

2019-2020

VIDEO MARKETING PLAYBOOK

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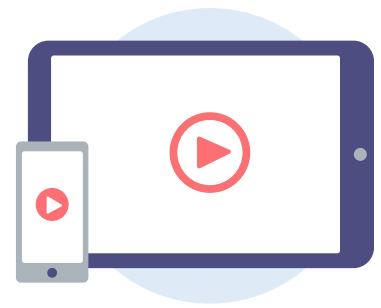


If you're not looking ahead, you're already behind. Investing dollars in video marketing is nothing new. Digital video ad spending increased dramatically from 2017 to 2018, and those numbers are only expected to continue to increase through 2021. Add to that an increase in video content being consumed – with 36% of users consuming video content daily and 50% consuming video at least once a week – and the case for a bigger, better video strategy is without question.

**Trying to figure out how to get in the game?
Here's your 2020 playbook for
video marketing.**

JUST HOW BIG IS VIDEO RIGHT NOW?

By 2019, global consumer Internet video traffic will account for **80%** of all online consumer traffic with consumer Video-on-Demand (VoD) traffic nearly doubling by 2022 – that’s the equivalent of **10 Billion** DVDs per month. Internet video streaming and downloads are beginning to take a larger share of bandwidth and will grow to more than **82%** of all consumer Internet traffic by 2022.



WHAT VIDEO MARKETING CAN CAPITALIZE ON

Types of Video:

Whether it’s brand awareness or converting leads to actual revenue, video marketing can help achieve your business goals in several different ways. There’s no single video solution for everyone. Here are some examples to consider.



Explainer videos – Explainer videos far out-pull blog posts or traditional webpages in terms of user-engagement. The inclusion of a video on a landing page can increase conversion by **80%**. A good explainer video frees up your sales team to work on closing high-quality prospects rather than repeating the same pitch over and over again to potential clients. According to a recent study conducted by WyzOwl, **74%** of users who watched an explainer video to learn more about a product or service subsequently bought it.

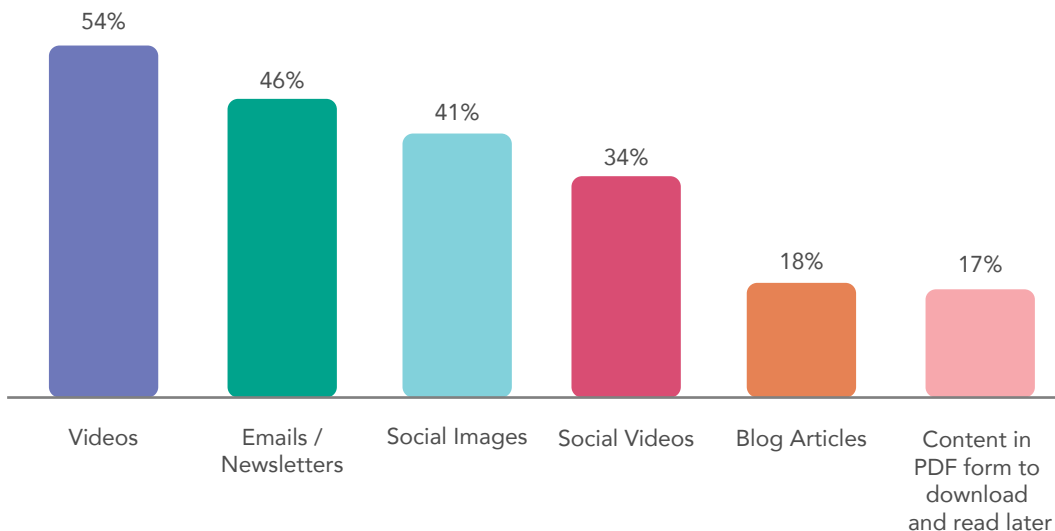
Converting videos – When polled, *90% of online shoppers said they found videos helpful in making decisions*. This figure supports the facilitation of higher conversion rates. WyzOwl’s survey also concluded that 74% of consumers say they have been convinced to buy a product or service by watching a video. Among those businesses surveyed, *81%* saw an increase in sales and 53% said support calls were reduced.



Videos that promote your brand – Thinking you’ve got your content strategy buttoned up with other tactics? If you’re not using video to tell your brand story, think again. According to a report from HubSpot Research, *more than 50% of consumers want to see videos from brands*, which is more in-demand than any other strategy.

For brands, video content is preferred

What kind of content do you want to see from a brand or business you support?



Retail – Small Business Trends reports companies using video enjoy *41% more web traffic from search than non-users and that video drives a whopping 157% increase in organic traffic from search engines.*

Another way to stimulate sales at traditional brick and mortar locations, according to Forbes, is to include technology such as high-quality video kiosks and free WIFI which also encourages customers to keep coming back. Included in this same study, 71% of marketers claim that video conversion rates outperform all other forms of marketing content and yield greater ROI.



HOW VIDEO IS CHANGING THE WAY PEOPLE SHOP.

Video is driving decisions. For the automobile industry it's causing major disruption to the benefit of car buyers. It seems test drive videos may soon replace the need to see a car in person before purchase.

David Magensen, Google's Head of YouTube Ads Product Marketing, concluded that *70% of people who used YouTube as part of their car-buying process were influenced by what they watched.* This 70% influence is higher than the influence of TV, newspapers, and magazines. Magensen reports that views on YouTube of test drives, features and options, and walk-throughs have doubled in the past year.



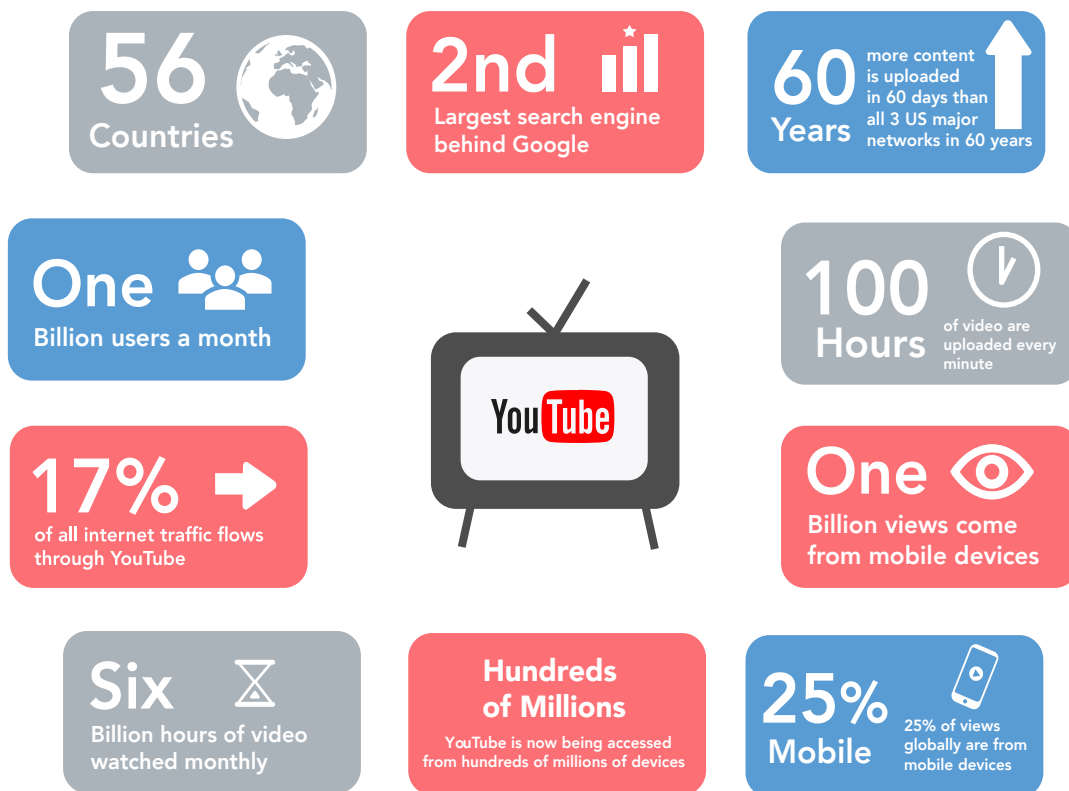
■ 70% influence in car-buying process

Research also shows that mobile searches from dealership lots increased 46% in the last year.

TV used to be the place where businesses like auto dealers wanted their ads to play. In 2019 though, fewer companies will be putting their money into TV ads and instead will turn to YouTube ads. Not only are YouTube ads less expensive than primetime TV ads, but they also reach more people. According to a Google-commissioned Nielsen study, on mobile alone, in an average week, *YouTube reaches more adults 18+ during primetime than any cable network does.*



The Massive YouTube Ecosystem



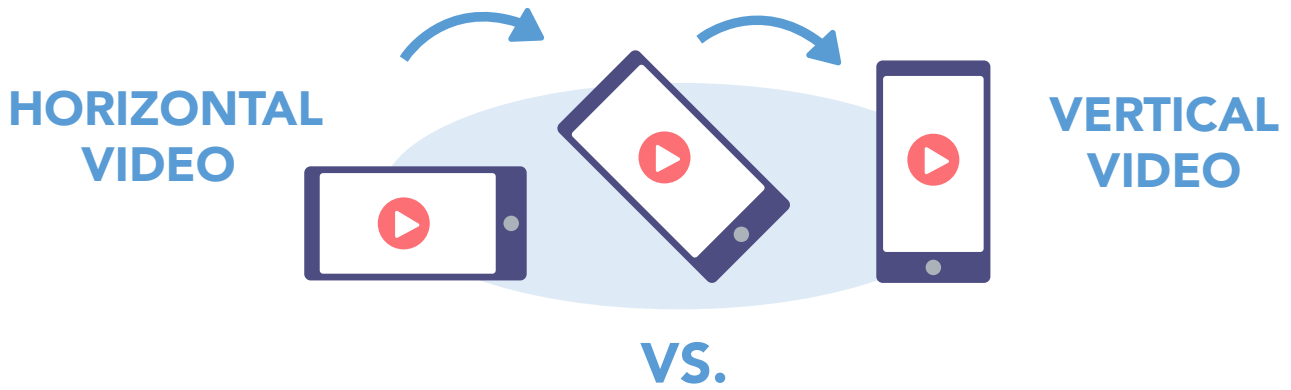
WHAT'S TRENDING IN VIDEO USE

Aside from video trending in general, within the tactic lies many options for delivering great video content. Whether you've been using video for a while or need to jumpstart your strategy – here's what's trending right now in video marketing.



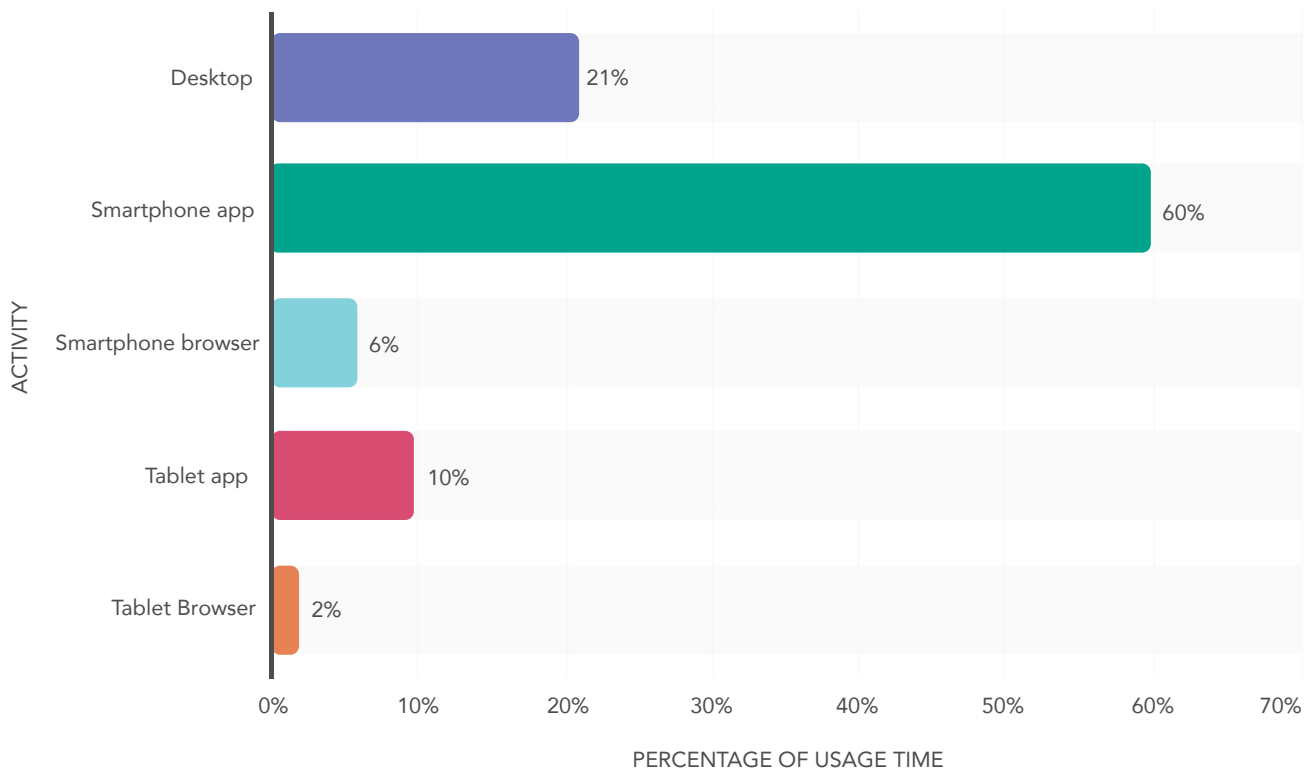
Super Short Video Ads – Google originated this trend back in 2016 with the launch of YouTube's 6-second “bumper” ads. This new format wasn't just for shortened attention spans, but to fit the growing trend of mobile and shorter videos. The graph below depicts the engagement of the audience in correlation to the length of the video being watched.

Long-Form Video Content – This may seem to contradict the aforementioned trend, but the distinction between video advertising and video content marketing makes a world of difference. An advertisement is designed to catch attention and deliver a quick message. Content marketing videos look to provide value to the target audience, usually through education, entertainment, or both, while (organically) tying into the brand's message and product. In this strategy it may be effective to organize content marketing videos journalistically, placing the most important, essential information first, then following with supporting details. This ensures that your audience recognizes the most important features and benefits of your product.



Vertical Video – Mobile advertising platform MediaBrix found that vertical videos see a 90% higher completion rate compared to horizontal videos. According to their data, less than 30% of users will turn their phones sideways to watch an ad, and those users who do turn their phones only watch about 14% of it. This statistic should stress the importance for brands to create vertically-compatible advertisements.

Distribution of time spent on social media content in the United States as of December 2016, by platform



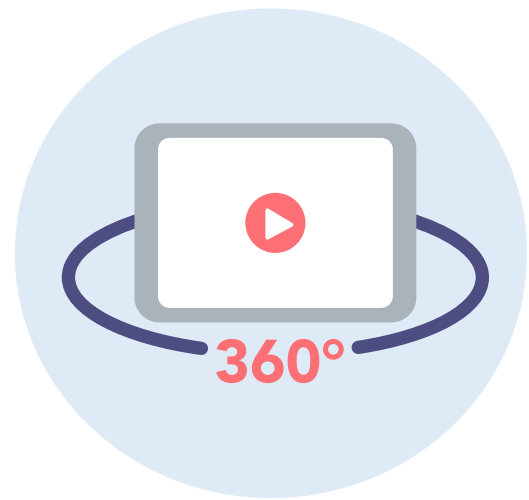
Research shows that people access social media on mobile the most, 94% of them doing it while holding their device vertically. For reference, Snapchat displays everything vertically. In a pitch to publishers in 2015, Snapchat reported that full screen vertical video ad completion rates were 9x higher than those of horizontal ads. Snapchat's internal research also shows that vertical video ads draw up to 2x higher visual attention vs. comparable platforms.

Vlogging for Business – One of the most difficult parts of marketing is developing a connection with your audience. Trust is not something that consumers easily give away, but video can help. Beyond showcasing some internal faces to go with your brand, a vlog gives you the chance to show authenticity and transparency by filming segments of internal meetings or touring the office. The goal of a search engine is to present users with exactly what it is they are looking for. In recent years, more and more people have been searching for videos and now, 62% of all Google Universal searches include video content.



360-degree videos –

While most brands have yet to utilize 360-degree video for marketing purposes, many consumers are already familiar with the format. Consumers show a strong interest in 360-degree videos created by brands, with the majority (69%) intending to interact with brand videos in the future. Additionally, contextual targeting can make a difference – pairing a 360-degree ad with content that is also 360-degree improves branding impact. The same ad is perceived as 8% more relevant compared with running in front of standard (non-360) content.



Live Video Applications –

What live-streaming video does best is allow brands to drop the corporate veil, connect human-to-human, and allow users to participate in brand storytelling in ways that enrich the customer experience. There is a certain vulnerability about live video in that unrehearsed live video comes across as much more realistic, relatable and trustworthy as 82% of audiences prefer live video from a brand to social posts and 73% of B2B businesses using live video report positive results to their ROI.



READY TO MAKE IT HAPPEN?

Taking on video as part of your marketing and advertising strategy can be a daunting task. But at **Advance Travel & Tourism** we'll give you an "easy button" for video adoption. Our solutions bring together the best in the industry and combine them with the largest news site in the state. Here's a look under our video hood and the solutions that can drive change for your business.



TrueView Instream Ads – Our TrueView Instream product offers clients video ads that run before, during or after a YouTube video or across the Google Display Network. TrueView is built on the promise that you'll only pay when someone chooses to watch your video ad. With TrueView, viewers see 5 seconds of your video and then have the choice to keep watching or skip it. Ads can be targeted by geography, behavior, demographics, content, and purchase intent. TrueView will benefit you by giving the viewer the ability to skip the advertisement after 5 seconds. This means you have 5 free seconds to make an impression. You can also utilize this as an opportunity to test different creative approaches to maximize views.

Custom Video – A custom video is conceived and produced with your direction. Our professional video team will work with you to bring your video vision to life. Custom video allows you to provide the user with information about your business and showcase your brand's character and values. Examples: *Southern Vacation Properties*

InStory Video – In-Story Video is a large-format video ad unit available within article content. An In-Story Video ad unit allows you to play your videos while readers are engaged in article content. The 15-30 second unit auto-plays whenever it's in view. In-Story Video is targetable by geography, behavior, content, and purchase intent. This ad unit is particularly visible because the user is engaged in the content and not distracted by other advertisements. The advantage to using this service through us is the premium ad placement that we provide. We own the audience and only direct buyers get the best ad positioning.



The case for video is **undeniable**. Let's talk. Our team is available for a strategy session at your convenience. We'll look at your current goals, your current marketing plans, and make a recommendation on video and complimentary marketing tactics that make sense for your business, your budget, and your future.

SIGN ME UP.



WORKS CITED

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