

V I D E O
M A R K E
T I N G
L I K E
A P R O

A Practical Guide to Creating and Publishing Videos That Convert

Clo Willaerts

Lannoo
Campus

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INTRODUCTION

1.1

WHAT IS “VIDEO MARKETING LIKE A PRO”?

This book is a handbook for video producers who want to level up their video marketing skills:

- 1 **Amateur videographers** and even aspiring **online influencers** who want to learn the secrets of successful videos on platforms like YouTube or TikTok.
- 2 **Marketing students** and content **professionals** who want to complement their expertise.
- 3 **Agencies** and other **startups** who want to take advantage of the higher demand for video-related services.
- 4 **Business managers** who want to get better at briefing and challenging their advertising agencies – or maybe even build their own video production team.

Video Marketing like a PRO is a handbook in what appears to have become the “Like a PRO” handbook series. I wrote *Digital Marketing like a PRO* in 2018. PRO is an acronym that stands for the three main parts in the handbook:

P for Prepare: strategy and planning. Hope is not a strategy! You need a vision and clear goals before you even start making videos. *Video Marketing like a PRO* will help you define an effective video marketing strategy, significantly increasing your chances of achieving video marketing success. If you want to make this strategy happen, you'll also need a plan.

R for Run: channels and tactics. Video marketing is the new content marketing. Before you decide which type of videos you're going to produce, you need to determine your content focus. A laser-sharp focus (or a niche, as some video producers like to call it) will help you stand out in a sea of videos. Learn about the broad spectrum of marketing videos that You can create, each with its specific purpose but with the ultimate goal to generate or increase revenue.

O for Optimize: anything digital can be measured and analyzed. As a video marketing pro, you owe it to yourself and your audience to constantly improve your working practices, personal efficiency, etc. If your videos fail to help you attain your personal, business, or marketing goals, come up with a new hypothesis and keep trying. Your work as a video marketing pro is never done.

It's not going to be easy. But what this book will help you with is not to waste any time, energy, and money, and instead, get things right the first time.

Let me know what you'd like to improve! Let's connect on Twitter or LinkedIn. Or leave a note on my website.

- twitter.com/bnox
- linkedin.com/in/clowillaerts
- clowillaerts.com



Reference to other chapters in the book



Want to know more?



Tip

1.2

WHY INVEST IN VIDEO MARKETING SKILLS NOW?

For the past 20 years, demand for video has grown across the board. For some of these video phenomena, the numbers are still baffling.

- Some videos “go viral” and attract a global audience of literally billions of people. For example: “Baby Shark” has amassed over eight billion views since 10-year-old Korean-American singer Hope Segoine uploaded it to YouTube in 2016.
- Livestreaming events attract more concurrent viewers than televised events do. Eight million viewers watched Felix Baumgartner’s record skydive in 2012.
- Short-form videos have become very popular. For example, Zach King’s Harry Potter Illusion has been seen by over 2 billion people on TikTok.
- For some, it is possible to make a living from their video audience. YouTuber Jeffree Star’s net worth is estimated at \$200 million.

Thanks to better connectivity, better screens, and better apps, billions of people can amuse themselves 24/7.

Then in March 2020, our world changed overnight. The consequences of the global pandemic were visible in reports about bandwidth usage.

- Video consumption went up 120% in 2020. (Wistia, 2020)¹
- YouTube usage grew from 73% of U.S. adults in 2019 to 81% in 2021, with 95% of 18- to 29-year-olds using the service; 69% use Facebook and 21% use TikTok. (Pew, 2021)²

Video suddenly went from a “nice to have” to a way to:

- Cope with anxiety or escape a bad day. 80% of YouTube users say the platform makes them happy. (Google, 2021)³
- Pick up a new hobby or professional skill from the comfort of your own home. LinkedIn reported that in the first week of April, people watched 1.7 million hours of video content on LinkedIn Learning compared to 560,000 hours in the first week of January. (LinkedIn, 2020)⁴

- Learn from home when schools were off-limits for students. While video has been a powerful educational tool for years, 2020 has been a particular time for learning online. (Google, 2021)⁵
- Fight Zoom fatigue. According to Kaspersky's research, 37% of I.T. and cybersecurity practitioners watch videos on YouTube at work, while 34% watch films or T.V. series. (Kaspersky, 2020)⁶
- Compensate for social distancing with video calls and social media. In a March 31 survey by Business Insider Intelligence, 47.6% of U.S. adults had used Apple's pre-installed FaceTime app to chat with family and friends during the pandemic. Another 44.1% had used Facebook Messenger, followed by 31.5% for Zoom, 22.5% for Skype, and 18.4% for WhatsApp. (eMarketer, 2020)⁷
- During the lockdown, companies and brands had to change their marketing strategies practically overnight. Ad spending in the Video Advertising segment is projected to reach \$37,418m in 2021 – a 12% growth compared to 2020. (Statista, 2021)⁸

In this unprecedented global moment, people are turning to digital video for more reasons than ever. Video streaming users across the world have watched content they probably would not have ever watched if not for the COVID-19 pandemic. (Facebook, 2020)⁹

As Google states in one of their consumer insights reports: "Need an at-home workout? An up-close-and-personal concert? A home-school sidekick? Digital video has you covered." (Google, 2021)¹⁰

But first: what is video marketing?

1.3 WHAT IS VIDEO MARKETING?

In 2013, American professor and author Dan Ariely was quoted saying that “Big data is like teenage sex: everyone talks about it, nobody really knows how to do it, everyone thinks everyone else is doing it, so everyone claims they are doing it.”

Today, video marketing is like teenage sex. Many marketers know they should be using video strategically, but video is often just another box they want to check in their actual marketing plans.

The intent to invest more in video marketing is undoubtedly there. But in practice, marketers fail to see how using video efficiently helps them achieve their business goals.

Valuable video content should be at the core of your marketing. In that sense, our definition of video marketing is heavily inspired by the Content Marketing Institute’s classic definition of content marketing. (Content Marketing Institute, 2016)¹¹

Digital video marketing (video marketing in short) is a strategic content marketing approach focused on creating and promoting valuable, relevant, and consistent video content to attract, engage and convert a clearly defined audience of viewers and turn them into customers. Digital video is any content that is streamed over the web, including ad-supported and subscription streaming platforms. (Google, 2020)¹²

A good marketing video is a video that:

- your target audience wants to watch, and
- helps your organization reach its marketing and business goals.

How can you make good marketing videos?

By learning how to:

- attract and keep the target audience’s attention,
- keep them coming back for more and even recommending it to their peers.

There is no fixed formula to produce this type of high-performing video. It takes time, resources, and energy. And most of all: creativity.

1.3.1 FIVE QUICK TIPS FOR MARKETING VIDEOS

- 1 **The key is to create a video that people actually want to watch.** That means something informative, helpful, or entertaining. It can't be a straight commercial because people don't like to watch commercials. It has to provide value to the viewer. (Miller, 2008)¹³
- 2 **Bring your story to life quickly** to instantly spark interest as people scroll through their feeds. In the opening seconds, you must clarify what your video is about and give the viewer confidence that what they're about to watch is worth their time. (Google, 2019)¹⁴
- 3 **Show, don't tell.** If your product or service offering is a complicated one, video is a fantastic vehicle to help explain what you do to potential customers. A well-thought-out video will show your service/product, its features, and the problems and challenges it will solve for your potential customers.
- 4 **Authenticity > perfection.** Authenticity (at least the semblance of it) is the glue that binds YouTubers and fans together more powerfully than the traditional relationship between Hollywood stars and their fans. (Stokel-Walker, 2018)¹⁵ In "a world where consumers are more skeptical of ads than ever before, raw, un-overly edited videos of people using your brand in their everyday lives will bring in more new users than a commercial-type video." (Wiltshire, 2019)¹⁶
- 5 If you want videos that convert, incorporate **clear calls to action** that inspire a sense of urgency and direct users to an action that correlates with their purchase intent. (Google, 2019)¹⁷

1.3.2 HISTORY OF VIDEO MARKETING

It's safe to say that after 15 years in the trenches, video marketing has finally come into the spotlight. However, video marketing in itself is hardly new.

Video refers to moving images captured and recorded to project, share, and distribute to viewers. And although the oldest known images were created by cave dwellers about 50,000 years ago, the technology to project and share video is relatively recent.

The motion picture concept was first introduced to a mass audience through Thomas Edison's kinesiograph in 1891. But it wasn't until the Lumière brothers released the Cinématographe in 1895 that motion pictures were projected for audience viewing. (Saylor Academy, 2012)¹⁸

The first video track was recorded in 1927 by John Logie Baird. The word video was first used in the 1930s to describe the visual channel instead of the auditory channel in early television experiments. (Cassidy, 2003)¹⁹

The earliest examples of videos used to promote a business are found in the history of US T.V. stations.

- 1941** The first video commercial (for Bulova watches) ran on New York T.V. station WNBT during one of the Yankees games. In 1926 Bulova had also been the first brand to produce an advertising broadcast on radio.
- 1957** Start of the Marlboro Man campaign by the Leo Burnett agency. The ad was made to overcome the idea that filter cigarettes were for women and significantly increased sales of Marlboro cigarettes (300% in just two years!).
- 1964** The "Daisy" T.V. commercial for President Lyndon B. Johnson's re-election campaign. Ever since then, advertising agencies have sold presidential candidates as if they were cars or soap.
- 1971** "Hilltop - I'd Like to Buy the World a Coke" by McCann Erickson for Coca-Cola has consistently been voted one of the best T.V. ads of all time, and the sheet music for the catchy song that accompanied it continues to sell today.

- 1981** “Nothing comes between me and my Calvins” was a jeans commercial with the then 15-year-old Brooke Shields. Both ABC and CBS banned the overtly sexual ad.
- 1984** Apple’s Super Bowl ad by the Chiat/Day agency is considered the best video ad of all time.
- 1993** “Wax” (or “the Discovery of Television Among the Bees”) is the first film to be streamed on the Internet. In the same year, during a corporate event, Xerox tested their Internet broadcast technology by livestreaming the performance of a band called “Severe Tire Damage” to engineers who were in another room.
- 1996** The “Dancing Baby,” a demo video created by a 3D character animation software development team, quickly “Ooga Chaka-ed” its way across Internet forums, websites, and email inboxes.
- 1999** The producers for the film “The Blair Witch Project” used Internet marketing to create the impression that the documentary-style horror film featured real found footage.
- 2001** BMW ran “The Hire”, a series of eight short films produced for the Internet. The shorts, starring Clive Owen as “the Driver,” were directed by globally famous filmmakers and showcased the performance of various BMWs.
- 2002**
- 2005** Ronaldinho breaks the Internet with his “Touch of Gold” for Nike - the first online video to receive 1,000,000 views.
- 2006** The official birth of video marketing as we know it today. Google realizes the potential of video marketing and buys YouTube for \$1.65 billion.
- 2006** Blendtec’s first “Will It Blend?” video. Blendtec, claimed by its creator Tom Dickson to be the most powerful blender, is featured in a series of YouTube videos where numerous food and non-food items are used in the blender.
- 2007** “Battle at Kruger” and “Charlie Bit My Finger” are two notable examples of unique or cute videos made by regular people.
- 2008** Barack Obama’s 2008 campaign features Obama’s own words and a star-studded, upbeat music video created by the Black Eyed Peas’ will.i.am.
- 2009** the Internet realizes YouTube is also great for archiving older videos, like Queen’s epic “Bohemian Rhapsody” and Guns N’ Roses hits “Sweet Child o’ Mine” and “November Rain.”
- 2010** When Old Spice’s “The Man Your Man Could Smell Like” T.V. commercial was translated for the Internet, it became so popular that it led to a viral marketing campaign with Mustafa responding to various Internet comments in short follow-up YouTube videos.

- 2011** “Take This Lollipop” is an interactive short horror film and Facebook app, written and directed by Jason Zada, to personalize and underscore the dangers inherent in posting too much personal information about oneself on the Internet. Information gathered from a viewer’s Facebook profile by the film’s app, used once and then deleted, makes the film different for each viewer.
- 2012** “Dumb Ways to Die” was a Public Service Announcement by Metro Trains to keep Melbourne travelers safe.
- 2012** “Gangnam Style” breaks YouTube’s view counter, making South Korean singer Psy the first person to reach one billion views, then two billion.
- 2013** Volvo Trucks wanted to show off the stability and precision of its Dynamic Steering, so it enlisted action star Jean-Claude Van Damme for a unique stunt.
- 2014** Polish YouTuber Sylwester Wardęga’s pet dog Chica wears a large spider costume and becomes the “Mutant Giant Spider Dog.”
- 2015** “Like a Girl” by Procter & Gamble brand Always smashes the patriarchy.
- 2016** The “Baby Shark Dance” by Korean children’s entertainment company Pinkfong spawns numerous remixes, merchandise, and tours.
- 2017** “Despacito” by Luis Fonsi ft. Daddy Yankee and Ed Sheeran’s “Shape of You” fight for the title of Most Viewed YouTube Video Of All Time. (Despacito wins.)
- 2018** “Bath Song” by CoComelon – Nursery Rhymes reaches more than 2.5 billion views on YouTube. In a market that’s as saturated as children’s content on YouTube, that’s huge.
- 2019** Zach King’s Harry Potter Illusion gets billions of views. (To this day, it is still TikTok’s most viewed video ever).
- 2020** Spotify – originally an audio-only streaming platform - buys Joe Rogan’s video podcast in an exclusive \$100 million deal.

1.4 TRENDS IN VIDEO MARKETING

Video marketing trends help you appear intelligent at Zoom meetings and stay in line with consumer behavior and priorities and guide your business decisions. This way, you'll be able to listen and respond to changes in the market before everyone else does and save time, money, and resources.

1.4.1 THE GLOBAL APPETITE FOR VIDEO KEEPS GROWING

Everybody and their mother love watching videos online. Even though online video consumption has a long history, it has never been quite so ubiquitous.

The increasing popularity of online videos over traditional video content display methods shows in bandwidth usage. In 2018, the Cisco Visual Networking Index famously forecasted that by 2022 over 82% of Internet traffic would be online videos. (Cisco, 2018)²⁰ This number was 15 times higher than it was in 2017.

By 2019, the global average for video consumption per day stood at 84 minutes. The top countries were China and Sweden, whose populations spent 103 minutes per day watching online videos. The global average was expected to increase and hit 100 minutes per day by 2020. (Publicis Media, 2019)²¹

By 2020, in a typical Internet minute:

- millions of messages, emails, and texts are sent and read (Statista, 2020)²²
- hundreds of thousands of pieces of content are consumed, scrolled, liked, and commented on (Statista, 2020)²³
- an average of 16 hours of online video is being watched per week – a 52% increase over the last two years. (Wyzowl, 2020)²⁴

Why do people enjoy watching videos so much?

Online video has become the key way for people to meet their information and entertainment needs.

Watching online videos plays an increasingly *personal* role in people's lives. Research by Google found that six out of ten people would rather watch online videos over television. (Google, 2020)²⁵ Why is this?

- 1 It's more **convenient**: now they can see what they want on their schedule.
- 2 Videos allow people to **connect on a more human level** than a faceless email or a more generic video. Video communication enables empathy. It will enable real people to tell real stories in ways that text or pictures simply can't.
- 3 According to Google, 70% of global viewers say that their **moods dictate their content choices**. "Many say they 'don't know how they'd get through life without it'." (Google, 2020)²⁶

In some markets, online videos have even replaced watching T.V. as a daily routine.

Each platform attracts unique attention and interest. For example, audiences are more likely to turn to television for news and episodic content, to Instagram for beauty/style content, and to Facebook for animal/pet content. (Ipsos for Facebook for Business, 2021)²⁷

How viewers typically watch video, across different platforms, on a weekly basis: (Ipsos for Facebook for Business, 2021)²⁸

- 84% YouTube
- 81% Ad-supported T.V., e.g., YouTube T.V.
- 68% Facebook + Instagram
- 60% Netflix
- 39% Amazon Prime

YOUTUBE AND YOUTUBE T.V.

According to Comscore (Comscore, 2021)²⁹, the most popular online video property in the U.S. in 2021 is Google Sites, the owner of YouTube.com. YouTube has been the most popular online video platform for quite some years now.

In 2021, GWI (formerly known as GlobalWebIndex) moved YouTube out of the “social media network” category and into the “streaming service” category. When asked what prompted the move, the GWI research team replied: “We reviewed the social media questions last year and felt that the landscape had changed since they were first introduced in 2013 and that YouTube would now fit more comfortably into the T.V., film and video services.” (Ignite Social Media, 2021)³⁰



Read more about YouTube in Chapter 2.4.1

FACEBOOK VIDEO AND INSTAGRAM VIDEO

Uploading videos natively to Facebook had become a standard feature by 2014, seven years after Facebook was founded. Facebook’s video marketing ambitions became apparent in 2017 when Mark Zuckerberg told investors: “We’ve talked about how video will continue to be a big focus and area of investment for us... The biggest trend that we see in consumer behavior is definitely video.” (Stokel-Walker, 2018)³¹

Although Mark Zuckerberg’s play for video still lags somewhat behind YouTube (Stokel-Walker, 2018)³² Facebook users seem to be happy with the continued shift to video. Some 65% of Facebook users in the U.S. say they watch videos on Facebook every day, and 60% of people who watch online videos do it on Facebook. (AdEspresso, 2020)³³



Read more about Facebook video in Chapter 2.4.7

Native video on Instagram was launched in 2014 and currently includes various video ad formats across Instagram Feed, Instagram Stories, and IGTV.



Read more about Instagram video in Chapter 2.4.6

On mobile, Facebook and Instagram’s footprint is enormous. In the first quarter of 2021, the second and third most downloaded apps were Facebook and Instagram. (App Annie, 2021)³⁴

The number one? TikTok, of course.

TIKTOK

Mobile-first and video-first app TikTok became a global phenomenon in 2020. When you add both Apple and Android downloads, TikTok surged ahead of all other apps in 2020, with global downloads of 850 million.

Today, TikTok's platform functions as "training wheels" for a whole new generation of future influencers and content creators. (Vaynerchuk, 2019)³⁵



Read more about TikTok in Chapter 2.4.2

NETFLIX

N **netflix** ✓
Netflix
Follow

264 Following 14M Followers 213.2M Likes

Have an idea for a movie?
Share your trailer #TheGreatUntold
Learn More
www.whatsyourgreatuntold.c...

Videos **Liked**

just in case some of you didn't know w... @bgreazy
▷ 5585 36m ago

anna kendrick on the set of #stowaway
▷ 21.4K 5h ago

If an old movie had a proble... @youngmimayer
▷ 174.9K 23h ago

Netflix was the 2020-2021 winner on TikTok.

But let's not forget about the big video services winner of 2020-2021: Netflix. Netflix is an example of subscription video on demand (SVOD). With SVOD, subscribers pay a recurring fee (usually monthly or annually) to enjoy unlimited access to premium content as long as they continue to pay. It's one of the most profitable video monetization business models - and one of the most popular today.

In the U.S., more than 82% of video subscriptions fall to just five streaming services: Netflix, YouTube, Amazon Prime, Hulu, and Disney+. (Comscore, 2020)³⁶

Even before the 2020 pandemic, streaming was already becoming the preferred way to enjoy content, pulling audiences away from traditional T.V. and toward streaming platforms. And while the rise of streaming was always expected (Google, 2020)³⁷ 2020 solidified this trend. (Google, 2020)³⁸ As a result, the industry experienced a livestreaming boom (Nielsen, 2021)³⁹ in a way that changed the media and advertising landscape forever. (Nielsen, 2020)⁴⁰

And it's not all about YouTube or Netflix: in March 2020, Internet users streamed 1.1 billion hours of video content on **Twitch**. (Yahoo, 2020)⁴¹ Shortly after that, the platform broke another record, with people watching three billion hours. (TechCrunch, 2020)⁴²



Read more about Twitch in Chapter 2.4.5

The livestreaming boom is far from over. For 2021, eMarketer projected that more than 106 million U.S. households would watch streaming content, eclipsing the number of households that pay for traditional T.V. services like cable or satellite. (eMarketer, 2021)⁴³

People are generally interested in watching the same things: personalities, games, pop music, sport, entertainment, and humor. (Stokel-Walker, 2018)⁴⁴

What do people watch online? A mix of:

- videos with high production value:
 - music videos, movie trailers, or video ads on video first platforms like YouTube or TikTok, or on social media platforms like Facebook or LinkedIn
 - popular series on video subscription platforms like Netflix.
- user-generated videos.