

The Ultimate Agency Guide to Video Marketing

Plus tips and tricks to make it easy and affordable



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About the Author

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Source: [Content Marketing Institute](#)

In *Issue 9* of Agency Perspectives, we looked at the phenomenon of “content pollution” and what it tells us about the current state of content marketing. By now, it’s pretty clear that the practice of content marketing as a core business initiative has “crossed the chasm” for both large and small companies all across the globe.


In a recent report, the Content Marketing Institute shows that a whopping 91% of B2B marketers now consciously deploy content marketing as a major part of their overall marketing strategy.

Among other things, this means that Internet users are awash in content, which leads some marketers to worry that their audiences are experiencing “content shock” or “content fatigue.”

It’s certainly true that despite working harder and harder at making content, a lot of us aren’t seeing better and better results. But with the ubiquity of content, and as people become nearly inseparable from their phones and laptops, there’s little doubt that we’re consuming more content, not less.

What Happens Online in 60 Seconds?

Managing Content Shock in 2017

	2014	2015	2016
 YouTube hours of video uploaded	300	400	500
 Emails Sent	136,319	142,777	149,513
 Facebook Posts	2.46 Million	3.3 Million	3.3 Million
 Google searches	2.4 Million	3.1 Million	3.8 Million
 Instagram photos uploaded	42,000	55,555	65,972
 Twitter tweets	347,222	422,340	448,800
 WordPress posts	972	1,212	1,440
 WhatsApp Messages sent	12.5 Million	20.8 Million	29 Million

Source: [SmartInsights](#)

Therefore content marketers are left with an unsavory conclusion: **the problem isn't content fatigue at all; the problem lies in producing mediocre content.**

It's also getting harder and harder to stand out. SmartInsights issued a redux of a chart we've seen a few times over the years showing how much content is put online every 60 seconds. It's not much of a surprise that the amount of content produced and uploaded every minute is continuing to grow each year.

Your audience's attention is a finite resource. With so many brands and creators vying for their time, every day it gets more difficult to create content that cuts through the noise and makes an impact.

But one thing is certain: The question isn't *whether* content performs – it's figuring out *what kind* of content performs best. And, more importantly, once we know what kind of content is performing best, the critical tasks are figuring out how to make that content *better* and how to effectively get it in front of our audiences.

Marketing Content vs. Content Marketing

Naturally, it's tempting to think of every kind of content used for any marketing purpose as "content marketing." But expert practitioners of content marketing have worked hard to define a specific purpose



The intent of content marketing is to offer valuable information so people want to hear from you... so they sign up to receive your content.

– Lisa Murton Beets, Research Director, CMI

for the craft that separates it from traditional “nuts-and-bolts” marketing content.

While there’s plenty of overlap in the production and purpose of all kinds of marketing content (and no real need for mutually exclusive definitions – especially for smaller organizations with limited budgets and resources), it *is* helpful to think about content marketing as a unique function in your marketing strategy.

"Content marketing gives you a way to build a subscribed audience, which is what differentiates content marketing from other forms of marketing. The intent of content marketing is to offer valuable information so people want to hear from you... so they sign up to receive your content," **says Lisa Murton Beets**, Research Director of the Content Marketing Institute.

Understanding the difference between content marketing and traditional marketing activities means thinking in different ways about your marketing goals. Traditional marketing, while still very necessary, is much more brand-centric. It involves devising core messaging about the brand and its offerings, and producing copy and content to carry those messages in marketing collateral such as brochures, product descriptions, company profiles, overview videos, and more.

Content marketing, on the other hand, is more customer-centric, meaning it should always be geared at providing value to the audience.



This can include content like the following:

- Curated industry news digests
- Blogs about industry trends
- Tech talks on new industry standards and procedures
- Webinars with industry experts
- How-to videos
- Tech support articles addressing industry-specific challenges
- Topical deep dives with niche influencers

If this sounds more like the purpose of a trade publication or magazine and not the function of a traditional marketing department, it's because that's exactly what content marketing is supposed to be. Doing content marketing well means thinking about your audience less as a pool of potential leads, and more like actively engaged subscribers.

Video content is one of the best ways to boost engagement

Video has repeatedly proven to be a star performer among content formats. There's something about video that just works. The combination of audible and visual media elicits our greatest sensory engagement.

Most people prefer to consume information via video in cases where video is a format option – and this is specifically for true digital marketing.

Marketers who deploy video in their campaigns generally get better and more consistent results than marketers who don't use video.

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Let's take a look at some numbers...

Landing Pages

Including video on landing pages **increases conversion by over 80%**. – *Vidyard*

Search

Marketers using video earn **41% more web traffic** from search than marketers without video. – *Aberdeen Group*

Blogs

Blog posts including videos generate more than **3x more inbound links** than blog posts without videos. – *Moz*

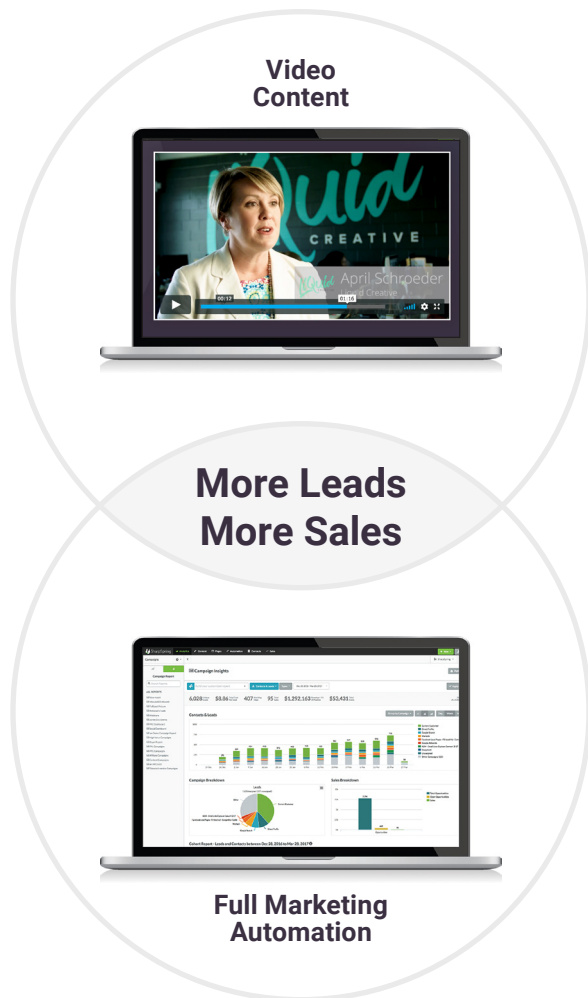
Social

Social posts with video generate **12x more shares** than text and images combined. – *SimplyMeasured*

Email

Emails featuring video content generate over **40% higher engagement** than emails without video. – *Wistia*

Now, given that we're discussing content marketing in a context of marketing automation, that last data point should really stand out. If you're anything like every other email marketer on the planet, increasing your engagement rates



is a top priority. If we can wrap our minds around the fact that adding video to email marketing automation campaigns is a relatively straightforward way to dramatically increase engagement rates, the next challenge is figuring out what kind of videos to make, and what to do with them once they're made.

Taking what we know about the performance-enhancing capacity of video content, and considering how video produced for content marketing purposes might differ from video produced for traditional marketing functions, what are some ways we can leverage marketing automation to deploy content marketing campaigns that capture and nurture more leads?

The Nuts & Bolts of Video Content

In a perfect world, your organization would kick off a video marketing strategy having already produced a standard suite of traditional marketing videos. Let's assume you've created a great promotional overview video for your best product or service that positions your value propositions in respect to your prospects' greatest pain points. You've also got a case study video or a customer success story that shows your product or service helping people solve problems "in the wild," as well as a few supplemental videos that deep dive on specific features or benefits.

This stable of content would fall neatly into the category of traditional nuts-and-bolts marketing video. Naturally, all of this content is rather transparently promotional. You've done a fantastic job outlining the benefits of your product

Content marketing is first and foremost a strategy designed to capture anonymous visitors and turn them into subscribers.

for a prospect who is deep into the sales cycle and ready to make a purchase decision. So congratulations on that – it'll probably earn you a few sales.

However, many of your anonymous website visitors are probably either not ready to buy your product or not even considering a new solution at all. So while you may find some lead-gen success luring this anonymous visitor to a landing page featuring your product promo video, you're not likely going to find much success converting new subscribers with that kind of content.

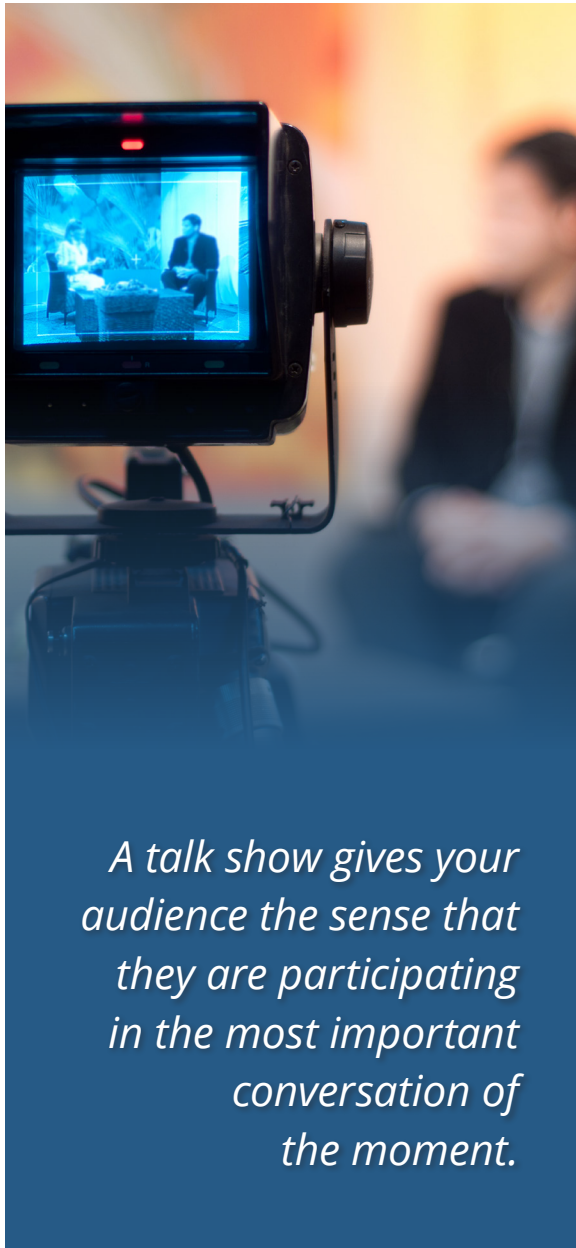
Remember – content marketing is first and foremost a strategy designed to capture these anonymous visitors and turn them into subscribers, so that the opportunity exists to nurture those subscribers and better identify marketing qualified leads, and convert those leads to sales when they're finally ready to buy.

Combining Video and Content Marketing

When it comes to video formats for content marketing, there are lots of options to choose from, and a few key questions come into play.

What kind of video content can we produce that is engaging and effective, demonstrates our core expertise, and is also relatively affordable?

Talk shows are one of the highest-performing video marketing options, and they're also one of the easiest to produce. They come in a variety of types and can go by other names like "one-to-one-interviews," "fireside chats,"



A talk show gives your audience the sense that they are participating in the most important conversation of the moment.

“roundtable discussions,” etc., but at the end of the day, these all fit neatly into the long-established genre of the television *talk show*.

A talk show gives your audience the sense that they are participating in the most important conversation of the moment. Listening to respected experts in their field discuss the prevailing trends and issues gives them the sense that they are fulfilling their professional responsibility to keep themselves informed. And, if the show is well made, it should actually be doing these things. The job of a talk show producer is to actually provide this kind of valuable information for their audience.

In a business context, if you commit to this format and work on improving the quality over time, and as you start to build more and more of an audience of subscribers, you ultimately begin to wield some authority in determining which experts and topics your industry should be discussing and thinking about. Aside from the core mission of driving your bottom line by turning subscribers into sales, doing this kind of content marketing can also yield powerful positioning for your brand in the broader context of your niche.

Steps to Producing a Talk Show

If the idea of setting out to produce a talk show for your agency or business seems intimidating, consider that it’s not too different from content activities that you’re probably already doing.

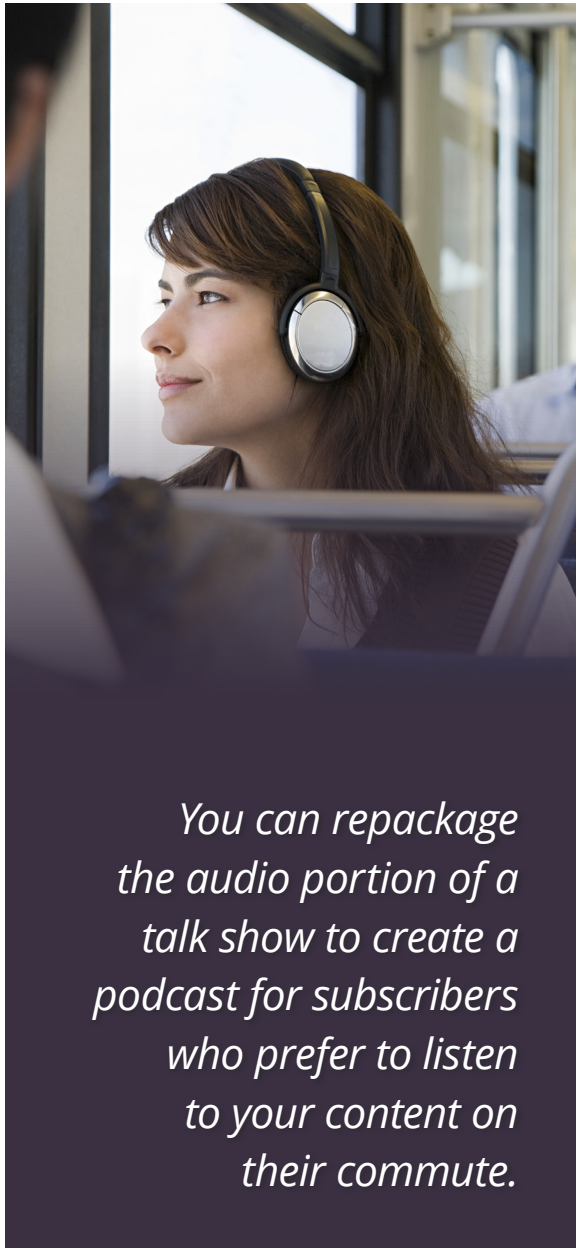
If you've been down the webinar road, you're already familiar with the bulk of the hard work required to successfully produce a talk show.

For example, if you've produced a webinar, you've already got a head start. Your run-of-the-mill webinar is a kind of "staged" talk show, as it features some of the hallmarks of the talk-show genre: usually moderated by a host, showcasing a major contribution from an industry expert, recorded live-to-tape for a live audience.

Of course, webinars also differ from the standard talk show genre conventions in that they're more scripted. They typically feature less back-and-forth conversation, which is one of the reasons people like talk shows to begin with. And from an aesthetic perspective, while they do feature talking heads from time to time, they are most often presented using slide decks rather than a variety of static camera angles.

But while the performance of a webinar is a little different from a talk show, the pre-production work involved in preparing a webinar is nearly identical. If you've been down the webinar road, you're already familiar with the bulk of the hard work required to successfully produce a talk show.

Another advantage of talk shows as a video marketing strategy is that they're affordable to produce compared to other video formats. They do not require scriptwriting or acting, so you don't need writers and acting talent. They don't require creative framing and visual storytelling, so you don't need to pay an expensive director of photography. And the editing for this kind of show is about as simple as it gets, so there's no need to pay premium rates for post-production.



You can repackage the audio portion of a talk show to create a podcast for subscribers who prefer to listen to your content on their commute.

Finally, you can repackage the audio portion of the talk show to create a podcast for subscribers who prefer to listen to your content on their commute. And a huge plus with the talk show format is that if you transcribe your show, you generate pages and pages of expert conversation that can be mined for quotes and paragraphs to be used in blog articles and other content.

Some Final Tips on Video Marketing...

Always make an appointment with your audience

By creating consistent, serial content and delivering on a promised schedule – be it daily, weekly or monthly – you build expectation and anticipation with your audience. This signals to your audience that you are committed to a long-term relationship and helps establish trust. In the digital marketing universe, a fantastic and self-explanatory example of this principle is Rand Fishkin's *Whiteboard Friday*.

Feature talent that your audience trusts

This is one of the biggest “make-or-break” aspects of any hosted content format. To a very large degree, the success of your video marketing strategy will depend on the overall likeability of the people and topics you’re featuring. A fantastic example of this is Lowe’s branded home improvement show, *The Weekender*. Host Monica



Some Final Tips on Video Marketing...



Make an appointment with your audience



Use the right talent



Create a hook



Tie it all together with marketing automation

Mangin has proven to be a very engaging host, particularly among the desired and hard-to-reach audience of millennial “cord-cutters.”

Create a hook

What’s different about your video content? What’s going to make people stop and pay attention to this show instead of all the other ones out there? An (admittedly biased) favorite example of a hook can be seen in a branded show produced by Symbolscape, called *HardTech Heroes*. Our client was looking for a way to make electronics engineering content for young hardware startup founders. Most of the content in this space is quite dry and technical, so we needed a format that made technical information more engaging. Our solution was to introduce a young, technically savvy host who interviewed other hardware founders in a quirky yet charming way.

Tie it all together with marketing automation

As your content marketing strategy unfolds and your subscriber base grows, you’ll begin to occupy mindshare in your market niche. But more importantly, your engaged subscribers will begin to venture to other parts of your website. If you use marketing automation to set up *personas* and *lead scoring*, you can deploy the rest of the marketing automation playbook to maximize engagement and gather more information on those leads.

When subscribers start looking deeper at product and pricing information, chances are they’re ready (or almost ready) to make a purchase – and this

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is a perfect opportunity to launch a product-specific nurture campaign. Speaking of which, this is a golden opportunity to showcase those nuts-and-bolts marketing videos we talked about earlier. Just make sure you *don't forget to include vidcaps!*

All told, video marketing campaigns and a solid marketing automation strategy are state-of-the-art digital marketing – and they're not as difficult to achieve as you think. So get out there and start making some great content.



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Symbolscape Media is a boutique Inbound Marketing consulting firm that offers managed services and content creation for core business initiatives in content marketing, social media and marketing automation. Symbolscape helps clients deliver the right message, to the right place, at the right time, providing real value for audiences while leveraging the latest marketing technology.

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