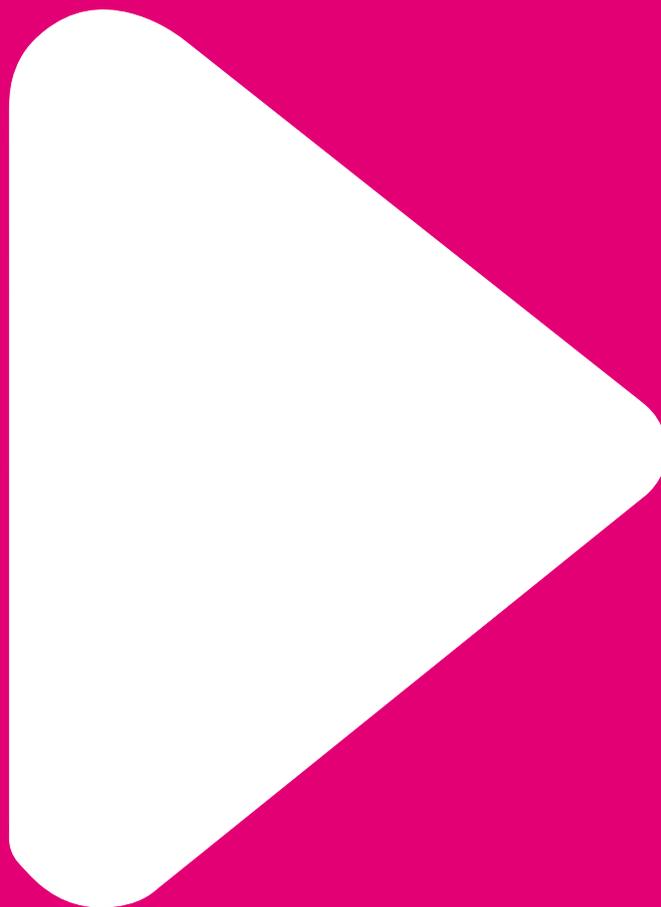


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The  
ultimate  
**video**  
**marketers**  
guide



**POSTCREATIVES**



# THE POWER OF VIDEO

Like any good superhero, your marketing has a secret identity with special powers! Want to know who this mysterious hero is? Well, its Video of course! Hiding in plain sight, video is exactly the thing your business has been waiting for to save the day and bring you to amazing new heights. So what kinds of super powers does video have? Well we know it's secrets and we're here to share! During the following we will describe:

**1**

The importance of why you need video in today's digital age

**2**

How to create video content that will help drive traffic and conversion

**3**

The importance of production value as a reflection of your business

**In the end it all leads to one thing:  
MORE MONEY FOR YOU!**



# What **makes** video so **special**?

In an age where content is king and competition lurks around every corner, here are 5 reasons why video will help you see spectacular success:

1

○ **The importance of video in today's market cannot be understated. Here are the simple facts:**

» **By 2019, video will account for 80% of all consumer internet traffic.**

Video drives internet traffic more than ever before and it is growing at an exponential rate. By the end of this year alone the vast majority of consumer internet traffic will be lead directly by video.

» **The use of video marketing is growing fast.**

This year almost **2 out of 3 businesses** will be implementing video marketing. Other businesses, maybe even your competitors, are quickly catching on that video is not just a trend. As your competitors finally start noticing the power of video, how long can you afford to wait to catch up?

» **The reason for the boom in video marketing is simple...it works!**

In fact, up to **84% of people were more likely to purchase** a product after watching a video. (We told you video has super powers!) Video keeps consumers engaged in your product and leads directly to higher sales. When people can see and hear it, it becomes more real than the experience of simply reading text can provide.

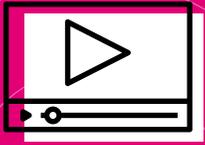
» **If a picture is worth a thousand words, well how much is video worth?**

According to **Dr. James McQuivey**, just 60 seconds **of video is worth 1.8 Million words!** Video has the ability to describe your product and business better than any other medium! Video can capture the essence of your business' mission better than text and pictures ever could.

2

○ **One of the most elusive things for any business owner today is the ability to capture a consumer's attention span (or lack thereof).**

Due to the fast paced nature of today's society, the content that your business puts out there has to be engaging enough to wrangle that elusive attention. Once again, video comes in to save the day. Viewers **retain 95% of a message in video** form compared to just 10% when the message is in text form. Plus the average consumer spends 88% more time on a website with video than without it!



3

**Video isn't just a powerhouse all by itself; it also helps boost the visibility and marketability on your other media platforms.**

» **Landing Page**

Adding video to a landing page can **increase conversion by 80%**. Videos make landing pages more informative, interactive, and engaging.

» **Website**

Videos on a website not only help keep customers attention to your site, they also help make your website more visible. **Video increases your organic search engine traffic by 157% and keeps consumers on your site for 105% longer.**

» **E-mail**

Video can increase your e-mail's **click-through rate by 200-300%**.

» **Social Media**

Videos on social media are **shared over 1200% more** than text and images combined! Videos immediately help boost your social media profile better than any other platform.

4

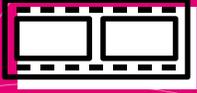
**Videos are the conversion key.**

As other content avenues become relics of a different age and internet traffic drives toward the future, videos are cementing themselves as one of the key pillars to successful conversion rates. In fact, over **70% of marketers** agree that it is the BEST way to convert sales. Product videos alone are proven to increase online product sales by 144% and those currently active with video marketing say it generates **66% more qualified leads** than any other medium. The vast majority of consumers themselves have expressed that video is the most helpful way to inform their purchase. The people have spoken and implementing video into your brand is a sure fire way to immediately start converting.

5

**Want to know another secret about video?**

It's not just a tool to bring in traffic and convert sales, it can also help you track the success and goals of your business. Due to a video's inherent nature it can help you track click-through rates, number of times watched, drop-off points, and just how long your target consumer stays engaged. Not only that, but tracking your return on investment becomes way more quantifiable as you can track exactly how many views your video achieves compared to the number of leads directly tied to that video. Those in the industry agree, as **52% of marketing professionals** see video as the best ROI for your company.



# How you can get **involved** in **video**

By now it's clear; you need video, and fast! So what do you do? When partnering with a production crew to produce your video there are 6 questions you must ask yourself to ensure that it will be a successful tool for your business.

**1**

## What is my Target Audience?

As a business owner you know who your customers are and who you want them to be. Identifying your target audience is an important step toward finding the right direction for your video. While you may know the habits of some of your existing customers well, the whole purpose of producing a video is to reach those that you haven't before. So how do you identify your target audience? Simply put, the best way is to do your research. Reach out to the type of people you want to reach and see what they look for in their search results. Articulate who you are and what products/services you offer. Create a detailed customer profile of the customers you already have as well as the ones you are trying to reach.

**2**

## What is the Viewers' Context?

How far along are your viewers in the sales process? That person could know nothing of your business or company or they could be a long time client. Maybe they are researching services like yours or maybe they don't even know that they need your product! Your goal is to move your viewer down the sales process and knowing where the viewer is in that process will help you craft the right message for your video.

**3**

## What is my Message?

After identifying your target audience and where they are along the sales process, it is time to craft a key message. Your key message should convey the thing you most wish to tell about your business in a concise, clear manner. Remember that one video alone will never portray all of the aspects that make up your business. Focus on one mission at a time. Each video should have a specific purpose and meaning.

**4**

## What is my Video's Shelf Life?

What type of video are you interested in making? One that will stand the test of time and be as valid a year from now as it is today? Or are you trying to create buzz for more time-sensitive sales and information? There are many different video types that can help to spread your message in the best way that you want it to.



#### » **How-to or Explainer Videos**

Explainer videos are videos that show firsthand a concept or process that is crucial to your product/service. Explainer videos are perfect for **indirectly advertising**/showcasing your product in use, providing tips on how to best utilize your product/service, and adding a layer of social proof to the concept.

#### » **Culture Videos**

Culture videos provide an intimate look inside your company. They describe who you are, what you do, and where your passions lie. Culture videos are great for introducing your company to the world or using as an in-house guide for yourself and employees. Think of it as a visual mission statement!

#### » **Testimonial and Case-Study Videos**

Testimonial videos are a time honored classic. What better way to attract new customers than hearing directly from the consumers you have already serviced? Testimonial videos and Case-Studies can be a great way for companies with an existing devoted clientele to share their stories with the world. Their success is your success.

#### » **Content Marketing Videos**

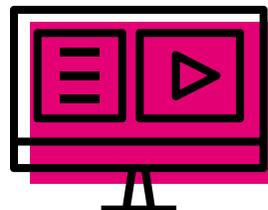
Content marketing videos help to spread buzz and information among your target audience and keep them coming back for more. Content marketing videos include videos aimed at a social media platform and pre-roll ads. These videos are aimed at a large demographic and are best used for brand awareness.

#### » **Product Videos**

Product videos can be the best sales team you have. Great for E-commerce sites or even just to pique interest in your products and services, product videos have proven to be a major success.

#### » **Newsletter Style Videos**

Newsletter or blog videos are a great way to keep your clients and customers up to date on the latest at your company and provide updates periodically. These videos help to build long term relationships with your clients.





5

### What are my Calls to Action?

Great news! Someone watched your video! But what comes next? How are you ensuring that viewer will convert into an actual customer? This step ties directly into where the viewer is in the sales process. If a customer is new to your product maybe you need to provide links to your website or other videos to continue their interest and push them toward purchase. If it is a person researching products/services similar to yours you should provide contact information, encourage them to subscribe, and try and establish a personal connection. An existing client of yours? Perhaps they would share your video with others if prompted. Provide them with an opportunity to join your mailing list or spread the word about your video. No matter where along the sales process they are, consumers need that extra push to commit to a sale.

6

### What is the Strategy for Sharing My Video?

So you've gone out, hired a production company, and produced your very first video for your business. Now what? Well hosting and sharing your video can be tricky, with many different possible avenues you can take.

#### » Hosting

**So where do you host your video?** Well depending on your goals for the video, you have a few options.

#### - YouTube

As the second largest search engine in the world (behind only its parent company Google,) YouTube certainly has the largest reach. YouTube is great for educational and explainer videos, video blogs, and entertaining branded content. However there are some drawbacks; with so many options on YouTube it can be easy to lose your video amongst the crowd and video quality may not be as high as some competitors. YouTube also requires a unique SEO strategy which requires backlinks to your website to drive viewer traffic toward a sale.

#### - Vimeo

As the second largest video hosting site, Vimeo's success is nothing to scoff at. Home to content that is more artful and cinematic in its approach, Vimeo's higher quality of streaming ensures that your video looks and sounds as great as possible. Great for cinematic and artistically styled videos, branded content and culture videos, Vimeo is also a great tool for embedding your videos onto your website. Depending on the audience you are trying to reach, Vimeo could be the hosting site for you.



### - **Wistia**

The lesser known of the three major hosting sites, Wistia is for the analytics driven marketer. Though more expensive than it's competitors, Wistia assists with SEO, provides robust analytics, has lead capture capabilities, and tracks your viewers with integrated software. Great for sales driven videos, lead generation, and drip campaigns, Wistia's main drawback is that it just can't capture the third-party traffic and sharing capabilities of it's competitors.

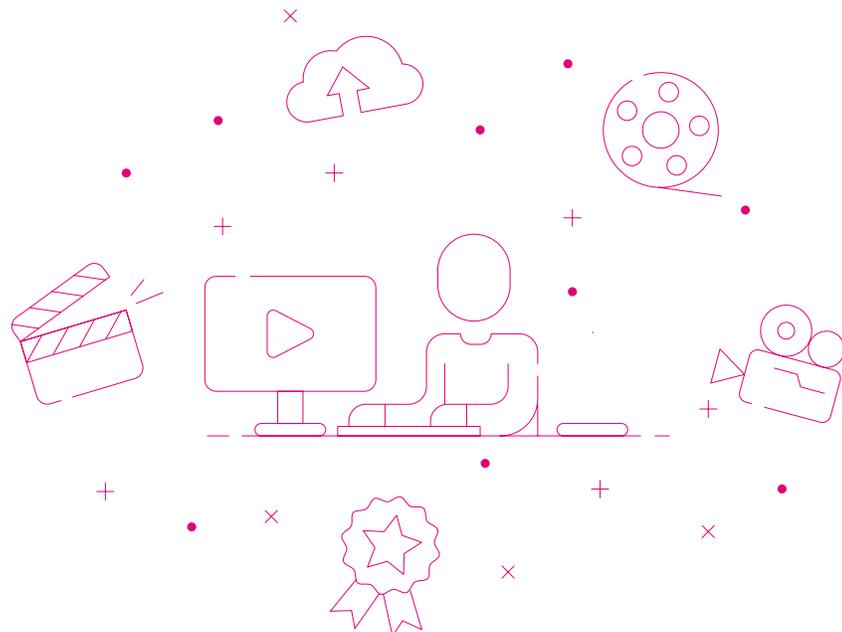
### » **Sharing**

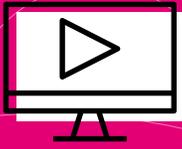
If you want your video to rise up above the noise and be noticed, you have to develop a strategic sharing campaign. Don't leave your video in the dark; coordinated and concentrated social media strategies on sites such as Facebook, Twitter and Instagram can quickly generate buzz for your video and company. Identify where your target audience is on social media and exploit that resource to share your video with as many viewers as possible.

## 7

### » **How Do I Measure My Success?**

After producing your video, identify clear quantifiable goals for your video. What results do you want a month from now? Or a year? You can track your video's success and goals through views, click-through rates, sharing rates, leads, and sales. These tools can help you to make the best use of your investment and see the highest return. Additionally, you may have less quantifiable goals for your video. Maybe you are hoping for a video that adds to your brand value and keeps your audience engaged.





# The importance of production value

Production Value continues to be as important as ever. With many low quality and DIY videos inundating the market, this approach, despite being cost effective, may actually be severely hurting your business. According to studies, **content producers lost up to \$2.6 Billion** in potential revenue due to poor video quality, that significantly impacted viewer engagement and left bad impressions. DIY videos are proven to hurt your business more than help. They show that your company doesn't care about quality, lacks professionalism, and will end up hurting your bottom line. Don't worry though, there is some good news. Gone are the days of exorbitantly high production costs. As competition drives the market, video production is as affordable as ever before. Here are some tips when considering the budget for your video production:

## » In-house Production

If you truly feel that DIY videos are the best approach, then it is best to still leave it to the professionals. Hiring a full time videographer for in-house video production can cost an average of \$71,000 per year according to indeed.com. This also depends on the person's skillset. Productions require someone who is proficient at conceptualizing, capturing, and editing footage.

## » Outsourced Production

Depending on the scope of your video, production costs may vary. Typical industry standard has a cost of \$5,000-\$10,000 for a typical explainer type video depending on the style and artistic value you wish to achieve. Larger scale production for video series can range between \$20,000-\$30,000. The benefit is knowing that your video is in the hands of an experienced professional crew who will work with you from conception to completion.

So who should you contact when identifying the best video production partner for you? Why not Postcreatives?! Postcreatives has some of the most competitive rates around and the quality of our **award winning videos** speak for themselves. Postcreatives delivers only the highest quality of work at a budget you can afford. We work with you through our **six step process** to help you conceptualize and create the video or video series that will bring your story to life. Our process includes:

## » Discovery

Postcreatives works closely with you to become as educated as possible about your business. This gives us the ability to identify the defining characteristics which make your company unique. We then take that information and work to amplify those standards on screen.



» **Pre-Production**

After we learn all that we can about your business we move onto Pre-Production. In this stage we conceptualize, script write, storyboard, and location scout for your production. We work closely with you to create an outline of the production and what you can expect.

» **Production**

After Pre-Production, we set shooting dates and move on with the actual production of your video. This is when Postcreatives films, using our state of the art cameras, drone technology, and the best production equipment available to capture your video.

» **Post-production**

During this process, our editors work tirelessly to elegantly weave your video together. This is where the movie magic happens! Using the best editing software available, our team edits the raw footage and creates stunning visual graphics to breath life into your video.

» **Delivery**

After the completion of your video, Postcreatives delivers easily accessible downloadable copies of your video for you to upload to the platform of your choice.

» **Distribution & Optimization**

Our job isn't complete yet! Following the delivery of your video, Postcreatives will work with you to optimize your video and make sure it is receiving the highest amount of views possible.

Postcreatives takes the time to learn everything about who you are, what your company does, and where your passions lie. Although it may seem like a massive headache to undergo a production, we are here to guide you through that process while delivering video of the highest quality and professionalism. So don't hesitate on video any longer. Give us a call at 848-207-3333 or check at our website <http://www.postcreatives.com>. For more tips on the secrets of video production visit our [blog](#). Partner with Postcreatives for your video production today, Because Your Story Matters!



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## A message from our CEO

Here at Postcreatives, we're a talented team of strategists, marketers, and all-around fortunate people who do what we love. We're perfectionists by nature who pour every ounce of our collective energy into conceptualizing, planning, executing, and distributing your projects in a way that will best resonate with your target audience. And we really wouldn't have it any other way.

We've been lucky to work with clients in almost every business vertical—because every industry is a people-industry, and all people love stories. Your goals are our goals and we welcome the opportunity to cultivate your brand and are confident we can work quickly and efficiently to deliver you the exact results you're looking for.

Contact us today to get started.  
Let's make something beautiful together.

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BECAUSE YOUR STORY MATTERS