



video marketing guide



Empathic
Productions

If you want to tell a compelling story, attract more clients and push your brand, video production is the answer. **Empathic Productions** specialise in tailor-made audio-visual marketing. We're all about capturing your story and creating your image. This guide will explain the benefits of digital video advertising and what kind of video you should be looking to get produced.



STATISTICS

Video content marketing is now the premium form of digital advertising, growing around 15% year on year (*IAB/PwC research figures*). Smartphone advertising grew an amazing 45% in 2018. An ad-forecast (*Statista*) projects that in 2020 the worldwide video advertising spending will be a staggering £29 billion.

Websites with video on their landing page will see around 800% more conversion. 88% of people will stay longer on a site. They are 64% more likely to purchase after seeing just one product video (*MistMedia*).

Social media continues to dominate. In a single day, 5 billion videos are watched on YouTube and 100 million hours of video are watched on Facebook. 82% of Twitter users watch video. Instagram has over a billion users of which 49% watch video (*Socialmediatoday*).

THE BENEFITS OF VIDEO ADVERTISING

With video you can build narratives, put a face on your brand or company, engage directly in ways you never can with photos, online text or standard print advertising. If you don't have any video advertising, your business will fall behind. Look at these compelling figures: (*Wyzowl/ReelSEO/Insivia/Innovid/Cisco*).

92%

of marketers are using video in their campaigns

87%

of businesses use video as a marketing tool

84%

are using video for website marketing

82%

confirmed that video had a positive impact on their business

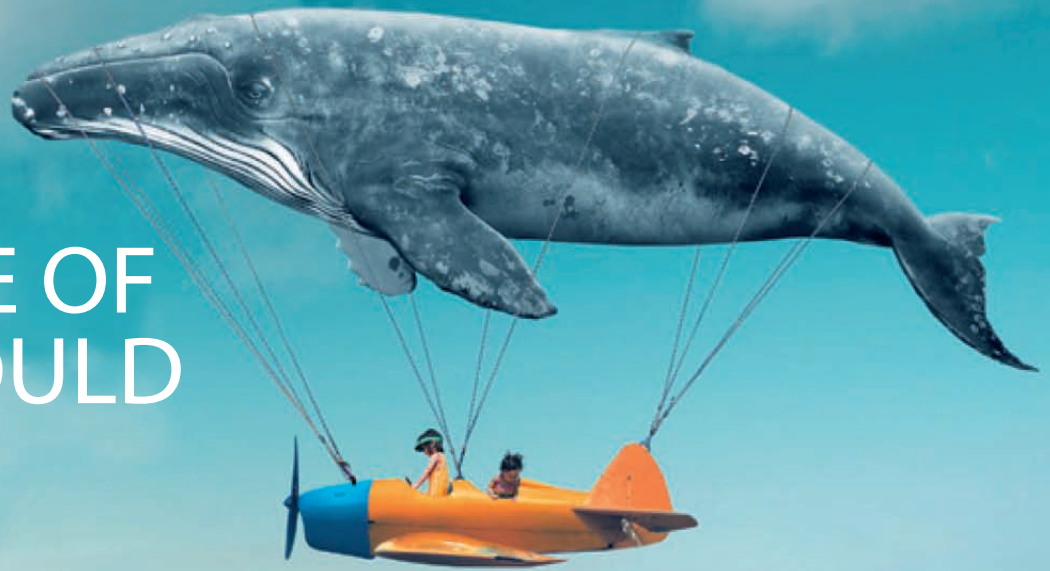
79%

of companies will increase their video advertising in 2020

70%

are optimising video for search engines

WHAT TYPE OF VIDEO SHOULD I CHOOSE?



It all depends on your company or brand and the information you are trying to get across. There are so many options: explainers, presenters, interstitial, interviews, interactive, live streams, instream, outstream, panoramic.

Generally speaking, if your business involves a lot of person-to-person contact, a talking heads interview is ideal. If your company is product-based, you would probably want to shoot a commercial. If you are providing a service, especially online, graphics, voiceover and animation work very well.

Take a look at existing videos in your sector to see what is out there, what's popular and what's trending. Have a look at videos that resonate with you and harmonise with how you view your company or product. Media styles can change quickly so it's good to stay current.

Other considerations are: would your staff be willing to appear on video? Would your business be able to accommodate a video crew? If not, then go for graphics or animation. If yes, then consider a live action video or a mixture of the two. And don't forget the studio option.

Today, more people are likely to view video on a tablet or smartphone than on a PC or laptop, so screen size is an important consideration when planning a production. Nearly three quarters of all video content is viewed on mobile devices, a figure that is increasing year on year.

It pays dividends to spend a little time choosing the right format. Get it right at the beginning to save a lot of headaches later on. We'll make the effort to go through all the options with you and discuss any technical considerations that may arise.

HOW LONG SHOULD THE VIDEO BE?



1 min?
2 mins?
3 mins?

Ideally, a promotional video should be 3 minutes or under. Engagement drops markedly after this time frame. The most viewer engagement occurs in the first minute (80% viewer retention), but there is still 60% retention at the 2–3 minute mark.

Content should be short, concise, memorable and contain valuable key-phrases and factoids that embed your brand or your company into the viewer's mind. Logos, link-backs, catch-phrases and crucial information are very important, so as much as possible should be 'front-loaded' at the beginning of the video.

However, don't try and cram too much information into a single, short video. You will overwhelm the viewer and turn them off. If the viewer wants more information, for example if the subject is complex, make a series of shorts for them to browse. People find it easier to digest content that is serialised.

We'll involve you in all the editing stages so we can match the video to the most effective running time or even produce multiple edits for different platforms.

Formats, frame rates, bit rates, codecs and compression; it can get very confusing nowadays, even for some professionals. Technology is advancing so fast it can become hard to keep up.

The best advice is to shoot your video at the highest quality you can afford, but don't spend a fortune just for the sake of it. Online, HD is acceptable even at 720p resolution, though higher is generally better.

SD 2K
HD
4K 8K ?



HOW LONG WILL THE VIDEO TAKE TO MAKE?

Depending on what type of video you want, it usually takes between 1–3 months from initial meeting to delivering the final product.

If there is live action or studio shooting, this will take a while to arrange. Weather dependent shoots obviously take longer as necessary, especially in the UK!

If for some reason we need to re-shoot or change features of the video, this will of course add time to the schedule. However, this rarely happens, and once the video format and requirements are decided upon, we will be able to give you an accurate time frame for delivery.

If you have a crucial deadline, such as a sales launch or an AGM, we will prioritise your video to make sure we deliver before time, plus we will keep you informed of progress at every stage of post-production. The turnaround for live events and shows usually takes less time but still depends on the amount of editing, music, effects etc.



HOW MUCH WILL THE VIDEO COST?

With professional videos, there aren't really set prices. Some companies offer package deals, but you will usually end up with something fairly bland and generic.

If you choose a bespoke video, you can really personalise it and make your mark. You get your own script, your own storyboard.

Video production can be costly, animation is very time consuming, 3D graphics are expensive. Video editing usually takes tens of hours. If you have a crew involved, costs soon mount up. However, by planning early and considering the best options for the project, a lot of the expense can be reduced.

Set a budget and don't be shy about telling us what that is. We can let you know what is possible within that budget and what isn't. This saves time and helps you decide what type of video you want to do and can afford.

A great video needn't cost tens of thousands. But a video costing a few hundred pounds is very unlikely to meet your goals. It's about finding a balance between cost, quality and getting a return on your investment, and we'll help you do that.

WHAT SHOULD I INCLUDE IN THE VIDEO?



EMOTIONAL CONNECTION

Your video should build a rapport with viewers. They should emotionally engage with you and your brand. Build awareness, identity and response but without overwhelming them.

SOCIAL CURRENCY

How likely are people to share your video? How does your brand or service fit in with their lives? Will it be talked about? Will it resonate with people?

PRACTICAL VALUE

How easily can the content be acted upon? How will they find out more about your product or service with minimal effort? Is the relevant info there?

UNIQUENESS

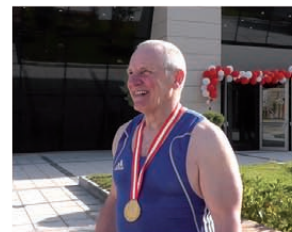
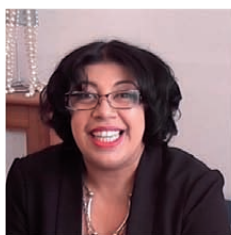
How is your video different to the tens of thousands of others? Try to tell a unique story, give the viewer an experience related to your brand or service.

STAYING POWER

Video promotion is a huge 600% more effective than print and mail combined (*Diode Digital*). 80% of people remember a video they had watched in the last 29 days. Not just consumers, 59% of business executives prefer video over text (and 75% admitted to watching videos while at work).

And, unlike print advertising, once your video is online it can stay there forever at no extra cost thanks to sites like Vimeo, YouTube and the various social media platforms.

A professionally produced video will build trust and confidence in viewers about your company or product. It builds loyalty and attracts new customers. It is an extremely powerful medium and marketing tool. There just isn't a comparable form of advertising in existence right now. Video marketing is here to stay.



I WANT A VIDEO, WHAT SHOULD I DO?

(07542) 349955



Get in touch either by phone, email or the contact form on our website. If you've never had a video or want further media content, have a chat with us and we'll take it from there.

We always have an initial without obligation meeting to discuss your project with you. Our team has over 40 years International experience in results-oriented marketing and media promotion so you're in very safe hands.



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