How To Easily Add Video into Your Content Mix and Reach A Bigger Audience

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Who Is Kim D. Snyder?

Kim D. Snyder is a business growth expert. She spent 20+ years as a consultant for Fortune 500 companies in business growth, strategy, and transformation.

Founder of Online Marketing in a Box and Kim D Snyder, where both organizations work with business executives, leaders, and owners to create more opportunities and profits faster.

Kim enjoys spending time with her husband Rob, friends and family in Las Vegas and San Diego. You can catch Kim enjoying a glass of red wine or taking a walk or finding the latest gadget. She is currently working on a book.

@TheKimDSnyder

@OnlineMktInABox
POLL: WHO IS ALREADY USING VIDEO?
How To Add Video To Your Content Mix

• Align with Business Strategy
• The Power of Video
• How to Add Video
• How To Get More Views
• Know How To Say It
ALIGN WITH BUSINESS STRATEGY
Alignment

• Ensure that the use of videos, content and approaches align with the overall business strategy
THE POWER OF VIDEO
Faster Revenue

49%

- Marketers who use video grow revenue 49% faster than non-video users
64% of consumers make a purchase after watching branded social videos.
• Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text.
More Traffic

300%

• Videos attract 300% more traffic and help to nurture leads
More Shares

1200%

• Social video generates 1200% more shares than text and images combined
The Power Of Video

- Faster Revenue: 49%
- Make Purchases: 64%
- Retain Information: 95%
- More Traffic: 300%
- More Shares: 1200%

https://biteable.com/blog/tips/video-marketing-statistics/
https://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics/
HOW TO START USING VIDEO
How This Works With New or Existing Content

New Content
- Start with video/podcast
- Multiplier, or repurpose effect, to create to other formats (written, audio, video)

Existing Content
- Repurpose or update blogs into video
  - Ex, add a video per point
- Take a different approach
  - Ex, opposite good/bad, what to/not do
## Types of Videos

*by level of effectiveness*

<table>
<thead>
<tr>
<th>Video Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recorded</td>
<td>Light formatting (<em>1-2 minute videos</em>)</td>
</tr>
<tr>
<td>Live</td>
<td>LinkedIn, YouTube, Facebook, etc.</td>
</tr>
<tr>
<td>Recorded</td>
<td>Fully formatted &amp; produced</td>
</tr>
<tr>
<td>Recorded with your picture</td>
<td></td>
</tr>
<tr>
<td>Recorded</td>
<td></td>
</tr>
<tr>
<td>Cartoon, drawing, generic</td>
<td></td>
</tr>
</tbody>
</table>

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# 21 Ideas For Content (#1-10)

<table>
<thead>
<tr>
<th>1. Best/worst project and why</th>
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</thead>
<tbody>
<tr>
<td>2. What you wish your customers would stop/start doing</td>
</tr>
<tr>
<td>3. First/last employee success</td>
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<tr>
<td>4. Best/worst time in your industry to do X</td>
</tr>
<tr>
<td>5. Last 3 emails from clients or prospects</td>
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<tr>
<td>6. Last 3 phones calls from clients or prospects</td>
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<tr>
<td>7. Last 3 presentation questions form clients or prospects</td>
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<tr>
<td>8. What you shared with a colleague that was upset about X</td>
</tr>
<tr>
<td>9. The top 5 things you explain to every X (client, employee..)</td>
</tr>
<tr>
<td>10. What you wish you would have known when you started</td>
</tr>
</tbody>
</table>
# 21 Ideas For Content (#11-21)

<table>
<thead>
<tr>
<th>7 truths about your industry</th>
<th>Your favorite quotes and how it relates</th>
<th>Behind the scenes / work in progress</th>
<th>Customer Service when you least expect it</th>
</tr>
</thead>
<tbody>
<tr>
<td>How working with a global team taught you X</td>
<td>What my spouse taught me about leadership</td>
<td>What getting out of the office showed me about boundaries</td>
<td>What yoga taught me about discipline</td>
</tr>
<tr>
<td>What I discovered about risk management from my 9 year old son</td>
<td>How your daughter’s baseball coach missed a valuable lesson</td>
<td>What I learned attending WordCamp Las Vegas that any business can utilize</td>
<td></td>
</tr>
</tbody>
</table>
HOW TO GET MORE VIDEO VIEWS
Viewability Factors

• Consistently produce videos
  – Use a content calendar or plugin
  – Break into blocks – ideas, create, edit, post
• Consistency share on social media
  – Most have a daily post/engage algorithm
• YouTube settings* – thumbnails and other settings
• Share them where your audience / prospects / customers spend time
• Have someone help while filming
Create Content They Want

- Search analysis
  - Auto Fill
  - People Also Ask
  - Related Searches
Captioning

• The little-known secret to get up to 91% of your audience to watch your videos
• The words that are transcribed and show up at the bottom
  – Rev.com, $1/minute by humans 😊
KNOW HOW TO SAY IT
Why Use A Script?

- Saves time because you know how to say it each time
- Gives you confidence because you have a template you can use
- Ensures a call to action will happen
Get ‘Em Done© Script

Question

Answer – short

Introduction – name and company

Answer – long & elaborate (if needed)

Call To Action (CTA)
  • Call Me, Download, Complete Form
NEXT STEPS
Review: How To Add Video To Your Content Mix

• Align with Business Strategy
• The Power of Video
  – 72% of customers would rather learn about a product or service by way of video
• How to Add Video
• How To Get More Views
  – Always know what to say – ideas for 21 topics to get you started
  – A little-known secret to get up to 91% of your audience to watch your videos to the end
• Know How To Say It
  – You will learn a 5-step Get ‘em Done script that makes it easy
Questions
Action

Take 30 seconds to write down how and when you will create your 1st video within the next 10 days:

• Decide on 1 video topic
• Date to record / live
• Date to post
Thank You!

Kim D. Snyder

Schedule a 15-minute call now to see how this would work for you or your clients:
https://OnlineMarketingInABox.com/discover

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