



## Video & Engagement

### 1.2 Videos For Brand Marketing

A graphic with a black header containing the text "Videos For Brand Marketing". Below the header is a light green background with a subtle pattern. Three blue rounded rectangular buttons are stacked vertically, each containing white text. The top button says "Win trust and build lasting relationships", the middle button says "Entice people to find out more about you", and the bottom button says "Provide valuable information to show you are an expert!".

Videos For Brand Marketing

- Win trust and build lasting relationships
- Entice people to find out more about you
- Provide valuable information to show you are an expert!

#### Notes:

#### Videos Are Today's Answer For Excellent Brand Marketing

Any seasoned marketer will tell you building trust should be your number one goal for success.

Your first step should not be selling your product or service to someone. It should be winning their trust and building a lasting relationship.

Through conversations and valuable information, you will entice people to find out more about you and your website.

Valuable information shows others that you are an expert and therefore someone they can trust.

Communication is critical for increasing your website's recognition and relaying information that will solve your visitor's immediate problem.

### **1.3 Videos Boost Your Search Ranking**



#### **Notes:**

#### **Use Videos To Boost Your Search Engine Ranking**

There are many good reasons why videos have become the most popular choice for marketers to get their messages across.

One reason, audiences prefer watching videos and are easily drawn to the information they communicate.

Another very important reason, Google and search engines love videos! Research has shown that using videos will increase your website's chances of landing on the first page of Google by an astounding 50%!

Do yourself a favor by ensuring you have a video embedded on your website to increase your visibility and greatly improve your search engine ranking.

### **1.4 Videos & Mobile Devices**



## Notes:

### Videos And Mobile Devices Are Meant For Each Other

Mobile users are constantly watching videos while they are on the move and the number of people on their smartphones is now on the rise.

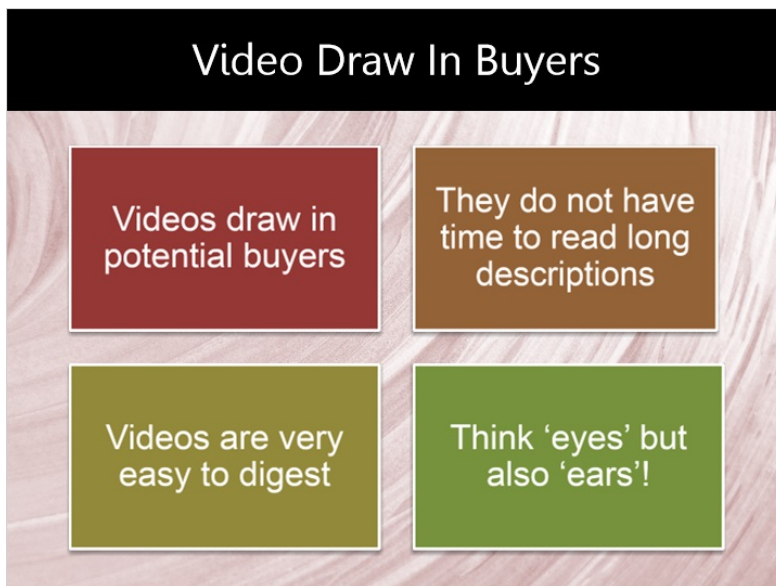
By creating great videos for mobile devices, savvy marketers know their audience will only keep growing, drawing in more and more traffic.

Adding to that, Google has reported there is a very strong bond between smartphone users and videos. Research has shown smartphone users will easily connect to a product compared to those on a desktop.

Brands have finally realised they must have videos that their audience can relate to while on their phones.

This marketing strategy is quickly becoming the most important part of increasing a brand's recognition and building a successful website.

### 1.5 Video Draw In Buyers



## Notes:

### *Videos Draw In Potential Buyers*

In today's day and age, potential customers are always on the move and do not have the time or interest to read through long descriptions about a product or a service. They want to see the product or service and how it works, quickly.

Video marketing will bring in a wide range of people because videos are very easy for them to digest and see the big picture. You will have an excellent competitive edge when you create a video that not only draws in a consumer's eyes but also their ears.

Make sure your video is visually appealing and has a message that consumers will walk away with and remember.

## 1.6 Short & Sweet

The graphic is titled "Short & Sweet" in a black header. Below the header, on the left, is a white box containing two bullet points. On the right is a blue box containing a black text box with white text.

**Short & Sweet**

- Grab attention in 5 - 10 seconds
- Get your message across in < 1 minute

Work on your message.  
Storyboard it.  
And keep tweaking it!

### Notes:

#### Make It Short & Sweet

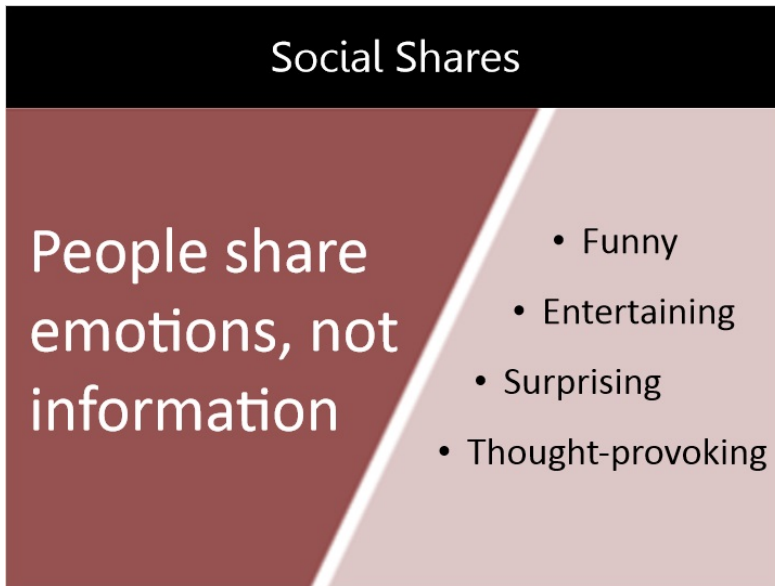
The attention span of most people has decreased drastically over the past few years.

By rule of thumb, your video should grab a viewer's attention within 5 to 10 seconds to keep them engaged.

Your goal is to get your message across to your audience in less than one minute. You will quickly discover that's not an easy task!

Before making your video, you must work on your message. Storyboard it. And keep tweaking it until you have the message you want to convey.

## 1.7 Social Shares



### Notes:

#### **Video Encourages Social Shares**

Social networks like Facebook, LinkedIn and Youtube are a great way of reaching your audience and driving traffic to your website.

Remember, in a social media context, people share emotions, not information.

So, create funny, entertaining, surprising or thought-provoking videos which they will share.