



The Video Marketing Playbook

Did you know the importance of video?

- 96% of consumers find videos helpful when making purchase decisions online
- 52% of consumers say that watching product videos makes them more confident in online purchase decisions.
- 76% of marketers plan to add video to their sites, making it a higher priority than Facebook, Twitter and blog integration.

Video has shown to have a tremendous impact and ROI, but how do you create a video strategy? We recommend a 3 pronged approach to get the biggest ROI from your video strategy. There are many types of video content and it's important to have a strategy to target your market with each type of video content.

Learn more at: TrueFocusMedia.com/video

Our 3 Part Video Marketing Strategy

1. Outward: Focus outward on your customer and answer their questions

- Tutorials
- "How to" videos
- Video FAQs
- Learning Content
- Webinars cut up into 3-5 minute segments that are quickly viewable
- Converting blog content into video content
- Creating short powerpoint style videos that feature mainly short snippets of text and use a voiceover to drive the content

2. Inward: Videos that focus inward to your products and services

- "Get to know us" videos
- "About our products" videos
- About the CEO video
- Learn about our upper management videos (short videos featuring each person)

3. Upward: Major Advertising initiatives to reach a wide audience and push your brand upward to the next level

- Big Marketing Videos
- Promotional Videos
- Major commercial push
- Television commercials

Our Recommended Video Marketing Steps

These are the 5 types of videos we recommend that you start with to get a good ROI.

1. 10-20 FAQ videos - TrueFocusMedia.com/faq
2. 10 tutorial videos (what can you teach/train about your products/services?)
3. An About Us Video (or about our team, or about our upper management, etc)
4. Top 10 products videos - create a short video for each of your top 10 products (this also works if you are a service based industry)
5. Training video (teach or train your employees or customers)

Give us a call to discuss your best video marketing strategy
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45 Ways to Use Video in Your Business

We compiled a list of 45 ways to use video in your business and put a star (*) by topics that we think businesses should be considering right now.

1. *Video Customer Testimonials - sample at TrueFocusMedia.com/testimony
2. *Video Success Stories
3. *Video Case Study
4. Man-in-the-street Interviews on a topic or brand recognition
5. Customer Presentations

Product and Service Promotions

6. *Product Presentations
7. *Product Demonstrations
8. *Product Reviews
9. Visual Stories

Corporate Videos

10. *Corporate Overview
11. *Executive Presentations
12. Staff Presentations
13. *Corporate facilities or equipment tour

Training and Support Videos

14. *Training
15. Overnight expert videos (Sales Support)
16. *Just-in-time learning - TrueFocusMedia.com/elearning
17. *Post sale support and maintenance videos - TrueFocusMedia.com/supportvideos

Internal Communications Videos

18. Internal Communications
19. *Event/Conference and Trade Show Communications
20. *Employee orientation
21. *Health, Legal & Safety

Advertising, Marketing and Promotion

22. Commercials - [Sample 1](#), [Sample 2](#), [Sample 3](#)
23. Viral Video
24. *Email Video
25. Infomercials

- 26. Content Marketing
- 27. *Landing pages and micro sites

PR Support and Community Relations

- 28. *Video Press Releases
- 29. PR Support Materials
- 30. Community Relations Video

Event Video

- 31. *Event Presentation video
- 32. Round table Sessions
- 33. *Q&A Expert sessions

Other Uses of Video

- 34. *Recruitment Videos - TrueFocusMedia.com/collegerecruitment
- 35. *VLOG
- 36. *In Store Video
- 37. *Company Lobby / Waiting Room Video
- 38. Mobile Video
- 39. Humorous portrayal videos of your industry, boss or processes (The Office meets your office)
- 40. ***Website FAQ Video - TrueFocusMedia.com/faq
- 41. *Video White paper
- 42. Video Magazine

43. *Presentations: Group/industry meetings
44. *Expo promo video - TrueFocusMedia.com/expo
45. Market research, focus groups and polling

Next Steps:

- Think through the top 3-5 video types that you can best maximize to help you market, sell, teach, inform or promote
- Visit <http://truefocusmedia.com> for more information and helpful articles
- Give us a call at 937-673-8450
- Let us help you craft the best video strategy for your needs

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