

# Visual Velocity

## Harnessing the power of video for increased marketing ROI

**T**here's no need to check your channel listings: Online video is on the schedule now for just about every marketer that wants to engage both B2C and B2B audiences.

Just as ratings matter for broadcast television, so too do the number of eyeballs watching—as well as on what device they're watching, for how long, and a myriad of other metrics.

"CMOs understand that video is a media they need to be using, but connecting to demand gen and content strategies can be difficult," says Jeff Gadway, director of product marketing, Vidyad.

Measuring the impact of video and connecting it with other KPIs like lead generation is still a challenge for many marketers, he notes.

"There's a lot you can track beyond who pressed play," Gadway says. "How long did they watch? What parts did they watch? Did they rewatch? You can assign points to all of these things and add them to a lead scoring model."

Initially, many marketers treated online video like TV, says Casey Tourangeau, leader, digital experience at Ottawa-based agency McMillan. They would just post clips and not focus on getting actual metrics.

"Now, as it's easier to show a relationship [between videos and conversions] marketers are getting further into the funnel and doing more product videos and case histories," he says.

Personalization in video can help make the experience feel more relevant to a customer, says Gadway, noting that Vidyad's platform includes the ability to build one-to-one video assets on a mass scale. Seeing a thumbnail image of a video in an email with



their name in the clip makes people more inclined to click play, he notes.

According to Vidyad, personalization increases clickthrough rates and video engagement. "In the past, people might have watched 40% of a video but with personalization they often watch 80%," he says.

Lenovo tested personalized video earlier this year, picking 3,000 inactive records in their database to contact. They saw a 450% increase in clickthrough rates, says Gadway.

Terminus works with Vidyad to create personalized videos to reach targeted accounts, inviting them to the conference or to do a specific task, such as downloading a case study.

The process of creating videos is cheaper than some marketers might think, says Sangram Vajre,

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## ON THE MENU

### VIDEO HELPS MAINE LOBSTERS GET THEIR CLAWS INTO RESTAURANT CHEFS

A series of online videos educating chefs and diners about the appeal of Maine lobsters has helped get the tasty crustacean onto more restaurant menus.

"So much of what we do is a great story and people want to hear it," notes Matt Jacobson, executive director of the Maine Lobster Marketing Collaborative. "One of the biggest food trends is people wanting to know where food comes from and whether it is harvested responsibly. Our story has such a visual impact."

While the appeal of lobster as a delicacy is legendary, many people outside of New England often don't understand how to prepare it. This was illustrated to Jacobson when he overnights some lobsters to a well-known chef in Chicago. The chef was shocked when the lobsters arrived alive and

The Collaborative wanted to reach rock star chefs with a good story, to get them to put lobster on their menus. Some were brought to Maine and taken out on lobster boats and to visit processing plants so they'd become evangelists for the lobster.

But you can't bring everyone to Maine, so that's where online video comes in.

The Collaborative created videos featuring lobstermen and their families discussing the process of catching lobsters and the appeal of new shell lobster, as well as famous Maine restaurants like Kennebunkport's Clam Shack.

New shell lobster season begins around July 4 and goes through about early November, so a campaign with the videos was launched on Facebook and YouTube at the end of June. Video clips were also created to give news outlets B-roll footage to use in background about Maine or lobsters.

The videos got over 65,000 views in two weeks, and the collaborative expects to repackage and reuse the clips for quite a while. Success of the initiative is measured by how long people watch and whether they shared clips, as well as whether chefs

didn't know how to prepare them. (Lobsters degrade very quickly after dying, which is why they should be alive right up until they are cooked.)

"The fact that he didn't know what to do with them really hammered home the idea that education was needed," he says.

About 85% of seafood is consumed in restaurants, making chefs a primary target for marketing. Studies show that between 70% to 80% of lobster is eaten in restaurants—but only about 4% of restaurants serve Maine lobster. That leaves a lot of room for growth.

add lobster to their menus.

In addition to video, the Collaborative has also done "Maine After Midnight" events to promote lobster to chefs in cities like Atlanta, Washington, DC and New York. Because chefs work crazy hours, they're often hard to reach. About 65 to 70 chefs are typically invited to each of these events, which begin after 11 pm. Lobster dishes created with the flair of the local city are demonstrated, and the difference between hard and soft shell lobster is explained (fans of soft shell claim they are sweeter and easier to eat, while hard shell aficionados say those have more meat).—BNV



## VISUAL AID

### 5 TIPS FOR BETTER ORIGINAL VIDEO CONTENT

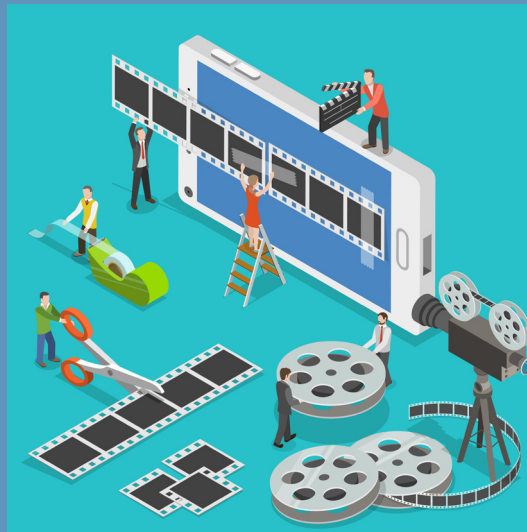
#### 1. VIDEO DOESN'T HAVE TO BE ON A FILM STUDIO BUDGET OR SCHEDULE.

Digital production tools and devices today have made inexpensive, quality video a reality—allowing companies to ultimately increase ROI without breaking the bank. However, video production does require alignment and communication across teams.

Publishers shouldn't make video production contingent on whether your sales team finds a sponsor; make a commitment to building a great original content experience and the sponsors will come. And marketers shouldn't assume that only expensive creative agencies can produce quality brand videos. But, do use an experienced crew to get the best outcome for your investment. Consider using smaller in-house teams for day-to-day content, tapping into larger crews for bigger projects.

Other things to keep in mind:

- Compare the costs of renting vs. buying production equipment depending upon your plans for future in-house production.
- Schedule your time to shoot multiple content pieces with one crew and repurpose content that you shoot, breaking larger pieces into smaller clips and using b-roll.
- Think about building ever-green vs. time-restricted content where it makes sense, for longer shelf life.



#### 2. VIDEO DOESN'T EVEN HAVE TO BE YOUR OWN PRODUCTION

Companies have been turning to user-generated (UGC) video for years to build their libraries with effective and engaging content that keeps audiences watching longer. It expands sharing opportunities and boosts ROI. Also, keep in mind that many up-and-coming filmmakers welcome the opportunity to build their reels and showcase their talents for a top company this way, and audiences, in general, like to participate and share their thoughts and opinions through video. Publishers and brands can reach out to their social media communities to begin, but must ensure the proper legal language and releases are in place dictating who ultimately owns the content and how it can be used.

#### 3. VIDEO DOESN'T HAVE TO BE LONG TO MAKE AN IMPACT.

Investing in short video can often offer more return than longer content. Ooyala took a look at the most popular dig-

ital videos last year across its publisher network and found that 95% of the videos tracked for the research were under 5 minutes in length, with the sweet spot being around 2.5 minutes.

A Liveclicker report noted that for brands, the average conversion rate for digital product videos in the U.S. and Europe was highest, at nearly 9%, for videos up to 30 seconds, compared to just under 5% for those over 3 minutes. The average order value was over two times more after watching 10 or more videos vs. watching only one, and the conversion rate for retail sites with video on most product pages was just under 9% vs. just under 5% for those with video on few product pages.

#### 4. BE CONSISTENT.

Companies should look to create video that is aligned with their existing digital and brand experience for maximum return. Tell a story and make the desired call-to-action simple for the viewer. And build on your existing content—know your audience, analyze which articles generate the most activity, and craft new video around those topics.

Include a mix of video that may engage audiences differently, but roll up to the overall brand message in look and tone. For brands, think tutorials, product demos and "making of" processes, as well as company culture and background stories. For publishers, think native video, interviews, and behind-the-scenes moments.

Consider all of the platforms and environments where your audiences consume your content (including mobile apps, email and social channels), and incorporate responsive design to showcase video in each particular setting. And don't forget to tag and optimize videos for SEO and all audiences by including captions, titles, and translated videos for international markets.

#### 5. MEASURE FOR SUCCESS.

Using video analytics, companies can easily test which of their homegrown videos generate the best ROI, and then use these metrics to better understand their audiences and to determine strategies and KPIs for the future. Key video metrics to explore could include the purchase amounts generated by video pages, longest watch time, highest completion rate, greatest number of shares, optimal ad load, user path-to-purchase (including devices used and time of day), results on video vs. non-video pages and more.

—Paula Minardi, content strategy manager, Ooyala

## WHY DO WE WATCH?

### SIMPLE PSYCHOLOGY FOR BETTER VIDEO MARKETING

Video already commands about 78% of Internet traffic today, and a report from Cisco projects that number will increase to 84% over just two years.

Marketers everywhere agree video is an effective way to engage buyers throughout the customer journey, but it's important to remember that to be effective, video has to be good. To be successful with video, marketers need to understand what makes it work and apply those lessons to their own content creation strategies.

So what makes a video appealing? Surprisingly, it's often a video's ability to take advantage of primitive responses to what we see and hear that draws the line between a compelling video and one that nobody is going to watch all the way through.

#### Movement

Motion—pretty much *the* differentiating characteristic between video and all other content—grabs our attention and holds it. Our eyes and brains are great at sensing movement, a skill developed to identify predators and prey when survival depended on being able to hunt and avoid being hunted.

Today it's common to hear that the popularity of video is a sign that attention spans are shorter than ever, but that's not necessarily true. Instead, it's more likely that content in motion is simply able to capture and hold our attention more effectively than words on a page. When the eyes see movement, they tell the brain that the moving object is worth more of our attention than the still objects around it.

To hold your audience's attention, make sure that your videos use movement to emphasize important details. For example, data points can be represented with animated graphs or pie charts that draw the eye towards the visual. Movement can also help dictate the flow of a storyline: objects or scenes moving faster will require more visual attention, and slower-moving objects or scenes can help your audience process visuals along with other things like, say, voices.

Still, remember that jump cuts and other fast transitions can be disorienting and distracting. Try to keep scenes to a minimum of five seconds or longer. Any shorter than that and your audience may miss the point, or even worse, be uncomfortable.

#### Sound

Audio is still a pretty basic differentiator for video, but anyone who's tried to add video content to their marketing efforts knows that there is a massive difference between good audio and bad, or even decent.

Humans can generally hear between 20 and 20,000Hz, but conversations stick within the 1,000 to 5,000Hz range of sound. When we talk to each other, our brains filter out noises on the far ends of our hearing spectrum, focusing instead on what's important, in this case the conversation at hand. Unfortunately, microphones don't have this ability, and with-



for viewers to focus. Using the rule of thirds, demonstrated by the bottom right image here, can help divide viewers' attention appropriately between visuals and your speaker's voice

Proper framing can help your message get through to your viewers more clearly. A speaker too close is kind of creepy, while having your speaker too far offset can make it hard

out proper equipment and editing tools, ambient noise is captured and replayed just as richly as voices in recordings.

To get your message across clearly, you can use more focused microphones (like "lavalier" microphones that can clip to your shirt) and do some basic editing in programs like Audacity or ProTools. There are endless resources on the best ways to filter out ambient noise, and taking the time to carefully edit audio can make voiceovers, interviews and other audible components of your video content less distracting and more impactful for your audience.

#### Emotion

You may have heard the old adage that communication is seven percent verbal and 93% nonverbal. I won't get into the validity of that claim, but it's undeniable that nonverbal clues we give while speaking color the way others receive and interpret messages.

In video, body language, tone of voice, facial expressions and even placement of the speaker within the frame can all impact whether your audience trusts the speaker to be truthful, and how they'll interpret the message she's trying to convey.

Emotion is the intangible foundation underneath your whole video. To get your message across effectively, take basic steps like making sure your speaker doesn't cross her arms or legs, as that can make it difficult for your audience to connect with both speaker and message. We also take cues on how to interpret messages from a speaker's eyes, mouth, eyebrows and head movements, so be sure your speaker's face is telling the same story as their voice.

And, speaking of the voice again, be sure to take the right tone. Viewers will naturally attach an emotion to the message you're conveying. This helps the brain remember a message by how it makes us feel. Learning to control the emotions your message is packaged in can be a powerful tool for sales and marketing. Are you selling life insurance? A serious but soft tone can help your audience understand the importance of your product without scaring them off. Trying to get new members on your dating site? Big smiles, laughter and a speaker leaning into the camera give the sense that they're excited to give the audience a tip that will improve their love life. —Tyler Lessard, CMO, Vidyard

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co-founder and CMO of Terminus, an account based marketing platform. Terminus has created video templates and just plugs in the footage. "The more you do, the easier it gets as you get some scale and see what works."

To gauge ROI, Vajre says the company's video efforts are integrated into its Pardot marketing automation platform. Testimonial videos are watched by just about every new deal that has been closed since the company started using video in its nurturing strategy.

Vajre notes that he thinks many marketers overthink things when they consider first testing video.

"Some take it too seriously and think all of their videos need to be perfect," he says. "Users don't care so much about that—start ups and midsize companies can use video to show their personality and humanize their brand. And they can get away with being scrappy."

Vajre says he has his sales teams do videos to introduce the brand to prospects. The brand also used video to entice speakers to participate when they were launching their #FlipMyFunnel event.

"We wanted to win them over with our passion. We talked about specific topics and reached out directly to them," he says. "Video can be the next best thing to a face to face conversation."

Video helped water cooler supplier Pure Water Technology start conversations with decision makers, to tell their story of why companies should consider switching to their bottleless water purifier system.

They needed a way to get past gatekeepers and deliver their message in a compelling way, says Jaycen Thorgeirson, founder and CEO at UviaUs. "The challenge was that it's not that sexy, it's just your water service."

Pure Water partnered with UviaUs, which offers a tool that incorporates a custom configured video player into a physical piece of print marketing col-

lateral. A short one minute animated video showing the difference the new technology could make was created, and on the back of the piece recipients saw an offer for a free trial, along with a request for a meeting with a sales person.

If the prospect wasn't interested, Pure Water asked them to leave the video player with the receptionist, so the sales rep could pick it up. This gives the sales rep an excuse to come back to the office, even if the prospect initially wasn't interested.

Seven distributors participated in the initial program, which results in a rise in conversions for the company, says Thorgeirson.

When considering purchasing a video platform, it's important to make sure the system can interact with your other marketing and sales tools already in place, Gadway says. "Make sure your video platform can push data to those other systems, and make sure you find the right platform to measure your video assets and who is engaging with them."

Gadway also recommends democratizing access to video. "Make video a more prominent part of your sales workflow so your team can sell with video. Often we hear that video content is trapped within marketing, so sales isn't using those assets."

Marketers are also realizing that the days of just posting a video in one spot and then forgetting about it are long gone, notes McMillan's Tourangeau.

"We're helping marketers understand that when you create a video it doesn't have to exist in one form on only one channel—you can break it up into different chunks to reach multiple audiences," he notes. "Once you create the video the job is just starting." !



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