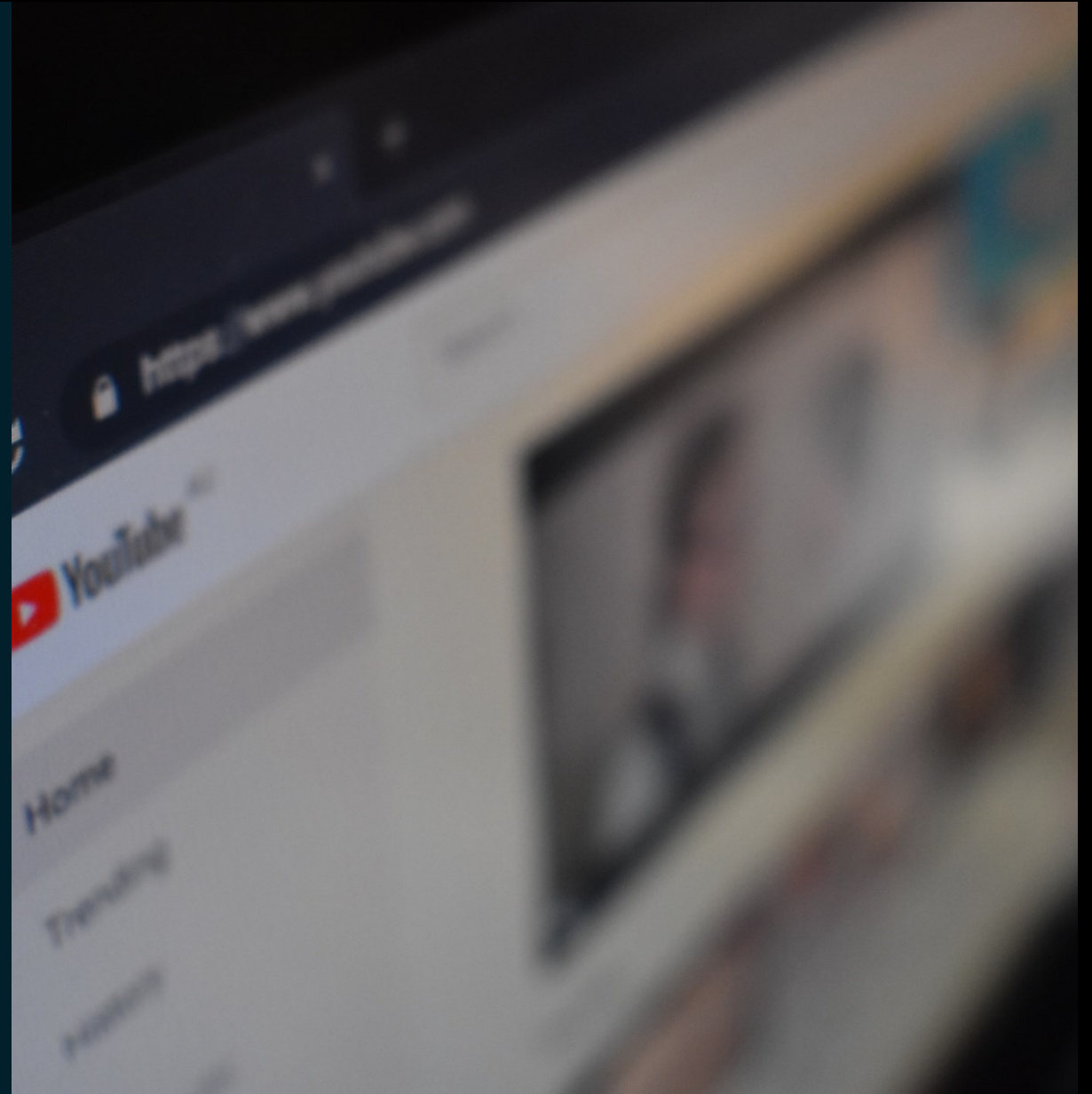




Top tips for creating and distributing video content to promote your business

Chris Dowse April 2020



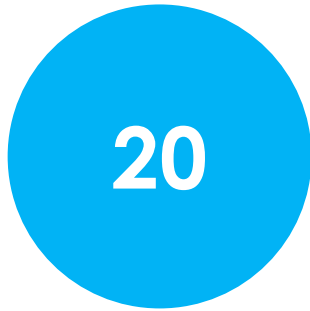
About Anicca Digital



About Anicca



First started building websites and offering search marketing for clients back in 2007



We now have a team of 20 based in our office in Leicester



We are one of the leading digital marketing agencies in the East Midlands and both a Google Premier Partner and Facebook Marketing Partner



We co-founded and run the monthly Leicester Digital meetup and the annual conference (Leicester Digital LIVE in October)



Winners of The Drum UK Search Awards 2019 (including the Grand Prix) and East Midlands Chamber Excellence in Customer Service award 2018



Anicca Academy runs several courses of up to 12 workshops leading to qualifications from the Digital Marketing Institute (DMI) and Chartered Institute of Marketing (CIM)

Examples of the *brands we work with*





How much budget do you need?

Setting your budget

▶ Creative budget

- ▶ What kind of lifespan do I want from this piece of content?
- ▶ What kind of video do I want to produce? (Animated explainer, product demonstration, interview, brand film)
- ▶ What skills do I have in house? (filming, editing, animating)
- ▶ Do I want music?

▶ Media budget

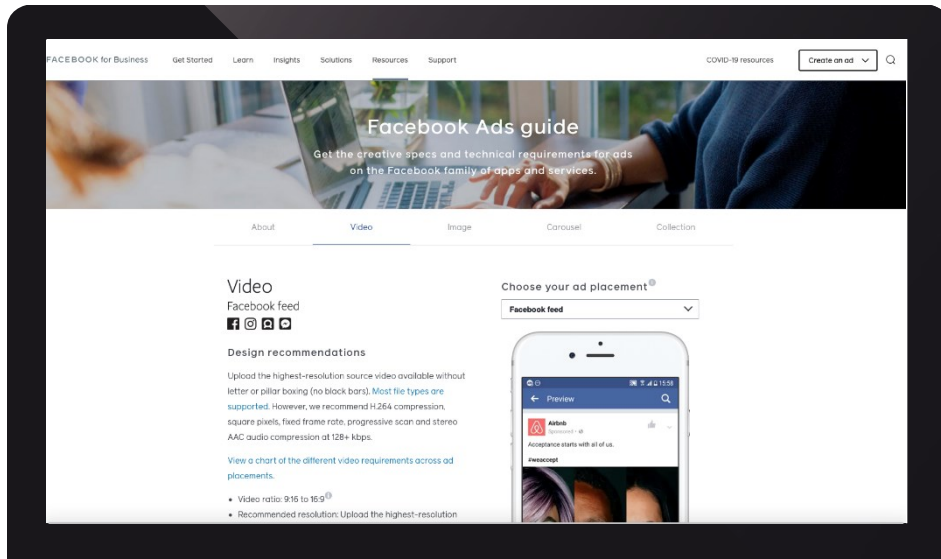
- ▶ Do I need a media budget?
- ▶ How many people do you want to reach? Are you hoping to reach people on mass?
- ▶ How specific do you want to be with the targeting?
- ▶ Is this content for existing clients and customers or to get you new ones?
- ▶ How many channels do you want to use? Do you just want to use paid social or do you want to use channels like VOD (video on demand)?
- ▶ How long do you want to promote this content for? 2 weeks, 1 month, 6 months?





Size, Aspect Ratio and Length

Size, aspect ratio and length



- ▶ Size has two meanings number of pixels for example 1920 x 1080 and file size for example 10mb
- ▶ Aspect ratio landscape, portrait, square
- ▶ Length number of minutes and seconds

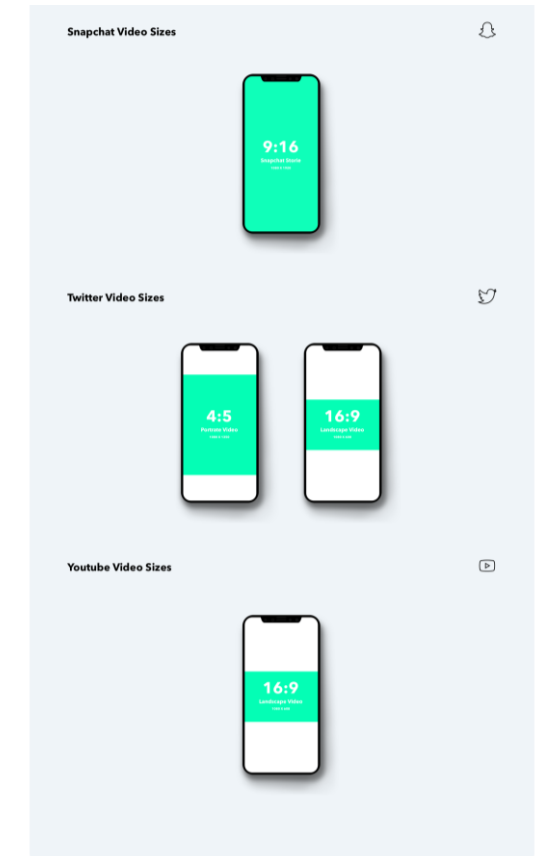
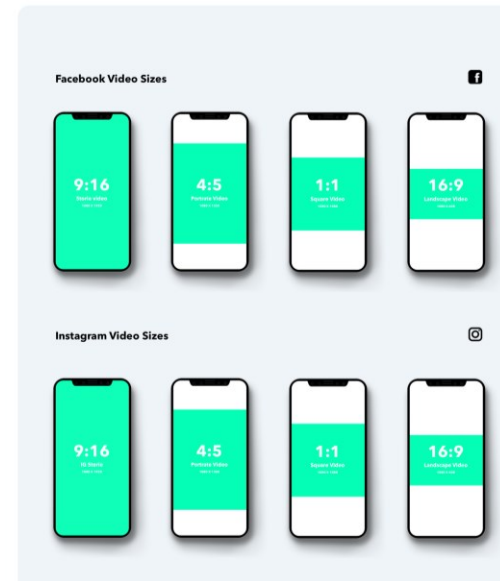
These things should always be considerations when developing your content as they will have an impact on its performance in some shape or form

When it comes to video ads each channel has its own specifications for video content which they make available on their sites so if you know for example you want to use Facebook and Instagram ads it is worth making yourself familiar with what you'll need before you set off on your brief

<https://www.facebook.com/business/ads-guide/video>

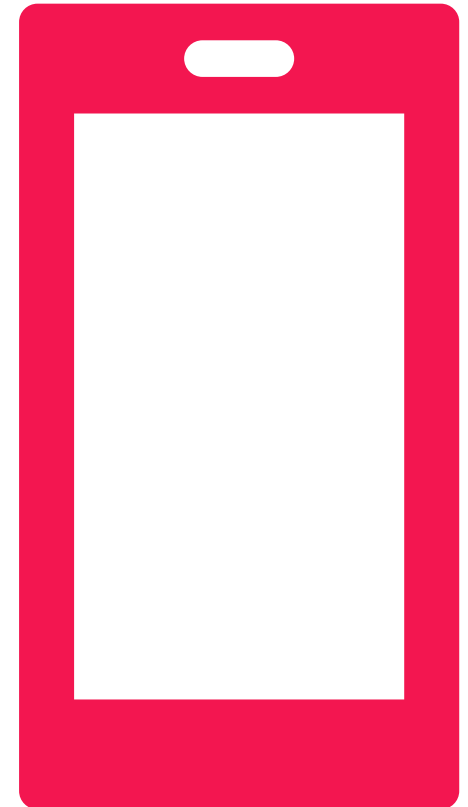
Are you seeing the full picture?

- ▶ Aspects ratios and crops will vary by platform and device
- ▶ If your content is largely going to be for social then you should think about more than just 16:9
- ▶ Brief your film crew/video agency on where you intend to use the video at the planning storyboard stage
- ▶ Otherwise you'll end up trying to crop perfectly framed shots to try and make them fit
- ▶ <https://sproutsocial.com/insights/social-media-video-specs-guide/>
- ▶ <http://veed.io/blog/social-media-video-aspect-ratios/>



The importance of portrait

- ▶ Instagram Stories is the fastest-growing ad placement on Instagram in both daily user interactions and therefore ad inventory growth
- ▶ When creating video content in other formats you should always be thinking about what you could possibly get in portrait as well to give you flexibility to take advantage of these placements
- ▶ Getting portrait edits will also allow you to use the footage for more platforms than just Instagram
 - ▶ Facebook and messenger stories
 - ▶ Snapchat ads
 - ▶ Pinterest video pins
 - ▶ Twitter ads (with a slight tweak to 4:5)
- ▶ Taking advantage of portrait allows you to dominate more of a screen and stand a better chance of getting their attention
- ▶ It also shows people you know your format and that the content lives there rather than just automatically finding its way into stories



Finding the perfect time length

- ▶ “We know that **65%** of people who watch the **first three seconds** of a video will watch for at least **ten seconds** and **45%** continue watching for **thirty seconds**,” Facebook
- ▶ Facebook have the option to only pay for a TrueView (**15 seconds** or more viewed)
- ▶ TrueView reach ads on YouTube allow a user to skip after just **5 seconds**
- ▶ Non-skippable in stream YouTube ads can be **6-15 seconds** long and run before, during or after the video content
- ▶ YouTube bumpers are just **6 seconds**

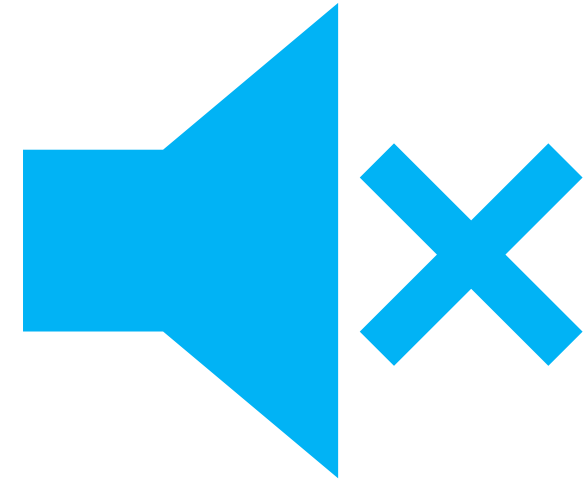


A modern office environment with several people working at computers. In the foreground, a wooden table holds a bouquet of flowers. The office has large windows, modern lighting, and ergonomic chairs. The text "When do you need captions?" is overlaid in the center.

When do you need captions?

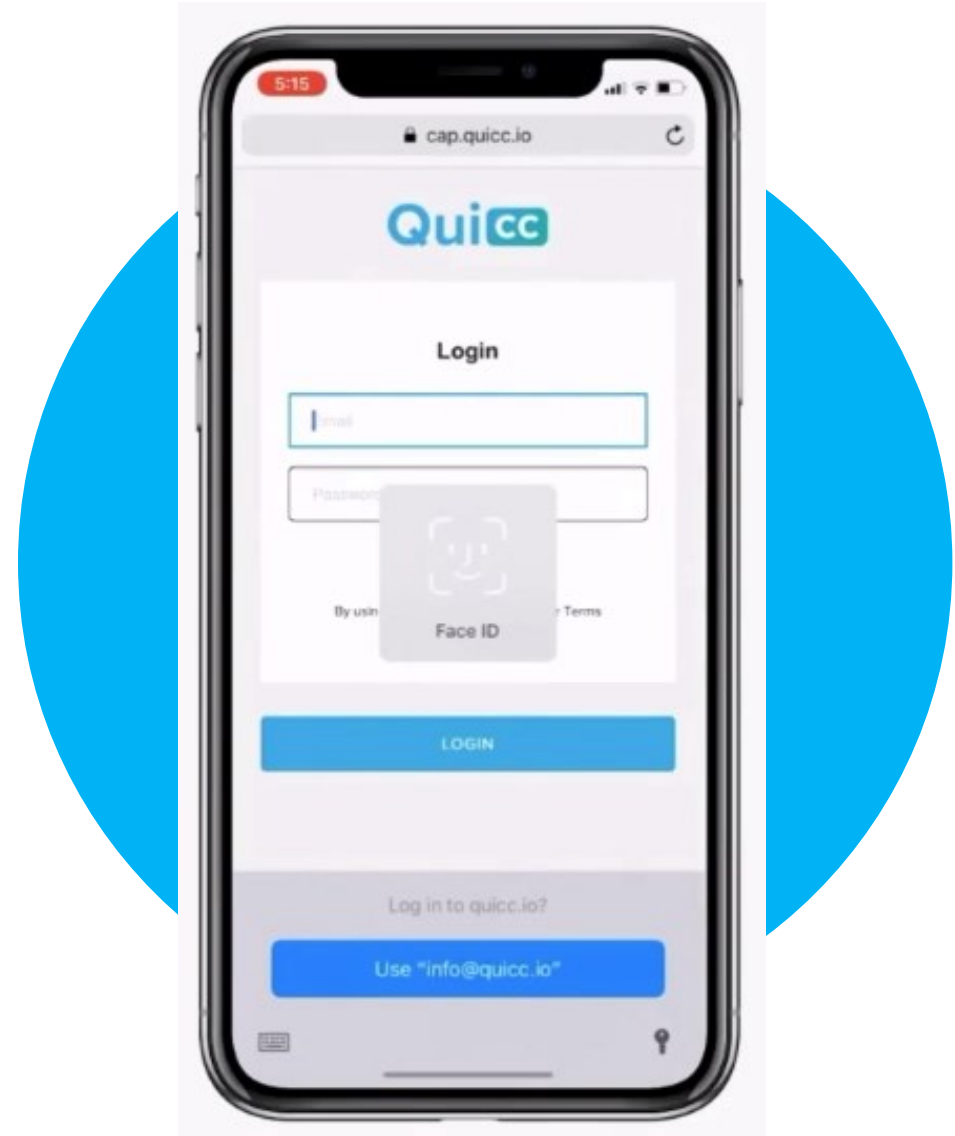
Are you going to be heard?

- ▶ Back in 2016 we were told **85%** of video on Facebook was watched without sound
- ▶ Research collected by Facebook found that **76%** of video ads however needed sound to be understood
- ▶ In May 2018, Google Chrome updated its settings to only allow autoplay for video advertisements if the video is automatically muted, doesn't contain audio, or if the user has chosen to receive sound by clicking on the content
- ▶ Google stated that advertisers should *"consider starting with muted content and let the user unmute if they are interested in exploring more."*
- ▶ A recent Facebook experiment reported that the average reach of a captioned video on the social platform was **16% higher** than the same video without any supplemental text
- ▶ Over **5% of the world's population** or **466 million people** are deaf or hard of hearing. If your brand advocates for inclusivity throughout its marketing, you should strive to make all of your content as accessible to as many people as possible



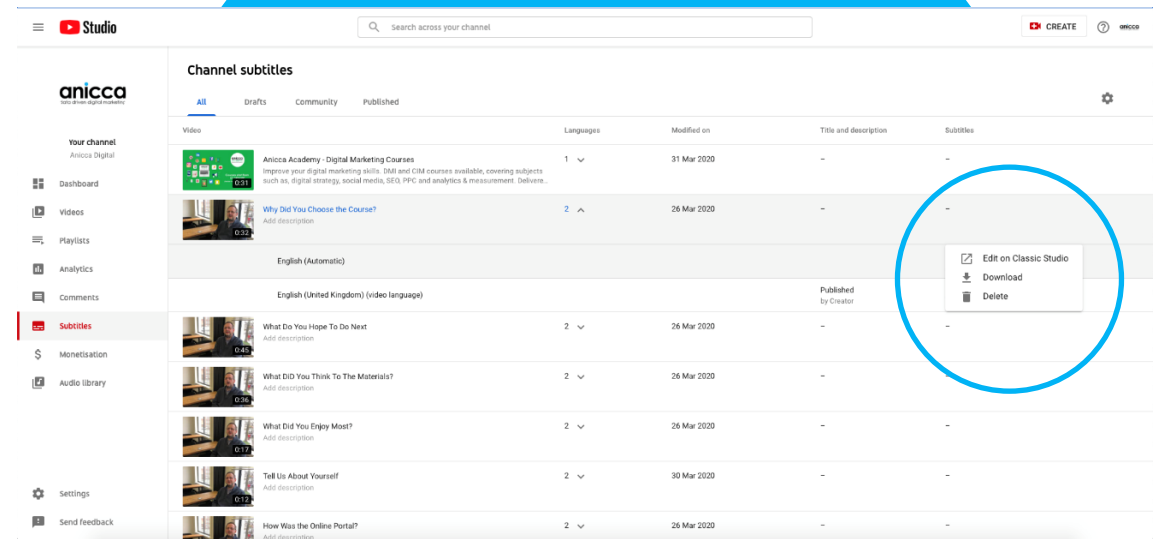
Captioning existing video

- ▶ Got a load of video that isn't captioned?
- ▶ Captioning existing video doesn't need to be complicated or expensive
- ▶ There are a number of apps and online services that can add captioning to existing video
- ▶ One example is quicc.io featured in this example
- ▶ Quicc claim that an Instapage study showed captioned videos get **15% more** shares and **26% more** CTA click throughs



Getting subtitle files from YouTube

- ▶ If you are editing your videos yourself using something like Adobe Premiere you can skip having to transcribe video by using YouTube
- ▶ YouTube automatically generates a subtitles file for you when you upload a video
- ▶ So to get subtitles do the following
 - ▶ Upload your original clip (list it as private)
 - ▶ Go to the subtitles section of YouTube studio
 - ▶ On the right click the three dots under the subtitles column
 - ▶ Download the file
 - ▶ You'll need to convert it to an SRT file to use in premiere (I use <https://captionsconverter.com>)
 - ▶ You now have a usable subtitles file for you or your video editor to use



Example of a captioned and titled video



Why did you choose Anicca Academy?

This is a quick example I made to show difference a couple of titles and subtitles make when a video has no sound



**What channels are you
going to use to distribute
your video content?**

YouTube channel

- ▶ You should be thinking of YouTube as an extension of Google search in terms of importance for your video content
- ▶ YouTube content is regularly featured in search engine results, especially content such as 'How To's' etc.
- ▶ Have you got your YouTube channel in order?
 - ▶ **Profile picture, header Image** and **channel description/bio** – Make sure your profile matches the rest of your brand so users know it's you
 - ▶ **Playlists** – Sort your video content into useful playlists for users to browse rather than scrolling through all of your videos
 - ▶ **Video title** – Sounds obvious but name your video logically trying to use as many of the key words a user is likely to search, for example 'How to animate inflating text using Cinema 4D' rather than just 'Inflating text animation'
 - ▶ **Video description** – Write a good description of your video (around 200 words) that includes your target keywords, synonyms, and long-tail keyword variations. This helps users get an idea of what the video is about but is also important for those search results
 - ▶ **Tags** – Use relevant tags on your video so that it appears under multiple relevant categories

Facebook Creator Studio

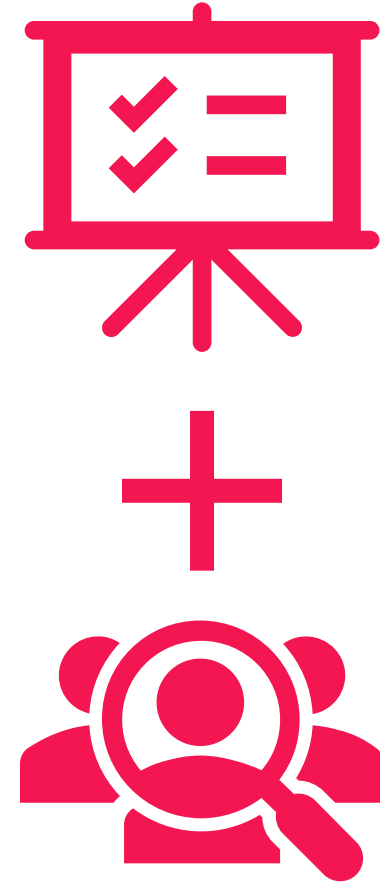
- ▶ Facebooks Creator Studio gives you the chance to add some order to your video content and structure it in a similar way to your YouTube account with playlists of similar content
- ▶ **Playlists** – When you want to combine collections of related video content
- ▶ **Series** – When it makes most sense for video content to be viewed sequentially
- ▶ When posting video content you can also add captions in various supported languages (doesn't work in safari)
- ▶ Add polls to your video to gain customer feedback or further insight and choose where your poll appears in the video

The image displays the Facebook Creator Studio interface for 'Anicca Academy'. The top section shows the 'Content library' with a 'Playlists' tab selected, displaying a list of video drafts. Below this, the 'Edit video' window is open, showing a video player and a sidebar with options like 'Video details', 'Thumbnail', 'Distribution', 'Subtitles and captions', 'Polls', and 'Tracking'. The 'Polls' section is highlighted, showing a poll question: 'Do you think Anicca Academy covers the key areas of digital marketing?'. The poll has three options: 'Yes', 'No', and 'I'd like to find out more first'. The 'Poll settings' section allows users to choose when the poll will appear (Start and End times) and whether to publish results. The 'Create poll for your video' button is visible in the main video player area.

Post	Post status	Date	Details	3-sec vid...	Engagement
How Was the Online Portal	Draft	06/04/2020 15:31	Chris Dowse	0	0
Why Did You Choose the C...	Draft	06/04/2020 15:32	Chris Dowse	0	0
What Do You Hope To Do N...	Draft	06/04/2020 15:32	Chris Dowse	0	0
What Did You Think To The...	Draft	06/04/2020 15:13	Chris Dowse	0	0
You Enjoy Most...	Draft	06/04/2020 15:33	Chris Dowse	0	0
About Yourself	Draft	06/04/2020 15:32	Chris Dowse	0	0
You Find the Format	Draft	06/04/2020 15:32	Chris Dowse	0	0

Paid social media

- ▶ If you're using paid social to promote your video they all offer video views as an objective, which means your campaign will work towards getting you the highest number of views at the most cost efficient CPV (cost per view)
- ▶ However if your aim is to use video to try and drive traffic to a website or get a lead you can also use the video format with other objectives like traffic as well
- ▶ At this point its worth thinking about what you want people to do when they see your ad and what stage of the customer journey they are at when they are likely to see it
- ▶ The different social platforms have a variety of targeting tools which will allow you to tailor your audience which means you could also tailor your creative with different end frames, different USP's, different products



Targeting on Facebook



Demographic

Facebook has a variety of demographic information such as age, location, relationship status and job title etc.



Behavioral

Facebook also allows us to target based on people's behavioral traits including things like propensity for online shopping.



Interest

We can also target people based on online behavior and what users have engaged with or expressed interest in previously.

Targeting on Twitter



Demographic

Demographics, such as age, gender, and location and device usage information



Audience Features

Behaviours, including business habits, lifestyle choices, and travel.

Follower lookalikes, such as fans of other Twitter users

Conversation topics

Keywords

Movies and TV shows

Targeting on Snapchat



Demographic

Snapchat has the basic targeting of age, gender and location as well as some advanced demographics from Experian and Datalogix



Lifestyle

Predefined lifestyle-related targeting options include, for example;

- Coffee Lovers
- Movie Fans
- Beer Drinkers



Connections

Connection-related targeting options include

- iOS
- Android
- Connection Type (Wifi Cell)
- Carrier

Targeting on Pinterest



Demographic

Demographics, such as age, gender, and location and device usage information



Audience Interests

Interests such as home décor, fashion, travel, weddings etc. all of which then have sub interests to allow you get more niche and targeted to find exactly what you want



Key Words

Exact match, broad match and phrase match keywords can all be used as well as negative phrase and negative exact to take out any specifically unwanted keywords

Targeting on LinkedIn



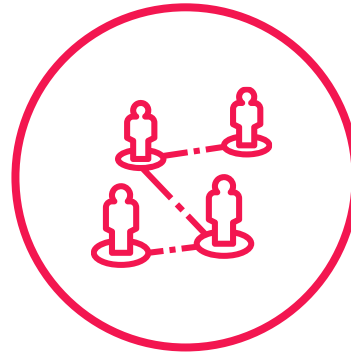
Job Experience

Job function
Job seniority
Job title
Skills
Years of experience



Education

Degrees
Fields of study
Member schools



Demographics

Age
Gender
Location



Company

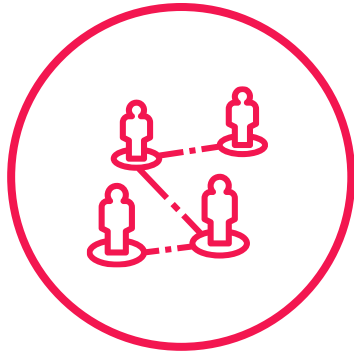
Company connections
Company followers
Company industry
Company name
Company size



Interests

Member interests
Member groups

YouTube Ads



Demographic

Targeting for age, gender, parental status & income. (If info is known)



Affinity Audiences

People who have shown an affinity for your product or service in their internet behavior



In-market audience

People who are already actively shopping or searching for a product or service

Video on Demand (VoD)

- ▶ Video on Demand (VoD) advertising is a term that gets used frequently to cover several different channels
- ▶ ITV Player, Sky Go, 4oD know as broadcast video on demand (BVoD) can be used to place ads around programming that users are viewing across a variety of different devices and provides access to ad slots around high quality broadcast level content giving brands the assurance that they know what type of content their ads are featuring before during and after
- ▶ Network video on demand (VoD) covers a host of video content from across the internet including placements alongside video on places like news sites with similar levels of targeting and control to the likes of display ads
- ▶ Sky Adsmart is a slightly different offering in that the ads are stored on the relevant users box until they watch a program that the ad can be placed alongside so to the users they may just be catching up on a recording of WestWorld unaware that the ads they are receiving could be totally different to their neighbours watching the exact same program



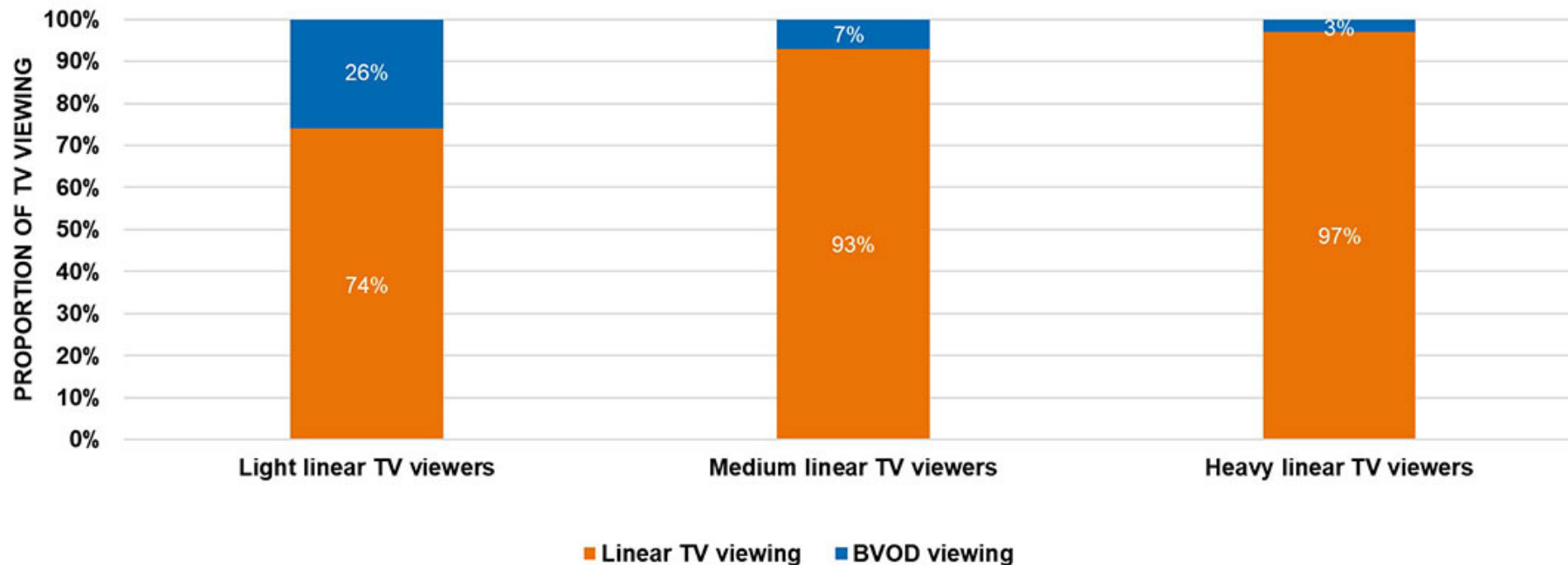
Broadcast Video on Demand (BVOD)

- ▶ Broadcaster VOD services give viewers the best in on-demand programming and offer brands a trusted, premium advertising environment
- ▶ Broadcaster VOD is the high-quality content made available on-demand by the TV broadcasters
- ▶ Broadcaster VOD is growing, but it's still a small percentage of overall TV viewing - an additional 4.5%(according to 2018 figures)
- ▶ People watch linear TV and VOD for different, complementary reasons
- ▶ Broadcaster VOD is prime advertising real estate for brands
- ▶ Broadcasters have invested heavily in ensuring that viewers can get VOD content on a huge number of devices and platforms, from TV connected TV sets, set top boxes and apps, to games consoles, mobiles and of course bespoke TV company websites
- ▶ The major Broadcaster VOD services in the UK are All 4, ITV Hub, Now TV, Sky Go, Sky On Demand, UKTV Play and Virgin TV Anywhere. All of these are trusted brands
- ▶ Viewers can now get pretty much all the catch-up programming they could ever want, when they want it and on a device of their choosing

Source: Thinkbox

Broadcast Video on Demand (BVOD)

BVOD is disproportionately important for reaching lighter viewers



Source: IPA Touchpoints 2018, adults 15+

Network & Programmatic VOD

- ▶ Platforms such as TubeMogul, DataXu, Innovid, MediaMath, AppNexus, Exponential can be used to also buy video ads
- ▶ These platforms are plugged into DSP's (Demand Side Platforms) and can be used to buy video ad placements from across the internet, apps and social media
- ▶ The ads you get in front of news content and short form video on various websites across the internet are good examples of network VOD
- ▶ Other examples would be the videos you watch between levels on apps
- ▶ If you hear the phrase 'Programmatic Video' it is more than likely being bought through a platform like this
- ▶ These platforms offer a range of different video formats including some interactive options such as the units where a viewer can select which ad they want to view from a choice
- ▶ YouTube also falls under the umbrella of network from a media planning point of view

scoota.

 appnexus



 TubeMogul

INNOVIO



e^xponential
Advertising Intelligence

Sizmek™

What is Sky AdSmart and why is it different?

Advertisers are able to cherry-pick their audiences using thousands of combinations from age, location or life style. All this means the power of TV can now be used to greater effect by existing advertisers, whilst becoming accessible for the first time to niche brands, small and medium-sized businesses (SMEs) and location-specific advertisers.

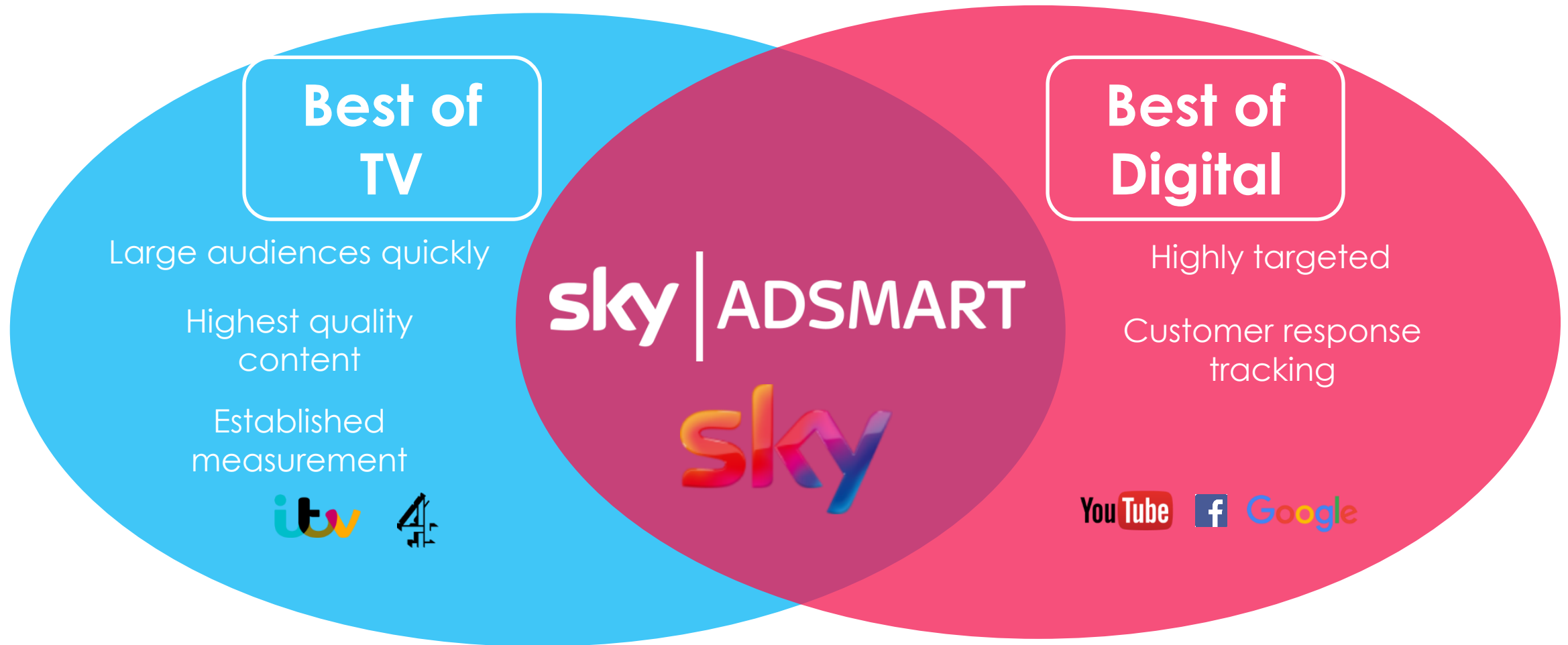
How it works


- ▶ Adverts are sent via satellite to the viewer's Sky+HD box.
- ▶ The adverts the viewer sees are based on their postcode, age, gender and other publicly available information gathered from data company Experian.
- ▶ The adverts that appear on a viewer's screens are determined by which criteria the advertisers have opted to target.

Benefits

- ▶ Sky AdSmart allows you to pick and choose from a range of households attributes.
- ▶ There are thousands of ways you can mix the attributes to make sure your ideal customers get to see your TV ad.
- ▶ The data is derived from a combination of Sky's own customer data and information from consumer profiler experts such as Experian.

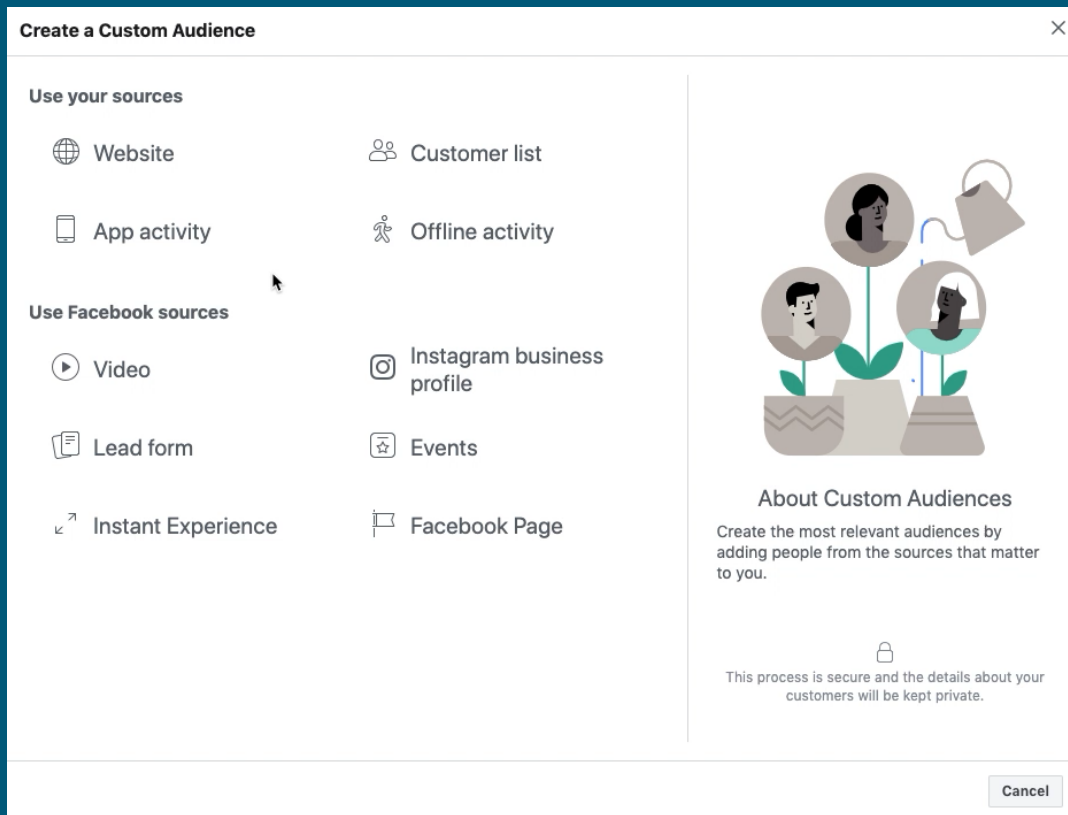
Connected TV Sky Adsmart





How can other ads and
channels leverage your video
viewers for an integrated
approach?

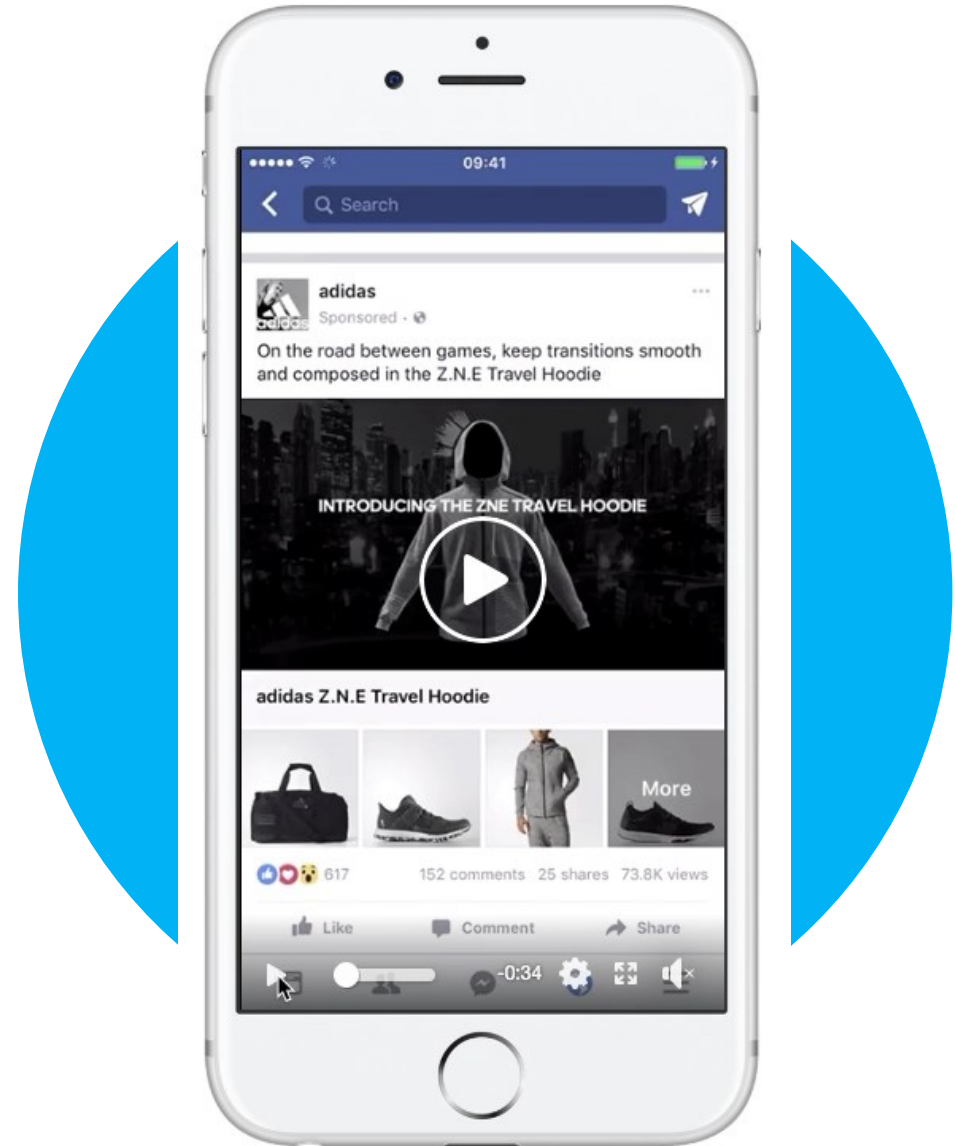
Leveraging engaged viewers for Facebook & Instagram



- ▶ According to a Wyzowl survey, **72%** of participants prefer to use video to learn about a product or service
- ▶ To launch your video ad campaign on Facebook and Instagram create an audience of people who have previously engaged with your business pages and organic posts
- ▶ Follow up video viewers by creating an audience based on video engagement with other more direct ads such as traffic and conversion campaigns to continue to move people along the purchase/service journey

Video in other formats

- ▶ Use your video in more than just video ad placements
- ▶ Collection and Instant Experience offer the chance to combine video with other creative elements and ad features
- ▶ For example use a short video of your products in action combined with your Facebook catalogue items to demonstrate and sell in one ad



Leveraging engaged viewers for YouTube

- ▶ Connect your YouTube channel to your Google Ads account
- ▶ You could be targeting search and display campaigns to those people who have been watching all that YouTube content you've posted
- ▶ If you're just starting out then you'll want to be broad and use 'viewed any video' or 'visited a channel page'
- ▶ As your video views grow you can specifically target viewers of individual videos both organic and ads

Viewed any video from a channel

Viewed certain videos

Viewed any video (as an ad) from a channel

Viewed certain videos as ads

Subscribed to a channel

Visited a channel page

Liked any video from a channel

Added any video from a channel to a playlist

Commented on any video from a channel

Shared any video from a channel

YouTube ads – more than just video

- ▶ TrueView for action allows you to combine your video assets with sitelinks and CTA's to drive website traffic and generate leads
- ▶ YouTube end screens are another opportunity for users to engage with your business
- ▶ A CTA overlay is a small CTA box that appears over your video ad. It has a headline and an optional small image. You can even use destination and display URLs that are different from the ones used in your video ad. To set up a CTA overlay, use YouTube Creator Studio. Note that you must first create an ad using this video.

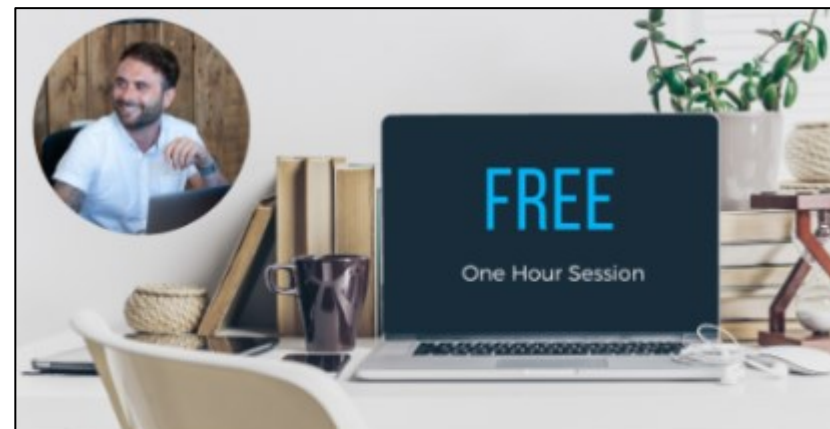
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Next weeks webinar – register on Eventbrite ([bit.ly/2JSTVTe](https://www.eventbrite.co.uk/e/virtual-innovation-friday-online-tickets-49280289673))

Top tips on maximising your digital marketing during the Corona Lockdown (with or without any marketing budget)

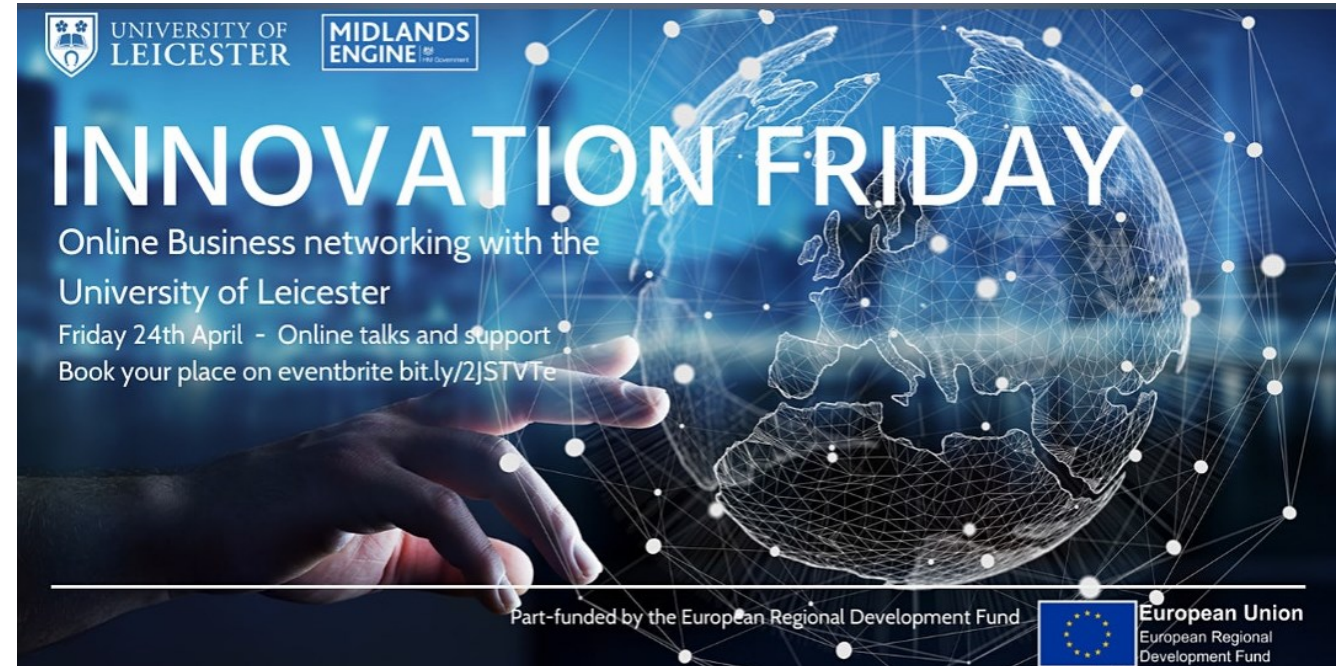
Many businesses are in survival mode, with loss of income and their staff being furloughed to help reduce costs. An obvious area where you can save money, is to stop all of your marketing activities and reduce your visibility in the marketplace.

However, with advertising already significantly cheaper; could this be an opportunity to invest in marketing and leapfrog your competitors while they are bunkering down?

In this webinar Ann Stanley, founder and MD of Leicester-based Anicca Digital, will provide tips on maintaining (or even increasing) your marketing activities even when you have marketing budget to spend.

Ann will cover:

- Reasons to maintain or increase your marketing during a recession and this lockdown
- What you should do if you have no marketing budget but time on your hands
- What you should invest in if you have marketing budget
- Other activities that you can do now



Friday 24th 9:00am

<https://www.eventbrite.co.uk/e/virtual-innovation-friday-online-tickets-49280289673>

The background of the slide features a close-up, shallow depth-of-field shot of a silver microphone with a blue foam windscreen. In the blurred background, a crowd of people is visible, with one person's head and shoulders in focus on the right side. The overall lighting is warm and bright.

Thank you *Any Questions?*

Chris Dowse

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