



7-PART PLAN TO CREATE MEDIA THAT'S WORTH THE TIME AND MONEY

1 A 7-PART PLAN FOR DIGITAL VIDEO

Video is everywhere, many companies want it to truly connect with their audiences, but many Marketing Directors don't know where to start.

“Internally, we couldn't figure out how to simplify our message.”
—Nicole Provonchee, Ascension Care Management

CREATE A CONTENT STRATEGY

Take a moment in your busy day to create a content roadmap. Ask yourself: Why are you communicating? Who are your audiences? What's the end goal? After you've figured out your roadmap, as usual, you'll need to bring others around to your vision. A good way to get other execs tuned in is to have your key stakeholders fill out this Content North Star during a Square One session:

The content we produce helps (*the company*) accomplish (*X goal*) and (*X goal*) by providing (*adjective*) and (*adjective*) content that makes (*audience description*) feel (*emotion*) or (*emotion*) so they can (*task*) or (*task*).

Be specific about your audiences. A good start is to provide as many adjectives as you can about your targets. Are your folks, do-it-yourselfers, holiday celebrators, snow globe collectors? Whatever it is, get it down. Avoid broad brush categories such as traditional media age ranges.

2 WHAT DO YOU WANT PEOPLE TO ACTUALLY DO (MICRO-CONVERSION)

Do you want people to:

- Buy something?
- Get more information such as downloading a piece of content in exchange for an e-mail address?
- Contact you directly after giving you a bit of basic info?
- Join a loyalty club?
- Eat more ice cream?

Most people know that to get valuable content, they need to give a piece of information. (Well, maybe not weight and age...)

3 START FROM THE AUDIENCE'S PERSPECTIVE - IT'S ABOUT THEM AND THEN YOU.

The audience doesn't want to hear about you. They want to hear about themselves, how great they are and how you can help them. It's amazing how many brands forget this. Remember that there are very few things people need to watch these days so if you don't have a completely captive audience that is chained to a phone or a desk, you'll want to entertain, or work to hold the audience's interest.

4 CREATE DIGITAL PATHWAYS - WHERE WILL THEY GO?

Map the steps people will take in the marketing journey with you. Use video to draw people in on social and e-mail. After clicking on the video, lead people to landing pages with a bit more information and a clear call to action to download a specific piece of content, or to purchase. If your pathway isn't crystal clear, it will only be muddier for the audience.

4

PATHWAY TO SUCCESS SOCIALS to VIDEO to LANDING PAGE to SPECIFIC PAGES by audience



5 CREATION OF MEDIA - VIDEO AND STILLS

Finally, you get to create something! Whoo-hoo! Since you've chosen your audiences and mapped your strategy, it's much easier to create video and photos. Create separate videos, photos and landing pages for each customer segment. Prioritize your segments based on their revenue to your company.

As much as you can, shoot all of your content at once to save on cost.

Edit them into different lengths to match whether they're used for social media, or landing pages. As a guide:

- Social media and e-mail versions last 15-25 seconds
- Versions for initial landing pages run around 1:15 seconds
- Versions for deeper landing pages, 2:45-3:00

6 DIGITAL MEDIA PLAN AND CONTENT CALENDAR

Releasing a piece of content once rarely works, but you'd be surprised how many companies do this. As a general rule, you must use your owned media (e-mail list, website, social media followers) and supplement it with earned media (media buys on social media, YouTube and Google.) Because we all learn with every project, we guide clients to refine their digital media buys while they're running to take advantage of insights gathered. To ensure that your audience sees your message consistently, you'll need to create a content calendar with regular release dates. Is this effort going to be quarterly, monthly, weekly? Decide and run with it.

7 ANALYZE RESULTS

In your content strategy discussion, determine the Key Performance Indicators you want to track and set up tracking mechanisms. Presentation of these results will make your video marketing worth the time and money and you'll have a great 7-step case study to present. Go you!

“If video seems intimidating, difficult and expensive, know that Gamma Blast makes it easy and you'll have amazing results. Video has been transformative for our business to simplify our message, legitimize our company and show its human side.”

—Nicole Provonchee, Ascension Care Management



If you have questions about how to create video marketing that expands your businesses' possibilities, contact

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