

Q&A with A&J Presents:

# FROM VIDEO TO VICTORY

Helping businesses succeed and maximize the use of video throughout their marketing strategy.

**1**BOLD  
STEP



# 1 Bold Step

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We believe that everything can be more efficient; but especially the sales and marketing process. So we apply LEAN principles to create systems, order, and accountability to generate demand, increase sales, and prove return on marketing investment.

We believe that marketing is measurable, and therefore manageable, **VALUE-ADD (and not OVERHEAD)**.



# Cynthia Kay

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Cynthia Kay founded Cynthia Kay and Company media production which produces high-quality communications for organizations from the Fortune Global 100 to small business. A graduate of Michigan State University, Kay holds a Masters in Communications from Western Michigan University.

CK and CO has been honored with many awards including several Tellys and Woman Owned Small Business Supplier of the Year from Siemens in 2018. She has been named One of West Michigan's 50 Most Influential Women 5 times. She is also the recipient of over 30 broadcast awards.

CK & CO Cynthia has authored several books. She has written for the Washington Post, has been featured in Time Magazine, Entrepreneur Magazine's *Ask the Expert* and on NPR.



## Why Q & A with A & J?

Ask Questions, get FREE Answers. YES!

We all have a little Zoom fatigue so let's make this interactive. YES!

## Video: A Brief History Lesson

Bulova started it in 1941, but YouTube forever changed video marketing in 2005

Global brands like Nike and Sony jumped in and video starting going “viral”

Video content on the internet has consistently outpaced projections in the last few years

- One million minutes of video crosses the internet every second. ([Cisco](#))

In the last decade, video has become a marketing staple for all sizes of organizations

Smart devices have accelerated the use of video.

- Mobile video consumption rises by 100% every year. ([Insivia](#))

# Video: Today and Tomorrow

## How is it evolving?

- New formats
- Length – shorter is better
- Focus on real people, not actors

## What's ahead?

- More reliance on video
- Less “selling” more storytelling
- Greater budget allocation

# Maximizing your asset (THE VIDEO!)

## Launching a new company or product line (1 Bold Step example)

- Social media clips to drive people to the longer piece
- Creating a “resource” page to hold the videos
- Using it as follow-ups for leads and prospects

**1 Bold Step** @1BoldStepLLC · Mar 4  
Could your business benefit from a Fractional Marketing Team? Watch this short video to find out!  
#MarketingTips #BusinessMarketing #B2BMarketing



Do I Need a Marketing Operations and MarTech Plan?

## Covering an in-depth, detailed topic (InsTe Business Solutions panel)

- Vlogs - Panel discussion around video, transcribed it, then promoted it.
- Social media clips to drive people to the longer piece
- Get others from the panel and trade organizations to also promote it

**Expert Panel: Predicting the Future of IT in Supply Chain Management**  
by Mike Schipper | Jan 13, 2021  
Join expert guests Pete Schroeter, Todd Grams, and Dave Poggi as they discuss the future of information technology in supply chain management in...

**Questions**

1. What are some of the key innovation trends you are seeing in manufacturing today?
2. What technologies have been and will be relevant to help drive these innovations?
3. Given the recent economic challenges, in what ways are manufacturers pivoting?
4. What technologies have been the most impactful in aiding the pivot and future success?
5. Are your biggest challenges process related or technology related? Why? What are some of these challenges?
6. Do you see collaboration (or lack thereof) as a business challenge? What about collaboration with shop floor staff?
7. What technologies do you see emerging that are making the lives of rank and file manufacturing workers easier and allow for more tightly integrated collaboration?
8. Large software vendors are investing heavily in AI. In Microsoft's case, we see a lot of AI Capabilities coming to Microsoft Azure. Do you see AI taking a larger role in the future of IT in manufacturing? Why?
9. Data and access to data is changing the way we make business decisions. Has access to Data made a large impact on your manufacturing operations? How?
10. From a Business Continuity Perspective, do you feel most manufacturers are prepared to weather future disasters? Does new and emerging technology like Azure Site Recovery and Azure Backup change this in your opinion? Have we learned our lesson from COVID?
11. Do you feel like the industry 4.0 movement is leading the charge in terms of modernizing technology for Manufacturers? Why?
12. Are cloud technologies like those in the Microsoft Azure and AWS platforms helping to achieve the goals and practices laid out by the Industry 4.0 movement?

# Get More from Your Video

## WeatherShield Video Opportunities

- 1 Interview
- 3 Shoots of Different Sites (apx. 1 hour each)

# Siemens Panorama Towers

- 1 Day Onsite

## WeatherShield Deliverables

- 3 - Overview, Dollars & Sense, Web B-roll
- 5 Social Media Shorts

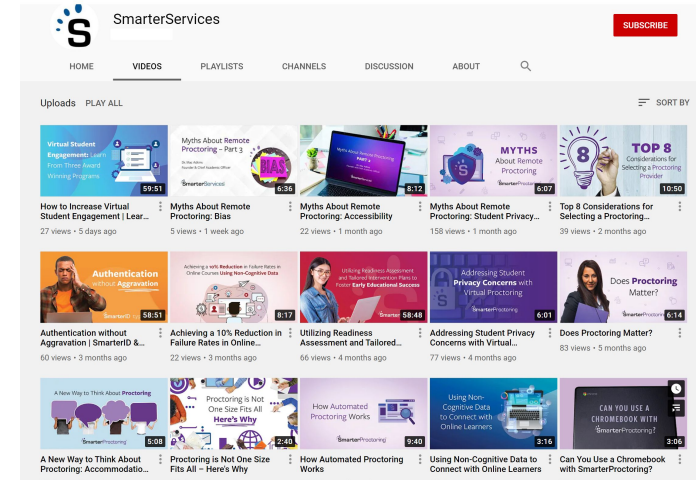
## Siemens Deliverables

- 5 Videos (2:00-3:00 each)
- 6 Social Media Shorts
- 1 Internal Video on Selling Best Practices



# Proving ROI

- Video should never stand alone; it's always part of a campaign
- It becomes part of your “historical files” (it never stops promoting you)
- Re-use it: Slice it, dice it, and serve it up again (and again)
- Technology helps:
  - Hubspot
  - Wistia
  - Other
- Use YouTube as an extension of your brand
- Always link back to your site!



# Why Video?

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## It works.

- Viewers retain 95% of a message when they watch it in a video, compared to 10% when reading it in text. ([Insivia](#))
- 72% of customers would rather learn about a product or service by way of video. (HubSpot)

## It's part of a complete marketing toolkit and accomplishes what other tools cannot.

- Connections (more and more important right now)
- Personalization
- Visualization

## It gets you noticed.

- Social media posts with video have 48% more views. ([The Marketing Helpline](#))
- Video increases organic search traffic on a website by 157%. ([Conversion XL](#))
- A website is 53 times more likely to reach the front page of Google if it includes video. (Insivia)

## Video becomes reusable beyond the piece that you create.

- It's not "once you use it, it's done".
- Smarter services - recorded their videos, created a YouTube channel for them.



## Q & A

# Q & A

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**How long should my videos be?**

**What is the most effective limit of time you should make your video to keep a viewer engaged without wanting to leave before you're done?**



# Q & A

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**Do you think more people would watch a video live with interactive tools vs. watching a 15-20 minute presentation on demand?**

# Q & A

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**What is the best time to post a video to get the most views?**



# Q & A

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**Is it worth it to pay for alternative video hosting services (something other than YouTube)?**

**What factors do I need to consider when picking a video hosting platform? Should I just always use YouTube?**



# Q & A

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**What is the best way to call viewers to action at the end of your videos?**

**What's the best way to "sell" in video without being "salesy."**





## Q & A

**Say you've done some DIY video (mostly highlighting culture – we jumped on the self-produced/DIY video bandwagon that became popular during the pandemic), but you're ready to invest in professionally produced video for digital advertising.**

# Where do you start?

## Q & A

## How important is animation in the video presentation?

**I am looking at using 3D cad software that is used in manufacturing to show quality and value.**

# Q & A

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**We are a very small business (2 people). What video shortcuts do you have for a small team who has very limited time and resources?**

**What editing software do you recommend for people who are doing videos on their own?**



# Next Steps...

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1. Take our Survey.
2. Comment on the video or blog when we post it.
3. If you found it valuable, share it with others.



# Thank You!

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We are going to postpone through the Summer.

Do you have a topic you'd like us to cover? Email it to:  
[info@1boldstepllc.com](mailto:info@1boldstepllc.com)

*\*Follow us because we will still have content on our blog!\**

