



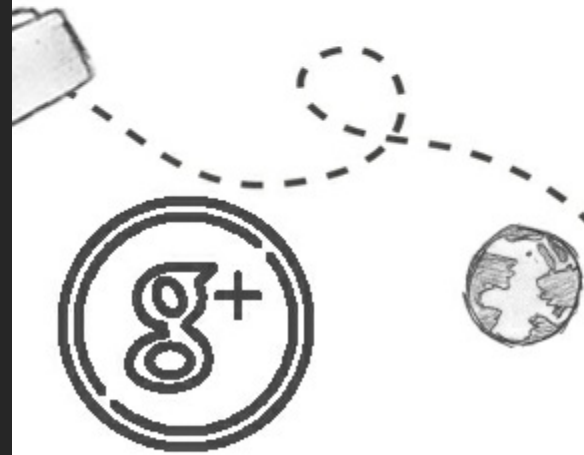
ROHAN KALE | RK

The 5 Step Guide to Video Marketing

A Proven 5 Step Formula To Connect Deeply With Your Audience Through Videos

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From Rohan Kale, The Founder



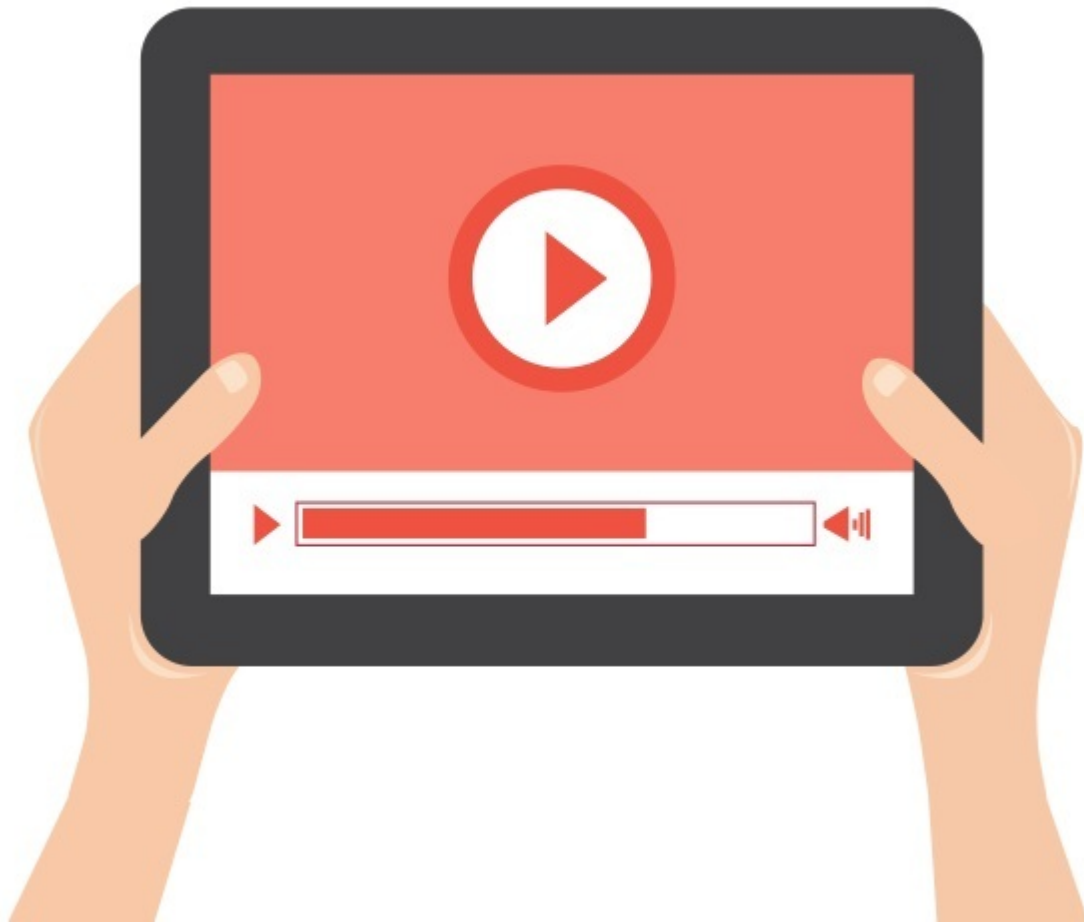
Are you failing to communicate your business message in a clear and concise way and losing conversions? Does your website/landing page fail to provoke the potential buyers that they are missing out on something valuable that you offer?

I COMPLETELY UNDERSTAND YOU!

With so much noise all over the internet now days, it's hard to capture user attention and that's why we are here to help you. If you need to drive conversions you need field expert brand managers, copywriters and animators who can help you achieve results and drive that extra qualified traffic as we do for all our clients. We help you trigger the EMOTIONAL and PSYCHOLOGICAL switches in your audiences, which persuades them to actually BUY from you. Plus the video will act as your virtual salesman! Our super friendly team is eagerly waiting to help you with your story. So get in touch and achieve the success that your business deserves.

Rohan Kale, The Founder

Introduction



This guide talks about the importance of video, and what impact it can have on your business. Visual content appeals most strongly to the human mind and can convey messages more quickly and effectively to an audience. This guide also shows the impact of the combination of audio and video on the audience. A visual representation of facts will always work much better than mere text.

Why is your brand story not effective?

We all know that today, telling your story is of crucial importance; and you need to tell it effectively. Let's face it: from our childhood, we have been listening to stories, and enjoying them. Stories sell; regardless of the age or demographic makeup of your audience, you need to tell them your story. One important thing you need to remember is that your brand story should focus more on what you can do for your customers. The hero, or star of your story, is your customer – not you, not your brand!

Take a look at two examples:

1. A good brand story



Microsoft was losing its audience for Internet Explorer (IE9) to Google Chrome. They had to prove to their audience that IE9 was just as easy and exciting to use, just as efficient, and just as fast as the Chrome browser. Microsoft roped in director Edgar Wright and illustrator Tommy Lee Edwards and cooked up an animated story titled "The Random Adventures of Brandon Generator". At the end of each film, viewers could contribute ideas, messages, images and text via an interactive hub, by making use of the capabilities of IE9. How exciting is that!

This innovative method of storytelling had the following effects:

- The site attracted over 600,000 visitors
- Over 10,000 crowdsourced entries were received for creating later chapters
- It garnered over 300,000 organic views on YouTube
- Media driven views on YouTube crossed 12 million
- Over 1.7 million downloads of IE9 were registered
- The market share of IE was 53.9% - more than their target of 51.8%!

2. One that falls flat:



This ad for the Oldsmobile does a really bad job. The supposed catchphrase “Not your father’s Oldsmobile” flopped badly on two accounts: it insulted existing users and buyers and made them feel old and outmoded. It failed to convince new buyers and the younger generation that this was the hottest car on the market, and a must-have. The brand values of Oldsmobile were: reliability, familiarity, and safety. This ad conveys nothing of that!

Fatal flaws often made when telling your brand story:

- Talking about how great you are
- Being scared to talk about unpleasant things
- Not crediting your audience with intelligence
- Not staying true to your values – appealing to inconsistent values
- Showcasing characters that can’t be related to – often happens with over-scripting

Brand stories are not advertisements; therefore, you need to include these key steps in your stories: Perspective – we already saw how important it is to talk from the customer’s perspective, especially when you’re selling a product.

Draft a plot: how does it begin and end? What emotions will it evoke at the finish? Think of answers to these questions.

Define your intentions: talk about what pushed you into this business; your story should show your audience how you recognized a problem that needed to be resolved, and how your product/service helps solve it.

Tell the Truth: Be honest with your audience, don’t make tall claims or confuse them; be transparent. Be realistic, but do it in a creative manner; most important of all, focus on emotions.

Using video to connect emotionally with the audience



One of the most effective ways to tell your brand story and make an emotional connect with your audience, is through videos. If you don't connect with them, you can't engage with them! If your videos aren't able to elicit an emotional response from your audience, then there is no connection – that's how vital emotions are. Emotional connections can influence opinions and decision making. When you connect to your audience emotionally, you gain their loyalty, build your brand and boost your revenues. So how does video help you achieve this connection?

With the combination of animation, text, music, and powerful imagery, videos have a very high potential to impact viewers emotionally.

Videos can be embedded on pages – that's greater convenience for you and your target audience. The essence of your business can be easily reflected in your videos. A short 60 second video can do a much better job than a long blog too – when done right. You can pack a whole lot of information in a short video than in plain text.

Keep in mind that your videos should focus on the viewer, rather than yourself. Instead of saying, 'I'm going to tell you how ...', say something like, 'you will now learn...'

Know your audience – What age are they? What is their level of education? What kind of work do they do? What are their likes and dislikes.. so on and so forth. When you have this information about your target audience, you can create videos that will connect with each segment – personalize them. With personalized video, you can actually bring the viewer into your story; you can customize the actual video content by including information that is unique to every individual viewer (based on their preferences and engagement/browsing history) for a perfectly tailored content experience.

The more you involve them, the more likely they are to remember the video. Encourage feedback, request them to share or comment – invite suggestions... anything that tells them 'Hey! You're important to me, I care about what you have to tell me about my product/service!'

Here are some benefits of videos and why you should employ them for your business:

- Your competition is leveraging video to boost their sales
- Customers increasingly prefer to watch video over text
- Video is easily searchable – 70% of Google's top listings are videos
- Video is mobile – it accounts for 50% of mobile traffic, and over 88% of videos under 1 minute are viewed completely
- Video hosting sites offer extensive analytics, giving you deep insights into viewer behavior
- Posted videos have a higher chance of converting prospects into customers
- All major search engines have made video a crucial factor in their search algorithms; the more videos you have, the higher your site can rank
- You can tell your story effectively using sight and sound, and make an emotional connect with your audience.
- Videos are shared several hundred times on various social media platforms – it's fun and easy, and gets the message across effectively.

What are the problems you face as a video creator?



Most startups or small businesses think that video marketing is not for them, because it will take too much time, money and effort to produce and launch videos. Today, online tools are more accessible than ever before – yet fears persist.

You may probably identify with one or more of these challenges:

- **My product or service is difficult to explain:** But then, video is the answer to this challenge! An explainer video will be effective in getting your idea across to your audience with minimal words, and more visual imagery.

It can capture the viewer's attention instantly. Just make sure that your video is short – ideally, between 30 to 90 seconds. Showcase the problem you're looking to solve, but very briefly; then highlight how your product or service resolves the problem. When you're pitching, use the limited time and attention span to focus on how the viewer will benefit from your offering.

- **We don't have the budget to make videos:** Nobody's asking you to shoot in Switzerland, or use hi-fi technology to make your videos – you don't need a Hollywood budget! For promotional purposes, you can choose from the many video production options available in the market today – many of them free, or very decently priced too.

Make your choice based on what you hope to achieve with your video. Certain platforms are super user-friendly, and you can make awesome videos, even on a shoestring budget. They often include templates, music, characters and more – so you can concentrate on the message you want to convey to your audience rather than the technicalities.

- **I don't have the time to spare for making videos:** Well, making a video can take time, especially if you've never done it before. But once you get the hang of it, you will definitely be able to do it faster, and better – never lose sight of the fact that your video needs to be short.
- **I am a doofus with tech stuff:** There's nothing to worry even so! There are several platforms that will allow you to create decent videos even if you're no computer genius. They have readymade templates, and you can simply drag-and-drop images, objects, text and other features.
- **I lack creativity:** Well, this is something difficult to overcome. If you're really not keen on creating a video yourself because you think you won't be able to do a good job, the best course of action would be to outsource it to a professional.

Choosing an ideal video format



There are several types of videos you can make to educate your customers, both potential and existing, about various aspects of your business, brand, and product. Here are the most commonly used video formats:

- **Tutorial videos:** These videos are like product demos, and provide great value to the customer. They educate the customer on how to assemble, use, clean, and resolve minor issues with the product. Of course, such videos are absolutely necessary when you're selling a product, but even for a service, you can create videos that explain how your service works, in detail.
- **First page videos:** These are videos embedded on the home page of your website, and are used to introduce your product or service to your potential customers. They are very helpful to those who have never seen or used your product, as this kind of a video helps them get a feel about your offering.
- **Webinars:** A webinar is essentially a conference, which happens online; this means your customers can join in from anywhere. These are inexpensive to produce, and you can use them to educate your customers about your product. The advantage this has over tutorial videos is that webinars are interactive, and your customers can have their questions cleared; they can also connect with other customers who have used this product or service and get tips from them.

- **Social Media videos:** As the name suggests, these videos are made, to be shared on social media – especially Facebook, Instagram, YouTube and Snapchat. The past year has seen an explosion of social videos, and the trend is only going to grow. Make sure you share your videos on various social networking platforms, as an increasing number of people prefer to watch videos to get their information.
- **Testimonial videos:** These are one of the most effective videos for marketing. Rather than display written reviews on your site, posting video testimonials from your satisfied customers will give a big boost to your marketing efforts. Nothing inspires trust like favorable reviews from customers who have used your services or products previously. Short videos of customer interviews talking about your products, and how they helped solve their problems, are an absolute must, in today's world.
- **Vlog:** A vlog is nothing but a blog in video form. Just like you write blogs with fresh, interesting tidbits of information, you can do the same in video form – this will ensure continuous engagement with your customers. A vlog has several benefits like:
 - Keeps visitors on your site for longer and reduces bounce rates significantly
 - More interactive than reading product descriptions
 - Viewers can download them onto their mobile devices and watch them on the go
 - You can train independent contractors via your vlog
 - A good percentage of prospects is more responsive to video than text.

Who can help you



Who can help you make high quality, professional videos within your budget, that convey your message, and help you gain more customers?

Well, the answer to that question is right here: We have a team of highly talented and dedicated professionals, who love challenges. Making videos is a passion with us, and we make sure to stay abreast of new technologies and every new development in the video making arena.

We have a detailed discussion with you to get your story first hand. Once we have fully understood what you and your brand stand for, then, and only then will we move ahead – we like to get it right the first time.

We will sit with you to create the story that we want to tell the customers. What message do you want to get across to your audience? We will also take suggestions from you with regards to the look and feel of the video.

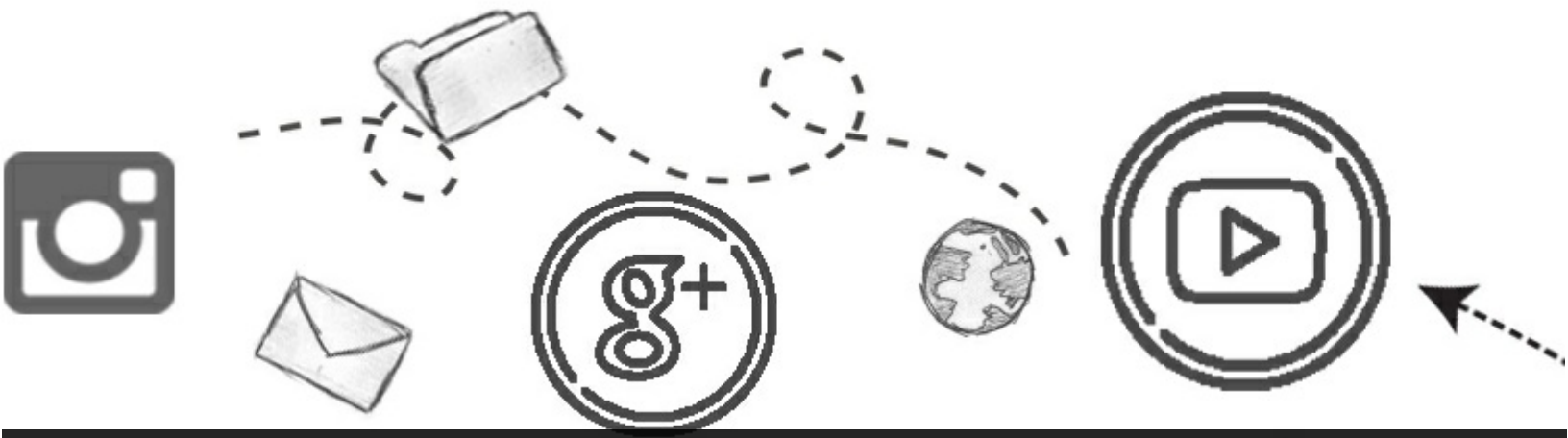
Once we have all that information, we will plan the strategy and decide on the visual imagery, audio, design and every other element that will go into the video, to ensure that it is consistent with your brand and your message. We are fanatical about testing and perfection!

Once we are satisfied that we have created a perfect video that suits your purpose, then we will deliver it to you.

When you entrust us with producing your business videos, you can rest easy. Just concentrate on your core business – the operations, financing, human resources – and leave the digital marketing in our capable hands.

Sit back and watch your customer base increasing! Connect with us for your business video needs – every time.





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What's Next?

Schedule an appointment to talk to our team of video creation experts for ideas on **personalized explainer video** that puts you in the league of top brands!

Click here for a FREE
Consultation

