

RIDING THE WAVE: HOW BRANDS CAN WIN WITH VIDEO

Brands must act quickly to exploit growing consumer expectations for video content and take advantage of all the new opportunities it can bring to connect and engage with their audience, whilst avoiding the potential pitfalls it can present.



WHY VIDEO IS PERFECT FOR BRANDS

The proliferation of social media platforms, online content subscriptions and worldwide mobile connectivity means average global online video consumption has jumped to an astonishing 84 minutes per person per day. Brands are now having to adapt their marketing and communications strategy to take advantage of these new online channels to connect with their audience in the format that they value most.

Video has a unique power to connect with audiences unlike any other medium by appealing to the auditory and visual senses in tandem. If you're looking to get attention, encourage action or convey a complex message, video is the perfect digestible format to do so. In addition, 48% of people say they would be most likely to share video content with their peers ahead of any other types of content, further amplifying a brand's message.

90%

of consumers say product videos directly inform their purchase decisions. (HubSpot)

74%

of customers would rather learn about a product or service via video. (HubSpot)

95%

of a message is retained by viewers when they watch a video, compared to 10% when reading text. (Insivia)

87%

of consumers want to see more video content from brands. (HubSpot)

52%

of marketing experts say video marketing offers the best return on investment. (HubSpot)

97%

of marketers say video has helped customers gain a better understanding of their product and services. (HubSpot)

65%

of executives visit a brand's website and 39% enquire by phone after watching a marketing video. (Forbes)



WHY VIDEO IS PERFECT FOR BRANDS

Video for marketing

Marketing to audiences is no longer about delivering one individual piece of content, but instead relies on sharing multiple media assets across different platforms: think Instagram stories, paid video adverts, Facebook live streams, swipe ups etc. All these content touchpoints are now equally important for connecting and maintaining a consistent relationship with your audience.

With so many utilities for video within a marketing strategy, brands are able to increase their output beyond traditional content such as explainer videos and testimonials by extending facets of their existing mix. Take events, where video recordings, highlight-reels, behind the scenes, live-streams, vlogs and interviews can help generate more noise before, during and after the occasion and provide your audience with a choice of formats and platforms to engage with you on their terms.

Embrace video across the business

Marketing teams should now also factor into their video strategy the production and distribution of internal videos including; company briefings, meeting recordings, townhalls and training videos. Stakeholder access and engagement of these videos should also mimic the ease and functionality of a consumer platform. There is no reason that the technologies and processes employees use every day should be a second-rate experience.

By making all of your organisation's videos easily accessible to stakeholders in this way, you can also facilitate consistent content creation between teams, agencies and remote workers, save time searching for existing content and save money reproducing assets that have been misplaced. A centralised media platform capable of handling the unique challenges of video files, as well as images and documents is the perfect way to embrace, manage and encourage these modern ways of working.

15 video types that every business can use

- Testimonials
- Internal training
- Product demos
- Explainer videos
- CEO briefings
- Case studies
- Culture videos
- Event videos
- Onboarding videos
- Vlogs
- Video adverts
- Social media videos
- Townhall recordings
- Live streams
- Webinars/ interviews



NAVIGATING UNCHARTED WATERS

Despite video's obvious potential, it is a tool that many brands are still failing to fully optimise and not without reason. Video may offer great marketing muscle but it's never been the easiest asset to manage. The consequences of getting video wrong can be considerable when so much time and money has been invested into it. If your organisation hasn't yet put a specific video policy and infrastructure in place to manage this, you risk losing valuable files, duplicating content, media leaks and frustrating delivery and access issues.

The appetite for embracing video content among businesses may rightly be on the rise but, before you jump in, here are the biggest challenges you might face today:

Navigating the security risks

Traditionally, businesses can be guilty of storing content on local devices or distributing videos on third-party transfer sites to send to stakeholders and partners quickly, but they don't appreciate the gamble they take with the security and value of their video files. Rushed distribution leads to costly mistakes like sending incorrect file versions or sending to unintended recipients which can have painful consequences.

All of these 'make do' tactics could seriously risk damaging your business reputation and bottom line.

A central video policy and platform that makes storing, finding, managing, sharing and protecting your videos the foundation of your media management process, is going to be key in keeping control of your content.

Navigating the fragmented digital distribution landscape

The saturation of digital distribution platforms and the pressure for businesses to have the best presence on every platform has resulted in many brands losing a sense of what digital assets they need to create, in which format or size, and whether they already have it.

Content audits can be challenging without a centralised media asset management system, and many organisations find themselves wasting resources by creating unnecessary footage when they could be repurposing existing content. Media duplication, for brands working at a larger scale and across multiple territories, can equate to large sums of wasted budget and resource.

Navigating resistance to video creation

According to research from Buffer, 85% of businesses would like to create more video content, but why is it that so many fail to follow through? Although many marketers don't want to get left behind, it's easy to fall into the trap of being time and budget-poor. Marketing budgets being slashed is nothing new but that doesn't mean video should be at the top of the scrapheap. In fact, 40% of new video marketers claim that shrinking costs and production timelines encouraged them to make the shift.

It's often assumed that creating video is a long and costly process, but the popularity of short-form, low-budget content on social media particularly is refuting this belief.



STRATEGIES TO RIDE THE VIDEO WAVE

As we've discussed, video can certainly transform your organisation's external marketing performance, but you should not neglect the impact video can have on internal marketing and communications too. It is the most effective medium for sharing information, connecting with employees and deepening their understanding of key business goals.

To ensure you make the most of it, consider the following when pulling together your internal video strategy:

Sticking to one consistent message.

Start by defining your organisation's core mission as well as what makes it unique. A strong, simple message that works across multiple audiences is key.

Creating a library of tutorials.

Simple product and software demos offer employees best practice guidance for internal systems, and general how-to videos can shed insight on the essential dos and don'ts in your business.

Making video discoverable.

A good search function and descriptive metadata ensures valuable video content doesn't get lost, there's less wastage through reproduction costs and employees can find content quicker.

Seamlessly delivering content to a global workforce.

If you have offices in multiple locations, it's critical that all your content, including video, is available to all teams at the same time so they can engage with the story and promote its message.

Sharing media securely.

Internal communications often contain sensitive information that shouldn't leave the organisation, so make sure your videos are protected with restricted internal access.

Catering for multiple device displays.

Whether you have a significant mobile workforce or not, making sure your video content is formatted for mobile and desktop devices increases your viewing figures.



STRATEGIES TO RIDE THE VIDEO WAVE

Build a suitable content infrastructure

While you may not have given much thought to consolidating your digital video assets in a centralised and secure library, as the volume of external and internal assets inevitably grow you need to consider the long-term implications for your business.

If you're already using a digital asset management platform, you may think it's perfectly adequate. But these platforms are built for static documents and images rather than heavy, sophisticated video files – which come with their own unique challenges. Don't wait for time-consuming or expensive problems to crop up, instead put a plan in place that manages, protects and preserves all your content in one place, cost-effectively.

When looking for software to implement your video strategy efficiently, consider investing in:

1. **Controlled accessibility and security features.** Keep confidential content under wraps by carefully granting user permissions so sensitive assets can't fall into the wrong hands.
2. **Scalable storage.** You need flexible cloud storage options, so you'll always have enough space for your growing library of assets.
3. **Powerful search functionality.** Fed up of wasted hours spent looking for important content in different drives and platforms? You need intuitive search capability that can explore your entire library and connect you with the files you need, when you need them.
4. **Intelligent analytics.** Need to know which videos are performing best so you can create more? Insight on popularity and dropout times can inform your content strategy and production plans.
5. **Delivering content for today's devices.** With increasingly different online video channels and formats, you need a platform that will always be able to store and export a range of file types.
6. **Merging your media management.** Paying for multiple software licenses for file sharing and struggling to audit what content you have? It's time to consolidate your costs and your media into one central platform.
7. **Supporting collaboration.** If your clients, staff or partners can't find or download the latest versions of video files, you need to streamline how you store, manage and collaborate on files.
8. **A solution you can rely on.** Take the frustration and concern away from sharing content company-wide. Have confidence that your organisation's media solution is rock-steady and won't leave employees disengaged or dissatisfied.
9. **A consistent brand experience.** If your team is sharing files through third party applications full of adverts and distractions you can't control, consider the impact that this can have on the perception of your brand. Instead, provide a fully branded, customised content library with an intuitive interface that maximises the impact of your message and delivers the quality experience you intended for your audience.
10. **Upgrading your media management.** If you need a robust security system to protect sensitive assets, global accessibility that limits disruption, and frictionless storage and searchability of high volumes of content, you need to consider implementing a new media management platform that meets your unique needs.

There is a good chance that your organisation is already undergoing a significant increase in the number of video files produced and shared across the organisation. The sooner you can implement a centralised way to effectively manage, secure and distribute all this content, the less problems and wasted resources the business will experience in the future.

Thankfully, tools like Imagen can help make growing your team's video output much easier and far more efficient. Don't let technology or infrastructure hold your brand back.

90% of marketers feel the level of competition and noise has increased in the past year. The pressure is on for brands to up their video game to avoid being drowned out.



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WINNING HEARTS, MINDS AND MARKETS

Contact the Imagen team to discuss how our video management platform can help your business ride the video wave.

