

Our 5 Top Tips for your...Video Content Marketing

- ▶ Viewers are opting-in to watch the content, so length is not as critical as in a corporate video, but keep things moving and break up a talking head with some visuals. If using slides or graphics, ensure they are not too cluttered or wordy to be read on a small screen.
- ▶ If using autocue to deliver the content, make sure you read the script aloud to rehearse. The written word does not always translate directly to the spoken word. Watch for redundancies, alliteration and over-formality - and careful about 'cheesy' signoffs.
- ▶ Consider how you can create content economically i.e. Record multiple pieces in a single session to make best use of your time and budget when hiring a professional video producer.
- ▶ It's all about the audio and the informational content, so focus on using quiet spaces and good microphone pickup.
- ▶ The big win for content marketing videos is good SEO. If your videos are topic-specific, and you are putting them on YouTube, don't skimp on the keyword effort. We've seen View figures in the tens of thousands! If you need a hand, talk to us.

CLIENT TESTIMONIAL

I have worked with Chris on a few videos for clients - covering specialist software, customer testimonials and events. He is always professional, and prompt in response and delivery. I love the way he quietly gets on and does the job to meet my client's needs, and doesn't try to give you something you don't want or need. He has worked on some tricky assignments with patience, and it is a pleasure to work with him.

Peter Baynes, Marketing mentor



PROJECT SUCCESS STORY

Motivations for using video are not always about direct promotion. One of our clients, an insolvency practice, recognised that one benefit of offering educational content to potential clients - and the public at large - was that they would be better educated as to the value of their services. It was also designed to reduce phone calls to their office where people were just looking for answers to questions, but were not ready to 'buy'. This meant less admin time wasted, saving money. Properly keyworded videos would show up under a 'What Is' or 'How To' Google search query. The fact that we were able to shoot 9 videos in just a 2-hour session was a bonus, keeping unit cost very low.

