

6 Powerful Ways to Take Your Video Strategy to the Next Level





It's never too late to start.

2019 is upon us and you are no doubt planning and implementing (good for you!) your marketing and outreach strategies for the year. Whether your organization employs a full communications team or you're a solopreneur bootstrapping your efforts, video shines in any smart marketing strategy today. We'll give you our best tips and tricks to develop a robust video strategy for your business.



Video builds your brand in an authentic, memorable way.

We know that people do business with people they like... and trust. Video provides an opportunity for you to connect with your clients, customers or prospects in a more personal way. It gives them a chance to get to know your personality and what makes your organization unique. Animoto says social media videos are the top way people are discovering brands today – even beating out recommendations from family and friends.

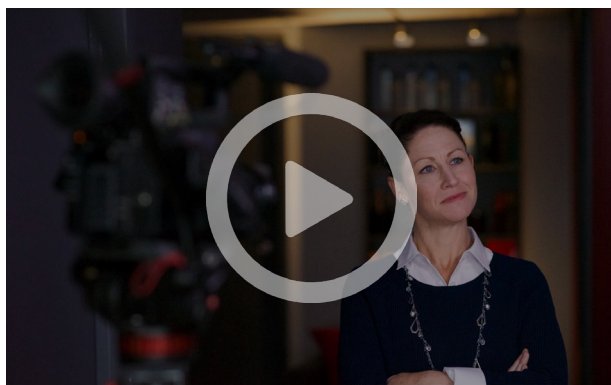
Develop a robust video strategy.

Plan *before* you head into a video shoot. It's better for your budget and more efficient if you're able to capture content for a variety of purposes. Again, the goal is to be authentic and make it memorable. Here are a few video styles that do just that:



Hosted Video

A hosted video can be one person – or many – delivering a message right into the camera. Think vlogging! It's a great way to connect.



Fireside Production created a video guide on how to prepare for an interview.



Interview-Driven Video

An interview-driven video gives viewers the opportunity to hear from people directly impacted by your organization... whether it's a client testimonial or someone touched by the work of your company. This is a great way to engage the hearts of your viewers.



The Denver Metro Chamber partnered with Fireside Production to develop an honoree video.



Social Media Video

Video on your social media platforms really is a must. Videos on Instagram have [twice the engagement](#) of photos, according to AdWeek. On Facebook, video posts have [135 percent greater organic reach](#) than photos. Twitter reports [82 percent of users watch video content](#) on its site. If you are producing a longer video for an event or website, think too about content for social. Video on social media should always be captioned for those who prefer to read the spoken words rather than listen as they scroll. According to [Facebook](#), 85 percent of its users watch videos with the sound off.



Event Video

You may think of video only to showcase at an event... but a solid plan includes video to promote the event and to thank guests afterwards. Another nice way to stand out!



Live Video

Live streaming video on social platforms like Facebook is a great way to get in front of your target viewers. [Social Media Today](#) finds viewers will watch live video roughly three times longer than a recorded video. Need ideas? You can host a question-and-answer session, give people a behind-the-scenes look at an event or demonstrate a product or service.



The Chamber uses live video on Facebook to bring in viewers who couldn't be in the room.



Funny Video

Yep, you read that right! Everyone appreciates a moment of light-heartedness these days... particularly if that's who you are as an organization. Have some fun with your videos!



Define your message.

For your video to be successful, you need to identify your key message. What is the one message you want people to take away? Develop a short, specific brand message or a call to action... and keep it conversational. Remember, this is about building a personal connection to your brand.



Create video content that matters.

Now that you've identified your key message, name your value proposition. What do your target viewers need and how can your organization meet those needs? Be specific. This is where you showcase what sets your organization apart – your points of differentiation. Video is a powerful way to engage emotions – to make people feel something – and by doing so you build that connection and loyalty to your brand.

Choose the right platform for your video and customize for that platform.

Video is not one size fits all. You need to know your target viewers and then determine where to best reach them. Video for a website should be longer and designed to keep people on your site. [Socialbakers](#) finds video on a landing page can boost conversions by 80 percent.

For social media, they should be short and sweet – and definitely captioned. Newsletters are making a big comeback and those that include the word video in the subject line get significantly higher open rates. Consider email and ad campaigns as well – just know that each platform has its own best practices and optimal video lengths.

[Watch this video](#) to see how the marketing and communications pros at the Daniels College of Business build a purposeful video strategy that delivers results.

Plan to engage and re-engage.

You typically don't want to launch a series of videos at the same time. Staggering the launch allows you to thoughtfully produce your content that supports the video. If you produce three videos for an event and share them all at once, you lose the opportunity for multiple touches over a longer period of time, and we know it often takes several touches to motivate someone to act. It takes six to eight touches, according to [Salesforce](#), to convert a lead into a sale.

Be innovative!

You want to break through the clutter to make your brand message heard. Use the latest video technologies and techniques. Whether it's the beautiful film-look of 4K video or a shot from a drone that takes your breath away, each component of a finished video comes together to create a story that represents your brand. Make it something that you are proud to promote... make it extraordinary!



Partner with an expert.

A successful strategy is a diversified one. You can do some of this on your own – even with a smartphone. Live video streaming or short video messages are great opportunities to use the tools you have to produce content.

For the rest, partner with an expert. [Fireside Production](#) is the only company with the Focus On You™ approach to video production. It's a process we've refined over more than a decade to provide a unique production experience and to make sure we hit the mark with every video. #LoveYourStory with Fireside today.

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