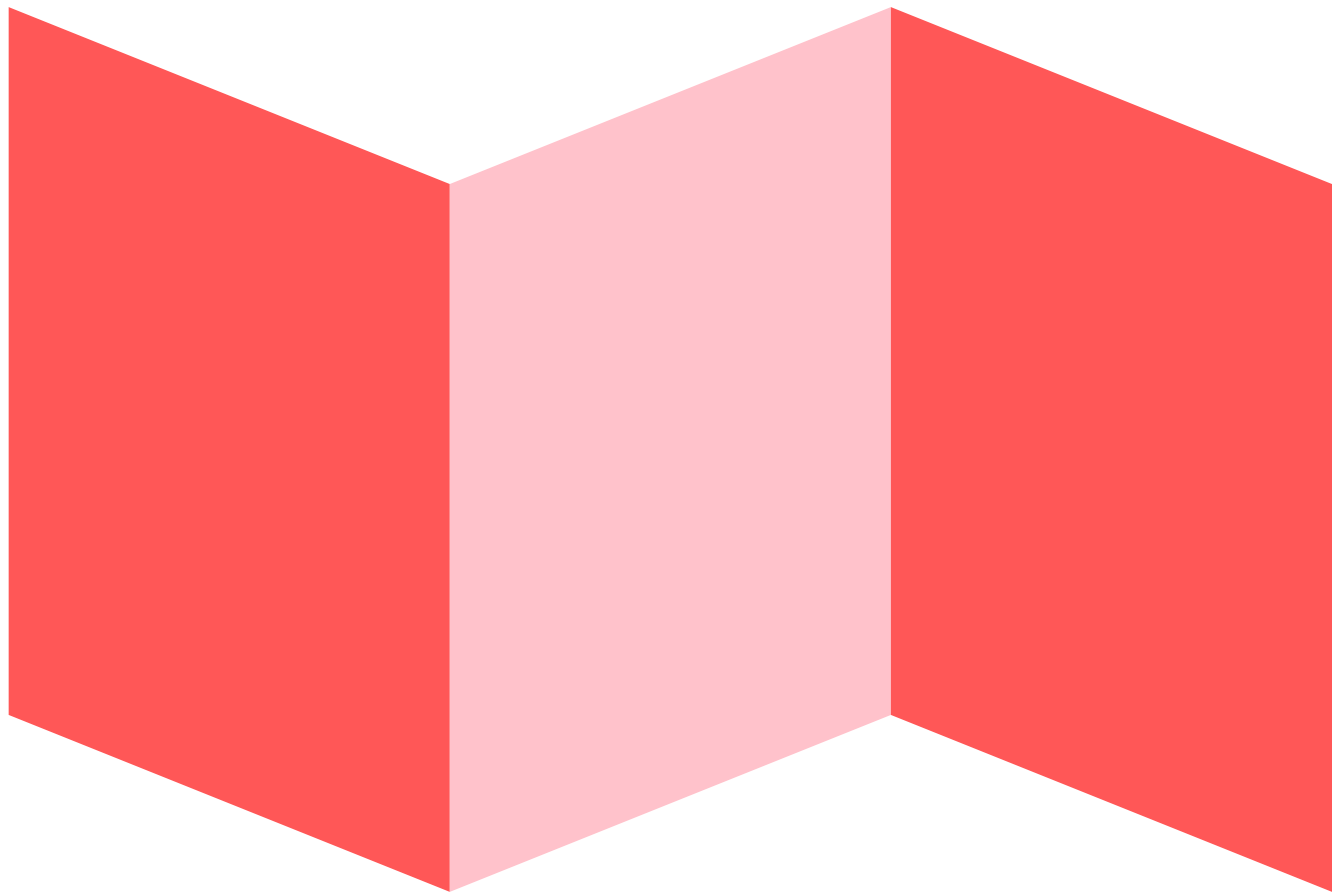


How to strengthen your brand with video content





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If you're in marketing, or likely even if you're not, you are already well aware that video content has become a virtually essential component to a successful marketing strategy.

Ever since YouTube came to life on the internet, watching videos has become a central part of how we consume content on the internet, both as consumers and businesses. Furthermore with the rise of social media, it has also become an unavoidable part of marketing, regardless of your target audience. Ignore it at your peril!

However, many brands still struggle with video content, and are uncertain how to best make use of the medium to strengthen their position in the market, and put their products in front of customers' eyes.

In this guide, we will break down some numbers to reiterate just how important video content is for the success of your brand, as well as provide some inspiration and suggestions on how to best utilise video content in different settings. We will also talk about ways to ensure the quality of your video content is up to par.

The naked truth of video content

So why is it that video has become such an important part of marketing? [Research](#) shows that 72% of customers would prefer to learn about a product or service via a video, and it's no wonder.

Do you remember the pleasant feeling you got in school every time the teacher rolled the TV set into the classroom? An embedded video gives people a similar feeling of ease that lets them lean back in their seat, relax a little, and focus on just absorbing information with their eyes and ears.

You probably also have a better memory of the things you were shown on that TV set back in the classroom. That's because combining audio and visual content on average makes people remember as much as 70% of what they see and hear, as opposed to only 20% and 30% respectively for only hearing or seeing.

In a space where you are actively fighting for attention, like social media feeds, or even in a text heavy article, video content is fantastic for catching the eye of a potential customer. Embedded video content stops us rolling the scroll wheel and swiping our phone screens, at least for a few more valuable seconds than what a headline or a set of bullet points usually does.



If the video is also engaging or has a good hook in the first 10 seconds, you're far more likely to get the time you need to convince a potential customer you're their best choice, or at the very least hear you out. In a sense, video content is the new elevator pitch.

- Viewers retain a high percentage of messages and content shared in a video
- 79% of consumers believe a video is the best way to get to know a brand, product or service
- Video content is a powerful way to evoke emotions from your audience
- Videos generate greater engagement

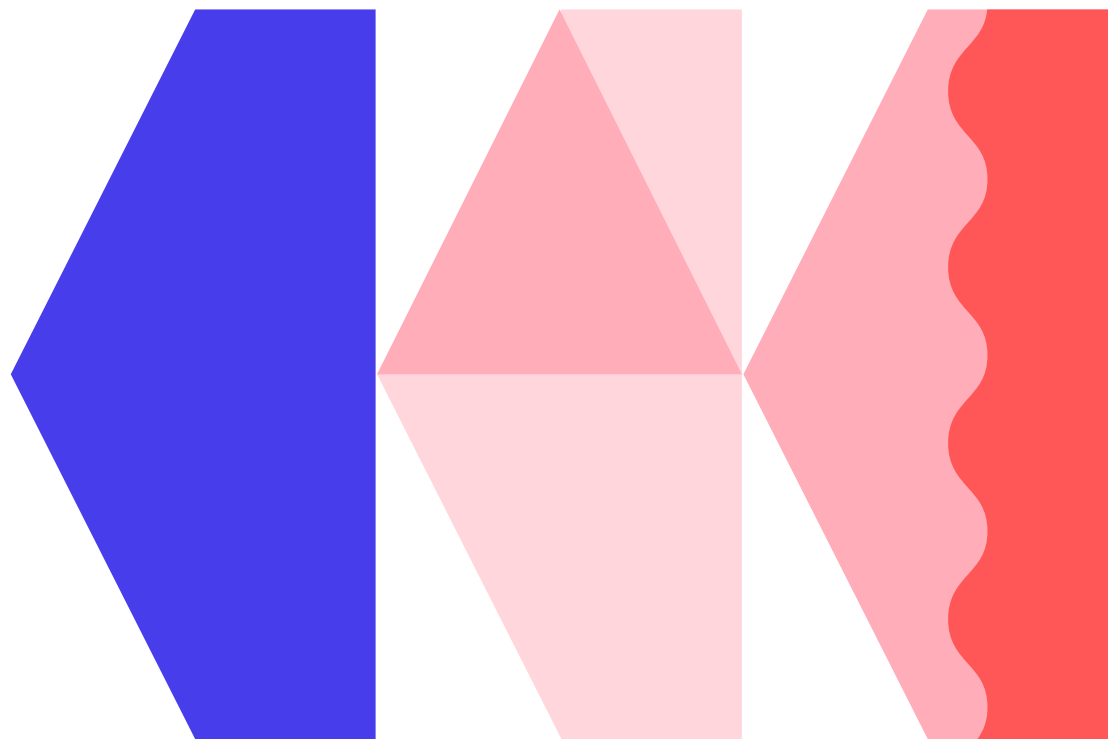
But, it's not merely about retention of information or making your target audience relax. There's plenty of technical reasons why using video content is important as well.



In other words, simply having any (relevant) video content on your website gives it a drastic boost in ranking and traffic. Combined with the direct effect it has on the viewers and their chances of remembering your brand and product, video content makes for a fairly safe choice with ROI in mind.

Video content is in many ways a superior format for conveying information, and instilling desirable emotions to prime a potential customer. It should however be said that it is usually best used as a supplement to text based content.

How to implement effective video content in your marketing strategy





So what are some good ways to utilise video content to catch and hold the attention of potential customers or even established clients?

Naturally there are many different ways to go about it, and depending on your brand and core values (which your content should always be rooted in!) you have to find the formats that fit the best with your marketing strategy. You should also keep in mind who your intended audience is, and pick the right style of video that best addresses them, and conveys the message you want to deliver.

We've included a handful of great ideas that you can use for inspiration. And remember that your video marketing can definitely be a mix of any of these, or something completely different, as long as you are staying on brand and get the message across as intended to the right audience.

#1 – Share your brand story

Use a video to introduce people to your brand and core values. Say a few things about where you came from, what you stand for, and what your general goals are. If appropriate to your brand, bringing in a bit of personality can be a great way to make your brand seem more approachable and forward-leaning.

#2 – Product demonstrations and explainers

Short form video content is great for surface level introductions and smaller demos. Telling customers how your products will benefit them through your website or in brochures is good, but it's even better to show them first-hand. Product demonstrations and explainers allow viewers to clearly visualise how your offerings work in a concise manner that also ensures better retention of information.



#3 – Customer reviews and testimonials

No matter how much money you spend on marketing and outreach, you will never be as effective as a trusted friend or colleague, or any other third party that carries weight in the eyes of your customers. Reviews and testimonials are a tried and true part of marketing that cuts out all the fluff and noise, and gives a look behind the curtain. It conveys honesty, and provides a great deal of authenticity to your brand. It's great to see and hear real stories about how your products or services improve people's lives in a practical sense, but perhaps more importantly, you get to see how it makes them feel, and that can be just as powerful as - if not more, than a purely rational approach.

#4 – Thought leadership pieces

Modern companies are expected to be more than just product manufacturers and sellers. By sharing your expertise in thought leadership pieces, be these individual interviews or roundtable discussions, you provide your viewers with knowledge and insight that they may not have had before. This increases their understanding of your brand and industry, and might encourage them to learn more through your other channels.

#5 – Live Q&As and webinars

Hosting live Q&As and webinars on a topic that's important to your brand and your customers is a great way to inspire real-time engagement. These types of videos make the audience part of the process, encouraging them to ask burning questions about the topic at hand to improve their understanding. By fulfilling this and sharing your expertise in the selected area, this increases consumers' trust in your brand.



The live streaming industry is predicted to be worth over **\$70 billion** by 2021

*Source: Neil Patel



#6 – How-to guides and tutorials

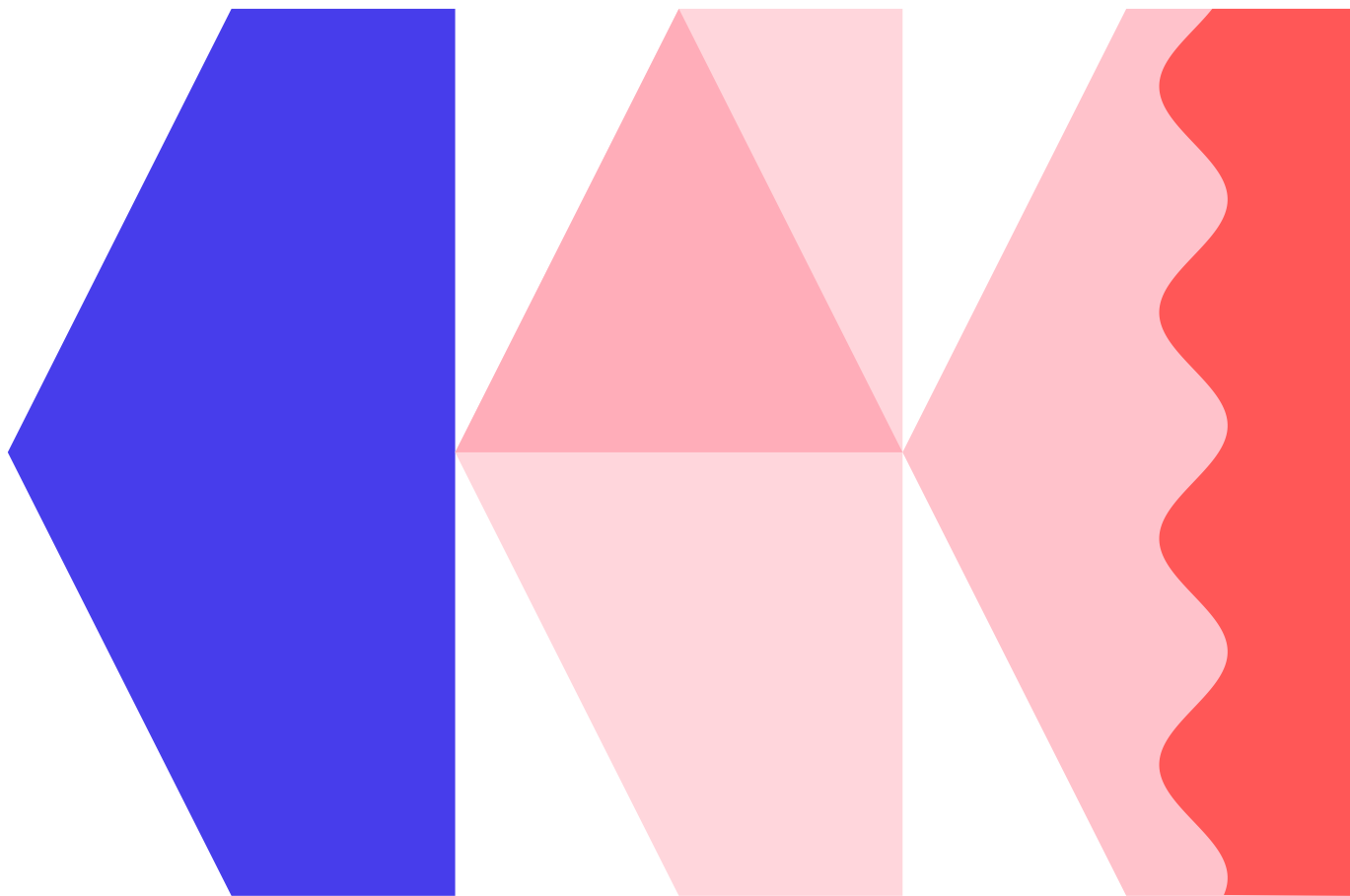
Another heavily utilised form of video marketing revolves around tutorials. This doesn't have to be specific to your line of products, but simply videos connected to your brand values and industry that resolve common pain points among your audience. For instance, if you represented a toy company, a how-to guide could present ways to create games for children using household items. Videos of this nature can also be a good vessel for thought leadership and emphasise new practises.

#7 – Influencer videos and collaborations

Influencer marketing can be a powerful tool as long as both of your audiences sync-up in some form. A company that specialises in fishing equipment might not see much benefit from collaborating with a YouTuber known for their beauty tips (although never say never). Ideas like unboxing videos or influencers incorporating products into their own video concepts can be a win-win for both parties and attract a new audience to your brand.



Optimising quality - essentials and tips





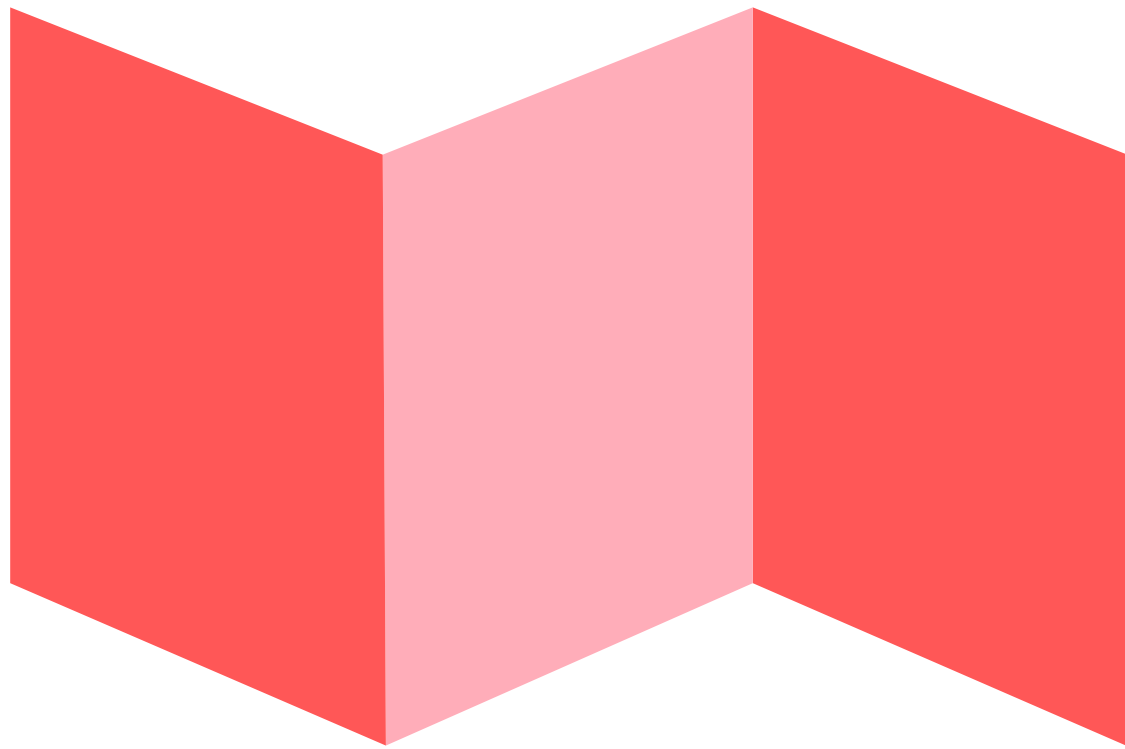
When planning to create and/or implement video content anywhere, keep these essential points in mind:

- **A clear storyboard** – no matter how simple or short you're planning to make your video, having a plan drawn out can make the process that much faster
- **An attention-grabbing title** – preferably no longer than 60 characters, but able to describe what a viewer will pick up by watching your video
- **A quality thumbnail** – this will be one of the first things your audience will see from your video, so ensure that also catches the eye
- **A keyword-rich description** – while few people will read the description of a video, this is what Google will use to help rank your video for particular keywords and phrases your audience is searching for
- **Relevant tags** – on YouTube and other video platforms, tags are another SEO-based component of video content that search engines use to index your content
- **A strong hook** – 20% of users click away from a video with 10 seconds of starting it, so a powerful hook at the beginning is crucial to keeping their attention
- **An effective CTA** – whether it's a link to another video, or direction to your website for further information, don't leave your viewers hanging after a video – lead them to the next part of their journey
- **Don't forget to maintain brand guidelines** – creativity is good, but don't go overboard with all the new ideas you're having that you want to try out. Make sure that you're staying mostly on topic and on brand. Maybe some of those bright ideas can be used in a different piece of (video) content?

Don't be afraid to specialise

This is one to remember once you've established a style, and what sort of topics you normally cover. You don't have to try to have a video for absolutely everything or try to cast a very wide net. Instead you can work on getting very good at creating and rolling out a couple of specific types of video. This can ease and shorten production of new video content long term, and minimise costs without compromising the strength of your messaging.

There is no shame
in being second or
third to a trend





In fact, sometimes it can even be an advantage, as it can give you the opportunity to learn a little from your competitors about what works well and what could be done better.

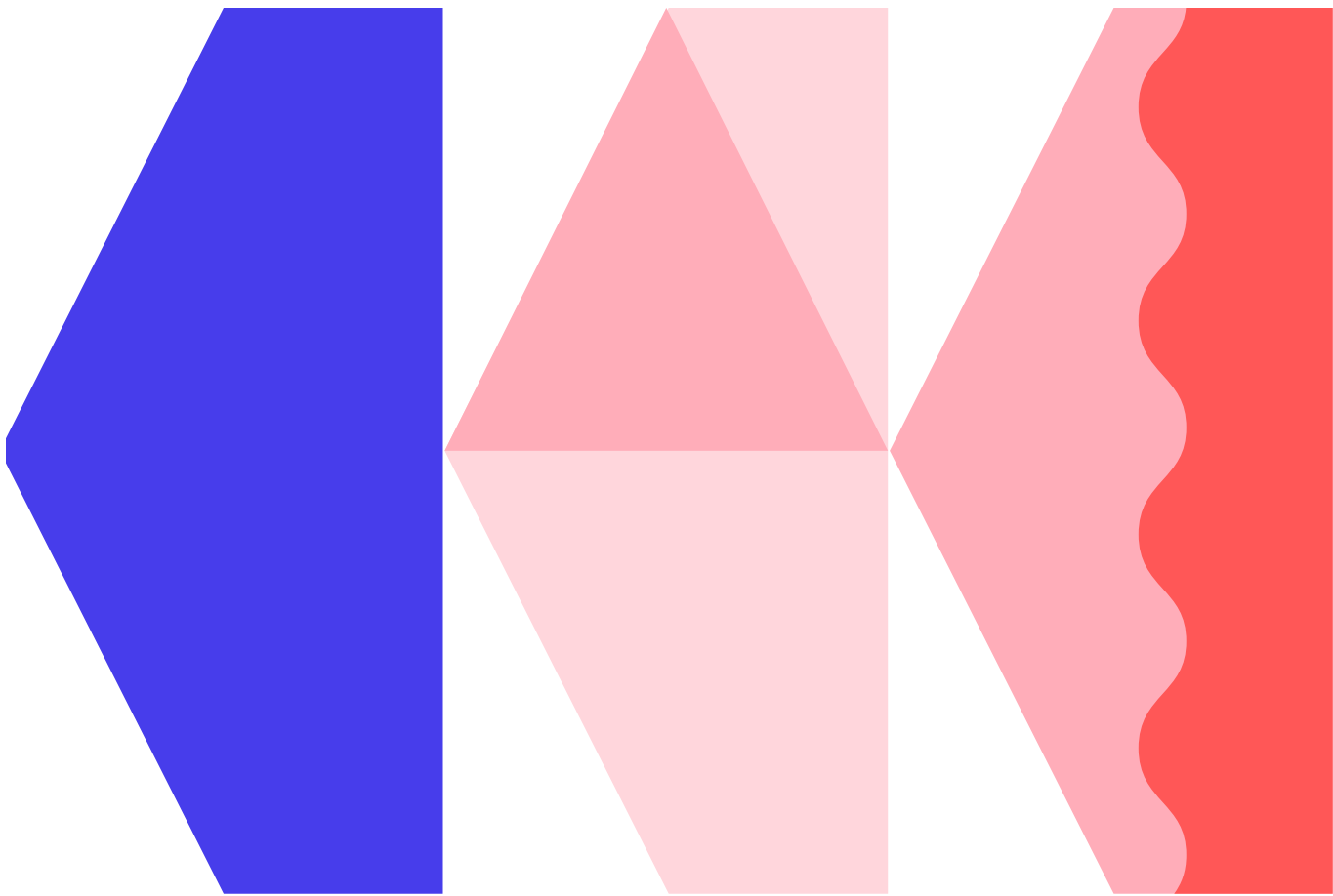
You don't have to reinvent the wheel every time you feel like you're late to the party. All you have to do is make sure that your content is more effective at educating and entertaining your audience.

As an example, Fortnite (you may have heard of it, especially if you have children) is one of the world's biggest video game franchises, and definitely the biggest within their genre currently. They were hardly the first to arrive on the scene, though they were among the first major players in that niche. Now, Fortnite's success isn't due to their video content alone (though it no doubt played an important role), but rather their overall marketing strategy and strong product. It goes to show, however, that you don't have to lead the charge in order to end up on top.

Reaping the benefits of video marketing

Now you understand the importance of video in marketing, and know techniques of how you can optimise this valuable content as part of your overall content strategy, you are in a strong position to attract and engage your audience online like never before.

Unleash your brand with Papirfly









How does Papirfly empower your people?

We believe every enterprise should be able to provide tools to teams, so that the brand can be delivered to customers exactly as it was intended to be experienced.




At Papirfly, for over 20 years we've been driving innovation in brand management software to support brands in delivering consistent, multichannel experiences for their customers.

We empower people to unleash their brand.

How teams work today:

-  Customers are experiencing inconsistent and diluted branding across touchpoints
-  Stressed teams aren't getting the marketing materials they need or quickly enough
-  Too much already-limited budget is being spent duplicating work and on multiple tech solutions
-  Assets are not centralised or trackable resulting in loss of data to analyse budget spend

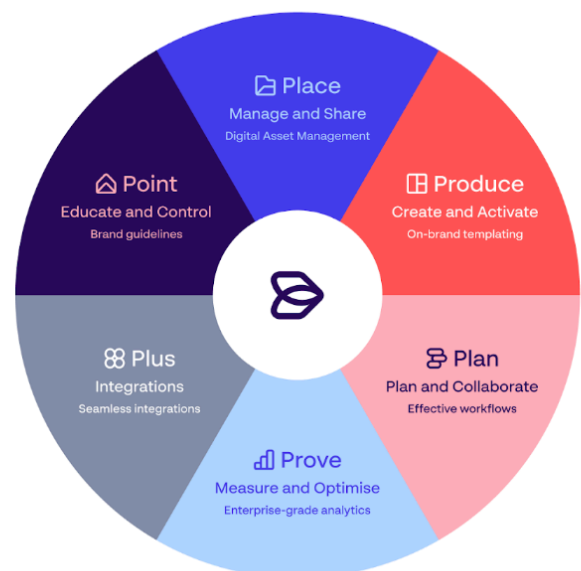
We know what brands need:

-  Global brand governance now and for the future with guaranteed consistency at every touchpoint
-  Faster go-to-market, creating assets in-house with the flexibility for on-brand, hyper-local messaging
-  Increased ROI, saving money on every asset produced, creating space for teams to focus on strategy

We give you the tools to:

- Do more for less
- Produce all assets in house
- Create with no previous design skills
- Achieve 100% brand consistency
- Reach all markets, in any language
- See a complete bird's-eye view of your branding and marketing efforts

Discover our all-in-one brand management platform



Trusted by the world's most recognisable brands

 **1M+**
regular Papirfly users

 **600+**
brands using Papirfly worldwide



Build your on-brand culture with Papirfly

Our brand management platform enables complete brand adoption, and the creation of unlimited on-brand assets with our suite of enterprise-grade products-building brand equity and long-term customer loyalty.

Point

Educate & Control

Support global teams to understand your brand, through clear guidelines, official assets, core values, and more from online access point. Go local with unique hubs with local languages and nuances.

Place

Manage & Share

Centralise all assets with a dedicated DAM solution, categorising content for global and local usage in onsecure place for all approved material. Ensure every location has assets that serve their unique audience nuances.

Produce

Create & Activate

Guarantee 100% brand consistency with design templates aligned to brand guidelines and produce infinite studio-quality digital, print and video assets. Empower everyone to personalise to their audience using localised images, video and text options.

Plan

Plan & Collaborate

Achieve your bird's-eye view of all campaigns and activities, displaying status, budgets, contacts, and official design templates for use. Ensure every location utilises workflows that drives campaign responsivity.

Prove

Measure & Optimise

Analyse marketing activity via your dashboard, delivering reports and data across your business. Ensure local sites get feedback on best-performing content across the business, and give them data to let them know when their efforts are driving brand strategy success.

Plus

Integrations

Papirfly works seamlessly with your agency tech stack – removing hacks and workarounds, improving productivity and organisational efficiency across the business.

FORRESTER®



212% ROI



80% reduced effort in asset creation



Enhanced content quality and improved business outcomes

"It's become super crucial for us with more than 50,000 users at the brand portal, both internal employees and external agencies. We are working with a huge number of downloads of all of the assets."

Interviewee from pharmaceutical

Source: A commissioned TEI study conducted by Forrester Consulting on behalf of Papirfly



Global brands trust Papirfly



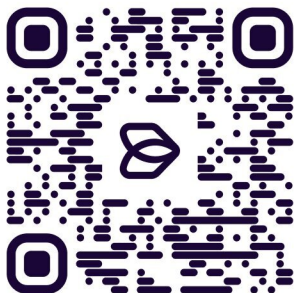
"Life without Papirfly would be stressful. It would be slow, time consuming, and costly. Papirfly has enabled us to have a system in place where we can create assets that we need very quickly. We can go to market much faster, we can react to our business and our clients a lot quicker, and it is also extremely cost effective."

Jo Bedford
Global Recruitment Branding Manager, IBM



Empower your people. Unleash your brand.

Discover our game-changing brand management platform.



At papirfly.com you can

- Book a demo
- Explore brand management resources
- Hear success stories from empowered customers

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