

Video Campaigns

Guide to Making a Video Campaign

1. **Who's your target audience?** What buyer persona are you targeting? This may be a segment of your company's typical buyer persona.
2. **What's the goal?** Is it to increase brand awareness? Sell more event tickets? Launch a new product? Ultimately, what do you want your audience to do after watching the video?
3. **Where's the video going to live?** On Facebook? Behind a landing page form? You should begin with one target location - where you know your audience will discover the video - before repurposing it for other channels
4. **When's it due?** Always start with a timeline. A video on which you have a few months to work will have a very different budget and creative scope than a video needed in a few days.
5. **What's the budget?** Videos can be expensive, but it doesn't have to be... if you can set a budget. Do your research and set realistic parameters, especially before you answer the next question.
6. **What are the creative requirements?** With your budget, skills, and resources in mind, think about the creative roadblocks that might arise. Do you need a designer to create lower third graphics? Are you going to create an animated video or a live-action video?
7. **What will constitute success for the video?** Choose several key performance indicators that correspond with your goals - or hop down to the chapter in this guide on measuring and analyzing video.

Types of Videos

Top of the Funnel: The Awareness Stage

- Brand Videos
- Animations Videos
- Educational Videos
- Video Documentaries
- 360 Experience Videos
- Explainer Videos

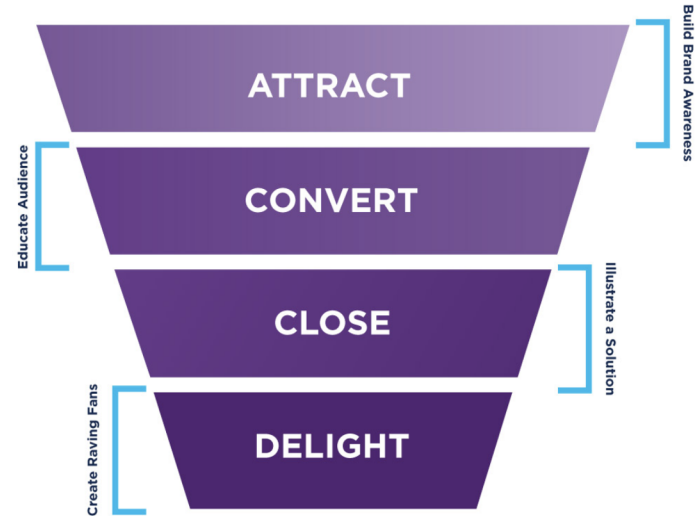
Middle of the Funnel: The Consideration Stage

- Product Videos
- Company Culture Videos
- Event Videos
- Testimonials
- Video Emails
- Video PSA (Public Service Announcement)

Bottom of the Funnel: The Decision Stage

- Vlog/Webinar
- FAQ Videos
- Demonstration/Instruction Videos
- Personalized Videos

VIDEO MARKETING FUNNEL



Upper-funnel videos should build brand loyalty and grab your audience's attention. Views and view times are the metrics you should monitor in these stages.

Lower-funnel videos should lead to conversions and sales. Therefore, conversions and goal completions are the most important metrics in these stages.

What Factors Make a Video Valuable?

View Count: Create content in line with your strengths

- Content that informs and educates
- Content that solves a problem
- Content that provides humor and comfort
- Content that surprises
- Content that is emotional

Factors that Contribute to Ranking

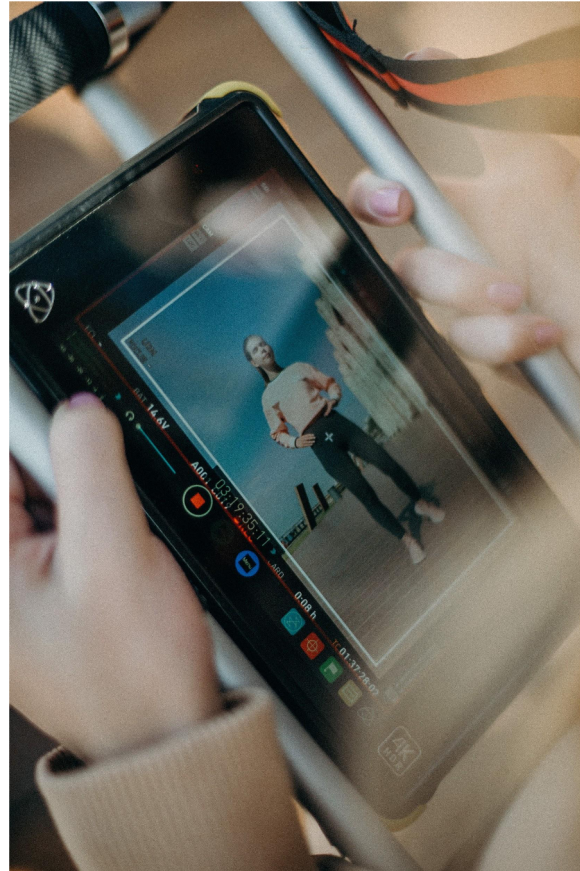
- Video Title
- Video Description
- Video Tags
- Video Transcript
- Video Performance
- Add end screens, cards, and links to videos

Factors to Attract Subscribers

- References to future and past videos
- Including CTA
- Requesting feedback in comments
- Humbly asking for the subscription

Testing Options

- Different video/motion graphics intros/outros
- Different video/motion graphics titling methods
- Different video/motion graphics thumbnails
- Publishing videos/motion graphics at different times of the day
- Sharing videos/motion graphics at different times of the day



Our Overall Video Channel Strategy

Marketing:

Goals: Brand recognition, viral content, social sharing & subscribers

Content: Know your audience and produce relevant content, engage the audience and provide value, include clear branding & include Call to Action (CTA)

Length: Shorter videos might be better for marketing. Have higher efficiency and earn less revenue

Additional Video Strategy Ideas

Video Playlist Strategy

- Step 1:** Compile a series of video/motion graphics on Video Channel
- Step 2:** Deliver the series through a Video Channel (on a Daily, Weekly, or Monthly sequence)
- Step 3:** After launch, monitor the engagement per video and benchmark drop-offs at every level
- Step 4:** Push viewers to Cru.org with every call to action
- Step 5:** After video X, start posting the deliverable to the video/motion graphics (resources, etc.) on Cru.org with a login.
- Step 6:** Determine how the audience reacts to the login portal and benchmark the engagement
- Step 7:** Scale the journey to a larger audience.

Video Contest Strategy

- Step 1:** Come up with an idea for a contest
- Step 2:** Promote the idea on social media. Give rules, regulations, and prizes
- Step 3:** Target campuses that host the contest. Eventually spread to other campuses.
- Step 4:** Participants upload videos/motion graphics to youtube and inbox link or send us a file.
- Step 5:** Announce winners and upload favorites to a video channel and cru.org

Video Metrics

View Count

- View count is the number of times your video has been viewed — also referred to as reach. This metric is great to track if your goal is to increase brand awareness and have your content seen by as many people as possible. However, it's important to remember that every video hosting platform [measures a view](#) differently. For example, a view on YouTube is 30 seconds while a view on Facebook is only 3 seconds. Be sure to read the fine print before reporting on your video view count.

Play Count

- [Play rate](#) is the percentage of people who played your video divided by the number of impressions it received. This metric helps determine how relevant or appealing your video is to your audience. If thousands of people see your video, but only a handful of people play it, it's probably time to optimize your content.

Social Sharing and Comments

- If you're on social media, you're probably familiar with sharing and commenting. Social shares and comments are good indicators of how relevant your content is with your target audience. If a viewer watches your video and takes the time to share it with their network, you probably created a great piece of content. Social shares are also important because the more times your video is shared, the more it'll be viewed. If your goal is to reach a lot of people, a social share is a good metric to track.

Video Completions

- If you took the time to make a video ... you probably want people to watch the whole thing, right? A video completion is the number of times a video is played in its entirety. This metric can be more reliable than view count when trying to determine your video's success.

Completion Rate

- Completion rate is the number of people who completed your video divided by the number of people who played it. Completion rate and other engagement metrics are a great way to gauge a viewer's reaction to your video. Do you have a low completion rate? Are people all dropping off at a certain point? This might be a sign that your video content is not resonating with your target audience.

Click-Through Rate

- Click-through rate (CTR) is the number of times your call-to-action (CTA) is clicked divided by the number of times it's viewed. CTR is a great indicator of how effective your video is at encouraging people to take your desired action. If your CTR is low, consider revising the design or copy of your CTA.

Conversion Rate

- [Conversion rate](#) is the number of times visitors completed your desired action divided by the number of clicks on your CTA. If your goal is to have your viewers complete an action like signing up for a free trial, try adding a video to your landing page to see if your conversion rate increases.

Bounce Rate and Time-on-Page

- Are you thinking about adding a video to a web page? Take note of the page [bounce rate](#) and the number of time people spent on the page before you add the video. Be sure to check the metrics after you place the video to see if changes the way people interact with your other content.

THANK YOU

Questions? Please contact marketinghelp@cru.org.