



The Loop Head Peninsula  
Digital Academy



Zucca Films



Masterclass

# How to Leverage Video in Digital Marketing

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Tionscadal Eireann  
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# AGENDA

- ✓ Your Video Plan
- ✓ Video Optimisation
- ✓ Video Formats
- ✓ Omni-Channel Video
- ✓ Hosting a Simulcast
- ✓ How to Build a Video Audience
- ✓ Video Tools, Apps & Software
- ✓ Video Metrics to Measure

What Video Are You Producing  
/ Will Your Produce from the  
Video Marketing Course?



How do you decide what  
type of video to create?



# What are your Video Objectives?

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## Action-Based

- Download
- Click
- Swipe Up
- Register
- Buy
- Enter

## Knowledge-Based

- Brand Awareness
- How -To
- News Updates
- Subject Matter Deep-dive
- Topic specific
- Interview
- Product / service showcase
- Behind the scenes

**Brand Awareness = Video Views**

**Campaign Engagement = View Through Rate**

**Campaign Conversion = Click Through / Swipe Up**

# Video Marketing Tips



# Video Marketing Essentials

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- ✓ Consider the optimal length and format for each platform
- ✓ The repurposing value is huge so don't miss the opportunity
- ✓ Have a call to action
- ✓ Measure the view through rate
- ✓ Test with 8-15 seconds
- ✓ Captions always



# Video Capture Remotely

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- Interview – Zoom
- Piece to camera – Mobile
- Tutorial – Loom
- Screenshare on Mobile – Screen Recording on Mobile
- Livestream – Facebook, Instagram, YouTube, LinkedIn, Twitter
- Simulcast – Streamyard
- Stories– Vertical on mobile
- In-studio camera
- Audio – voice notes / Audiogram
- Podcast to video - Repuopse.io
- Other?





# Video Optimisation

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- **Explainer videos:** >60 seconds
- **Piece to camera videos:** 1-3 mins
- **CTA videos:** 15-60 seconds
- **Webinars:** 15-60 minutes
- **Social videos:**
  - Instagram: 15-30 seconds
  - Twitter: 15-30 seconds
  - LinkedIn: 15 seconds to 2 minutes
  - Facebook 15 seconds to 2 minutes

# Video Formats for **Knowledge**

# 1) Education

- How to .....
- Top 5 ways to...



## 2) Explainer

- What ....
- Save the dates ...



### 3) Product / Service

- A review of ....
- Benefits of...



## 4) Culture

- Meet the team
- Meet the community



## 5) FAQ

- Can I return unwanted goods?
- How can I order from you online?



## 6) Host a Talk Show

- Another way to bring that **human touch** to your social videos is to host interviews in a slightly more formal fashion. Make sure the interview is as **real and entertaining as possible**. These are perfect for premieres (pre-recorded scheduled as live).





# Video Formats for **Action**

# 1) Build a How-To Series

- With the 'how-to' technique, you can **showcase your knowledge and expertise** while helping your audience.



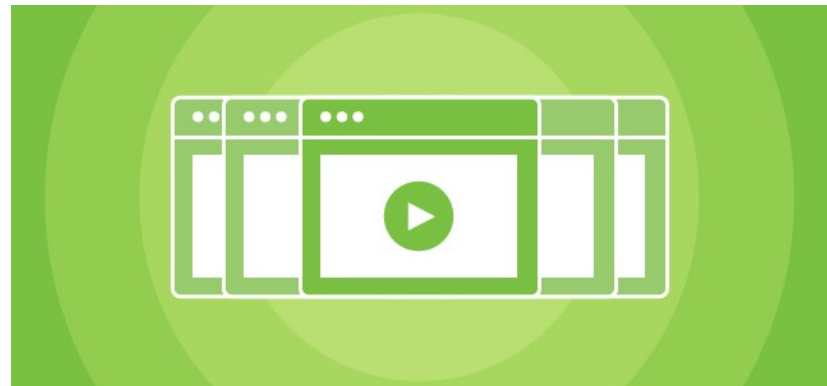
## 2) Behind-the-Scenes Glimpses

- The modern audience is much **more interested in what goes on behind the scenes your organisation/business** than in previous years and could be the decision to work with you.



### 3) Show How your Business Operates

- Discuss your business model
- Ethos of sustainable tourism



## 4) Collect Stories

- Nothing is more persuasive to customers than a **someone they identify with** on camera and speaking of their experience of engaging with your business/community group.



## 5) News and Popular Topics

- Host a social video series addressing **current sector news, sharing tips, and focusing on popular topics with a subject matter expert.**



## 6) Make Announcements

- Speak directly to your viewers by making **video announcements** on important matters.



## 7) Host a Virtual Event

- Events are now virtual and so video is king to pre-promote and share post-event highlights.





# How to Leverage Omni-Channel Video

# Video on the social networks

Channel	Considerations
<b>YouTube</b>	30 second video views - upload videos directly - keywords – title – description – clickable links – embed on website – livestream – scheduled livestreams - landscape format – playlists – captions – 3-10 minutes – third party tools for simulcast livestreaming
<b>Facebook</b>	3-second video views – upload videos directly – landscape/square –captions - vertical for Stories – Watch playlist – up to 60 seconds – livestream 5 mins+ - Creator Studio for scheduling and premieres– third party tools for simulcast livestreaming – 15 second Stories
<b>Twitter</b>	3-second video views – upload videos directly - <60 seconds – 140 seconds duration max captions – landscape / square - third party tools for simulcast livestreaming – 140 seconds duration max – 20-sec video Fleets
<b>Instagram</b>	Video posts up to 60 seconds on Grid– 60 seconds to 10 minutes IGTV – 60 minutes for verified accounts – 60 minutes livestream – captions - hashtags on Stories – 15-second Stories – Reels 15-30 seconds
<b>LinkedIn</b>	Up to 10 minutes – livestream- captions – landscape/square – hashtags in captions – alt text
<b>Snapchat</b>	10 second frames – vertical - hashtags – stickers – geotags - @mention – filters - caption
<b>TikTok</b>	60-seconds – vertical - hashtags – stickers – geotags - @mention – caption (100 characters including hashtags)

# Video features on social networks to consider

## Facebook Watch

- A dedicated News Feed
- Perfect for a series
- Ask users to share and contribute
- Have guests
- Set a consistent schedule
- Batch produce
- Schedule as a premiere

### Public Sector Marketing Show · 2

A weekly social media show and podcast dedicated to digital marketing and social media insights for government and public sector pros hosted by Joanne Sweeney, founder of the Public Sector Marketing Institute.



#### Why Social Media is Mainstream Media

a week ago · 81 Views



#### The Role of Senior Leaders on Social Media

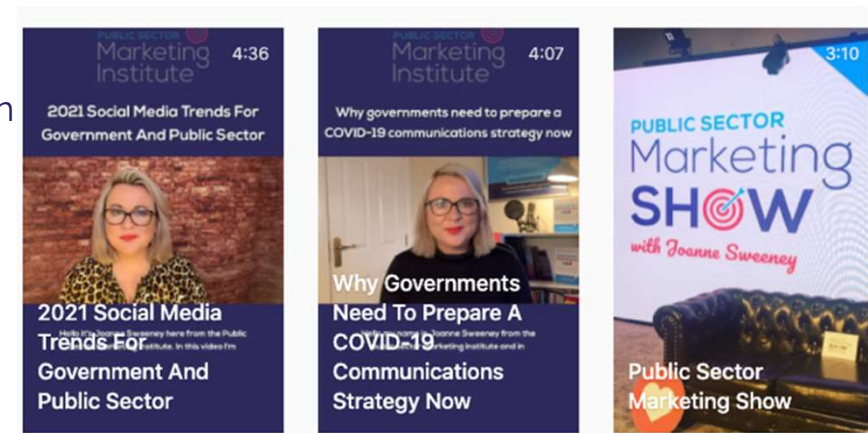
6 days ago · 124 Views



# Video features on social networks to consider

## IGTV

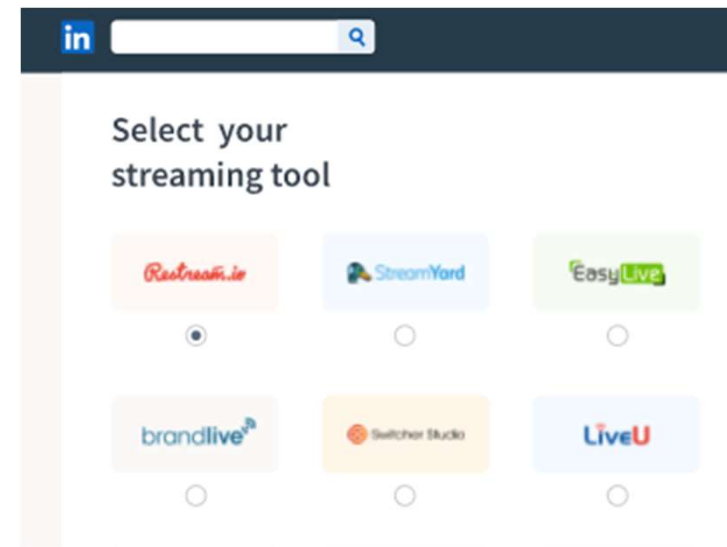
- Channel sits at the top of your profile
- Legacy content that doesn't disappear or fall down news feed
- Long-form video
- Build up a loyal viewership
- Great for public figures / subject matter experts
- Great engagement rates



# Video features on social networks to consider

## LinkedIn Live

- Professional profiling of individuals
- Influence and influential audience
- Peer-to-peer conversations
- Targeting a specific audience
  - e.g. academia, industry, students, employees
- Need to go live using a third-party tool
- Not rolled out to all accounts just yet
- Great reach and engagement
- Repurpose for other channels



# Repurposing long-form to short form video

- Extract the audio for a **podcast episode** (if you have a podcast –but it could also be a Soundcloud file embedded into your website)
- Repurpose your slides/presentation materials into a **Slideshare file** and share on LinkedIn
- Use **screenshots from the Slideshare** for social
- Turn live video clips into **GIFs for social media** (you can create a GIF channel on Giphy)
- Create **graphics using quotes, tips, questions and key points** made during your live video
- Repurpose your live video transcript into **written content** (i.e. long-form blog post) using keywords to boost your SEO using Rev.com



# Repurposing long-form to short form video

- Turn your live video content into **engaging social copy**
- Repurpose your live video into **email content/newsletters**. Let subscribers know about the topic and key takeaways, tell them about related content, or content upgrades and remind people about future live videos
- Turn your live video into an **audiogram**
- Turn your live video into a **content upgrade** i.e. checklist, template, swipe file, quick guide, blueprint, plan
- Take ideas from your **Q&A section** of your live video to generate even MORE content ideas and live stream possibilities
- Edit together a **compilation of best bits**



# Repurposing long-form to short form epic video

## How To Deal With Frequent Nasty Comments On Social Media

- Gary Vee Style Video
- Headline
- Captions
- Progress bar
- Value bomb soundbite





# How to Host a Live Simulcast

# The rules of livestreams

- **Create a plan**
  - i.e. a production schedule, a minute-by-minute breakdown of the broadcast
- **Identify key messages**
  - (3-5 depending on duration)
- **Plan for one specific audience**
- **Choose your platform/s**
- **Choose your third-party software** e.g. Restream.io / Streamyard
- **Agree how you will engage live and replay viewers**
- **Choose your equipment**



# The rules of livestreams

- **Brief guests**
- **Do a practice run**
  - (testing equipment, Internet connection, run through production schedule)
- **Pre-promote your livestream**
- **Set up hashtag monitoring / brief staff on moderating comments during livestream**
- **Re-purpose and re-share your livestream**



# Saving and repurposing your livestreams

- **Download** the livestream immediately from your third party tool or the social network
- **Boost** the replay with advertising for 48-hours after livestream ends
- **Embed** it into a blog post / article on your website
- **Don't forget** to moderate #replay comments
- **Clip** soundbites for social media (30-60 seconds)
- **Schedule** these clips on your social media management tool over a 2-week period
- **Measure** views post livestream compared to live viewership
- **Learnings and takeaways** for next livestream

# How to Build A Video Audience

# 5 Cs of Successful Video

- **Captivate** with a regular series / weekly show
- **Connect** by involving listeners/views – consider a Facebook Group
- **Consider** what topics they care about / guests they want to see - crowdsource
- **Consistency** show up on time every time
- **Calendar** plan content based on high-traffic/trending topics (70/30 rule)

# Video Tools, Apps & Software

# My Video Toolkit, What's Yours?



**wavve.**



**ecamm**



**You** **Tube**



**Captivate**

**Restream**



# Video Metrics to Measure

# Understanding video metrics

- **View count**
- **Unique plays**
- **Watch time**
  - i.e. cumulative watch time from all views
- **Engagement**
  - i.e. likes, shares, comments
- **Time spent**
- **Retention rate**
- **Average view duration**
- **Completion rate**
- **Click-through-rate**
  - i.e. video click-through rate =  $\frac{\# \text{ of views}}{\# \text{ of people who clicked}}$
- **Link-click-through-rate**
  - i.e. website link clicks from the video
- **Demographics**
  - i.e. gender, age, location
- **Source channel**
  - i.e. if simulcasting



# Today's Takeaway



# Connect with me on social



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@PublicSectorMarketingPros



Public Sector Marketing Pros



Public Sector Marketing Institute



PUBLIC SECTOR  
Marketing  
**SHOW**



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**Spotify**



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**Google Podcasts**



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**iHeartPODCAST**  
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