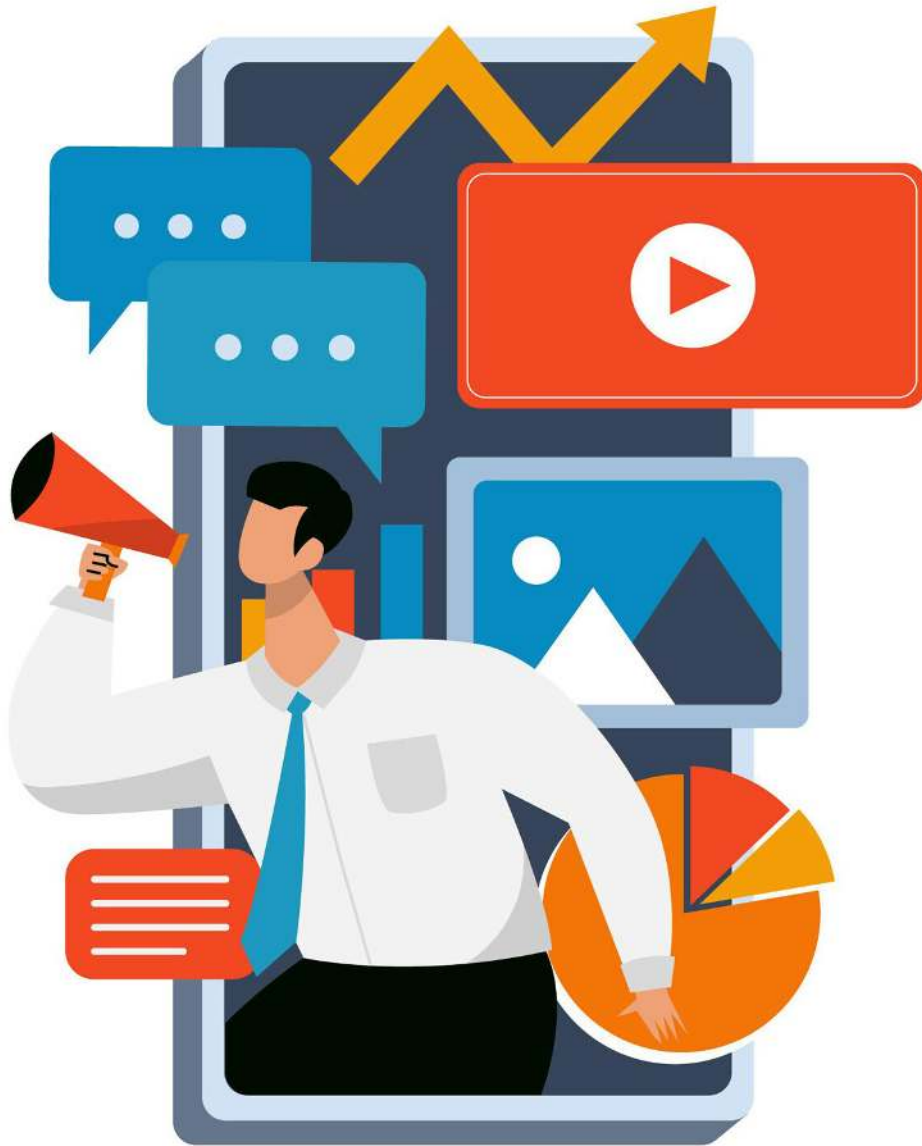


# VIDEO MARKETING



# STRATEGIES

NEW AGE DIGITAL

Developing a comprehensive video marketing strategy that resonates with your business goals and target audience is a vital step in leveraging the power of video content effectively. Here's a detailed guide on how to create a strategy that aligns with your objectives:

## Video Marketing Strategy Template



### 1. Define Your Objectives:

- Clearly outline what you aim to achieve through video marketing. Is it increasing brand awareness, driving sales, educating your audience, or something else?
- Set specific, measurable, achievable, relevant, and time-bound (SMART) goals that align with your overall business objectives.

## 2. Know Your Target Audience:

- Create detailed buyer personas that encompass demographic information, interests, pain points, challenges, and preferences.
- Understand their buyer's journey stages (awareness, consideration, decision) to tailor content accordingly.

## 3. Choose the Right Video Types:

- Based on your objectives and audience preferences, determine the types of videos that will best convey your message.
- Examples include explainer videos, product demos, tutorials, testimonials, behind-the-scenes, or thought leadership pieces.

### Most common marketing videos types



Webinars



Instructional or how-to videos



Company culture videos



Product demos



Testimonials



Humorous videos



Behind-the-scenes videos



Interviews



Case studies

## 4. Select Suitable Platforms:

- Research where your target audience spends their time. Platforms like YouTube, Instagram, Facebook, LinkedIn, and TikTok have different user demographics and content formats.
- Choose platforms that align with your audience and content style.

## 5. Craft Compelling Content:

- Develop high-quality content that tells a story, engages emotions, and delivers your message effectively.
- Focus on providing value to your audience, whether through education, entertainment, or problem-solving.

## 6. Content Calendar and Consistency:

- Create a content calendar outlining when and what types of videos will be released.
- Consistency is key to maintaining your audience's engagement and building anticipation.

## 7. SEO Optimization:

- Incorporate relevant keywords, titles, and descriptions in your videos to improve their discoverability on platforms and search engines.

## VIDEO SEO STATISTICS

62% of all Google searches include video results.

**62%**

In 2017, the number of videos appearing in search engine results increased by 75.75%.

**75.75%**

YouTube videos account for 80% of all videos ranking in Google searches.

**80%**

55.3% of Google searches ranking on the first page of Google do not rank on the first page on YouTube for the same search.

**55.3%**

Search traffic is 157% higher for blog posts with videos than blog posts without videos.

**157%**

The average click-through rate for video results is 41% higher than for text-based results.

**41%**

88% of videos ranking for a specific search on Google rank in the first ten results for the same search on YouTube.

**88%**

In the US, 85% of all Internet users interact with video content.

**85%**

## 8. Budget Allocation:

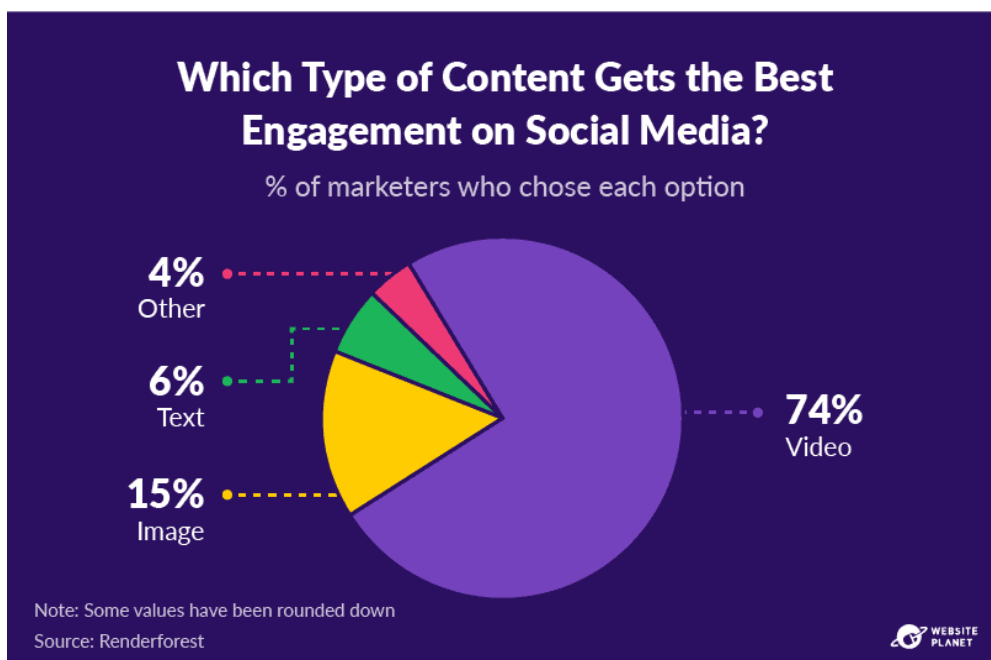
- Determine the resources you can allocate to video production, including equipment, personnel, and post-production.
- Decide whether to invest in professional production or opt for a more DIY approach.

## 9. Measure Success with Metrics:

- Identify key performance indicators (KPIs) aligned with your goals. These could include views, engagement, click-through rates, conversions, and more.
- Regularly analyze your video performance to assess what's working and what needs adjustment.

## 10. Engage with the Audience:

- Encourage interaction through comments, likes, shares, and subscriptions.
- Respond to comments and engage with your audience to foster a sense of community and connection.
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## 11. Incorporate Feedback and Iteration:

- Listen to audience feedback and adapt your strategy accordingly. Monitor comments, messages, and social media interactions.
- Continuously refine your content based on data and insights gained from your analytics.

**\* GoVisually**

### What are the benefits of video feedback tools?

- 1** Improves video marketing
- 2** Live updates and feedback
- 3** Boosts collaboration
- 4** Compare versions

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## 12. Experiment and A/B Testing:

- Test different content formats, video lengths, thumbnails, and calls-to-action to determine what resonates best with your audience.
- A/B testing can help you optimize your videos for maximum impact.

## 13. Stay Authentic and True to Your Brand:

- Maintain a consistent brand voice, style, and messaging throughout your video content.
- Authenticity builds trust and strengthens your brand's identity.

## 14. Stay Current with Trends:

- Stay updated on video marketing trends, new platforms, and emerging technologies to keep your strategy fresh and innovative.

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Developing a successful video marketing strategy takes time and effort, but when aligned with your business goals and tailored to your audience, it can yield remarkable results. Continuously evaluate your strategy, adapt to changes, and remain open to experimenting with new approaches as you navigate the ever-evolving landscape of video marketing.

