

10 Tips

For Marketing
and Sales to
Create Great
Videos.
Together.

www.vickioneill.com

V.

Focus on the Purpose

1. Before diving into creating videos:
 - List your marketing and sales goals
 - Why video will be an integral part to the success of the goal
 - Audience serving
 - Type of video (how to, educational, company, sales person Q&A, advertising product, etc.)
 - CTA for video
 - Who will be involved in the video
 - Casual video (handheld) or professional



Title Creativity

2. Pique their interest
 - Come up with a fun or creative eye-catching title
 - People are more likely to click on titles that grab their attention
 - Know your audience and use titles that speak to them or answers a question they are asking (like you're reading their mind!)
 - Even if you're planning a LIVE stream, the title will entice your audience to plan on joining you when you go LIVE

Marketing and Sales are creative beings – brainstorm title ideas and vote on the best ones!



SEO

3. Google loves video content

- Companies that use video report video drives 157% increase in organic traffic from search engines
- Consider title and tags before posting on YouTube or your website
- Support the video with a page (blog post perhaps) of bulleted content from the video
 - 59% of executives agree that if they are presented with text and video options, they are more likely to watch video (WordStream, 2017)
- Create landing pages for individual sales people as well
 - They include link in their video
 - Drives traffic to the company website
 - Work together on page copy



Include Your URL

4. Kind of a 'no brainer'
 - So this is just a reminder to include it in your video or on an image at the end of your video
 - If shared, your video viewers will need to know where they can find you
 - Reinforces branding



Edutain

5. If you're goal is to educate, why not incorporate some fun?!
 - Bring out your personality
 - If you're a storyteller and the topic makes sense to do so, tell a story in a fun and entertaining way
 - Supports your personal brand
 - Increases engagement and taking action
 - Ask audience thought provoking questions to pique their interest
 - What does the audience want to know?
Marketing knows the data – Sales knows from conversations. Marry the two!

Viewers retain 95% of a message when they watch it in a video vs. 10% if read it in text. (WordStream, 2017)



Branding

6. Personal Branding is key for sales people
- Marketing has the experience with branding the company
 - Rely on their expertise to help you with your personal brand
 - Extends reach for the sales person and company
 - Helps marketing expand on their efforts

64% of consumers make a purchase after watching a branded social videos (tubularinsights)



Mix It Up

7. Different types of videos
 - Purpose driven – solving a problem
 - Explainer – educate, how to
 - Video blog ‘vlogs’
 - Product demos
 - Personal/brand introductions
 - Company videos – why we’re different/why choose us
 - Live streams
 - Posts on social media
 - Advertising
 - Team collaboration will generate the best content to support the purpose.

Create an arsenal of different videos to embed on your website, publish on YouTube and post on social media



Progress > Perfection

8. Videos are more engaging and get higher views if they are more authentic
 - Keep it professional
 - Don't let perfection keep you from creating and publishing the video
 - Keep production quality top of mind
 - If you're on the 30th take, it's time to move on
 - Marketing and sales people typically have different strengths – collaborate to make the most compelling, creative, action worthy videos



Story Telling

9. Don't tell, show
 - If it makes sense given your video purpose
 - Outline the key focal points you want to make
 - Entertaining, educational or both?
 - Create compelling copy that engages
 - Keep it short
 - Your Marketing team may already be doing this with other formats – Sales people do this daily. Leverage the strengths!

According to Wyzowl, 50% of consumers the right length of an explainer video is 1 minute.



Include CTA

10. What action do you want your viewers to take?

- Click on a link to register
 - Webinar
 - Save your spot at an event
 - Book pre-orders
- Increase email subscribers
- Leave a message on a vlog/blog post
- Join a Facebook Group
- Participate in an Instagram challenge
- Connect on LinkedIn
- Continue buying cycle
 - Click to learn more
 - Click to buy

Video marketing gets 66% more qualified leads per year (Aberdeen, 2017)



Want help with creating a video strategy that works for your marketing and sales efforts?

Send me an Email: vicki@vickioneill.com

I also have LIVE chat on my website if you prefer a quick chat.