



VIDEO CHECK-IN

RED ROOF PLUS+ ENGAGES POTENTIAL GUESTS WITH SHORT VIGNETTES

It was a lovely day in Union Square Park in New York City on April 24 when the Red Roof Plus+ mobile unit pulled in for one of its stops on an experiential marketing tour. Mounted on the front of the truck was a video camera, filming the scene from the truck's point of view as it traveled the highways—like 97% of its customers do—and arrived at stops.

Video cameras were also mounted inside the truck capturing the action as people moved through. A videographer captured activities outside during prize giveaways and other activities.

Video is captured for two purposes: to be used internally to send to franchisees to get them excited about visiting the truck tour and to produce short vignettes that will be posted this summer on the brand's YouTube channel, integrated into RedRoof.com site and posted on Facebook and Twitter as the leisure travel season shifts into high gear.

"Right now video is top of line for all of us because we have such a great story to tell," says McDonald, who still gets customer reviews in a weekly summary. "But it's about how to use it in the right way and that it has the right message to the consumer."

Video is a staple for Red Roof marketing and this year the brand brought production in-house. A new staff member graduated from film school and is passionate about story telling through film. The plan is to produce and post between 20 to 25 videos this year with a budget of under \$100,000. Short-form video is a marketing tactic Red Roof uses to engage consumers with multiple experiences on multiple devices. It typically produces videos that range from 10 to 30 seconds.



Red Roof uses video to get franchisees excited about visiting the tour truck and to create engagement on the brand's YouTube channel.

"It has to capture their attention and has to be absorbed quickly," McDonald says. "We want to keep it fresh and bring them back to see what else we have to say and to book a room."

A video contest will launch later this year where entrants will submit eight-second videos about how they get to a Red Roof destination and what they do when they get there. A photo contest last April encouraged customers to document their travels with their pets (Red Roof is pet friendly) during Pet Appreciation Month. It was so successful that the contest is transitioning to the upcoming video contest.

"They have to be short, they have to be quick and they have to be fun," she says. "You can't be selling all the time."

— Patricia Odell

Do's and Don'ts

VIDEO IN EMAIL



As the technology to showcase it improves, so does the use of video as an engagement device in email. Chief Marketer talked about dos and don'ts for using video in email with Matt Highsmith, founder/CEO of TailoredMail.

Get personal: Use an overlay on the email image to entice the recipient to play. "Do an overlay on the 'playback poster'—for example, a video highlighting a new SUV could have the tagline 'Joe, can you see yourself in a new Chevrolet Equinox?'" says Highsmith. "This will make the video more dynamic and double the chance of them watching."

Keep it short: If you want someone to watch, keep it under 60 seconds. "I'm not sure if there's some psychological reason why people bail if it goes over a minute, but under a minute seems to be the sweet spot to get people to watch the whole thing."

Go high-def: Take into consideration that a viewer might want to expand the video to full screen. Encode your video at the highest possible value available so it still looks great when they expand it.

Never set your video to autoplay: This one is basic. It annoys everyone. Don't do it.

Don't let your video overpower your message: Videos are great for engagement, but make sure that the video doesn't distract from your call to action. Make sure that your video complements—rather than competes with—the core message you want to deliver.

—Beth Negus Viveiros



Best Practices

CONTENT COMES FIRST

EIGHT BEST PRACTICES FOR DEEPER ENGAGEMENT WITH VIDEO CONTENT MARKETING

1. Put the Value Up Front.

Get to the point in the first 3 to 10 seconds or you risk losing the audiences' interest, and don't put the branding up front. Attention spans are short; you've got to hook people in.

2. Think Like a Publisher.

Take off your marketer's hat and think like a publisher. That will have you shifting from attitudes that typically drive marketers' thinking to creating video content of value to the audience. Hire a journalist. They have expertise in creating publisher-like content and can make a smart addition to the talent pool.

3. It's Not Just About a Campaign.

Video content marketing has a much wider application than the idea of a campaign. It should include evergreen how-to content mixed with of-the-moment content to give the video a long shelf life.

4. Make Video Regularly.

The idea of thinking like a publisher comes into play here too. Publishers regularly push out content to keep readers engaged. Video marketers should do the same to capture regular audience attention. Video content marketing is not a one-off, it needs to be part of the plan as you will see in the next tip.

What's Screening?

Types of online content US media agencies say clients/brands are promoting



Source: eMarketer.com 2013 Native Media Survey

5. Be Consistent.

Tell the same story everywhere—video, TV ads, Facebook postings, even brand blog posts. Video content marketing should be woven into the fabric of overall larger campaigns with the same message even if told with different voices and details.

6. Fit into the Larger World.

Videos about just your own products are just marketing. Videos that capture a larger idea will be more interesting to audience needs. Here's an example using a lawnmower brand. Instead of just promoting the lawnmower, show how to choose among various types of lawnmowers and ideas about lawn care in general. It's a balance between entertaining and getting your brand message across.

7. Post Videos on YouTube.

By next year, more than 40% of U.S. companies will use YouTube for marketing purposes, according to eMarketer. There are a number of benefits here: brand channels offer a larger space to promote videos and YouTube's search function helps people discover the content. Evergreen content works well here because it doesn't go stale quickly.

8. Embrace all Screens.

Developing video for mobile is less and less a special case. Video content is best when created for all screens, without artificial limits.

— Source: eMarketer

IT'S NICE TO SHARE

THREE REASONS YOU NEED TO GET YOUR VIDEO GOING VIRAL

1 Shares are the global currency of social video and a measure of deep engagement. Views can be purchased, but shares have to be earned, and they are valuable. If someone shares a video, they have stopped whatever they are doing to share information about your brand and product.

2 Shares are e-word of mouth; the most trusted form of advertising, which drives 20 to 50% of all purchase decisions. A high-impact recommendation (such as a video share from a peer or friend) is up to 50 times more likely to trigger a purchase than a low-impact recommendation, such as a TV ad.

3 Social viewers (people who watch content shared with them vs. those who find the videos themselves by browsing) are far more likely to act after watching a branded video.

— Source: Unruly Science of Sharing 2014