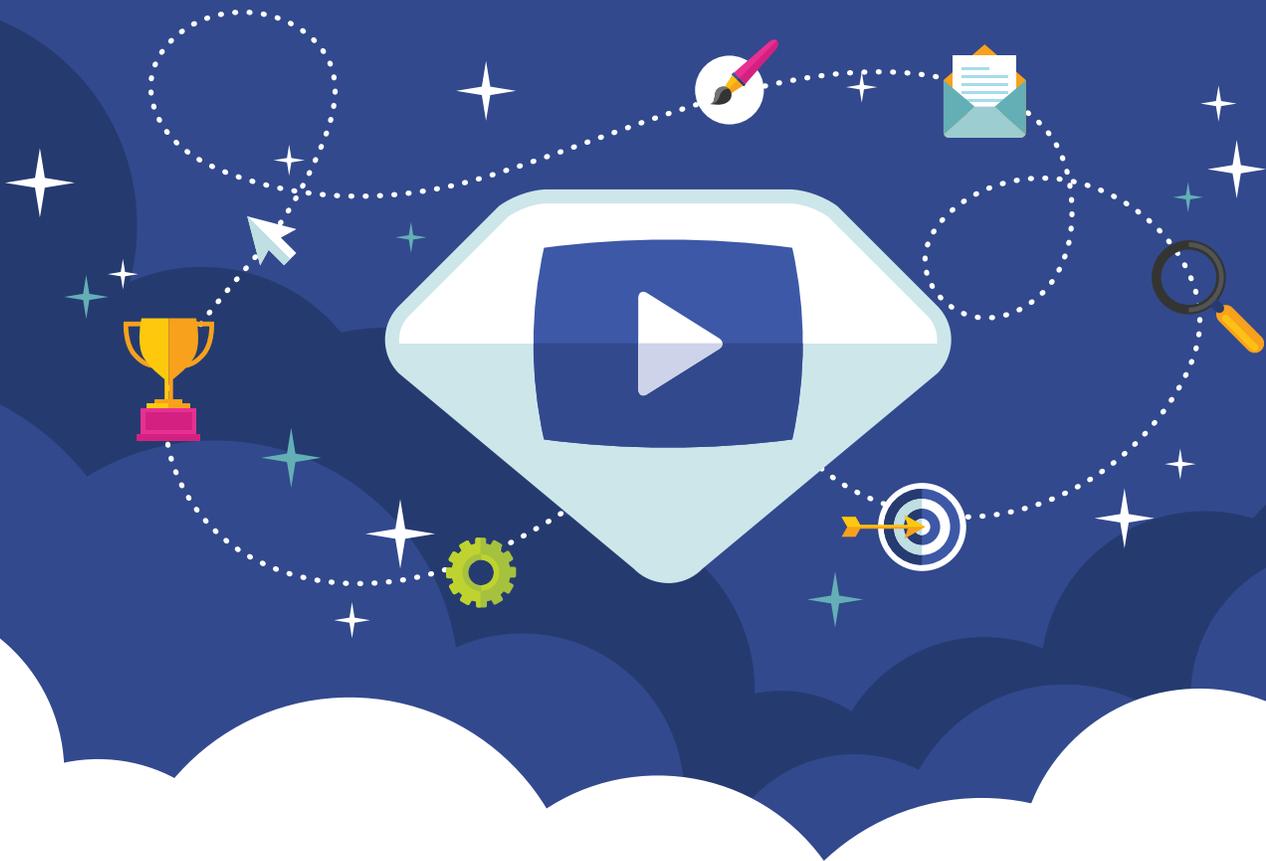


The
**HERO'S GUIDE TO
VIDEO MARKETING**



Chapter 4

Strategies for Video Marketing
Across the Customer Journey

In the Hero's world, not everything is as it seems. So, it can be hard to pinpoint which types of videos best fit into your strategy.



With this guide, you'll start to see things a bit more clearly. No X-ray glasses are necessary.

In this chapter, you'll learn that to make your video goals a reality, specific types of video promoted across particular channels are best suited to meet your objectives.

To uncover this, you'll adhere to a set of questions we like to call the Hero's Guiding Principles. These five simple questions prepare you not only for video creation, but the lifespan and utility of your video.

THE HERO'S GUIDING PRINCIPLES FOR VIDEO CREATION AND STRATEGY

1. What needs to be said? Write the story you want to tell in two sentences.
2. What content already exists that tells this story? Can it be repurposed into video content?
3. How many videos will be created? How will they differ in messaging, tone, and content?
4. How will each channel be utilized in creating this story? How will videos bridge our message across channels?
5. What is the desired action after watching each video? Have you told your viewer what to do next? How do these activities map through the customer lifecycle stages?

Return to these questions at each stage of planning a new video campaign, and they'll steer you true.

In what follows, we'll address specifics for each customer lifecycle stage. Reviewing the basic definition, key performance indicators, and additional considerations to determine the best use of video at each stage.

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Awareness Campaign

DEFINITION OF THE STAGE

The goal of an awareness campaign is to build your brand's recognition, generating an affinity with buyers and catapulting your solution to "top of mind." Your brand should be where target customers can easily find you (social, search, blog). Use these channels to become a trusted source of information by positioning your brand as a solution to prospects' problems. You already know that a Marketing Hero safeguards the people's interests.

KEY AWARENESS METRICS

1. Number of shares, likes, and retweets of videos on social channels
2. Percent increase in website visits and referral sources
3. Average number of unique visitors to the homepage
4. Difference in number of blog visits and inbound links
5. Number of video views on the homepage, or wherever awareness videos play on your site

WHY VIDEO WORKS IN THE AWARENESS STAGE

Why, hello! Video is effective in an awareness campaign because it is attention-getting and easily shareable. Social media networks and content management systems have redesigned workflows to make it easier to share video and push it to the forefront of digital consumption. Video is more memorable than other content mediums. In fact, audiences retain over 50% more information through the use of both verbal and visual cues.¹ Memorable videos can work in tandem with customer advocacy word-of-mouth, as viewers recommend or suggest your products and services. Consider shorter, high-quality videos like brand promotions, infographics, expert interviews, leadership presentations, and short-form content like teasers on social media sites.

CREATING AN AWARENESS CAMPAIGN

1. What is the problem you are solving?
How have your customers been affected?
2. Can your audience relate? Better yet, can you elicit an emotional response?
3. Have you humanized your brand?
Which qualities can video convey?

1. Kolowich, L. (2015, July 10). *How to Create a Killer Explainer Video [Infographic]*. Retrieved January 4, 2016.



Engagement Campaign

DEFINITION OF THE STAGE

The goal of an engagement campaign is to break out of segments and connect with individuals through personalized messages, leading down a prescribed path to conversion. The conversation should occur across channels, with behavioral data to ensure messaging is “where” the audience is (email, social, web), and that it is consistent. Every business’ engagement stage varies depending on how long it takes a prospect to become comfortable with your brand’s offering. By building profiles on individual prospects (based on interactions tracked via marketing automation and CRM), you can make conclusions about content interests. After all, Heroes like intel. Information helps them do their job better.

KEY ENGAGEMENT METRICS

1. Difference in time-on-site
2. Average number of product pages or product videos viewed per session
3. Rate of video completion and recommended video click-throughs
4. Number of email opens, CTA clicks, and landing page visits
5. Total video landing page form completions

WHY VIDEO WORKS IN THE ENGAGEMENT STAGE

You can’t look away. During digital research, video is the best way to educate and inform potential prospects. Video is time sensitive in a distracted world, so vital information can still pass through. The average time watched is 2.7 minutes of video, the perfect length to discuss complex concepts succinctly.² Consider longer, research-oriented videos such as an explainer video, tip series, how-to/tutorial, or a webinar. This type of video content allows the viewer to make a purchase decision later, easily and with confidence.

CREATING AN ENGAGEMENT CAMPAIGN

1. How can you use these videos to create a two-way conversation?
2. What is the purpose and specific goal for each channel within the video engagement strategy? How can each be used to get the most information possible about your leads?
3. Which videos would benefit from interactive elements? How many choice points or questions/answers will you plan for these videos? (Don’t overwhelm you prospect, but rather let them choose their path.)

2. *Attention Span Statistics*. (n.d.). Retrieved January 4, 2016.



Conversion Campaign

DEFINITION OF THE STAGE

The goal of a conversion campaign is to move a qualified lead from a successful conversation with sales to a transaction or point of purchase. Measuring engagement and tracking a prospect's specific actions will reveal if they are about to buy your product or service. At this time the exchange becomes more active: a business transaction occurs, or additional permission-based marketing activities take place. Heroes master the technology that makes their plan a reality! Use flexible tools to keep the conversation going, Marketing Hero.

KEY CONVERSION METRICS

1. Rate of email subscriber list growth
2. Average time before purchase
3. Average lead velocity across the campaign
4. Rate of cart abandonment
5. Lift in shoppable video sales / Growth in sales from shoppable video players
6. Total number of sales or pipeline opportunities created

WHY VIDEO WORKS IN THE CONVERSION STAGE

Tip the scales. Video works in the conversion stage because it is naturally persuasive. Thus, it can overcome objections when paired with skillfully constructed landing pages and e-commerce product pages. Using videos on landing pages can increase conversions by up to 80%.³ Consider creating product-specific content like product demos, Q&A sessions, customer testimonials and customer review/unboxing videos. Video pulls your potential customer into the experience, allowing them to share in the excitement, satisfaction or confidence felt in a new purchase. Some videos can be interactive and shoppable. Allow consumers to buy products directly from within the video, simply by clicking products shown on screen.

CREATING A CONVERSION CAMPAIGN

1. What does "conversion" mean for this specific campaign? What is your intent and how do these videos move the prospect to this goal?
2. Will the call-to-action reside as an in-video or in-player trigger, a button on the page, or a lead flow form?
3. If conversion doesn't happen, is there a next-best action the viewer can take to continue the journey? (For example, watching the next video in a playlist.)

3. *The Benefits of Using Video on Landing Pages.* (n.d.). Retrieved January 4, 2016.



Retention Campaign

DEFINITION OF THE STAGE

Wonderful, you're still here. Retention means keeping the customers you have who have stayed with you through half the journey. It requires thinking beyond "the funnel" and continuing to inspire and educate clients and customers. Marketers have learned that the point *after* purchase is just as vital to business growth. After all, according to Bain and Co., a 5% increase in customer retention can increase a company's profitability by 75%. Customers who⁴ make an investment, no matter how big or small, expect to have their needs met. What kinds of information do they need to be successful with your product? Is it a series of tips and tricks? Accompanying products/gear? Remember, Heroes build relationships that last. Just ask any sidekick.

KEY RETENTION METRICS

1. Difference in email open rates / product update subscriptions
2. Growth in video shares and user-generated product recommendations
3. Total product launch and customer support videos watched
4. Percent likelihood to continue to purchase
5. Increase of loyalty program adoption and percent of customer special offers redeemed
6. Average number of pieces of content consumed monthly (video plays, blogs read, papers downloaded).

WHY VIDEO WORKS IN THE RETENTION STAGE

"The funnel" used to be the full marketing model because after customers were converted, marketers didn't know how to approach those customers in a relevant way. An easy conversation starter? Assisting your customers in performing better with complementary products and services. It is arguably easier to market to those who already know you instead of hunting for new prospects. Consider a how-to series for related products, a tips series, or focus on the excitement of a new feature/product launch. Take it a step further and craft video playlists that utilize customer habits and create a different experience for each individual on-site. Post-roll clips can provide viewing choices related to the previous video watched, with the audience preferentially customizing their experience. Video playlists can cater to customer personas, enabling or teaching them how to get the most from their purchase.

CREATING A RETENTION CAMPAIGN

1. How does video add multi-dimensionality to your conversations with your current customers?
2. Does this video content help your customer become a better customer, driving more interaction with the product?
3. Which video experiences can be personalized? Can unique video communications be emailed to customers and contacts?



Advocacy Campaign

DEFINITION OF THE STAGE

Loved and adored by all, but keeping it humble, aren't you? Customer loyalty means that customers want and chose to do business with you! The most engaged of customers are advocates who elect to stay with a business' offering even when being courted by the competition. Advocates continue to believe the company they decide on has the best product or service, and nothing else is going to fulfill their needs as well. Furthermore, advocates lead new customers into the lifecycle for your company's offerings by providing social proof that will draw prospects from awareness to engagement, quickly. Heroes know public opinion can be fickle. Don't be painted a villain - delight customers and keep them in your corner.

KEY ADVOCACY METRICS

1. Average net promoter score.
2. Growth in customer referral code redemption.
3. Total user-generated video communications in both brand sponsored community groups and social outlets.
4. Number of additional feature requests and continued communication with brand.
5. Growth in auto-renew service offers or purchase clubs.
6. Days/months for movement between service tiers.

WHY VIDEO WORKS IN THE ADVOCACY STAGE

Advocates are a brand's biggest fans! They engage willingly. Video can be a fantastic communication device, particularly if you do not have an account manager overseeing customer interactions. User-generated content: advocates will write stellar reviews on third party sites, create and share videos featuring your product, and help create awareness of your brand, starting the customer cycle for a new prospect. By 2019, video will account for 80% of all web traffic.⁵ Consumers want and expect video, so use advocates as a wealth of content ideas.

CREATING AN ADVOCACY CAMPAIGN

1. Which customer segments are an appropriate fit for user-generated sources?
2. Are your advocacy videos innately shareable? Do they require an explanation or can they stand alone as compelling social content?
3. How can these videos inspire goodwill from customers, converting them to advocates and brand amplifiers?

5. Kaye, L. (2015, February 20). *70% of brands say video is the most effective for content marketing*. Retrieved January 4, 2016.

Additional Resources

1. Barone, L. (2013, November 20). *8 Video Types to Add to Your Content Marketing*. Retrieved December 8, 2015.
2. Bosomworth, D. (2014, January 30). *KPIs for Measuring Content Marketing ROI – Smart Insights Digital Marketing Advice*. Retrieved December 8, 2015.
3. Brito, M. (2011, November 6). *The 4 Pillars of a Customer Advocacy Program*. Retrieved December 8, 2015.
4. Cartwright, S. (2015, July 28). *12 Types of Video Marketing*. Retrieved December 8, 2015.
5. Edwards, S. (2015, February 24). *Everything You Need to Know About Video SEO*. Retrieved December 8, 2015.
6. McMahon, C. (2015, March 9). *The 16 Marketing KPIs You Should Be Measuring (But Probably Aren't)*. Retrieved December 8, 2015.
7. Neher, K. (2015, August 11). *7 Types of Videos to Add into Your Video Marketing Strategy*. Retrieved December 8, 2015.
8. Park, J. (2013, October 29). *5 Types of Brand Videos*. Retrieved December 8, 2015.
9. Ratcliff, C. (2014, October 15). *16 Most Important Email Marketing KPIs for Your Business*. Retrieved December 8, 2015.
10. Stewart, R. (2015, April 15). *50 Web Measurement KPIs – Analytics Demystified*. Retrieved December 8, 2015.
11. *The Essentials of a Documented Content Marketing Strategy: 36 Questions to Answer*. (2015, January 12). Retrieved December 8, 2015.
12. Williams, J. (2014, October 6). *Customer Engagement, Retention & Advocacy Critical To Revenue*. Retrieved December 8, 2015.

Videos for each stage of the customer journey

Videos for an awareness campaign

Hi there.

TYPE OF VIDEO CONTENT	MARKETING CHANNEL							
	SEARCH (SEO)	SOCIAL	HOMEPAGE/ WEBSITE	BLOG/ WEBSITE (VLOG)	PRODUCT PAGE/ WEBSITE	LANDING PAGE/ WEBSITE	EMAIL	PR
Brand Promotion	✓	✓	✓	-	-	-	✓	✓
Company Profile/ Welcome	✓	-	✓	-	-	✓	-	✓
Industry Vision	✓	✓	✓	-	-	✓	✓	✓
Infographic	✓	✓	-	✓	-	-	✓	✓
Q&A with Industry Leader	✓	✓	-	✓	-	-	✓	✓
Expert Interviews	✓	✓	-	✓	-	-	✓	✓
Leadership Presentations	✓	✓	-	✓	-	-	✓	✓
Public Service Announcement	✓	✓	✓	✓	-	-	✓	✓
Industry Advice	✓	✓	-	✓	-	-	✓	-

Videos for an engagement campaign

Let's get to know each other better.

TYPE OF VIDEO CONTENT	MARKETING CHANNEL							
	SEARCH (SEO)	SOCIAL	HOMEPAGE/ WEBSITE	BLOG/ WEBSITE (VLOG)	PRODUCT PAGE/ WEBSITE	LANDING PAGE/ WEBSITE	EMAIL	PR
Product Demo	✓	-	-	-	✓	✓	-	-
Product Explainers	✓	-	✓	✓	✓	✓	✓	✓
Culture/Meet-the-Staff	✓	✓	✓	✓	-	-	✓	✓
How-To/Tutorial	✓	✓	-	✓	✓	✓	✓	-
Explainer (Live Action or Animated)	✓	✓	-	✓	-	-	✓	-
Teaser	-	✓	-	✓	-	✓	-	✓
Expert Interviews	✓	✓	-	✓	-	-	✓	✓
Slide Show with Voice-over	✓	✓	-	✓	-	-	✓	-
Tips Series	✓	✓	-	✓	-	-	✓	-
Event Wrap-Up	✓	✓	-	✓	-	✓	✓	✓
Live Event	✓	✓	✓	✓	-	-	✓	-
Leadership Presentations	✓	✓	-	✓	-	-	✓	✓
Industry Advice	✓	✓	-	✓	-	-	✓	-
Product Unboxing	✓	✓	-	-	-	✓	✓	-

Videos for a conversion campaign

Ready to commit?

TYPE OF VIDEO CONTENT	MARKETING CHANNEL							
	SEARCH (SEO)	SOCIAL	HOMEPAGE/ WEBSITE	BLOG/ WEBSITE (VLOG)	PRODUCT PAGE/ WEBSITE	LANDING PAGE/ WEBSITE	EMAIL	PR
Product Demo	✓	-	-	-	✓	✓	✓	-
Product in Shoppable Player	-	✓	✓	-	✓	-	✓	-
Live-Stream Shoppable	-	✓	-	✓	-	✓	✓	✓
Q&A with Customers	✓	✓	-	✓	✓	✓	✓	-
Customer Testimonials	✓	-	✓	✓	-	✓	✓	-
Product Unboxing	✓	-	-	✓	-	✓	✓	-
Product Reviews	✓	-	-	-	✓	✓	✓	-
Personalized Communication from Sales	-	-	-	-	-	-	✓	-

Videos for a retention campaign

We've got a great relationship. Talk your company and your customer.

TYPE OF VIDEO CONTENT	MARKETING CHANNEL							
	SEARCH (SEO)	SOCIAL	HOMEPAGE/ WEBSITE	BLOG/ WEBSITE (VLOG)	PRODUCT PAGE/ WEBSITE	LANDING PAGE/ WEBSITE	EMAIL	PR
New Product Explainers	-	✓	-	✓	✓	-	✓	-
Product Enhancements	✓	✓	-	✓	-	✓	✓	✓
How-To/Tutorial	✓	-	-	✓	-	-	✓	-
Onboarding Videos	✓	-	-	-	-	✓	✓	-
Customer Experience Videos	✓	✓	-	✓	-	-	✓	-
Expert Interviews	✓	✓	-	✓	-	-	✓	✓
Tips Series by Support / Community	✓	✓	-	✓	-	-	✓	-
Live Event	✓	✓	✓	✓	-	-	✓	-
Leadership Presentations	✓	✓	-	✓	-	-	✓	✓
Public Service Announcement	-	✓	-	✓	-	-	✓	✓
Customer Appreciation Event Wrap-Up	-	✓	-	✓	-	-	✓	-
Industry Advice	✓	✓	-	✓	-	-	✓	-

Videos for an advocacy campaign

I'll keep choosing you over others.

TYPE OF VIDEO CONTENT	MARKETING CHANNEL							
	SEARCH (SEO)	SOCIAL	HOMEPAGE/ WEBSITE	BLOG/ WEBSITE (VLOG)	PRODUCT PAGE/ WEBSITE	LANDING PAGE/ WEBSITE	EMAIL	PR
Culture/Meet-the-Staff	-	✓	✓	✓	-	-	✓	-
Teaser	-	✓	-	✓	-	✓	✓	-
Infographic	✓	✓	✓	✓	-	-	✓	-
Expert Interviews	✓	✓	-	✓	-	-	✓	-
Tips Series by Users	-	✓	✓	✓	-	-	✓	✓
Event Wrap-Up	-	✓	✓	✓	-	-	✓	-
Live Event	-	✓	✓	✓	-	✓	✓	-
Leadership Presentations	✓	✓	✓	✓	-	-	✓	✓
Industry Advice (Review)	-	✓	-	✓	-	-	✓	✓
Customer Testimonials	-	-	✓	✓	✓	-	✓	-
Employee Generated Content	-	✓	-	✓	-	-	✓	-
User Generated Content	✓	✓	-	✓	-	-	✓	-
Product Reviews — Customer	-	✓	-	✓	✓	-	✓	-
Product Reviews — Industry	✓	✓	-	✓	✓	-	✓	-