

Video Marketing

Sarah Saso & Genny Smith

BUSINESSto**BRUCE**

SaySmith
brand coaching

SaySmith – Who We Are



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At **SaySmith** we work with you to get
YOUR WORD OUT.



We're Sarah Saso and Genny Smith and for more than twenty years, we have each been working in the fields of Business Development, Corporate Branding, Marketing Communications and Social Impact. We are connectors, relationship builders and strategic brand marketers.

We coach start-ups, entrepreneurs, women-owned businesses, nonprofits and small to medium enterprises to help them get their word out to build a successful business.



Agenda

- What is Video Marketing?
- Types of Videos you can make
- Give your brand a unique voice
- Where to use your video
- Examples from different sectors

Why Video Marketing

- Video has become the most commonly used format in content marketing, overtaking blogs and infographics.
- 64% of consumers say video influences their decision to purchase
- By 2021 Video will represent 82% of internet traffic
- Promotional videos and brand storytelling are the most common video types created by marketers.



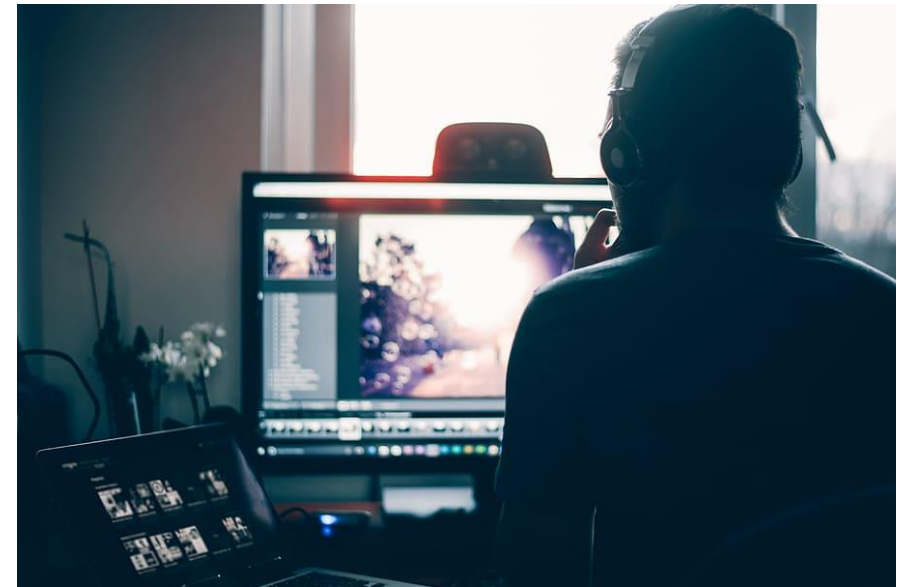
What is Video Marketing

- Video is the content of the future
- It is versatile, relatable and memorable
- Video marketing is the use of video with a specific content strategy to help business reach customers.



The benefits of Video Marketing

- Consumers prefer to learn about a product with video instead of text
- A viewer is more likely to buy a product after watching a video
- 80% of viewers to your page will watch a video while only 20% will read the text on the same page
- The average person watches approx. 1.5 hours of video a day
- After google, Youtube is the second most popular website in the world
- More than 81% of todays businesses are using video marketing



Types of Videos and Examples

- **Explainer Video**
- **Educational Video**
- **Instructional Video Example**
- **Product Video**
- **How its Made Video Example**

Types of Videos and Examples

Testimonial Videos

Bio or Team Videos

Tips and Tricks

Announcements

FAQ

Give your Brand a personality Video Example



Types of Videos you can make

Explainer Video

- Present yourself or your business
- Telling the world what you do
- Have a personality
- Know your audience

Watch Our In Store Video

Come on inside and see what we are all about!



<https://southamptonoliveoil.com/learn-more/video-series/>

Types of Videos you can make

Educational/Instructional Video

- Educational videos teach about something.
- If you're providing a unique product or service that is not well understood, an educational video is your first step to securing an audience and captivating potential customers.

<https://youtu.be/eucQNEMCY5A>



Educational Video Example

- <https://youtu.be/Bm4KS72wGDs>

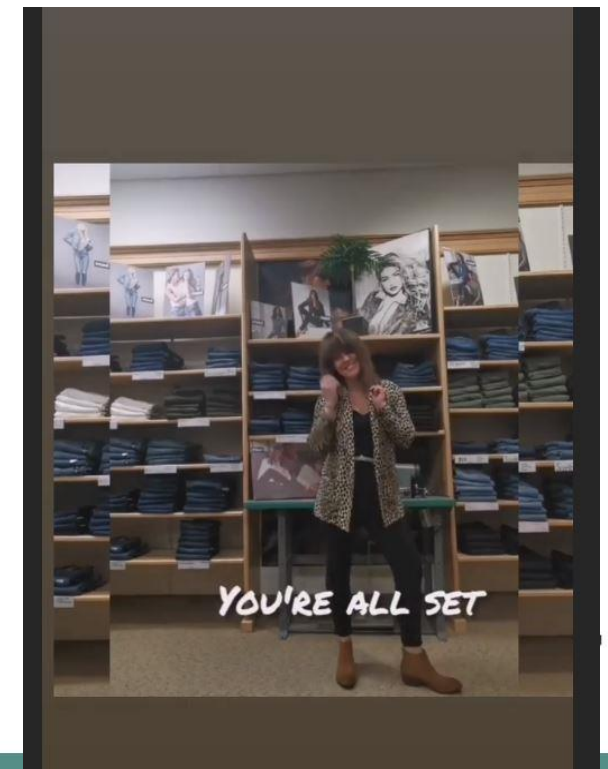
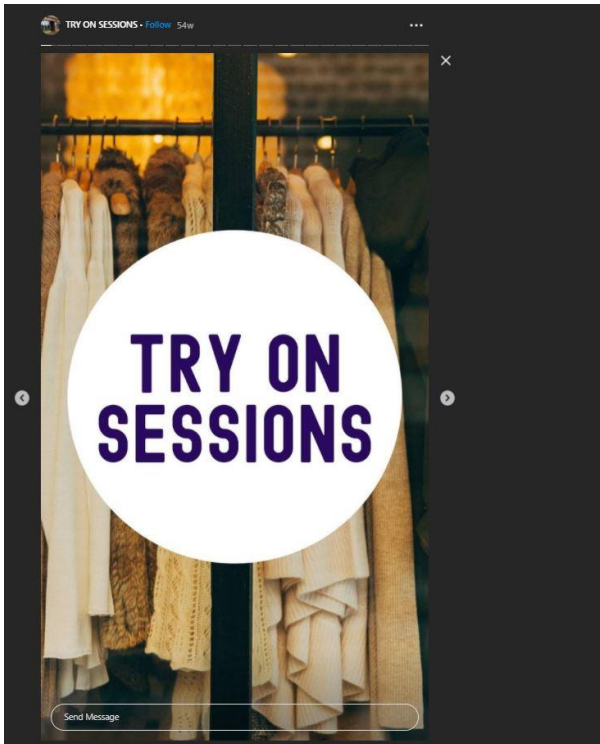


Closet Confidential with Katie Sturino: Becca Elevates Workwear | ELOQUII



Instructional Video Example

- <https://www.instagram.com/stories/highlights/17862534106384546/>



Types of Videos you can make

Product Video

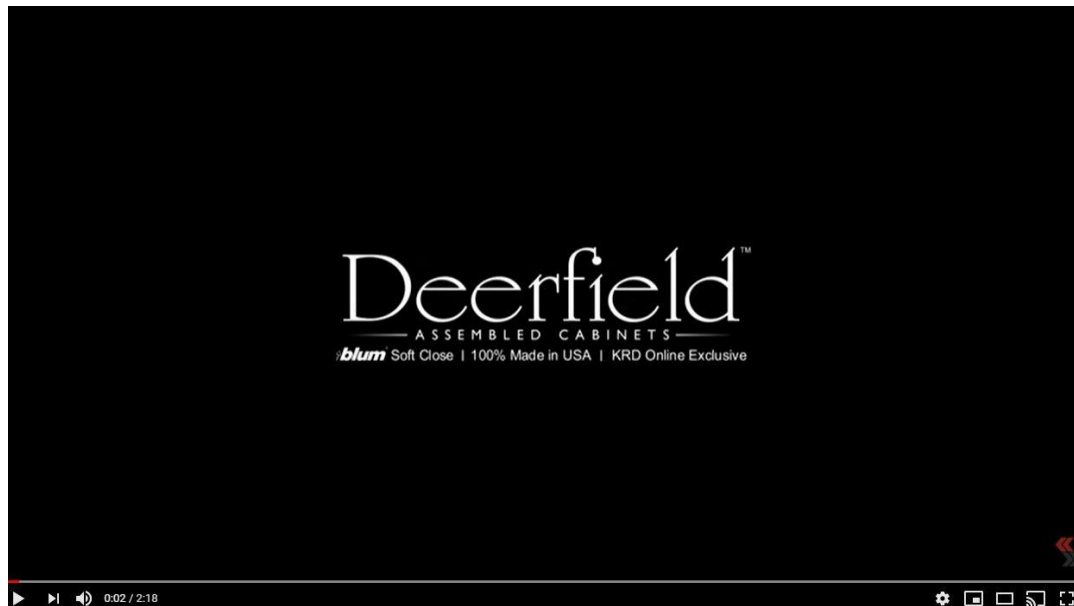
- Product videos highlight a product, often in creative ways.
- Watch this video from home hardware on the spin mop
- Product videos, specifically those that are out-of-the-box, are a great way for small local businesses to differentiate themselves from the competition

<https://youtu.be/xhUKhAQnGoE>



How its Made Video Example

- <https://youtu.be/1EZW7upftVI>



Types of Videos you can make

Testimonial Videos

- Testimonials are extremely important to any business – people are much more likely to trust a company if a peer, or someone having similar needs, recommends the business.
- Video testimonials are the new trend. These more relatable stories that put a voice and face to the name, and create a story, have great convincing power.

<https://youtu.be/H83zT8HTMgI>



Types of Videos you can make

Bio or Team Videos

- For effective small business and local marketing, it's all about putting a face to a name.
- Bio videos show your audience that your company is staffed by real people who care about your brand and customers.
- Bio videos are a mix of professional, displaying your team's titles and expertise; and your human side.
- You can also use videos to introduce your sales team or account managers to build relationships

https://youtu.be/AXxFek7_P5U



Example this is our company video

Burdock Grove Farm

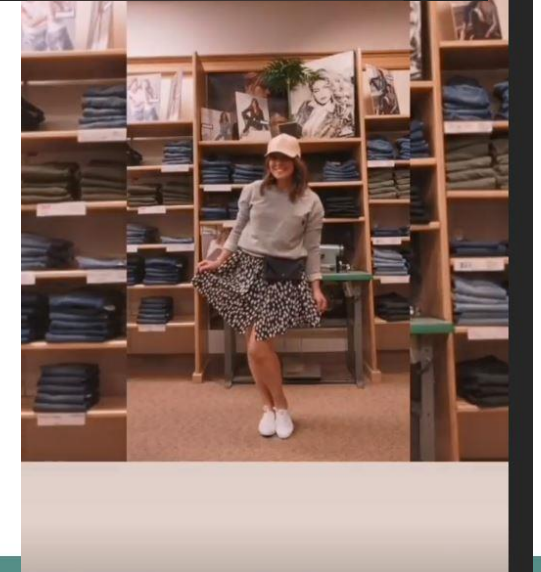
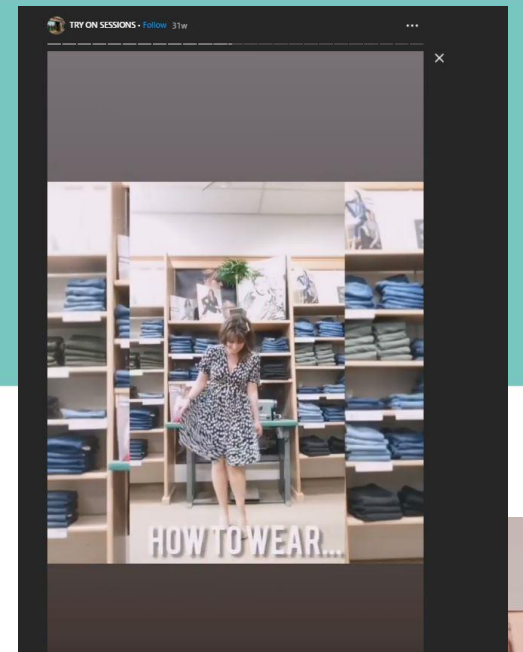


<https://youtu.be/dpbu3wMdUaw>

Types of Videos you can make

Tips and Tricks

- Establish your expertise in your field and show customers why they can trust you
- This also makes you a trusted face, potentially helping increase your foot traffic from prospective customers who are simply looking for someone who can assist.
- These videos should be in keeping with your brand, and can complement other marketing materials and your website and social presence



<https://www.instagram.com/stories/highlights/17862534106384546/>

Types of Videos you can make

Announcements

- Announcement videos can help create anticipation and generate buzz around a new product
- You can create several of these as small, quick teasers to build hype and keep your brand relevant
- They're also excellent videos to include in your social media to acquire more followers and post viewers.



https://fb.watch/1Vp0F_Uku1/

Types of Videos you can make

FAQ

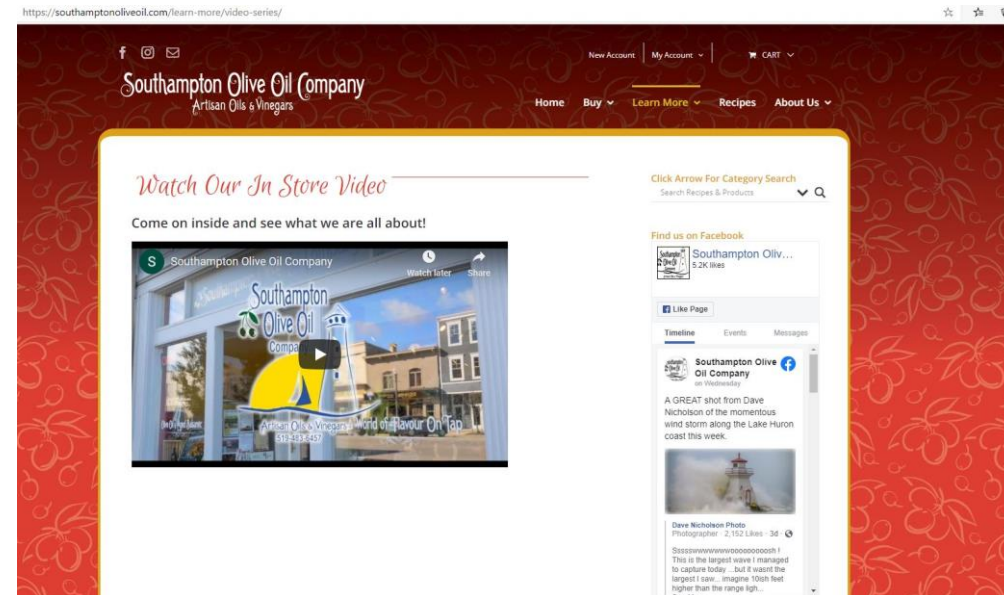
- Customers will always encounter questions, and FAQ videos are a great strategy for creating an interactive experience and engaging with customers directly.
- These videos can be short (even as short as 60 seconds) and help fill up your posting calendar during slower periods.
- They also highlight how you're willing to support customers, even if they haven't bought anything from you.

<https://youtu.be/piCKsmc12T0>



4 ways to use video to give your business a boost

- Integrate a Video on Your Landing Page of your Website
- Show Consumers How Your Product Works
- Post Videos on Social Media to Get More Views and Clicks
- Use Video to Generate Hype for Your Products



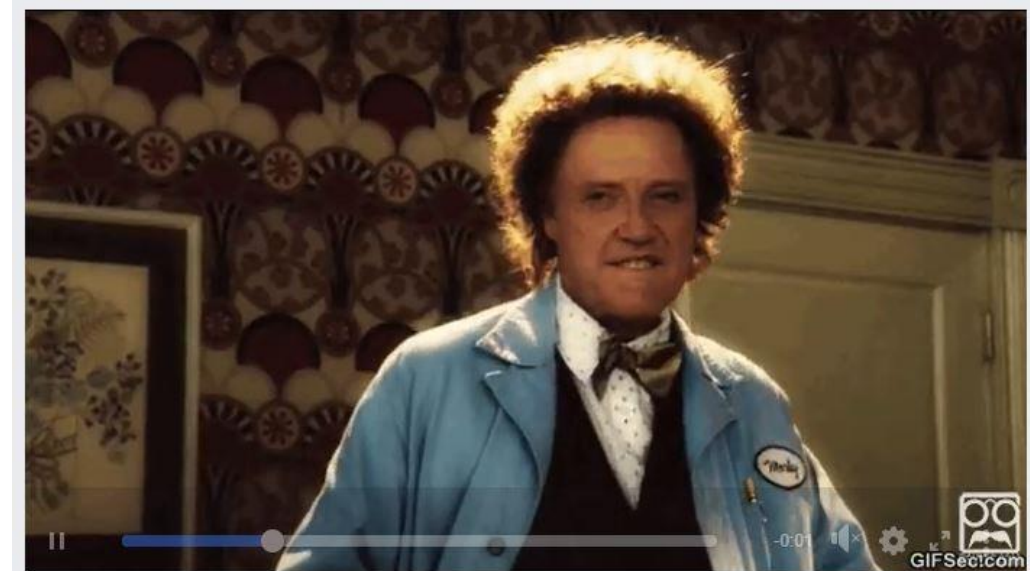
Give your Brand a personality Video Example



- https://www.facebook.com/southamptonoliveoil/videos/1460593380810737/?__so__=channel_tab&__rv__=all_videos_card



 **Southampton Olive Oil Company** added a cover video.
December 24, 2019 · 🌐



 **Southampton Olive Oil Company**
June 30, 2018 · 🌐

Take that ALS!!!

In June we filled 5111 bottles and will donate \$5111 plus another \$2906 in donations for a total pledge of \$8017 to FIGHT ALS!! Thanks to ALL of you that bought from us this month and helped us raise such an awesome amount. ❤️❤️❤️ North Grey Bruce WALK for ALS

👍❤️👏 64

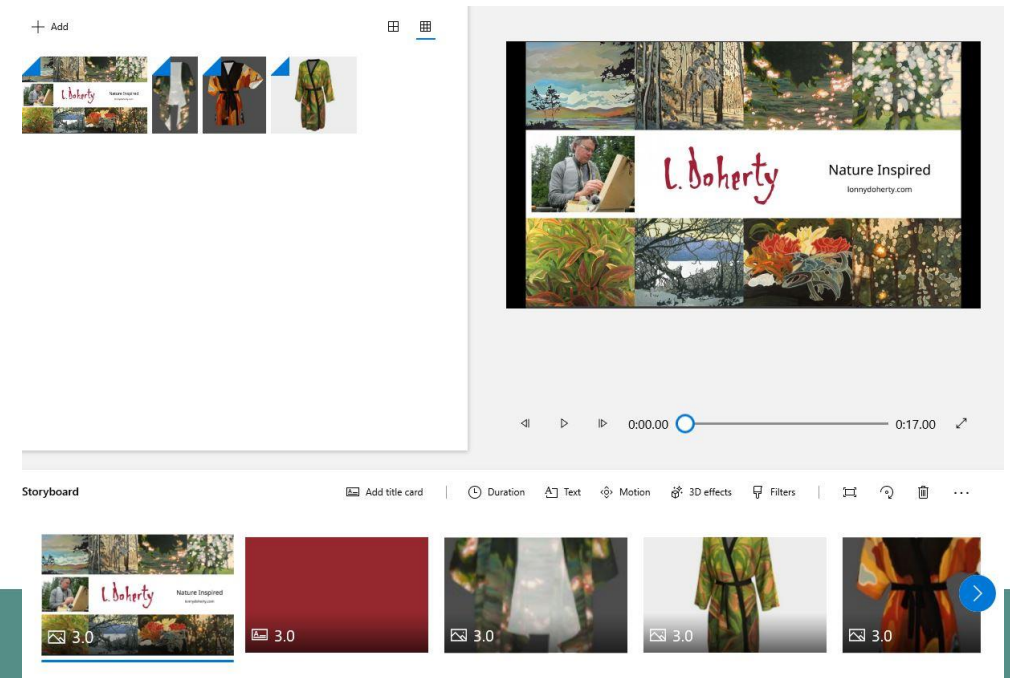
4 Comments 9 Shares 2.2K Views

<https://www.facebook.com/1434746156825596/videos/1882583638708510>

Video Tools

Start with a simple video maker app and get started making content for social channels and your website. Some to consider

- Video Editor App Microsoft
- Vimeo Create App
- iPhone Video using iMovie to edit
- Spark Camera & editor app



In Conclusion – TRY STUFF!

Do not doubt the amazing potential of small business video marketing, and how it can increase your customer base with an easy to implement small business video marketing plan



Questions?

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Announcements

- https://fb.watch/1Vp0F_Uku1/
- [Matthew McConaughey \(@officiallymcconaughey\) • Instagram photos and videos](#)

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