



aspect

Get more out of film

MARKETING VIDEO

ARE YOU READY TO
MAKE THE MOST OF YOUR
MARKETING VIDEO?





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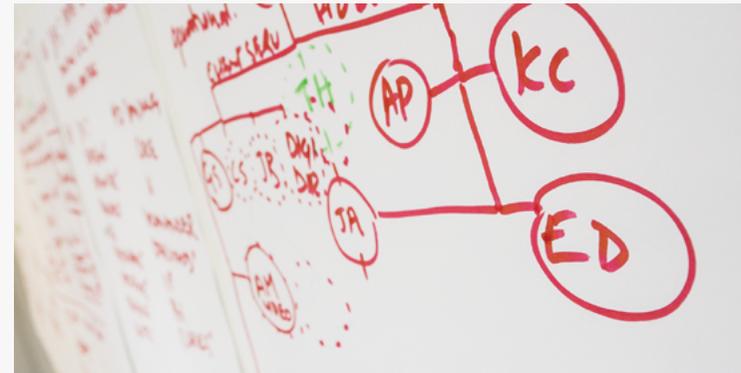
1 KNOW WHAT **YOU WANT TO ACHIEVE**

You've realised that video is huge right now and you have decided you need to get moving and make a marketing video – fantastic news, welcome to the party! But before you rush in and pull off the lens cap, have you taken steps to make sure you are geared up to get maximum value from your filming?

It is vital to be clear about your marketing and communication objectives behind your video. Do you really know why you are making it in the first place?

So many get caught up in making their marketing video, they forget what they are trying to achieve. Define clear objectives for your video and your production company will ensure your video is built

accordingly. Fail to define your objectives and you may end up with a lovely bit of film, but then you'll need to try and figure out what to do with it!



MANY GET CAUGHT UP IN MAKING THEIR VIDEO, THEY FORGET WHAT THEY ARE TRYING TO ACHIEVE



2 DON'T FORGET VIDEO SEO

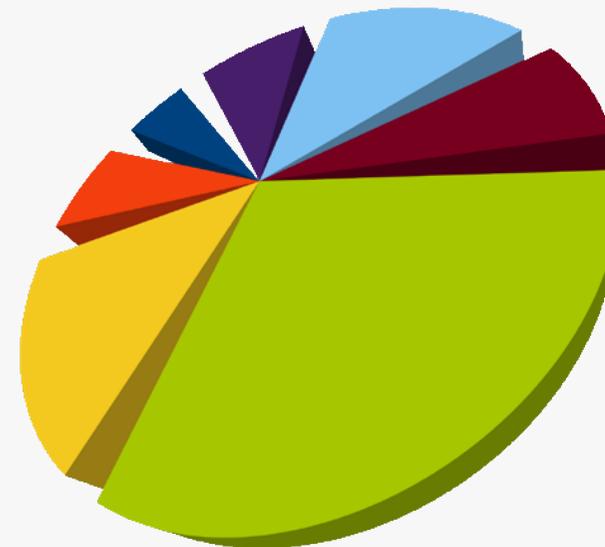
GOOGLE RATE VIDEO HIGHLY, OPTIMISING A VIDEO FOR SEO IS GOING TO IMPROVE YOUR RANKING

Whatever else you have planned for your marketing video, don't forget the huge advantage it can offer in terms of SEO. At one stage you were 50 times more likely to get on page one of Google if you had video content than if you had static content alone. While results quite that impressive may not be realistic today, Google do still rate video highly, so optimising a video for SEO is only going to improve your ranking.

The specifics of doing this are not massively complicated but it is not just a case of shoving your video on YouTube or your website and adding a few keywords, effective SEO goes further than that. You will need XML site maps (which are different to normal site maps), captioning and lots

of other little things that add up to make a big difference to your Google ranking.

Ensure your video production company can optimize your video for SEO or find an SEO specialist to help you properly index your video. If you get that right, you can get amazing results.





3 VALUE **CREATIVITY**



You may be new to video, but with video content now widely available it is very likely that your audience is not. Just the novelty of presenting your target audience with a video isn't enough, it has to cut through and keep your customer engaged. So when you are planning your video, consider ways you can inject some creativity into your content. Think about how you can elevate it and make it as watchable and valuable as possible for your target audience.

**CONSIDER
WAYS YOU
CAN INJECT
SOME
CREATIVITY
INTO YOUR
CONTENT**

A video doesn't have to be just live action, consider breaking it up with some animation. Merging elements such as infographics, kinetic typography or stop/go animation gives you the best of both worlds.

When you think creatively there are endless possibilities - if you value creative input and the creative process it will pay dividends.





4 BE RELEVANT

Your marketing video will deliver much better results if you know exactly who you are targeting and direct your content accordingly. Your audiences may have different priorities but they may also share some common ground, so use some of the same material but tweak it to make it uber-relevant.

In a social media context, for example, a short and specific video is far more likely to resonate and be shared than if you do one big generic film.

TWEAK IT TO MAKE IT UBER-RELEVANT



5 MAKE THE MOST OF YOUR VIDEO OUTPUT

Integrate video into your email campaigns

With most people still relying on heavily-designed HTML to attract attention with their email campaigns, video can really stand out and deliver much higher engagement and click through rates (the highest we have seen is 56.5 per cent, which is massive when compared to the industry average of around 3 per cent).

Supercharge your email campaigns using these quick tips:

- » Keep copy simple and let the video do the work – just enough copy to put your video into context.
- » Put the video running time in brackets after your copy.
- » People will be much more likely to watch if they know how much time they have to commit.
- » A picture speaks a thousand words – a standard link can get people to your website, but adding a thumbnail or poster frame makes it a bit more enticing.

Secure some stills from your filming

Forget dragging along a photographer to your video shoot. Now you can shoot video at 5K resolution (the equivalent of a 14 megapixel camera shooting at that resolution or about 10 times higher than HD). This means you can select any still of your choice from your video. This is a fantastic way of building up a library of truly integrated assets.

In short, if you can truly state...

1. I'm clear about what our video needs to achieve
2. I'm geared up for Google
3. I'm thinking creatively
4. I understand my audiences and know what's relevant to them
5. I'm ready to make the most of my video output

... you really are ready to take off that lens cap and shout 'Action'. Enjoy!





OUR CLIENTS **INCLUDE**





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THANK YOU.

If you would like to find out more about Aspect and how we can help you, or if you have a specific project that you would like to discuss, please feel free to get in touch.

rebel.

TVMC

VIDEOPACKSHOTS



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