an even more professional look, take advantage of the following easy tips:

- You should be brighter than the background.
- Softer lighting is generally seen as more flattering. Having the light diffused by some piece of material or bounced off a surface allows it to evenly coat the subject, rather than crashing down with harsh intensity.
- Having dimmable lights can allow adjustments after setup.
- Floodlights that will fill an area are preferred to a spot or point light.
- Minimal shadows.
- Avoid having windows behind you.



Conclusion

It's time to start thinking about how you will transform your video marketing strategy in 2022. Incorporating videos into your content mix can help you achieve your business goals, from driving website traffic to increasing brand awareness and generating leads. However, you need to first decipher what your needs are, map out a game plan, and utilize best practices—including the 20 best practices for creating video outlined above.

With these tools and strategies under your belt, you should be able to create a dynamic, engaging video marketing strategy that will wow your customers and increase your overall click-through rate. The future of marketing is video, and we're happy to help you along in your journey.

Are you interested in learning how Verb Technology Company can help you improve your video marketing strategy?

Click [here](#) to schedule a demo!

Sources:

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