VIDEO FOR MARKETING... WHAT ARE YOU WAITING FOR?

FRAN MASCIA NTONIO
OWNER
FX DIGITAL MEDIA
WHO AM I AND WHY AM I HERE?

EXPERIENCE

- 30 years creating videos for clients
- Experience in broadcast TV, web, branding & social media
- Started First Generation Video in 1990, sold it in 2011
  - Built it into one of the top agencies in central PA
  - Video, web, social media, branding & digital marketing
- Restarted with FX Digital Media in 2016
- Adjunct Professor at Messiah College
WHO AM I AND WHY AM I HERE?

CLIENTS

- Burns Engineering
- Stahl Shaffer
- PA Department of Transportation
- PA Turnpike Commission
- Delaware Dept of Transportation
- KCI Technologies
- AECOM
- HNTB
- McCormick Taylor
- Association of Pennsylvania Constructors (APC)
- Constructors Association of Western PA
MARKETING CHALLENGES

▸ Buy in from leadership on the need to market
▸ Competition from local and national firms
▸ Low bid projects, what separates your firm?
▸ Focusing the message of your organization
▸ Partnerships with competitors
▸ Competition from other sources
MARKETING CHALLENGES

- Shrinking marketing budgets
- Small marketing department size
- Numerous responsibilities of the marketing department
  - Branding
  - Client development
  - Proposal development
  - Employee recruitment
“HALF THE MONEY I SPEND ON ADVERTISING IS WASTED; THE TROUBLE IS, I DON’T KNOW WHICH HALF.”

John Wannamaker
VIDEO EQUALS RETENTION

People retain 65% of the information three days later, as opposed to just 10% with text alone.

Viewers retain 95% of a message when they watch it in a video versus 10% via text. (Insivia Study)

Viewers need to see your brand 7-20 times before considering you for business.

Social media posts with video in them boost engagement by 48% (HubSpot). Video in a Facebook post increases engagement by 65%.
54% of respondents would like to see video content coming from businesses and brands they support.
SOCIAL MEDIA AND WEB ARE FREE

TARGETING WITH VIDEO

- Facebook
  - Behavioral Targeting
  - Geographic Targeting
  - Demographic Targeting
  - Analytics
- YouTube
  - Google search impact
  - Geo & Demographic Targeting
  - Cards and End Screens & Annotations
  - Playlists & Channels
  - Analytics
What makes a successful social media video?

- Brief 30 sec to 1 minute
- Focused - topic specific issue
- Professional - clean audio, video
- Visual impact - attention grabbing
- Consider first 3-5 seconds for branding
- Know the delivery method
OVER 8 BILLION VIDEOS OR 100 MILLION HOURS OF VIDEOS ARE WATCHED ON FACEBOOK EVERY DAY.

- Autoplay feature - first 3 seconds should be visual
- Square video vs Landscape
- Add a short post to generate interest
- First frame should be compelling
- Interesting Thumbnails
- Experiential videos, story telling
- Social media is about benefit to the viewer not your organization
- Videos up to 2 minutes long get the most engagement
- Add captions. 85% of FB videos are watched without sound.
- FB video receives 135% more organic reach than a FB image
- Upload FB videos natively, not through a link to YouTube, Vimeo or other video source
72 HOURS OF CONTENT ARE UPLOADED TO YOUTUBE EVERY MINUTE

- People are cutting the cable (Apple TV, ChromeCast, Roku, Amazon Video, Hulu, Sling TV).
- YouTube is replacing television among millennials
- Crafting your message for you specific audience and deliver it directly to your prospects.

Content

- What’s the hook, does it connect with demo, and is it timely
- Does it address the viewers pain issues

Know Your Prospects/Clients

- Keep it simple and to the point, do they need the company history or just specific services?

Call To Action

- Be clear, what should the viewer do next. Don’t leave them hang!
FEATURES AND BENEFITS

- Second largest search engine, most watched video source
- A Google company which prioritizes searches w/video
- Easy to post videos and set up a YouTube Channel
- Personalization of your channel for better results
- Header image and logo are important
- Analytics of your video activity
- Set up playlists to more effectively show your offerings by category

https://www.youtube.com/channel/UC_ai0-tKyMHPGjQ5h4z2YaQ?view_as=subscriber
# Track Successes & Failures (Key Performance Indicators)

## Video KPIs to Track

<table>
<thead>
<tr>
<th>KPI</th>
<th>Key Metric</th>
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<tbody>
<tr>
<td>View count</td>
<td>Clicks</td>
</tr>
<tr>
<td>Awareness lift</td>
<td>Conversions</td>
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<tr>
<td>Ad recall</td>
<td>Demos/Trials</td>
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<tr>
<td>Watch time</td>
<td>Sales</td>
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<tr>
<td>View-through rate</td>
<td>Social sharing</td>
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<tr>
<td>Brand interest lift</td>
<td>Play rate</td>
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<tr>
<td>Completion Rate</td>
<td>Comments</td>
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WHAT MAKES AN EFFECTIVE VIDEO
THINGS TO AVOID

MEDIocre MEDIA

- Doesn’t connect with the viewer
- Formal and to corporate
- Not creative, lacks interesting content
- https://youtu.be/fHjoyzV0Y6U
VIDEO GENRE

- Impact or Snackable Videos
- Capability Videos
- Recruiting & Marketing
- Advocacy Videos
- Thought Leader Videos
- Testimonials
IMPACT VIDEO

TRADITIONS OF AMERICA

https://vimeo.com/288602334/2f57650269
CASE STUDY VIDEO

PA Turnpike Bridge Replacement

https://youtu.be/SRWTCFePVsk
RECRUITMENT
Burns Engineering
https://youtu.be/TPzIFm7fS1c
ADVOCACY

APC Work Zone Safety

https://youtu.be/jtHQVFOY1H4
THOUGHT LEADER
McNees Podcasts
https://youtu.be/EijFRFE5m0M
CREATING YOUR VIDEOS

THE CREATIVE PROCESS

▸ Brain storm & determine resources you have
▸ Identify the audience and craft the message keep a narrow focus
▸ Develop the concept of how will the message be delivered
▸ Write the script or prepare for interviews to tell that story
▸ Create the storyboard with ideas for shots and images
  ▸ Think visually in every line of the script
  ▸ Incorporate video, photos, motion graphics
▸ Shoot the video and record the audio
▸ Edit the video
WHAT IS THE OVERALL CONCEPT?

- Develop the concept first
  - Narration with images (video or still photos)
  - Interviews and testimonials
  - Voice over with video footage
  - On-camera talent or host to tell the story
- Humor
- Role playing
WHAT IS THE DELIVERY METHOD?

▸ Where will it be shown?
  ▸ Website (1-2 minutes)
    ▸ Internal production or use an agency
  ▸ Social Media (30 sec - 1 minute)
    ▸ Internal production is ok
  ▸ Television (15 - 30 seconds)
    ▸ Use an agency for professional look and messaging
  ▸ Pre-Roll Ad on web (5 -15 seconds)
    ▸ Use an agency to help craft message
CREATING YOUR VIDEOS

SOCIAL MEDIA VIDEOS

- First five seconds of the video is important
  - Autoplay, brand yourself early, first image is interesting
- Social media is more about the viewer than you
  - How will the viewer benefit, solve their problem
- What is the challenge?
  - Tell them how you will take on the challenge and solve it.
- Help to solve the viewers problem/challenge
  - Offer solutions to questions they have
- Earn their trust in you and your team
  - Testimonials, let me hear from other clients and partners and let me see them
- Drive them to a decision, tell them why you are the best choice to solve their issue.
  - Call to action (CTA) or link to more, don’t leave them hanging in search of you connect them to you
LET'S MAKE A VIDEO

DIY VIDEO INTERVIEW

▸ Select the format 480, 720, 1080, 4k (landscape or square)
▸ Where to shoot, quiet area, nice existing lighting.
▸ Use a tripod when possible or motion stabilization on the camera if moving
▸ Use an external microphone if possible
   ▸ Always dress the microphone cable
▸ Shoot b-roll footage to support the story being told
   ▸ Close up to emphasize an object.
   ▸ Wide shot to establish the scene
▸ Shoot talent or an interview vary your frames
   ▸ Makes editing much easier
   ▸ Medium Close up or close up. Wide shot briefly to establish
▸ Keep zooms to a minimum. Keep camera movement steady and smooth
DIY VIDEO

- VIDEO SHOOT
  - Don’t put people in front of windows
  - Use window light to illuminate people
  - Avoid fluorescent light areas
  - Keep talent off of background
    - Create depth with separation
  - Dress background with appropriate props
  - Give talent look room if an interview
  - Be aware of the RULE OF THIRDS when shooting
DIY VIDEO

- EDITING POST-PRODUCTION
  - Keep it moving, 3-5 sec per image
  - Keep effects and transitions to a minimum
  - Graphics bold and easy to read
  - Music is great to have under
  - Tools to improve your video
    - MotionArray.com
    - Premium Beat
    - I-stock, Getty Images
DIY VIDEO

▸ Edit the video, lay down the video/narration track
  ▸ Remove “ums” and “ahs” where possible and cover with video
  ▸ Allow time to breathe between thoughts
  ▸ Use transitions to show a change of thought, topic or passage of time
  ▸ Fade to white or black for a dramatic change
▸ Overlay b-roll footage
  ▸ Keep graphics simple and clean
  ▸ Avoid too many extravagant transitions. Dissolves & cuts are best and least distracting
  ▸ Music track should be simple and support
    ▸ Don’t use popular music, you will be blocked
DIY VIDEO

- Posting on social media provide important info
  - Add keywords to help with searches
  - Proper title to the video file when posted
  - Thorough description of the video
  - Share it on social media and tag or mention people in the video or organizations involved in program.
  - Boost the post on FB - very affordable and targeted advertising on FB
  - Cross promote on other social media platforms and with newsletters, email blasts or on your website
  - Have staff share, comment and like it. Important to have the entire organization on board with your social media campaign and promotion.
QUESTIONS
VIDEO FOR MARKETING . . . WHAT ARE YOU WAITING FOR?

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