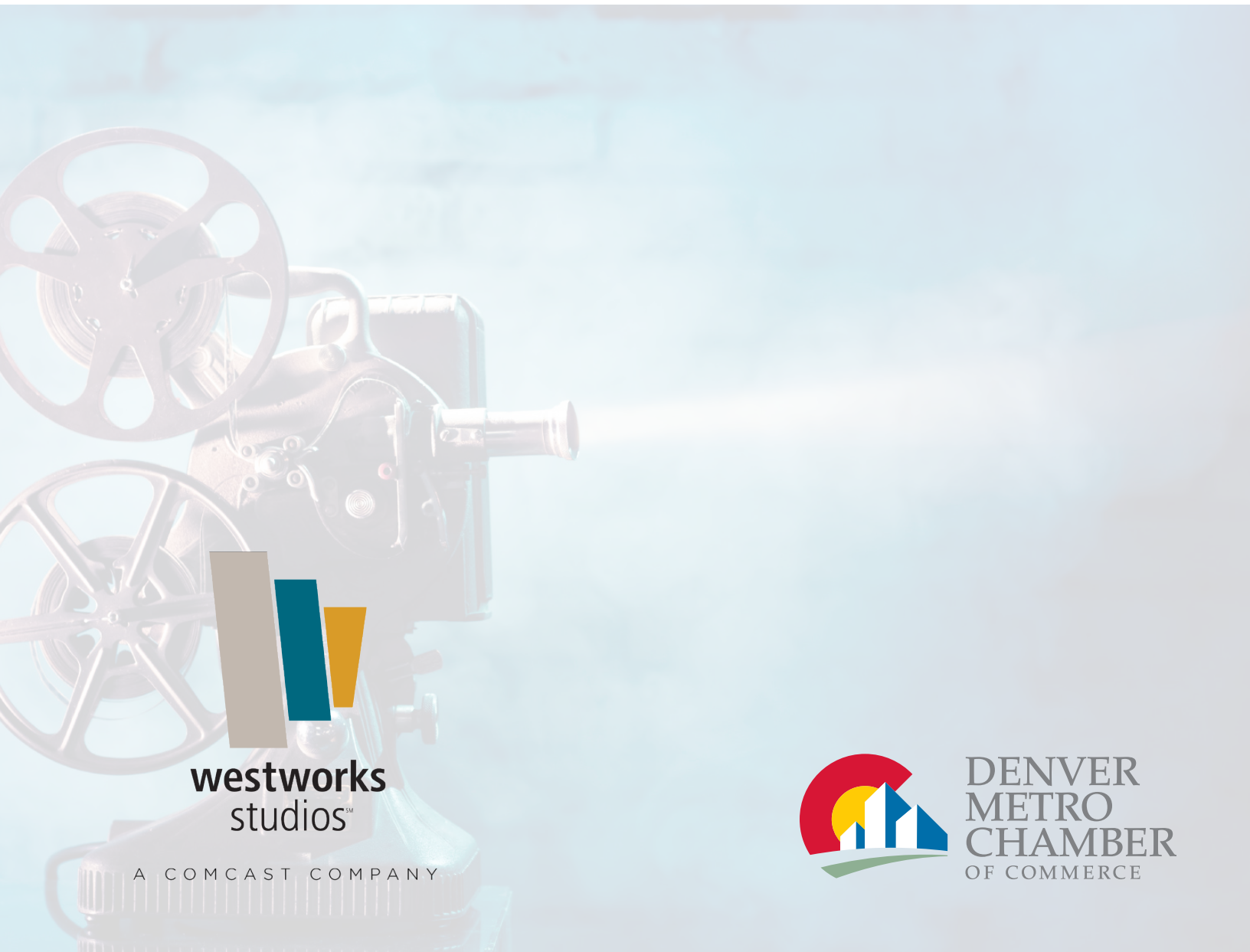


Pro Tips for Maximizing the Value of Video



A COMCAST COMPANY

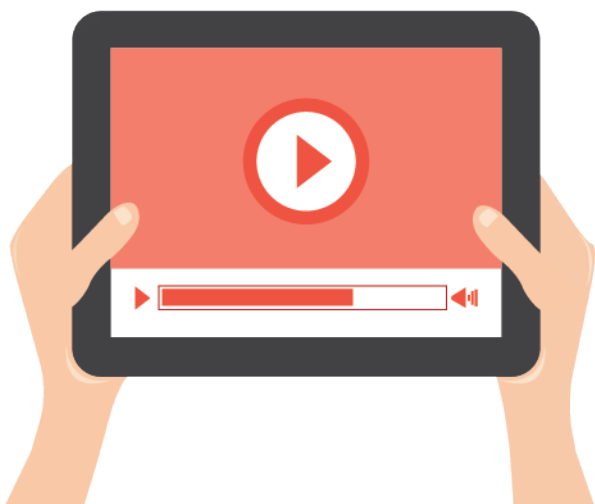


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Our evolution as a video-centric species has taken a quantum leap forward in the last decade.

Screens capable of displaying top-quality video can now be found not just in the living room, but in virtually every board room, backpack and back pocket. For business, this rapid evolution presents enormous challenges, but the benefits – the necessity, really – of adapting to a world of anytime, anywhere video simply cannot be ignored.

As a business tool, video is no longer just about commercials. It's evolved from a “nice to have” marketing component into an essential vehicle for internal communications, external messaging, social media and human engagement. Aside from the ubiquity of great screens, what makes video such a business must-have?



U.S. viewers consume
40 billion
content videos and
10 billion
video ads online each month.

Source: (1) Akamai 2017



Your Brain on Video

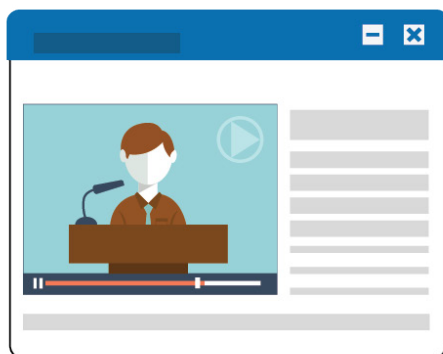
Blame it on your brain, first and foremost. When it comes to data, our brains process video 60,000 times faster than text. (2) Think of it as a “path of least resistance” approach – it’s easier for our minds to assimilate visual information over a wall of text. Brains are more likely to stay engaged with something that provides the most data for the least amount of personal investment. Some points to ponder:

Millennials
will make up
three-fourths
of the workforce by 2025.

Source: (3) Forrester Research, “A Blueprint for Successful B2B Marketing,” October 20, 2017



- This is a generation that has been raised on instant-access video. Their buying habits and preferences will continue to shape the way businesses succeed in relating to consumers.



By 2021, more than
80 percent of the
world’s web traffic will be video.

- And, that’s even factoring in a projected threefold increase in overall IP traffic. Businesses will need to capitalize on the value of video in order to succeed.

Source: (2) Liraz Margalit, Ph.D., “Video vs Text: The Brain Perspective,” Psychology Today blog, May 1, 2015

So, we've established the high-level rationale for business video: Our brains are wired for it and there's going to be a lot more of it. That doesn't quite satisfy the "what's in it for me" value equation that companies need to answer before spending money to incorporate video into their B2B, B2C or internal messaging. What can video do for your business?



Video creates an emotional connection.

Whether your audience is internal or external, a great video resonates on a deeply human level. People want to feel more connected to the brands they choose, the leaders they report to and the causes they support. [Video marketing achieves this better than any other medium](#), and it works: (4)

Adding video to marketing emails
can boost click-through rates by
200 to 300 percent.



- 59 percent of company decision-makers would rather watch a video than read an article or blog post.
- 90 percent of customers report that product videos help them make purchasing decisions. (Have you ever watched a video that caused you to buy something? Don't lie!)



Video makes complex topics more accessible.

Would you rather read a 10-page product brief or watch a 10-minute product video? A well-thought-out video, even a short one, will result in more knowledge retention than a brochure or booklet, and will drive more traffic to your website. It also gives your audience a much clearer understanding of what you're all about. [According to Google](#) (5), product engagement videos such as “unboxing” or “what’s in my bag” videos are gaining massive popularity. “Shop with me” videos have increased in viewership more than tenfold in the last two years alone.



Video improves your brand awareness.

According to Hubspot, 80 percent of customers remember a video they’ve watched in the last month. That makes a compelling case for adding video to your messaging mix, especially considering that 86 percent of business-related video views happen on desktop browsers (translation: “at work”), with only 14 percent occurring on mobile devices. Videos are also a critical component to search engine optimization (SEO). Videos increase search engine rankings, where they account for 70 percent of the [top 100 search listings](#). Simply put, by incorporating video into your business outreach efforts, you’re improving the performance of your messaging by providing it in a way that people want to receive it.

(5) Think with Google, “Make the grade for back-to-school: 4 YouTube trends to inform your video strategy,” August 2017



The quality component: Why no video is still better than bad video.

Video is more likely to be viewed and shared than static text.

If the goal of your video efforts is to bring people into a closer connection, then a video that's poorly lit, haphazardly filmed or hard to hear can backfire into a negative response. Boring corporate videos erode engagement potential. Bad videos can kill a company's credibility.

In today's noisy world, standing apart from the crowd grows more and more challenging. Meaningful, thoughtful and engaging video content elevates your brand and can foster a deeper connection with your customers. That said, content direction and presentation quality both have to be on point in order to really resonate with your audience.

Video as a tool for advertising, communications or other business functions is there to support your goals, rarely to call attention to itself and never to detract from your message. This is a primary selling point for taking a more professional approach when it comes to incorporating video into your business model. It's not about adding "glitz and glamor" as much as it's about presenting yourself – and your brand – in a way that's an authentic representation of your quality. Does every video effort require professional support? Of course not, but there are reasons why you can tell the difference between a well-crafted project and a simple recording. Your intended audience can tell the difference too – and the right approach will showcase your message in the best possible light.

How can you maximize the value of video?

We've established that you need video – and it needs to be good video. Can you hear the cash register cha-chinging? It's no secret that good video costs good money. But we're here with a list of “pro tips” to make the most out of every one of your video dollars.



Creative production planning stretches dollars.

The most expensive element is physical production. Expert planning can consolidate filming days to as few as possible. The typical minimum is a “half-day,” or five hours with a film crew. If you don't fill the time, your money is wasted. Use that extra time! Could you film additional projects, or items relevant later in the year? Could you partner with another small business to share a production day? Cost-sharing between smaller projects can result in a huge win for your bottom line.



Plan content that can be used again.

Think of it this way: you're building a video library for your business. Content that is “evergreen,” like b-roll (those are the beauty shots) of your office, an interview with your founders or scripted segments discussing your company values can and should be re-purposed for multiple videos. Similarly, a longer brand video can easily be turned into a 30-second TV spot or videos for social.



Build a graphics package.

Just like a logo and style guide, an animated graphics package gives your brand a consistent look and feel across every video. A package usually consists of logo animation, title screen or background and a lower third for names and titles. This is a great investment because once it's created, it can be utilized for as long as you keep your brand image.



Use a professional.

The best investment you can make toward the success of your video project is to hire a production company. They can help translate your vision to video with storyboarding and scripting, talent management, shooting, editing and distribution to the proper formats. Video production is a sophisticated and often complicated process; the results of amateurish production on your video can have negative effects on its desired outcome. Simply enlisting a production company's services can ameliorate upfront concerns and challenges, leading to a repeatable process that improves long-haul ROI.

With the abundance of statistics available on the increasing use of video in marketing and branding, and its influence on consumer behavior, there is little doubt of its importance and effectiveness in any business marketing strategy. With a carefully conceptualized idea and a thoughtful execution plan, you too could be harnessing the influence of video.



WestWorks Studios: Production Simplified

WestWorks Studios is a state-of-the-art studio and savvy team of video production professionals, both located just south of Denver. Our studio spaces and “ReadySet” concept are designed for creating high-quality productions that maximize efficiency. We’re wholly owned by Comcast, a proud Chamber member, and have worked with the Chamber and the Leadership Foundation to produce videos for Chamber events, publicity and education.

Some of the production services we provide our clients include:

- Business communications and marketing media
- TV series and webisodes
- Sound stage and ReadySet rentals
- Green screen and cyclorama
- Complete post-production services
- “Quick hits” and Satellite Media Tours (SMT)
- Live production, including content distribution via fiber, satellite or web

With more than 25 years of experience, it’s our mission to deliver that “wow” factor, delight audiences, keep costs in check and keep programs on target.

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