

# 5 STEPS TO DEVELOPING AN EFFECTIVE VIDEO MARKETING PLAN



## CROSSING RIVER



## STUDIOS

Written by: Nathan Schoener

# 5 Steps to Developing an Effective Video Marketing Plan

---

Video creation has long been for big brands and companies with huge budgets. But now every company or entrepreneur of every size is beginning to take hold of the power of video content, and for good reason. Video marketing has become the go-to way to build a brand, generate leads and gain sales online. While videos used to be associated only as a branding medium for big companies, now it's an essential part of performance marketing for every business with an online presence aka EVERYONE.

Establishing a video marketing plan can sound intimidating when you start to look at all the different options from equipment, producing content in house or partnering with a production company. A common misconception is video marketing is very expensive. First, off it can be if you are wanting to hire an A-list actor and air the commercial before the Super Bowl. Seriously though, no matter if you are taking the DIY (Do-It-Yourself) route or partnering with a video production company, there are plenty of different steps that can be made to make the production costs ROI (Return-On-Investment) is greater than the cost of producing the video.

What's so powerful about video marketing is it covers your marketing strategy from top to bottom. Why you ask? Well first, it's essential to take a look at video viewership. According to CISCO, video traffic will be 82% of all global consumer traffic by 2021. Also, YouTube just released that people are spending over 1 BILLION hours watching video every day. That's a billion with a 'B' in case you missed that. All you need is to grab 30 seconds of that precious time to make an impact on your business.

That said, simply knowing how much video is being consumed and that you need to be using video to grow your business, is not enough. The essential element of making video marketing work in your favor is creative content, strategy and consistency of publishing. Your videos need to be ones that get attention and engagement and you also need to approach it methodically with a performance mindset.

So, let's dive into the step-by-step ways to create a video marketing strategy build for success!

## Step 1: Understanding what the purpose of your video marketing strategy.

Your ultimate goal may be to sell more products, it can't be your sole objective. Your video marketing strategy will struggle to gain a footing if so. It will come off to your audience as spammy and you won't get noticed. Your video marketing strategy goals should be to educate, entertain and inspire your audience. This is what will be remembered and shared with their friends. If all you put in front of them is a 'sales pitch' they will quickly lose interest and move on in their social media feed or the video they clicked on to watch. With all that in mind to determine the purpose of your video marketing strategy be sure to 1- Know who your target audience is, 2- Understand what makes them share, like and ultimately buy and 3- Create content that you know they want, need or will appreciate.

## Step 2: Determine what topics and formats to include in your video content.

Once you have a good understanding of who your target audience is, now you can determine what format and topics will connect with them the best. Should you create instructional 'How-To', product demonstrations, etc.? The goal here is to provide something of value to your audience who will appreciate and want to share. Here you can research and experiment to determine the most effective way to market to your audience. You do not have to have it all figured out at the beginning. As with anything you will get better over time, even if you are partnered with a video production company. It will get easier to determine the right topics to record a video about.

## Step 3: Devise your brand language.

No two companies are alike. Before creating your videos, write down what do you want the viewer to remember about your business after this video is over? Then as you begin the creation process, go back to your answer to this paramount question. Next, add another inquiry to your agenda; Will the viewer remember us specifically?

The best way to accomplish answering the latter question is clarifying the tone and style of your company's communication. For example, you can look at MailChimp. They have a playful tone and are always both on trend and helpful. That's what viewers should remember. This means that every element of a video they create should be fun and give value.

## Step 4: Decide who will develop your video content.

When it comes to creating the videos, you have a few options. You or your team can develop the videos yourselves with a DIY format. You can also partner with a video production company to bring your vision to life in a professional way. When deciding the best way to develop your videos keep your target audience and your time availability in mind. By reviewing the above elements, you should be able to decide what the best option for you and your company.

## Step 5: Creation of your content.

You may have thought this would be step 1, but no. While it's the front-facing part of your marketing, a lot goes on behind the scenes before you can get to this point. Now that you are here, focus in on the highest-quality and clearest content possible.

**Footage:** Think back to your audience, and the platform you'll be publishing on that will determine the best course of action of how and of what to create footage.

**Edit:** Once you have your raw footage, now it's time to edit it down to 15-60 seconds, depending on the type of video you are creating. Leave your viewers wanting more. If you can create video content that actually leave the viewer wanting more, they are more likely to share, like and subscribe to see what video content is coming next. This is a key indicator of your video marketing strategy becoming a success.

**Graphics:** Does it make sense to add graphics to your video? Remember just because you can doesn't mean you absolutely need to add graphics. Too much of a good thing is not good in the end.

## Step 6: Know where and how to promote your video content.

Recording a video and publishing it to YouTube isn't enough, you have to strategically promote it. This is why it is important to know where your target audience is viewing content. You can then have the best foot forward to create ads on that platform.

**Write Your Engaging Video Caption.** Studies show that when viewing videos on social media, a viewer commonly first reads text with a video and then immediately bounces to the caption, often before the video has run to completion. The caption on a video for social media can make or break a post. If posting on Facebook, the platform recommends choosing a descriptive title for your video that will make it easily searchable. That is even more true when talking about YouTube, as YouTube is the second largest search engine only behind Google.



These six steps will help you craft a pretty solid foundation for your video marketing plan. Don't wait another day and miss the video marketing boat. Build your boat, lift up the sails, and catch that wind to a new world!

If you would like assistance creating your video marketing plan from a consultation or for execution, we would love to chat with you! Crossing River Studios would love to captivate your audience and tell them your story! Connect with us today!