

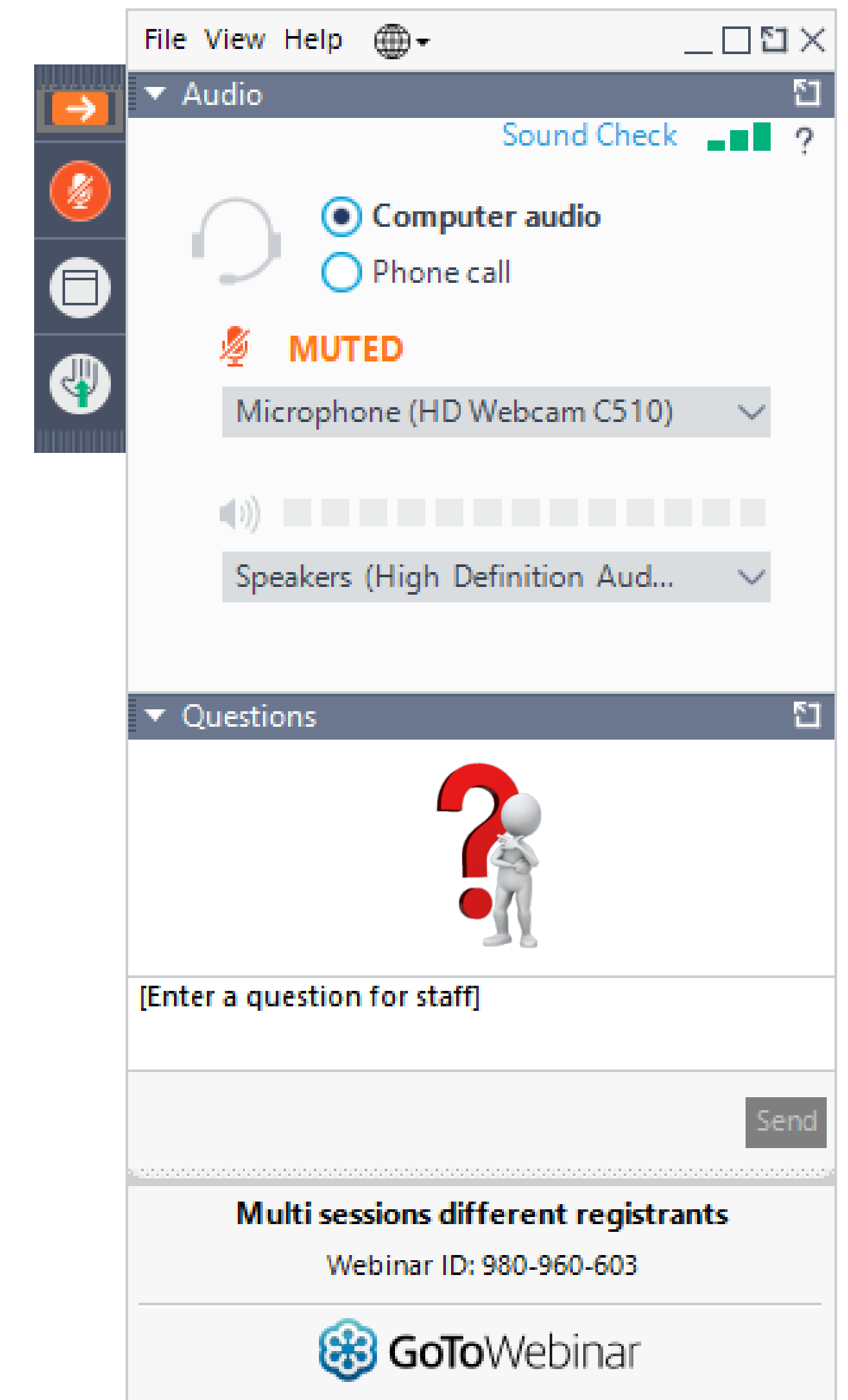


# Drive More Sales with Video Marketing



# A Few House Keeping Items:

- All lines are muted
- Submit your questions via dashboard
- Q&A session at the end
- Webinar is being recorded
- Webinar recording will be sent out
- If you experience a drop in audio, try calling in or switching to the phone audio option and back to your computer again







# WSI AT A GLANCE

---

For over 25 years, WSI has been providing digital marketing services and comprehensive marketing strategies to businesses of all sizes and across various industries. We are the largest network of digital marketing agencies around the world.

We are a full-service digital marketing agency that helps elevate your online brand, generate more leads and sales, and improve your overall marketing ROI.

# TODAY'S PRESENTER



**CORMAC FARRELLY**

*WSI Digital Marketing Consultant*

Cormac is a Digital Marketing Strategist and runs a WSI Digital Marketing Agency based in Dublin, Ireland. He directs a team of creative, analytical, and technical marketing professionals to develop strategically relevant digital campaigns for his clients. In addition to being a seasoned WSI speaker, Cormac is also the author of the chapter on Buyer Personas in WSI's 3rd best-selling book *Digital Minds: A Strategic Approach to Connecting and Engaging with Your Customers Online*.



# Drive More Sales with Video Marketing



Why Video

Overcoming the  
Challenges of  
Implementing a  
video strategy

Developing the  
use case for video  
in your  
organization

Leveraging video  
to drive sales

What's next?  
Emerging Trends

Key Takeaways:  
Lets get Started

**Time For A Quick Poll...**





# Why Video in 2021?

33%

YouTube has **2+ billion users**, making up almost **one-third** of the entire internet.

*(Source: HubSpot)*

77%

of **Gen Z**, 75% of **Millennials**, 61% of **Gen X**, and 44% of **Baby Boomers** visit YouTube daily.

*(Source: Gl. Web Index)*

70%

of Instagram users watch video content on a daily basis.

*(Source: Yum Yum)*

12x

Social video generates 1200% **more shares** than text and image content combined.

*(Source: Wordstream)*

50%

**Facebook Live** viewership increased by 50% in the spring of 2020

*(Source: Facebook)*



A background image featuring a wooden desk with various office supplies. A silver pen lies horizontally across the top. A black clipboard with a silver clip is positioned in the upper right. A magnifying glass is placed over a printed grid of numbers in the lower left. A black binder clip is visible on the right side. The overall scene suggests a professional or administrative setting.

So Why is it that...

*Only 9% of all small businesses are using  
video?*

Source: Brandwatch



A 3D-rendered illustration of a crowd of umbrellas. In the center-left, a single bright red umbrella stands out prominently. It is surrounded by numerous other umbrellas in various shades of grey, white, and black, creating a dense, textured background. The perspective is from a slightly elevated angle, looking down into the crowd of umbrellas. The red umbrella is the focal point, symbolizing the concept of standing out or being unique.

**Missing an Opportunity  
to Stand Out From the  
Crowd**



## Overcoming the Challenges of Implementing Video in your Organization...

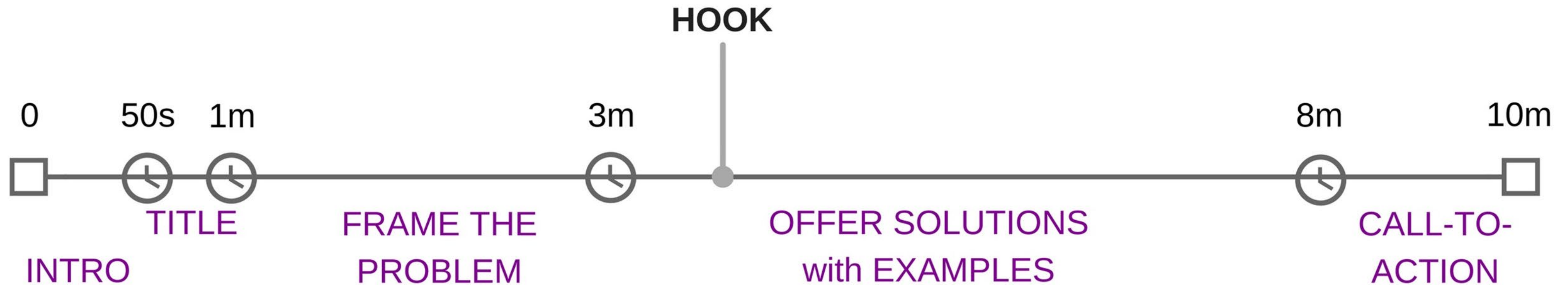


# Some of the Pitfalls with Video

- Simply jumping into video production **without clear goals and a plan** of attack is a recipe for disaster.
- Too many times, companies **focus more effort on the aesthetic** considerations of producing a video than they do on the reasons why video can have a positive impact on delivering their marketing messages.
- Brands **don't invest in some form of amplification strategy** to make sure your videos are viewed... and by the right people.
- **Video communication is not part of the company culture** – this needs to come from the top.
- **Not having a script**



# Video Engagement Timeline (VET)





# Some Perceived Barriers to Video...

66%



66% of marketers don't make videos because they think it's too **time-consuming**

41%



41% of marketers don't make videos because they think it's too **complicated**.

37%



37% of marketers don't make videos because they think it's too **expensive**.

It doesn't have to be like that...

In order to have a good video,  
**You think you need...**

~~A camera crew~~

~~Actors~~

~~An editor~~






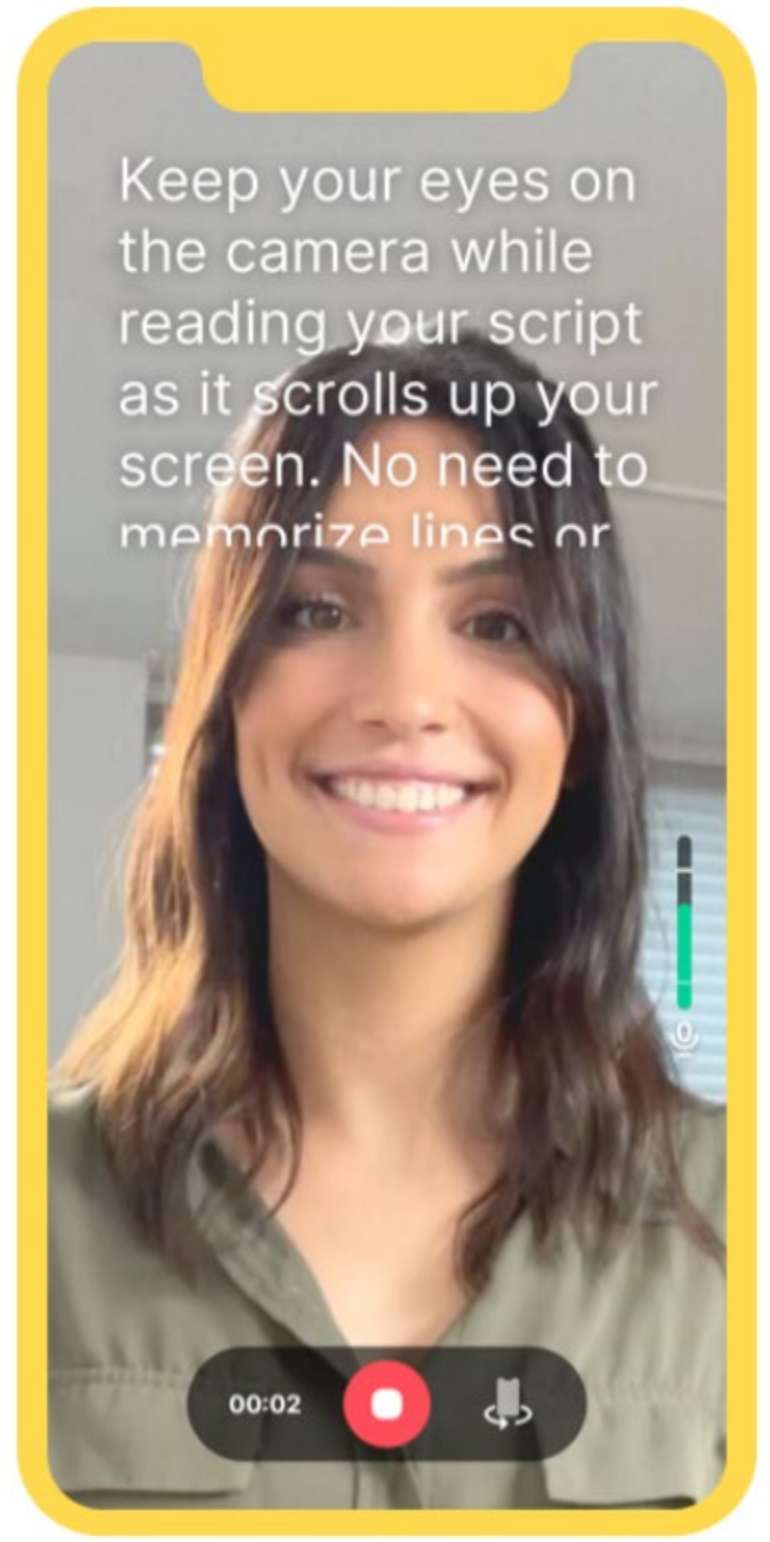
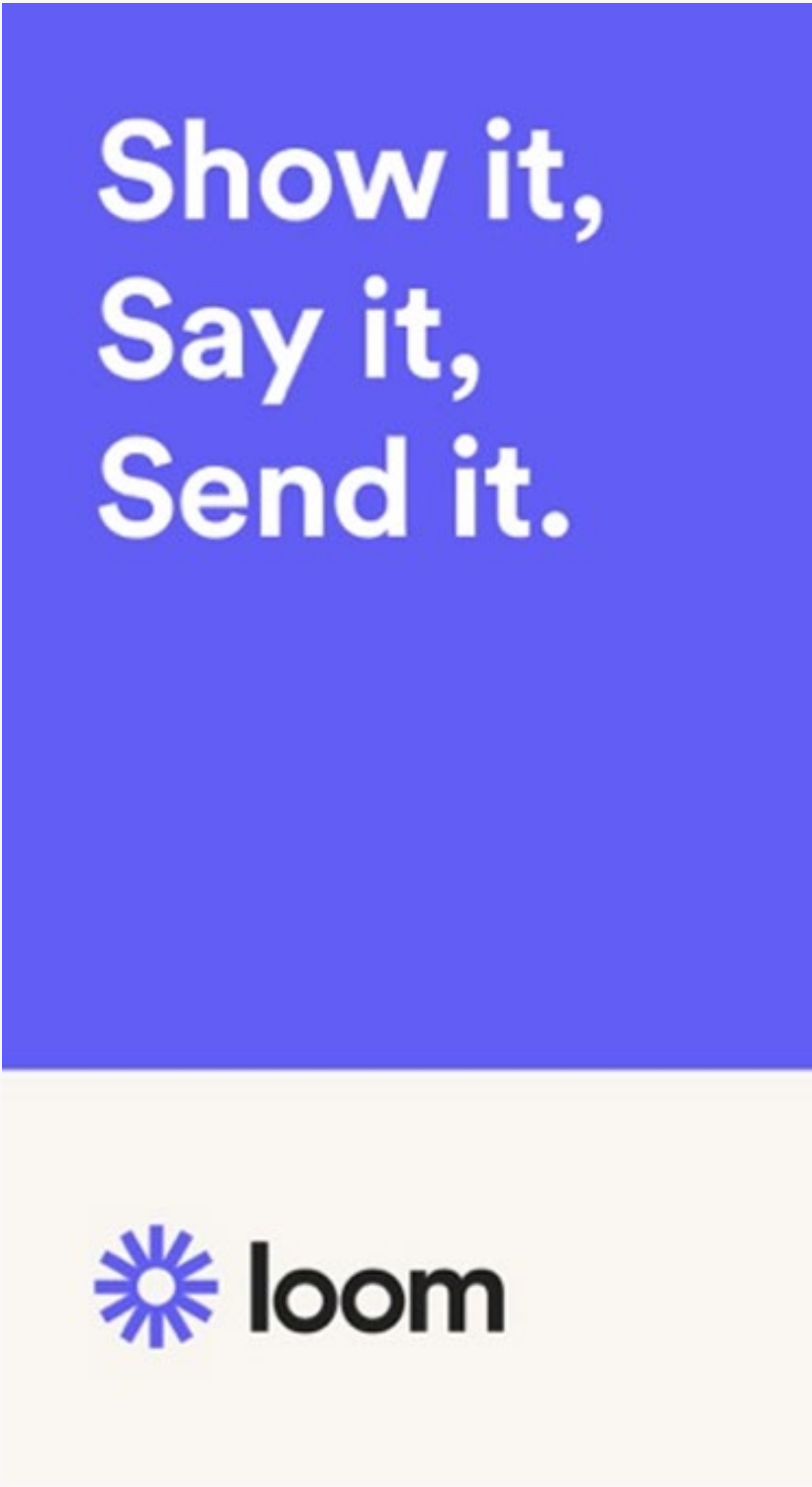
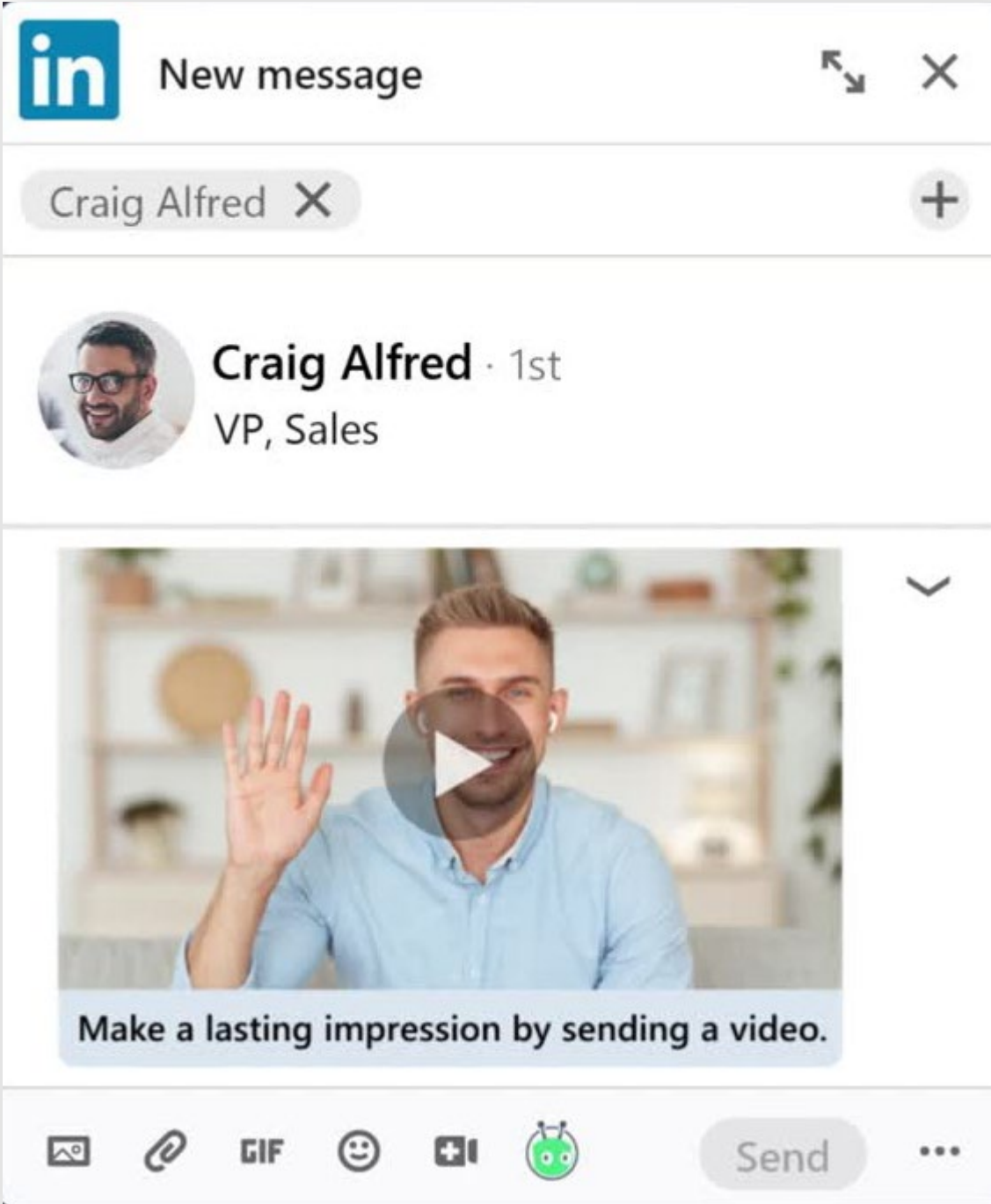
~~A set~~

~~Lighting~~

~~A professional designer~~

**But actually...**

# Video Tools to Ramp Up Your Video Effort...



# Exploring the Different Use Cases for Video

And how you can use video in your organization...

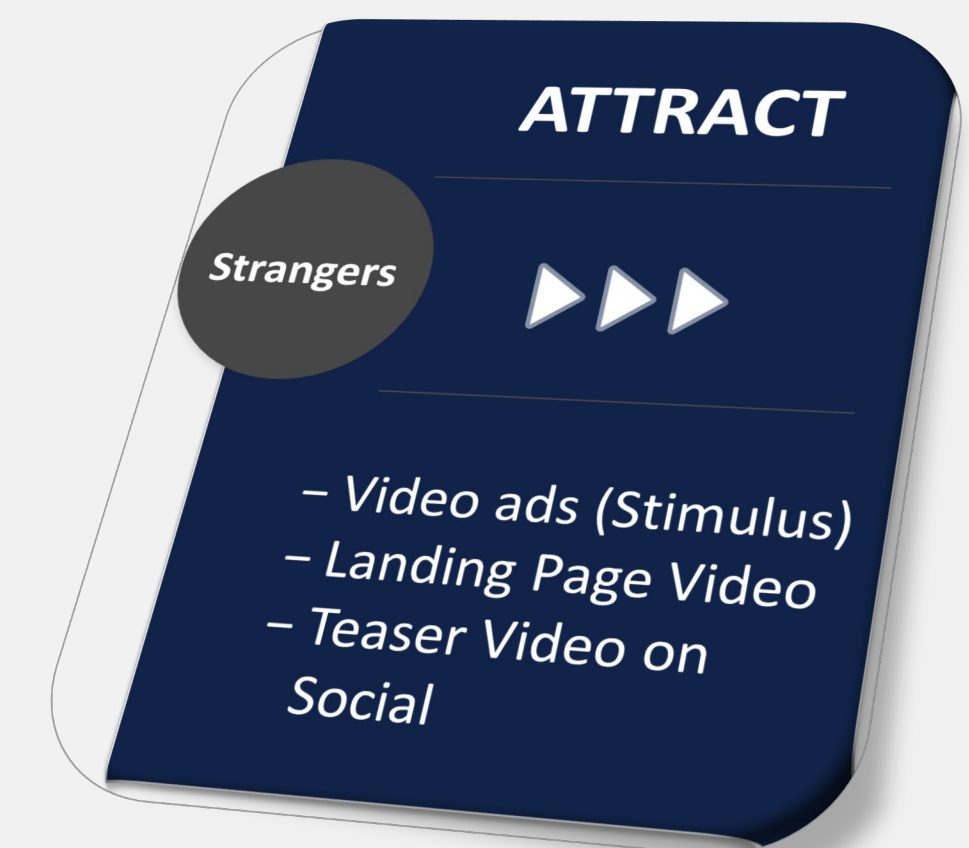


# Leveraging Video at Different Stages of the Customer Lifecycle



# Advertising with Video

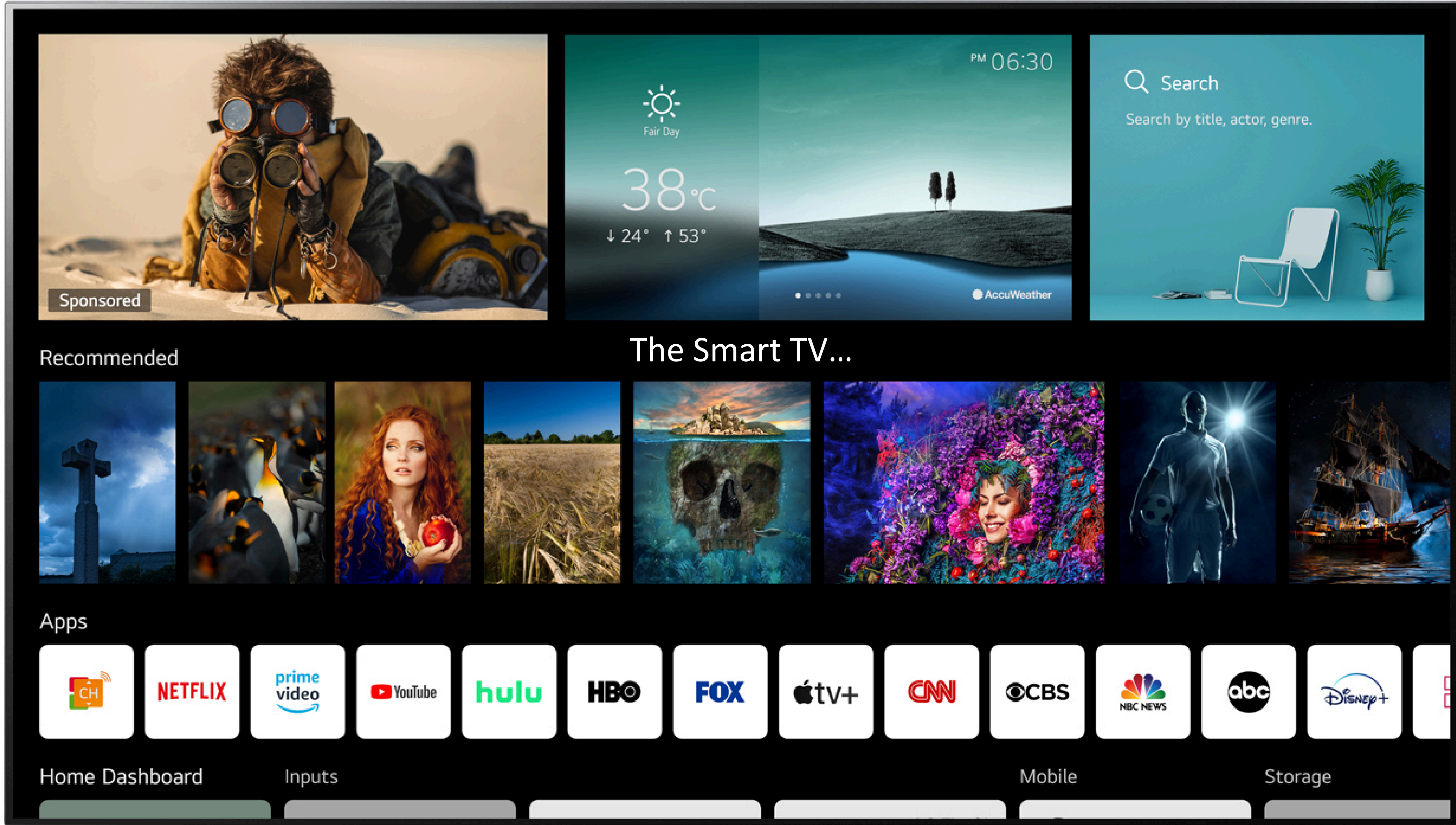
A Digital Campaign Supporting the Launch of a New Product in the UK Market







# The Evolution of TV Advertising



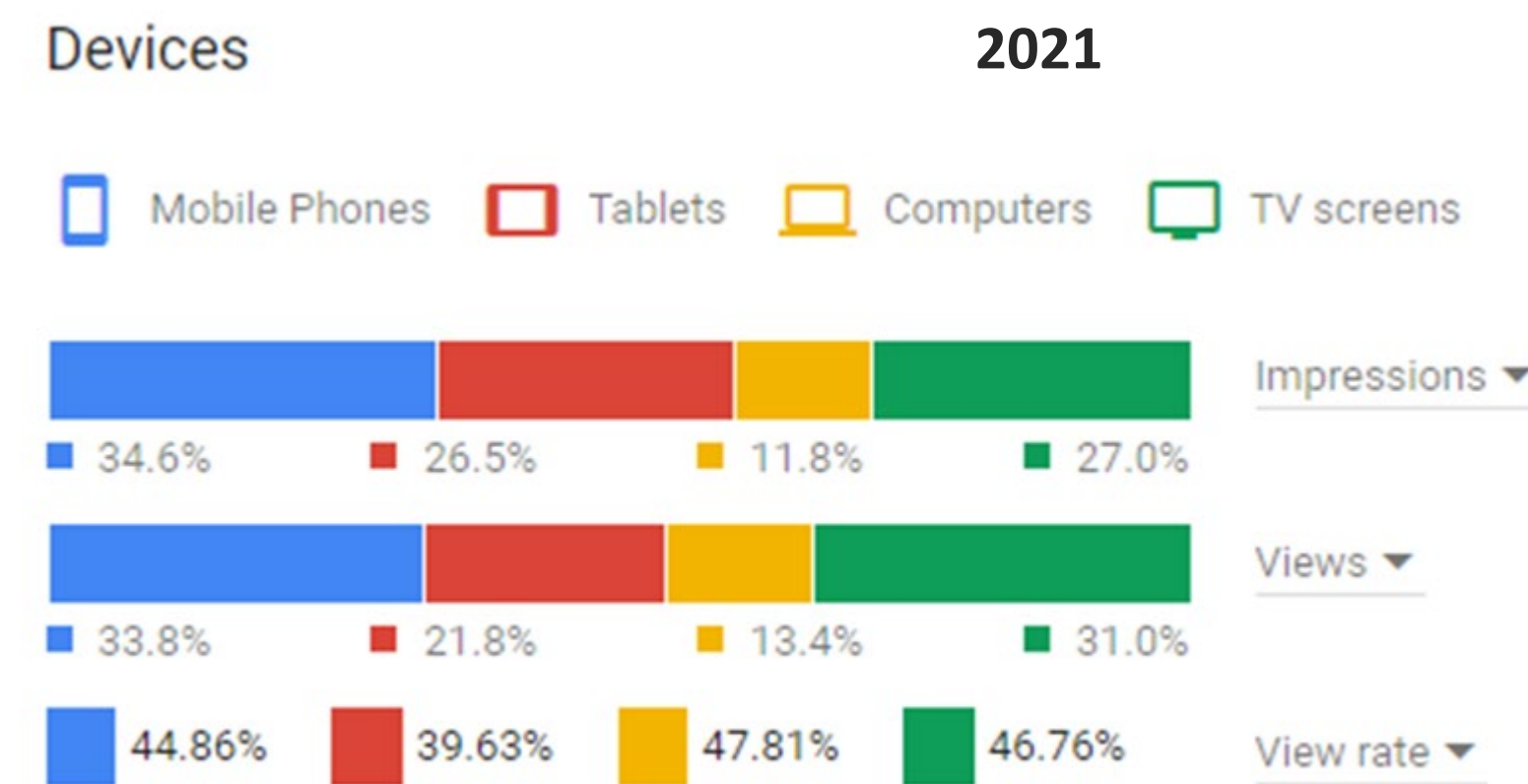
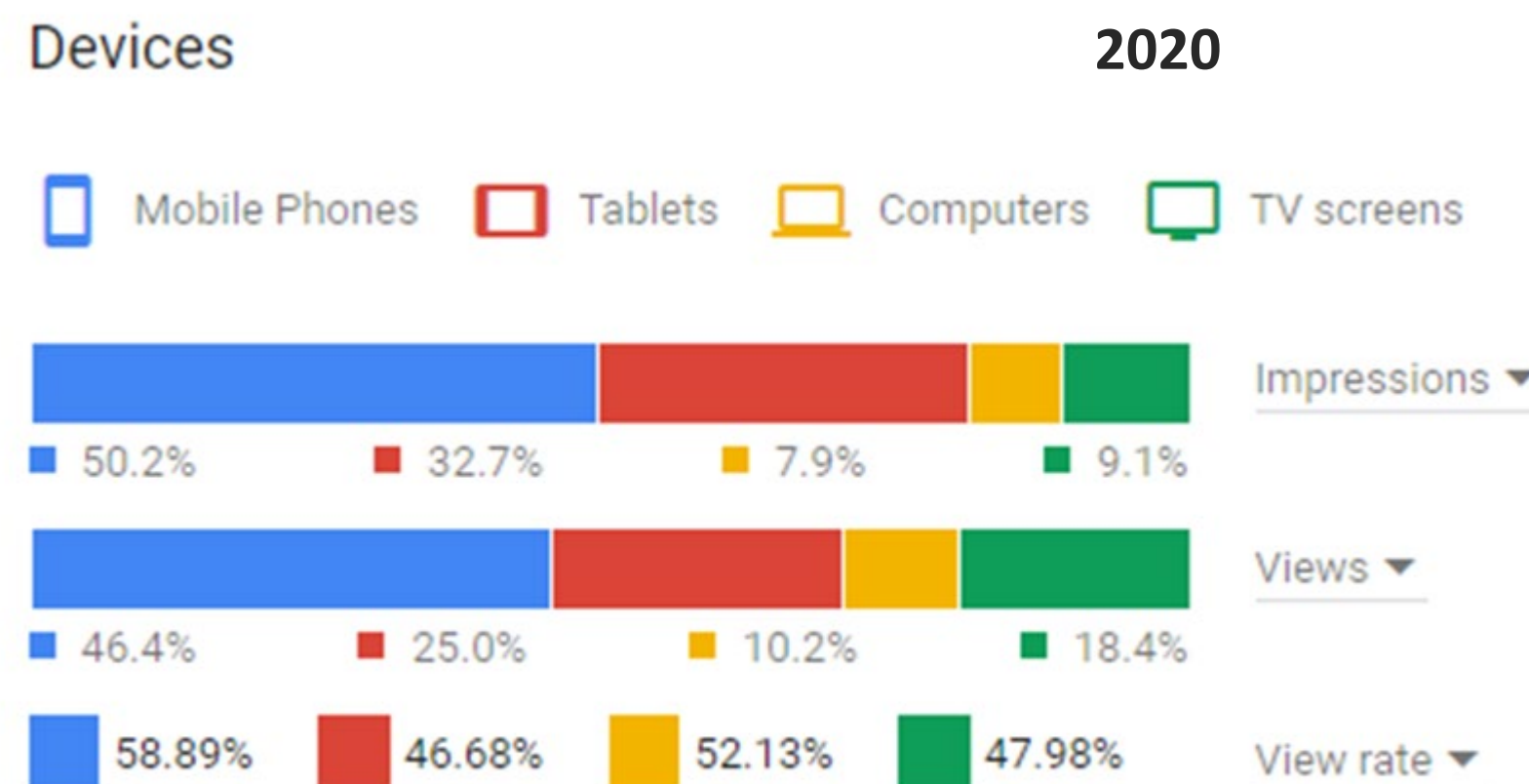
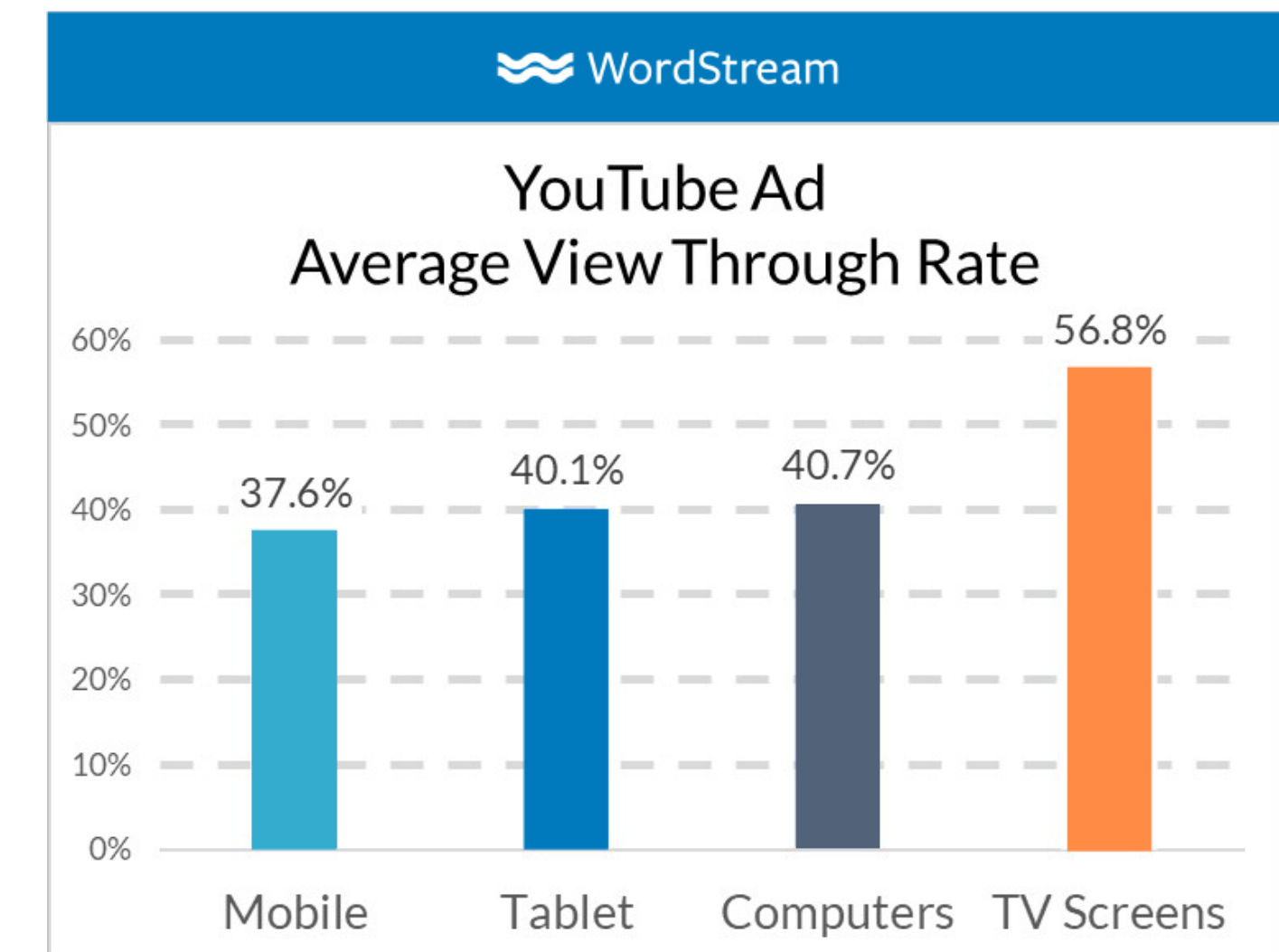
(Image credit: LG)



# The Evolution of Digital TV Advertising

## But What does that mean for us?

- If people are moving away from Standard TV viewing habits, then logic says that Advertising must move with them.
- When we look at YouTube data, we can see a steady increase in the TV Screens split in placements.
- People watching digital video ads on a TV device have a higher view through rate (no skip) because the effort to skip is higher than on a mobile device or a desktop



# Campaign Goal



Maintain current sales volumes during the period of transition from the current PET bottle to the new Elopak carton.



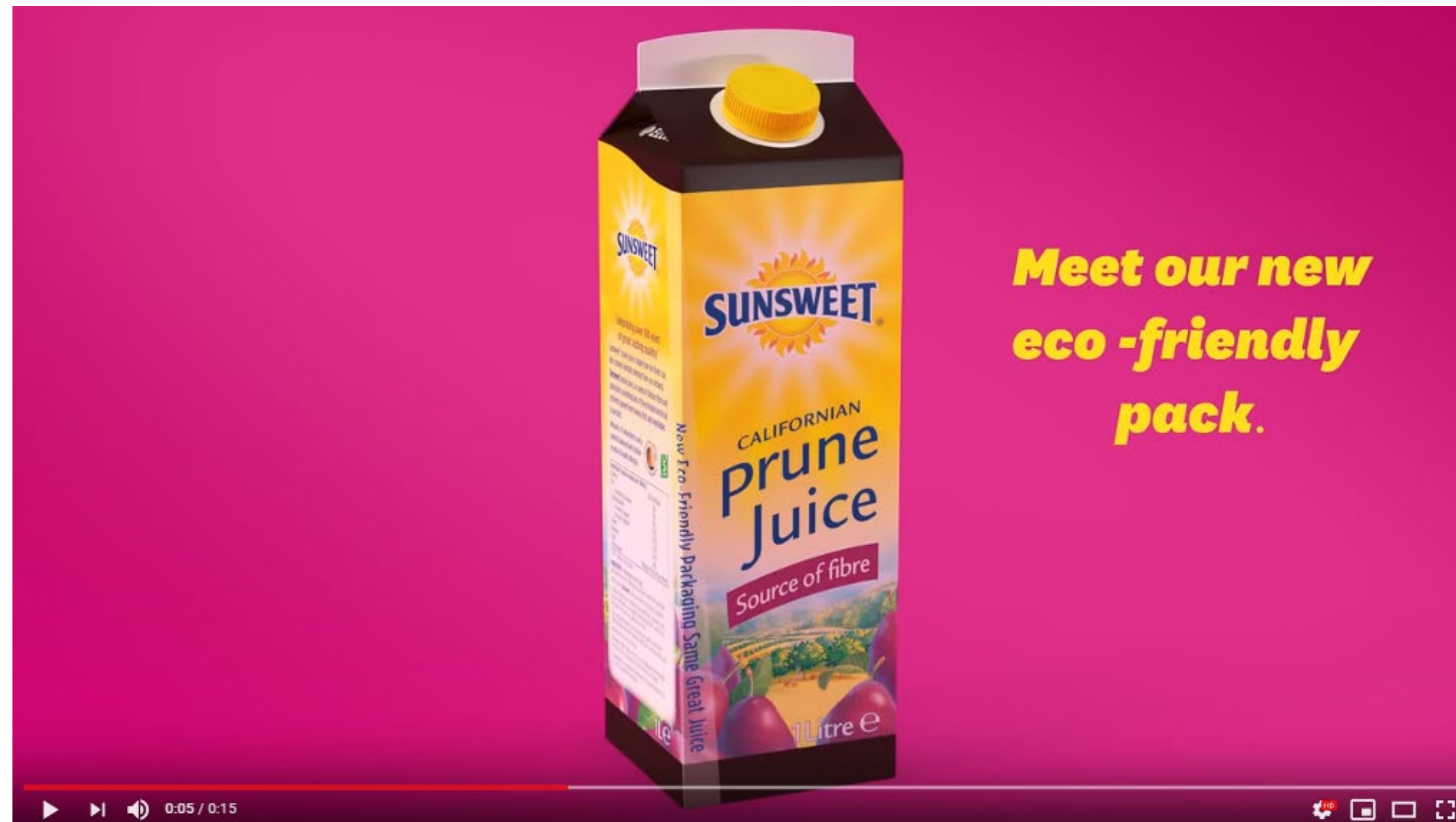




**Part of our brief was to build a creative concept to clearly demonstrate the pack change to consumers...**



# Sunsweet Elopak Launch



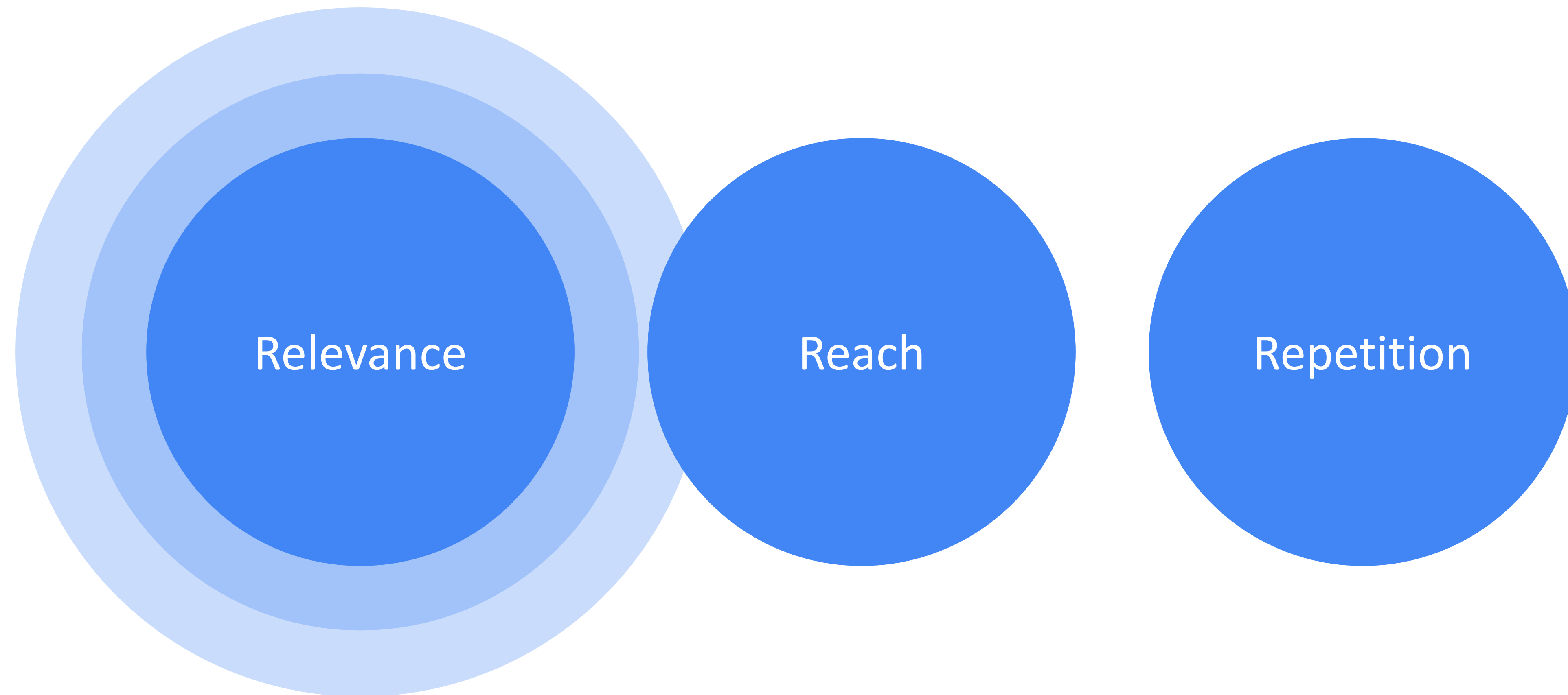
We decided on a video creative and designed an animated stop motion.

[Link to video](#)





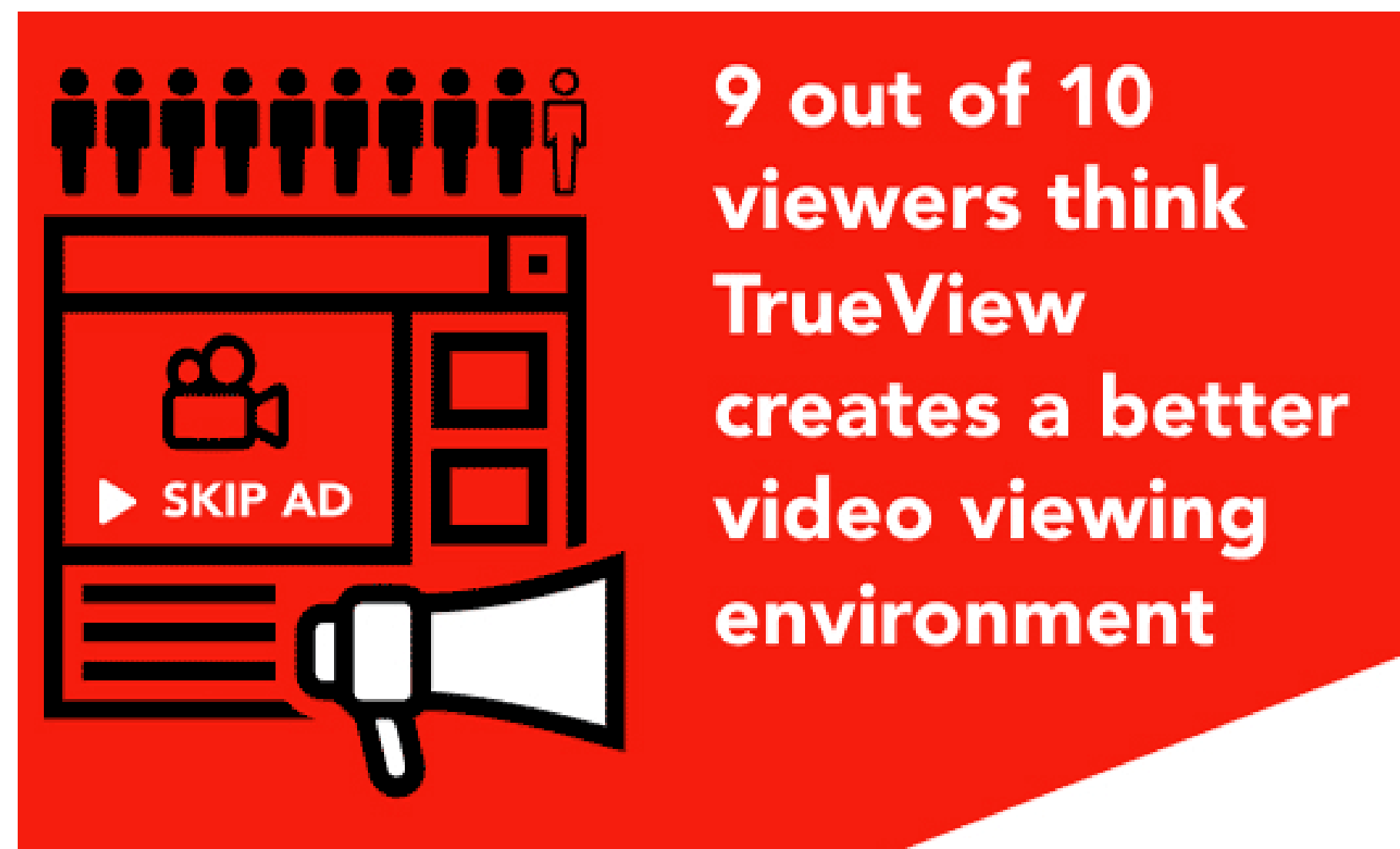
# Setting the Strategy





# YouTube's Core In-stream Ad Products

TrueView

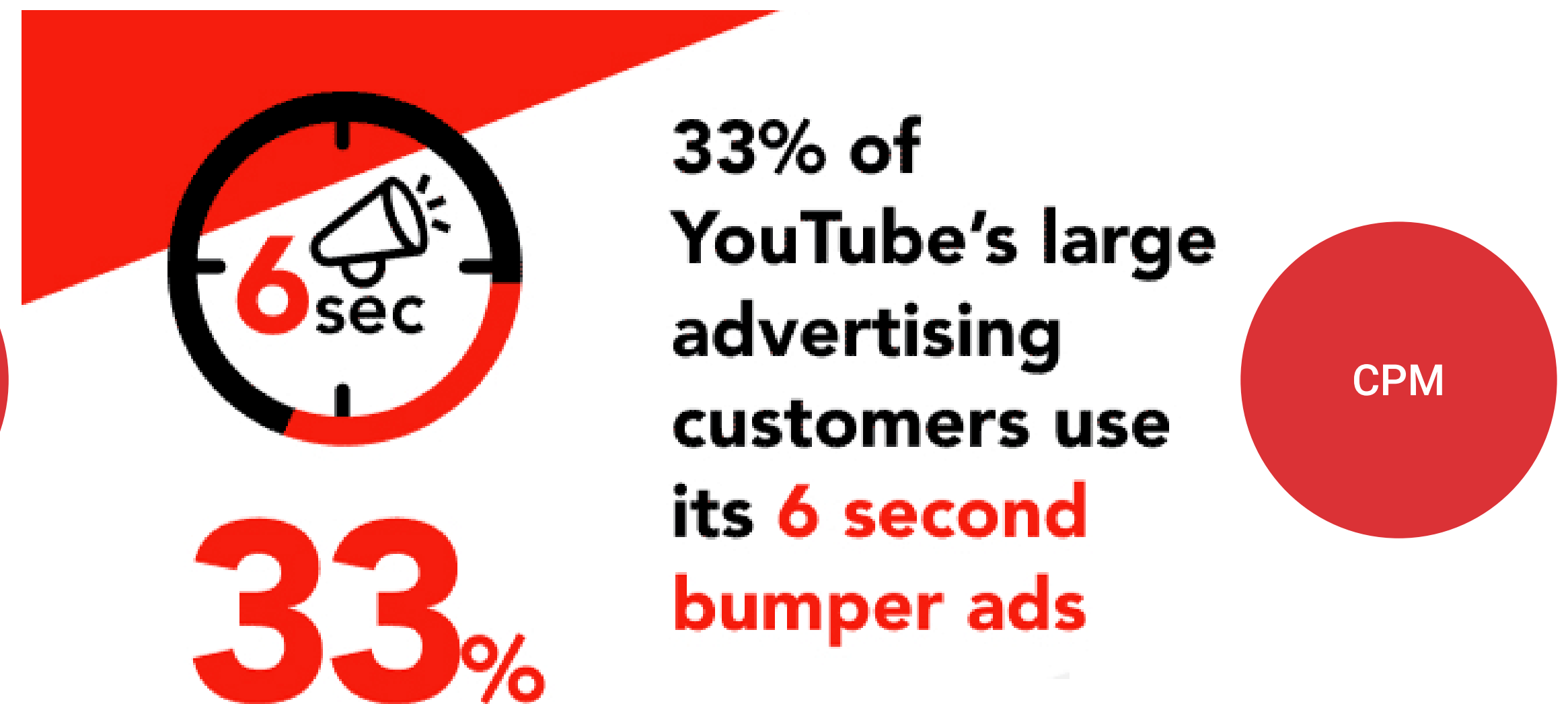


5 seconds  
*Non-skippable*

29 seconds  
*Free*

COST PER  
VIEW

Bumper



6 seconds  
*Forced view*

# Capture Attention in the First 5 Seconds

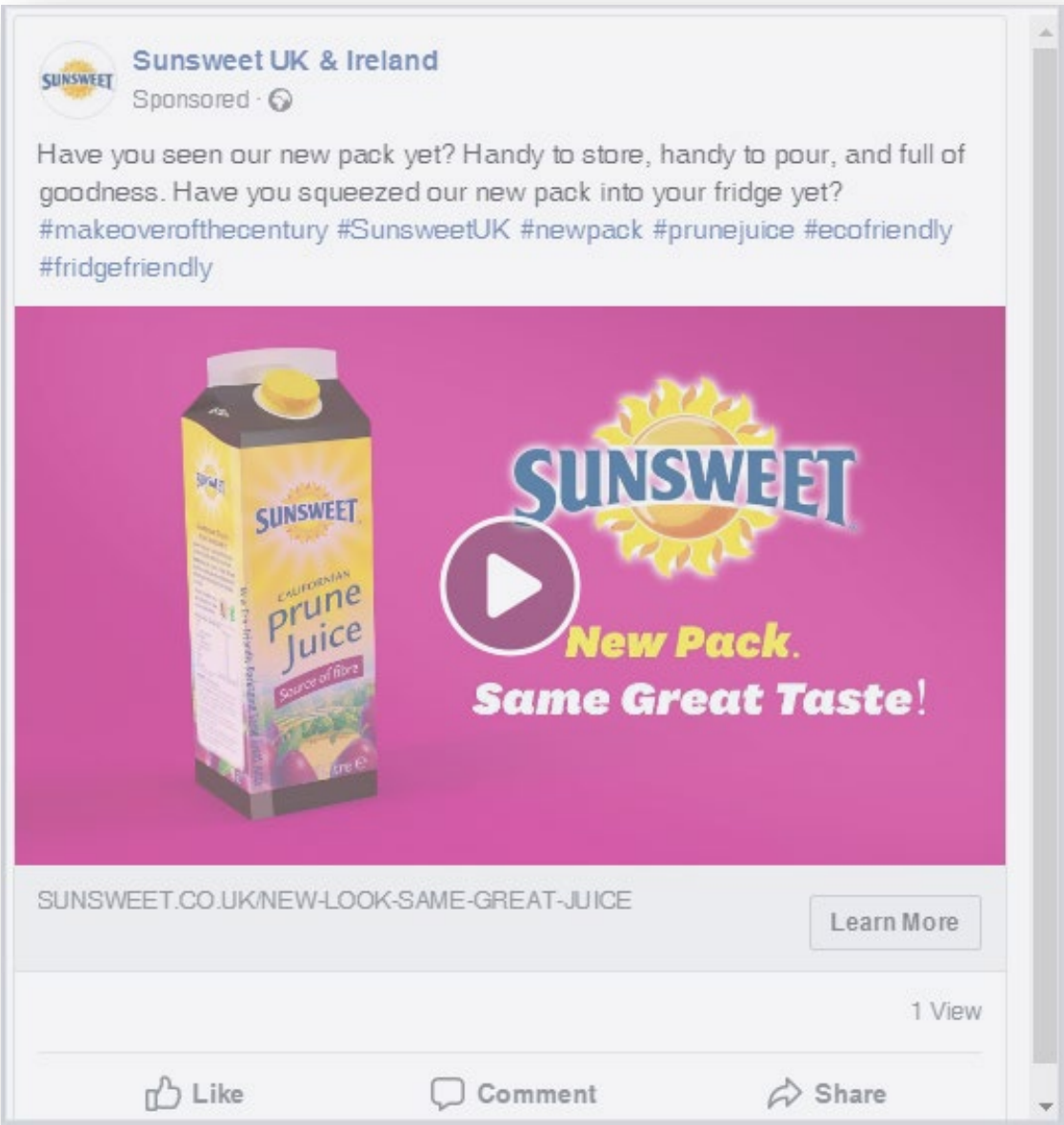
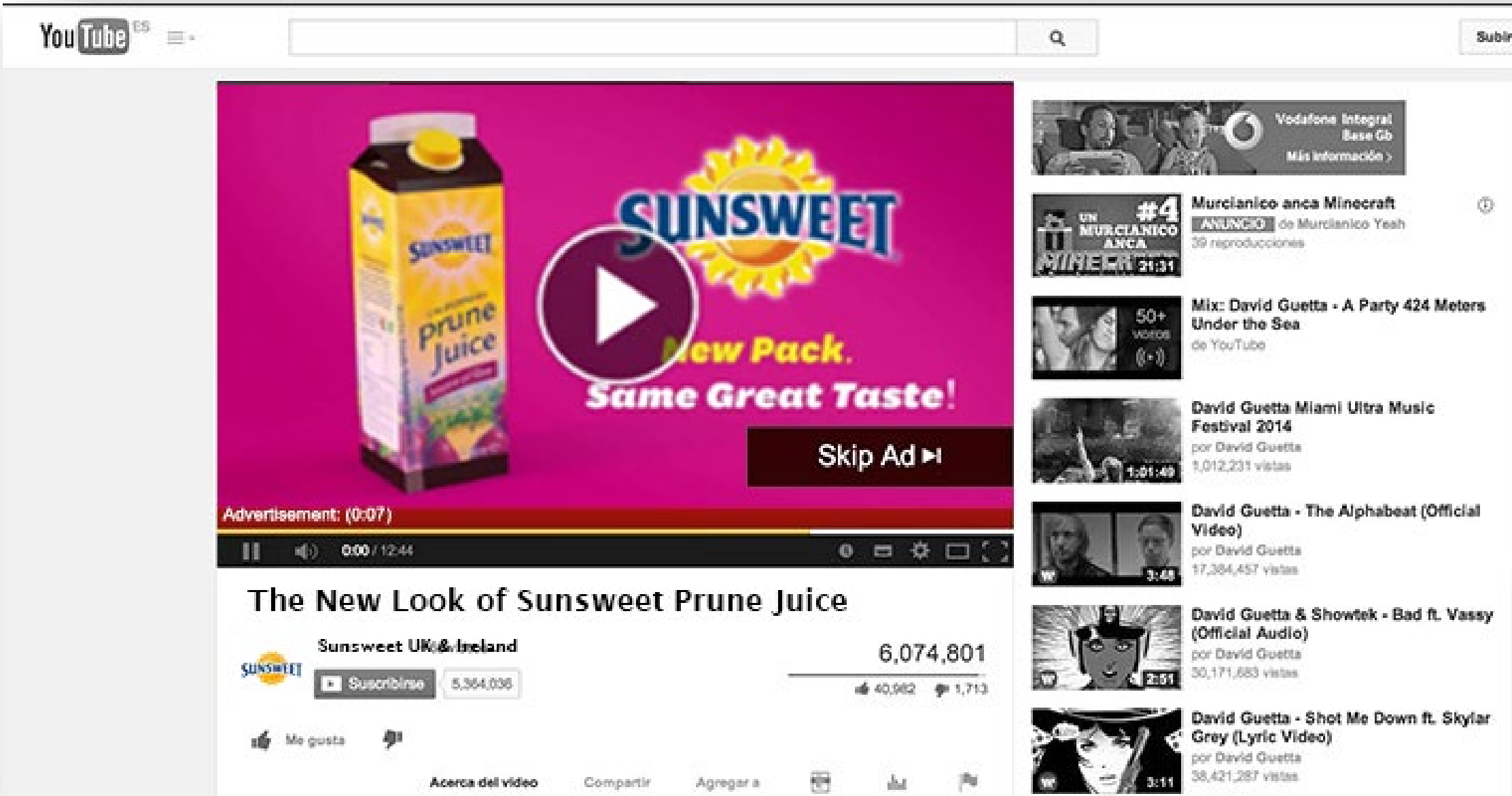
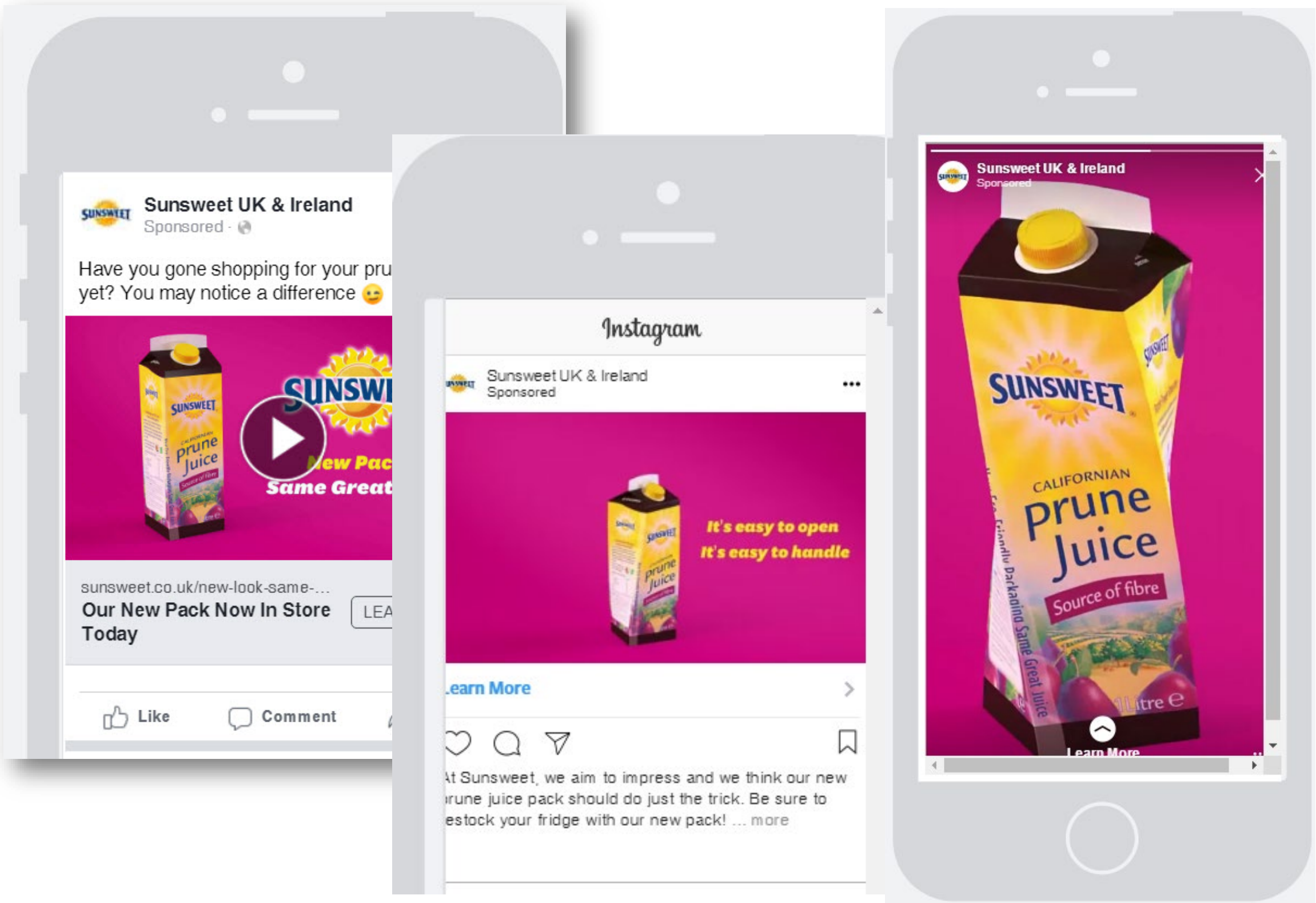
It is key to include clear branding in the first 5 seconds.

- Branding early increases ad recall, but may suppress view-through-rate.
- Using a product (rather than logo) can be more seamless.





# Video Ad Campaign





# Display Ad Campaign

New Pack. Same Great Juice | Sunsweet Prune Juice | In Your Local Store Today

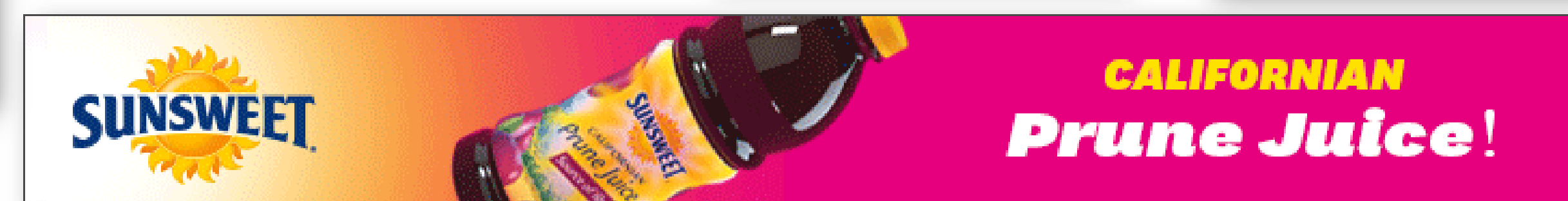
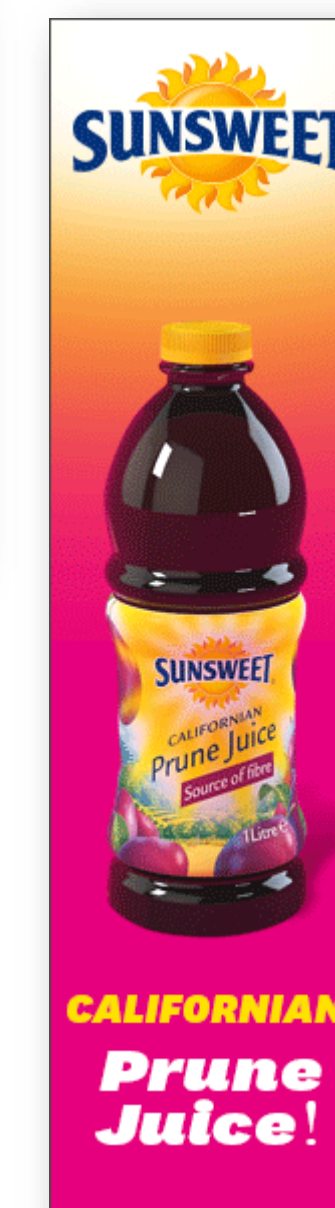
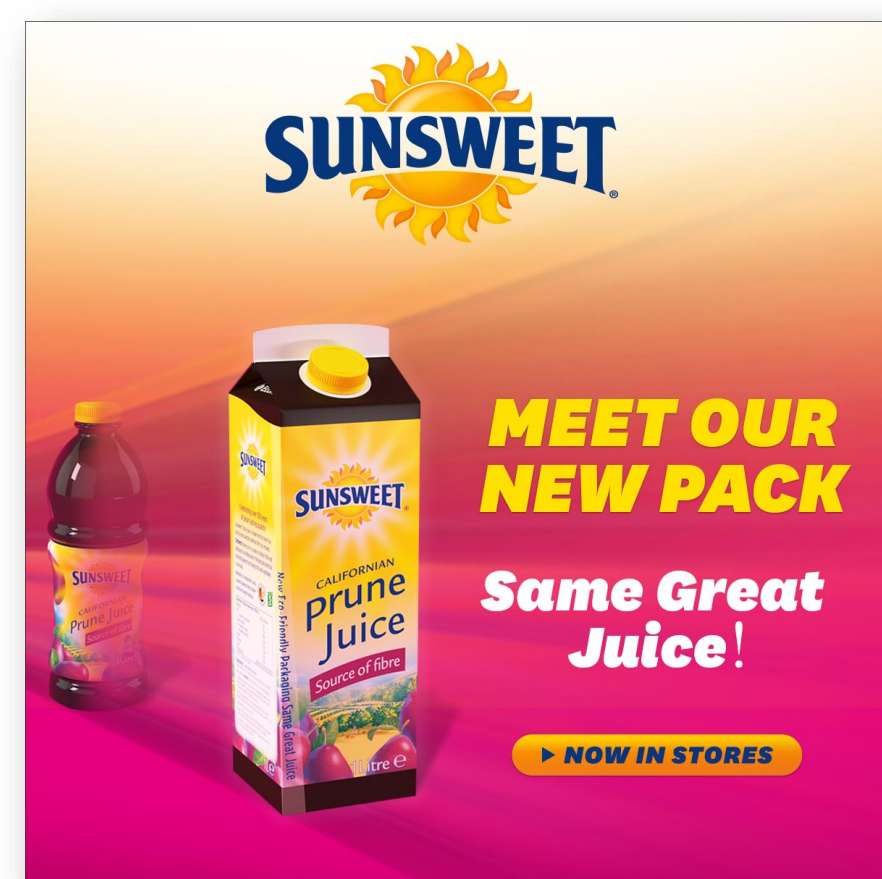
[Ad](https://sunsweet.co.uk/new-juice-pack/new-pack) [sunsweet.co.uk/new-juice-pack/new-pack](https://sunsweet.co.uk/new-juice-pack/new-pack)

Easy to Open and Easy to Handle. Fits in your Fridge with Same Great Taste. Eco-Friendly & Recyclable. Tastes as Good as Ever. Find it in Store Today.

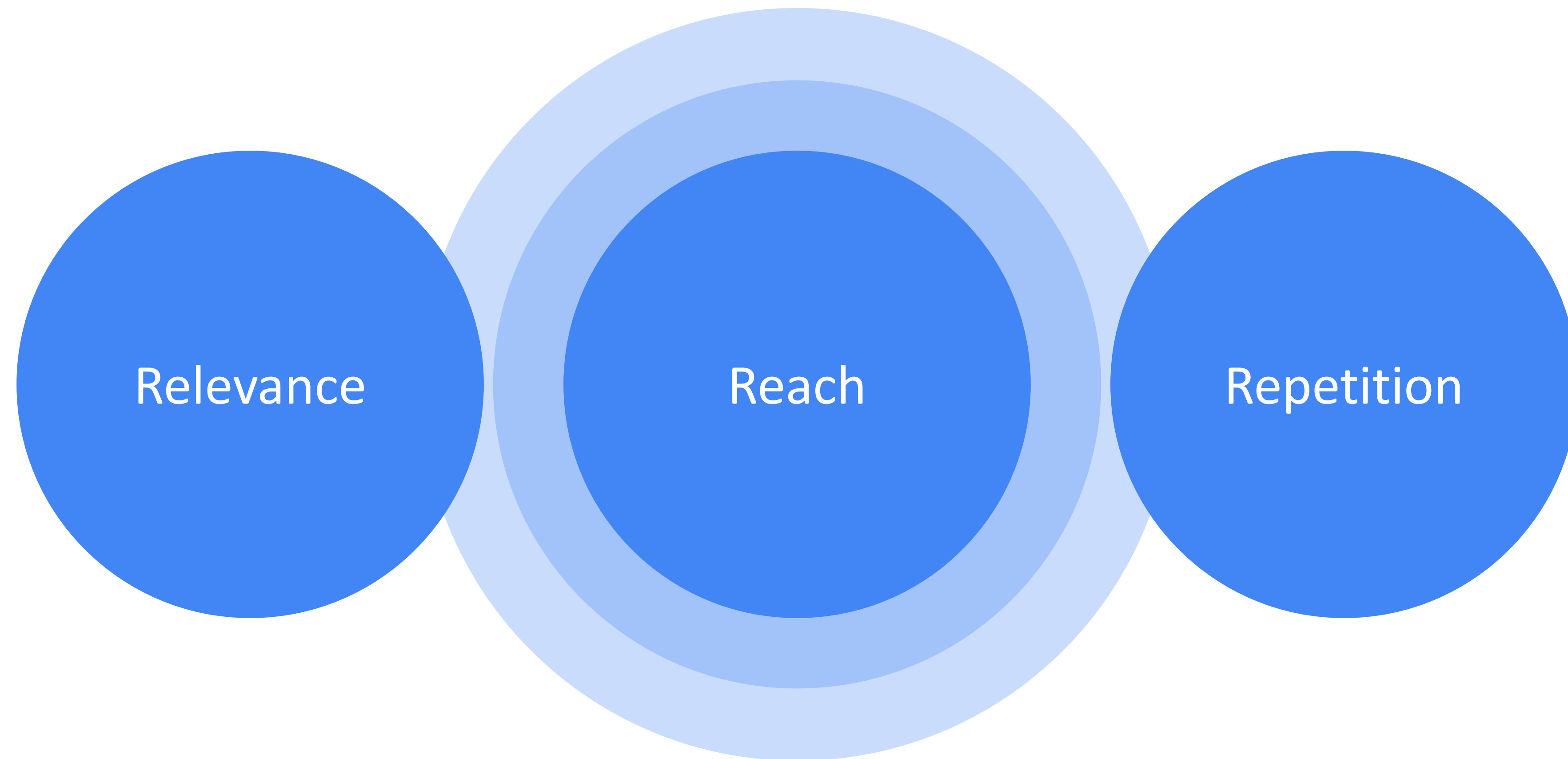
New Pack. Same Great Juice | Sunsweet Prune Juice

[Ad](https://sunsweet.co.uk/new-juice-pack/new-pack) [sunsweet.co.uk/new-juice-pack/new-pack](https://sunsweet.co.uk/new-juice-pack/new-pack)

Easy to Open and Easy to Handle. Fits in your Fridge with Same Great Taste. Eco-Friendly & Recyclable. Tastes as Good as Ever. Find it in Store Today.







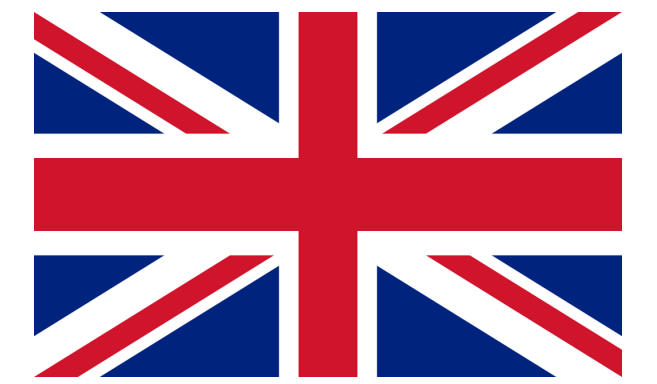
*“Content is king, but  
distribution is queen and  
she wears the pants.”*

*Jonathan Perelman, BuzzFeed*

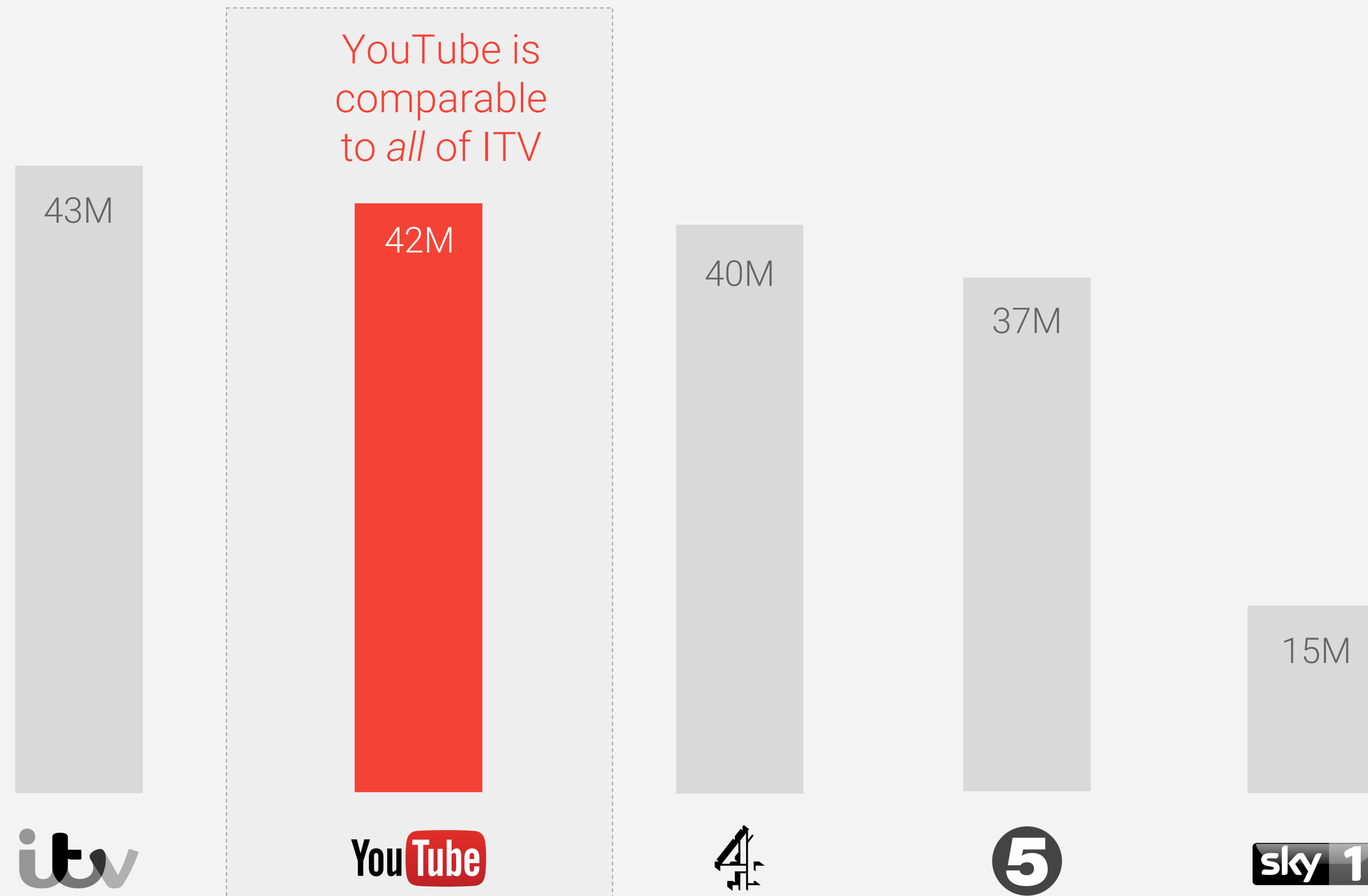




# Monthly Unique Viewers



34



# UK Audience Size in Facebook



35

Locations \*

INCLUDED LOCATIONS

United Kingdom

Include ▾ Add a country group, marketing area, country, state/province, city, ZIP or an address

People who live in this location ▾

Advanced options:

Languages

DEMOGRAPHICS

Gender

All ☒

Male ☐

Female ☐

Age (years)

18

→

65

+

Audience

43,000,000 people

YOUR AD TARGETS PEOPLE:

- Location - Living In: United Kingdom
- Age: 18 - 65+
- Placements: News Feed on mobile devices, News Feed on desktop computers or Instagram Feed
- Interest expansion: Off

Audience

7,400,000 people

YOUR AD TARGETS PEOPLE:

- Location - Living In: United Kingdom
- Age: 18 - 24
- Placements: News Feed on mobile devices, News Feed on desktop computers or Instagram Feed
- Interest expansion: Off

Audience

11,000,000 people

YOUR AD TARGETS PEOPLE:

- Location - Living In: United Kingdom
- Age: 25 - 34
- Placements: News Feed on mobile devices, News Feed on desktop computers or Instagram Feed
- Interest expansion: Off

Audience

8,400,000 people

YOUR AD TARGETS PEOPLE:

- Location - Living In: United Kingdom
- Age: 35 - 44
- Placements: News Feed on mobile devices, News Feed on desktop computers or Instagram Feed
- Interest expansion: Off

Audience

7,100,000 people

YOUR AD TARGETS PEOPLE:

- Location - Living In: United Kingdom
- Age: 45 - 54
- Placements: News Feed on mobile devices, News Feed on desktop computers or Instagram Feed
- Interest expansion: Off

Audience

8,500,000 people

YOUR AD TARGETS PEOPLE:

- Location - Living In: United Kingdom
- Age: 55 - 65+
- Placements: News Feed on mobile devices, News Feed on desktop computers or Instagram Feed
- Interest expansion: Off



## Cooking

**Audience**  
**13,000,000 people**

3

YOUR AD TARGETS PEOPLE:

- Location - Living In: United Kingdom
- Age: 18 - 65+
- Placements: News Feed on mobile devices, News Feed on desktop computers or Instagram Feed
- Interest expansion: Off
- Detailed Targeting (2):**  
Interests (2) > Baking or Recipes

## Natural Remedies

**Audience**  
**1,900,000 people**

3

YOUR AD TARGETS PEOPLE:

- Location - Living In: United Kingdom
- Age: 18 - 65+
- Placements: News Feed on mobile devices, News Feed on desktop computers or Instagram Feed
- Interest expansion: Off
- Detailed Targeting (2):**  
Interests (2) > Natural Home remedies or Wellness (alternative medicine)



# Interest Targeting

## Digestion

**Audience**  
**1,000,000 people**

3

YOUR AD TARGETS PEOPLE:

- Location - Living In: United Kingdom
- Age: 18 - 65+
- Placements: News Feed on mobile devices, News Feed on desktop computers or Instagram Feed
- Interest expansion: Off
- Detailed Targeting (2):**  
Interests (2) > Digestion or IBS

## Pregnancy

**Audience**  
**9,000,000 people**

3

YOUR AD TARGETS PEOPLE:

- Location - Living In: United Kingdom
- Age: 18 - 65+
- Placements: News Feed on mobile devices, News Feed on desktop computers or Instagram Feed
- Interest expansion: Off
- Detailed Targeting (4):**  
Interests (4) > Pregnancy Exercise or Nutrition and pregnancy or Fit Pregnancy or Pregnancy

## Physical Exercise

**Audience**  
**20,000,000 people**

3

YOUR AD TARGETS PEOPLE:

- Location - Living In: United Kingdom
- Age: 18 - 65+
- Placements: News Feed on mobile devices, News Feed on desktop computers or Instagram Feed
- Interest expansion: Off
- Detailed Targeting (2):**  
Interests (2) > Physical exercise or Yoga

## UK Grocery Retail

**Audience**  
**15,000,000 people**

3

YOUR AD TARGETS PEOPLE:

- Location - Living In: United Kingdom
- Age: 18 - 65+
- Placements: News Feed on mobile devices, News Feed on desktop computers or Instagram Feed
- Interest expansion: Off
- Detailed Targeting (7):**  
Interests (7) > Tesco or Morrisons or Waitrose or Asda or Holland & Barrett or Ocado or Booths

## Natural Foods

**Audience**  
**6,300,000 people**

3

YOUR AD TARGETS PEOPLE:

- Placements: News Feed on mobile devices, News Feed on desktop computers or Instagram Feed
- Interest expansion: Off
- Detailed Targeting (9):**  
Interests (9) > Fresh and Natural Foods or Natural foods or Organic food or Whole Foods Market or Whole food or Farm-to-table or Farmers' market or Natural product or Sustainable products

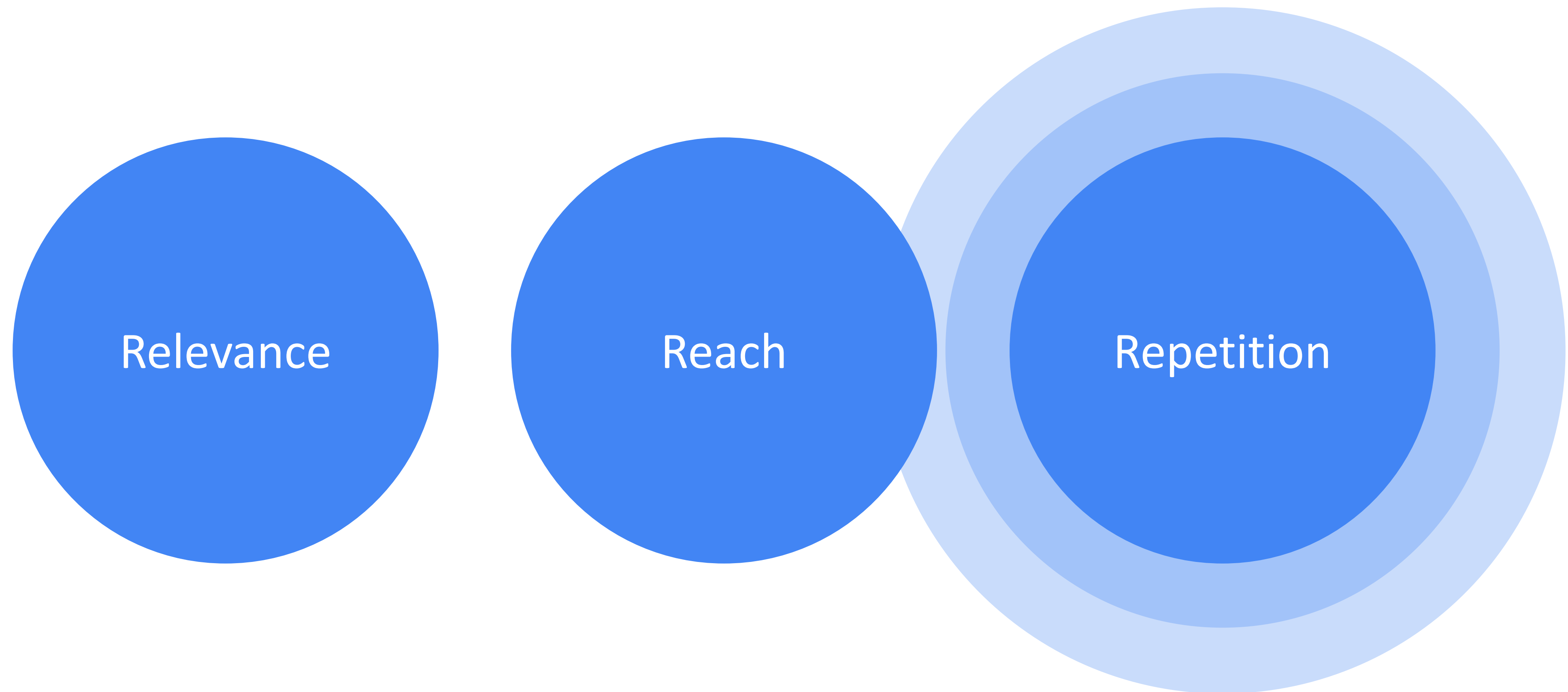
## Outdoor Enthusiast

**Audience**  
**15,000,000 people**

3

YOUR AD TARGETS PEOPLE:

- Location - Living In: United Kingdom
- Age: 18 - 65+
- Placements: News Feed on mobile devices, News Feed on desktop computers or Instagram Feed
- Interest expansion: Off
- Detailed Targeting (7):**  
Interests (7) > Boating or Camping or Fishing or Surfing or Mountain biking or Horseback riding or Hunting



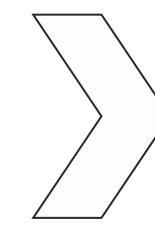


# How Do You Grow a Brand?

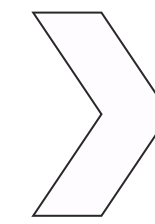
“**Find potential customers** of the category and light users of your brand,

**speak to all of them**, often; especially prior to purchase,

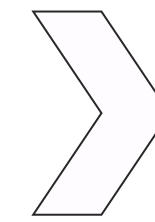
and **make it easy for them** to remember, find and buy your product”.



**Reach**

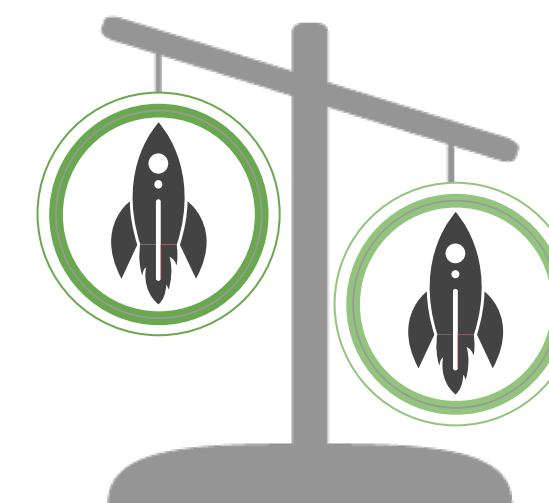


**Frequency**



**Memorability**

# Overall Ad Recall Lift Performance Versus Benchmarks



\*Benchmarked against studies from similar size FMCGs, in the UK - released in the past 12 months.

Performance Quartiles

1st quartile, top 25% performing studies

Benchmark Awareness Lift

>49.9%

Sunsweet Recall Lift

61.2%

*Well above FMCG benchmark of the **top 25% performing studies**.  
This tells us that the ad creative stood out and that it resonated with our audience.*





# Lead Nurture with Video

How you can engage leads with video



Influencer Marketing: What Are Micro-Influencers?

June 11, 2019

HOME | INFLUENCER MARKETING: WHAT ARE MICRO-INFLUENCERS?

Show All

SOCIAL

SHARE ON FACEBOOK | TWEET ON TWITTER | SHARE ON LINKEDIN

Influencer marketing has become an extremely effective way for businesses to promote their brand, products and/or services. In 2019, influencer marketing is not only maintaining its foothold – it's continuing to grow. What is influencer marketing? In a nutshell, it's when a business collaborates or partners with an influential person (or people) to promote something. It could be for a new product launch, a specific marketing campaign, a particular service, you name it.



Since there are many facets of influencer marketing, we will focus mainly on the topic of micro-influencers in this blog post.

What are micro-influencers?

Later describes micro-influencers as people who have a significant, but not massive, social media following. This number is subjective and can range from anywhere between 10,000 to 500,000 followers. The exact number usually depends on who you talk to and the influencer market you are targeting. Micro-influencers have specific niche audiences that are deeply engaged and connected to them. Whether you're a beauty, fitness, fashion, lifestyle, wellness, food or travel brand, there is probably a large pool of micro-influencers available to reach out to.



Blog

What sets micro-influencers apart from macro-influencers?

For starters, major social media influencers (or macro-influencers) have attained some sort of "celebrity status". These types of influencers often have hundreds of thousands (or even millions) of followers, and it probably costs an arm and a leg just to have them promote or endorse a brand's product or service. These types of influencers also tend to lead more lavish lifestyles than your average consumer. Some extreme and notable examples of influencers that fall into this bubble are the Jenners and Kardashians.

The Current Challenge

Earlier this month, Instagram rolled out a new feature in Canada, **hiding the number of likes on users' posts**. This experiment to make the number of likes appear less prominent on Instagram feeds and profiles aims to shift the focus from a "popularity contest" to the authenticity and quality of content. This is only a test market, so there is no news about any changes coming to Europe, but it will be interesting to see if or how this impacts influencer marketing.

BigCommerce states that 65% of influencer marketing budgets will increase in 2019, so there is still time for you to make it part of your marketing strategy.

Need Help With Influencer Marketing?

Contact Us!

Meet The Team

# Transform Existing Content with Video



Video posts on social media get **12 times more engagement** than photo and text combined.



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## Closing with Video



# Bring Your Professional Story to Life...



**Cormac Farrelly**  
Digital Strategist and Creative Marketer helping companies grow their business online  
Ireland · [Contact info](#)  
500+ connections

[Open to](#) [Add section](#) [More](#)

Show recruiters you're open to work — you control who sees this.  
[Get started](#)

Find potential clients by showcasing the services you provide.  
[Get started](#)

**WSI** We Simplify the Internet (WSI)  
**National University of Ireland, Galway**

LinkedIn Cover Stories allow **you to record a 30-second video clip of yourself** that you can add to your LinkedIn profile. The story is displayed as a frame on top of your regular profile picture.





# What Equipment Do You Need to Get Started?



Webcam



Tripod



Lav Mic



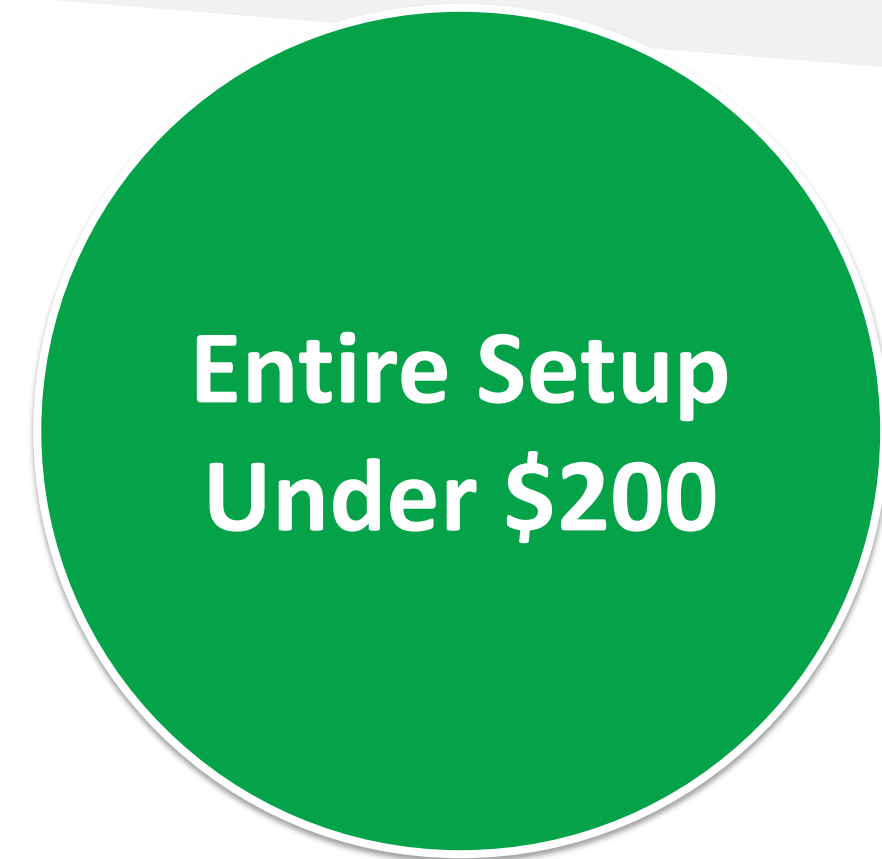
Portable  
Green  
Screen



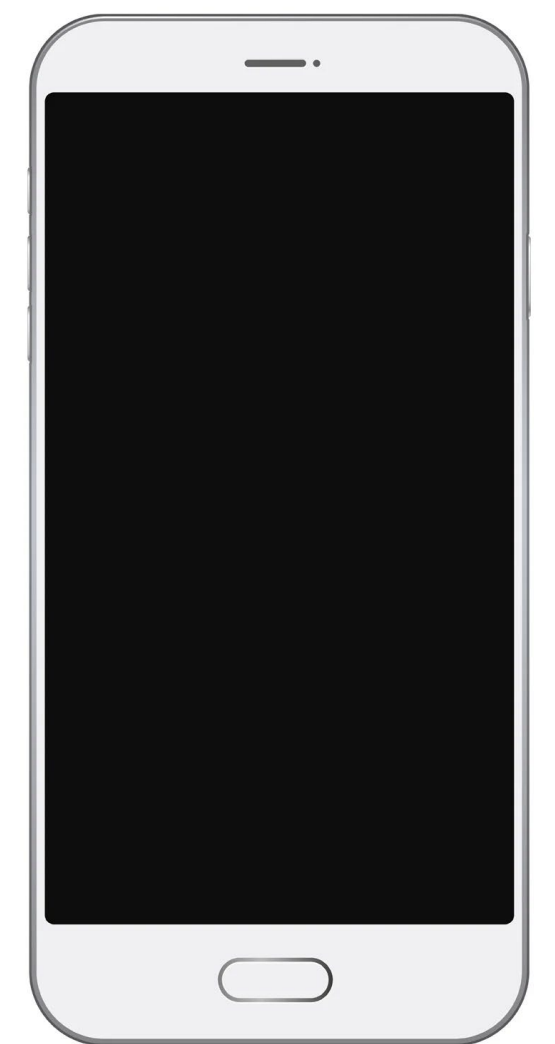
Lighting



Laptop  
Adapter



Entire Setup  
Under \$200





# How I developed My LinkedIn Cover Story



Did you know the number one reason why businesses fail is not having a solid Marketing and Sales strategy. That's where I can help.

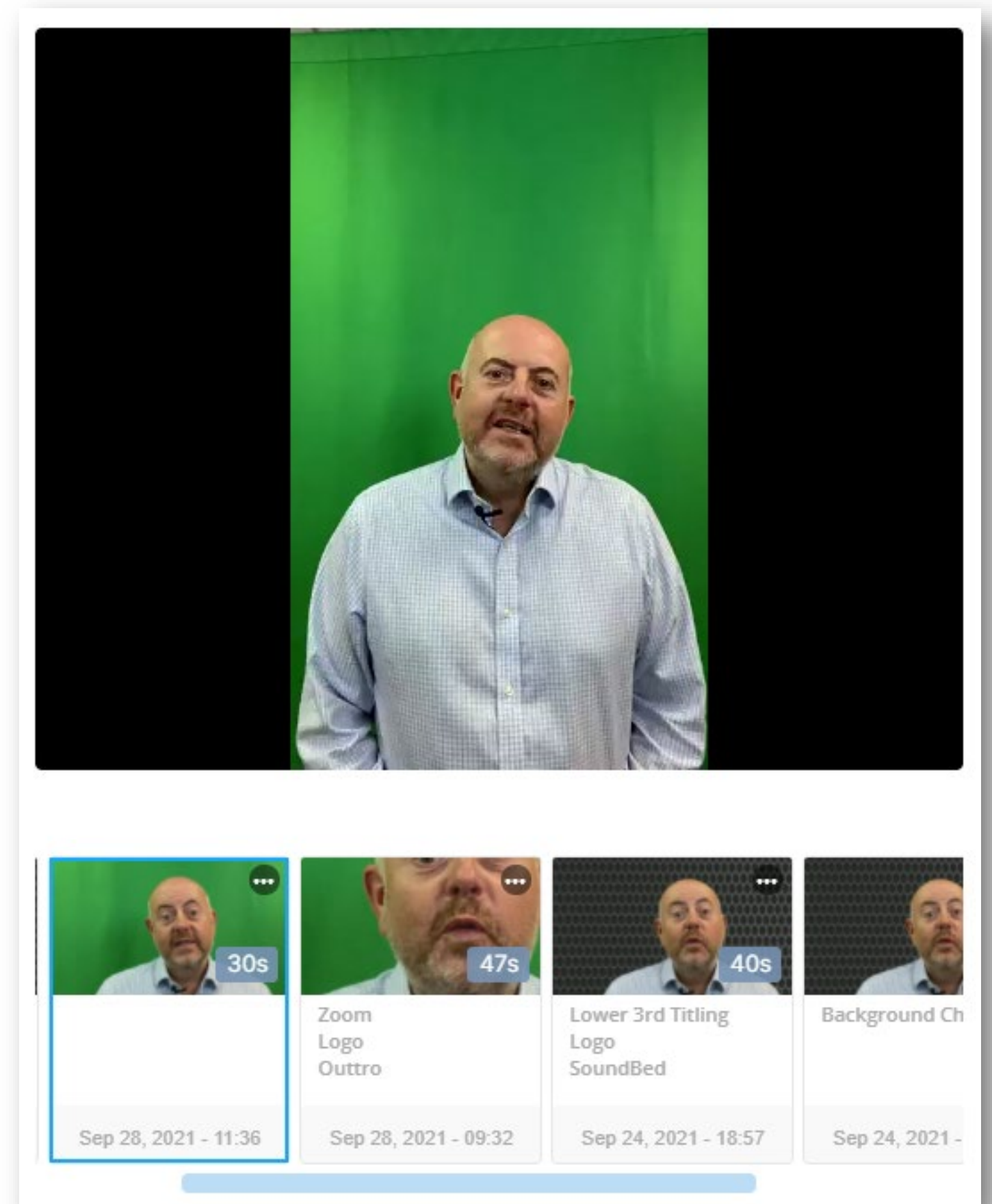


Set Camera & Mic

00:00



[Link to video](#)



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# Video Testimonials





## We Strive to Change the Lives of the People We Help

In helping businesses do better marketing, WSI wants to make a difference. Not just with more leads or sales. But by fostering lasting, life-changing growth in the people we work with.

Sophisticated Forecasting model built on Key Performance Indicators (KPIs)

Predict campaign results based on financial investment

Makes it easy to report back on performance



## Ready to Grow Your Business?

We take the time to understand your organization and customers, and then build a strategy that is aligned and capable of delivering remarkable results. When you invest in any of WSI's digital marketing solutions, you'll have some of the top minds in the industry working on your vision.

**TALK TO US. WE CAN HELP!**

# Customer Video Testimonials



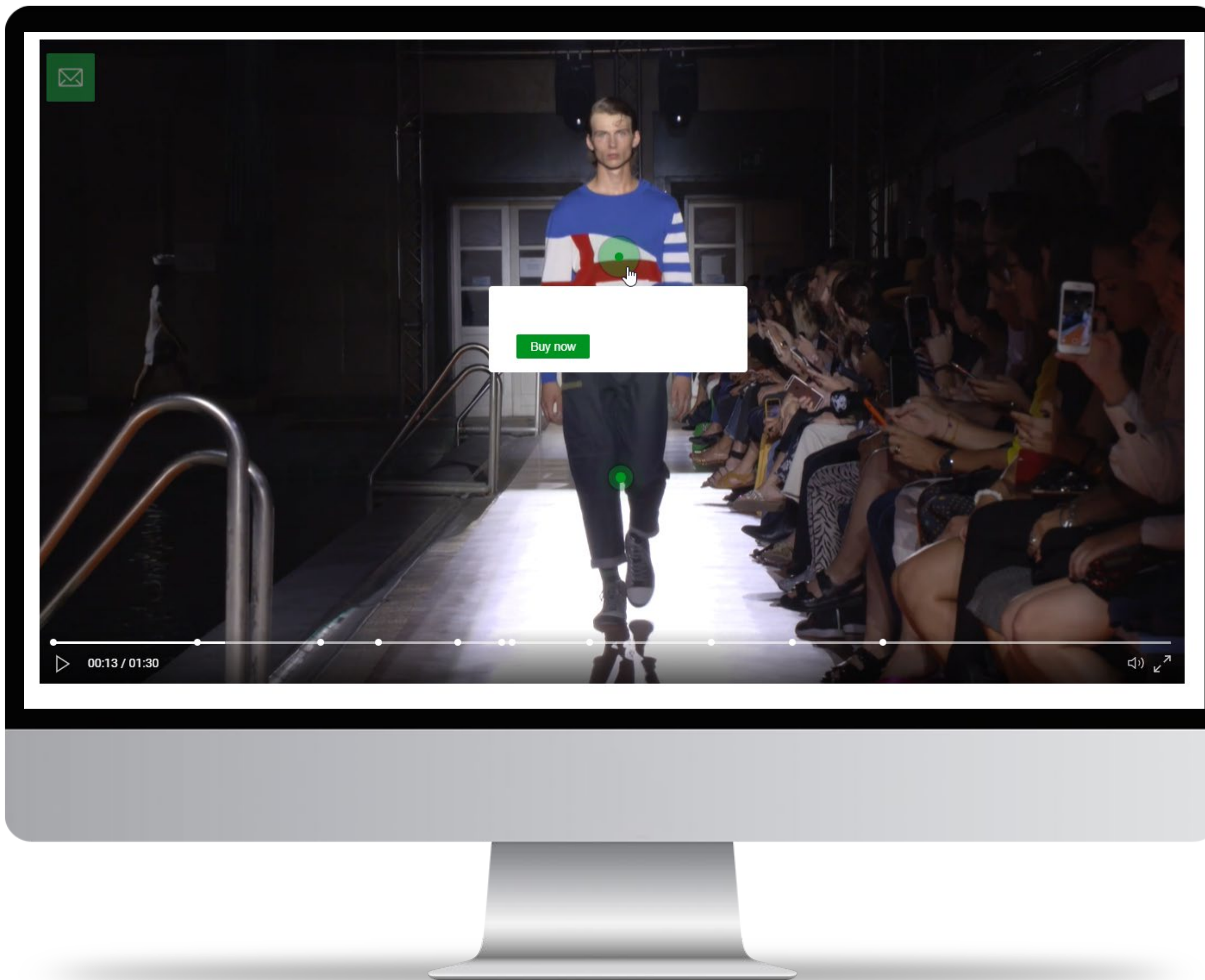


## What's Next?

What are the emerging trends for video in 2022 and beyond?



# What's Hot in Video Trends



- Shoppable Video – The link to Ecommerce
- Live Streams – E.g. Amazon Live
- Virtual shopping events with Influencers (e.g. Buy with)
- The growth of Short Form Video
- Growth in Video Advertising



# Let's Quickly Recap



# GET A FREE DIGITAL MARKETING CONSULTATION

## Complimentary Internet Business Analysis™

Get expert advice on how video can align with your business needs and other digital activities.

Visit [bit.ly/WSIVideoWebinar](https://bit.ly/WSIVideoWebinar) for our FREE offer.

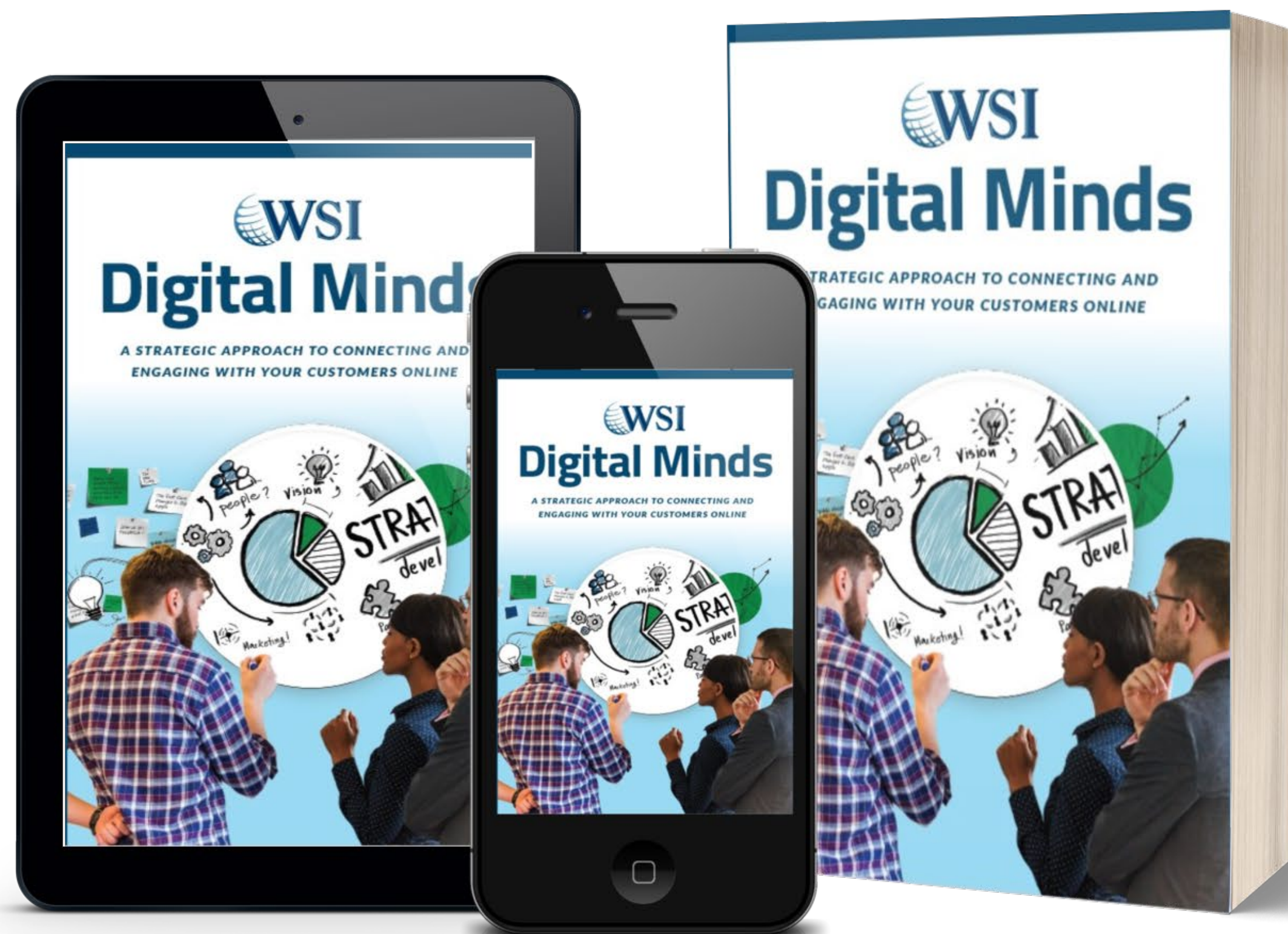




**Now it's time for some Q&A**



# READ MORE ABOUT DIGITAL MARKETING IN OUR 3<sup>RD</sup> BOOK



Available on Amazon and other online book retailers. Search “WSI Digital Minds” or visit

<https://bit.ly/wsibook3>



**Thanks for joining us. See you next time!**

**October 27<sup>th</sup> webinar is on Tracking Your Digital Marketing ROI**