

# DIGITAL BREW

## **BEST AND MOST MODERN PRACTICES FOR PHENOMENAL VIDEO DEVELOPMENT**

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# INTRODUCTIONS



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# WHY VIDEO?



# 85% OF ALL INTERNET USERS IN THE US WATCH VIDEO CONTENT

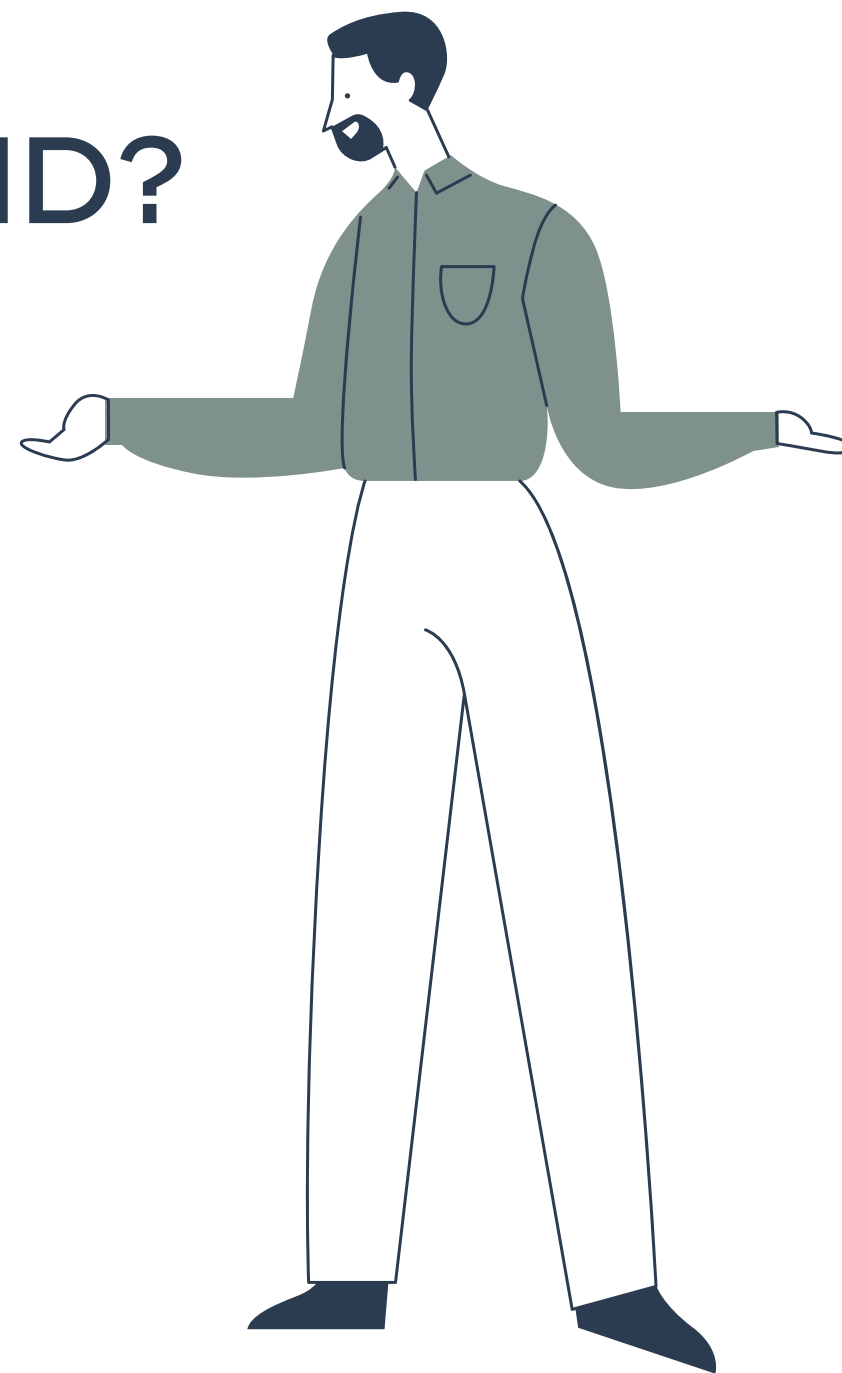
- Short attention spans
- Easy shareability
- Fastest and most efficient way to get your message out
- Increasingly digital world



# YOUR BRAND + VIDEO

## IS VIDEO RIGHT FOR YOUR BRAND?

- Employee training
- Recruiting
- Explanation of services
- About Us



## PICK THE BEST PRODUCTION COMPANY

- They understand your brand
- Their goal is to help you achieve your goals
- They're more than a production company, they're marketers

# CREATING THE PERFECT VIDEO



# TIMING IS CRUCIAL

- Video should be between 60-90 seconds
- Social platforms favor shorter videos
- So, only show most important things



# WHAT TO INCLUDE IN YOUR VIDEO

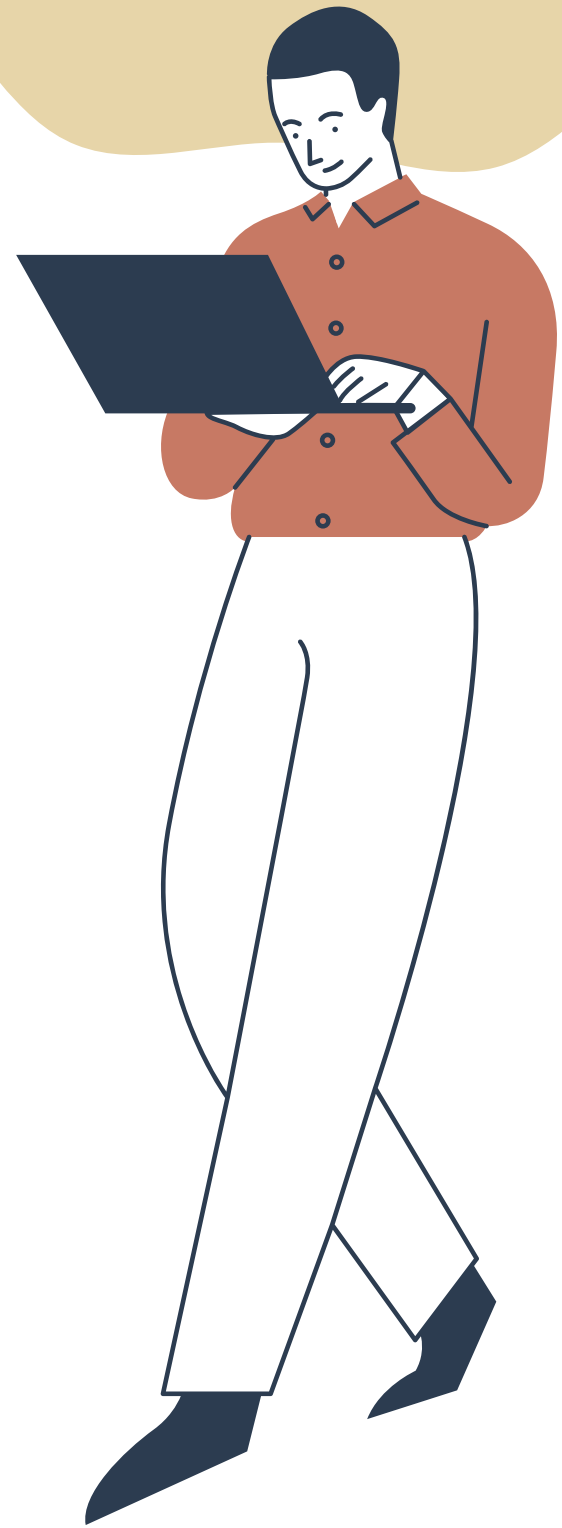
- Tell a story
- Pick one specific problem to target
- Include who you are, what you do, and what you stand for
- Consider including FAQs or common objections
- Highlight why you're different from the competition





# WHAT NOT TO INCLUDE IN YOUR VIDEO

- Specifics - you want your video to last 5+ years
- Very detailed description of product or service, keep them wanting more!
- Too ambitious of a story to tell
- Too many characters or elements; keep it simple



# EXAMPLE OF A GREAT VIDEO OUTLINE

- Attention grabbing intro
- Call out problems that your viewer has
- Talk about how you solve those problems and how their life will be better with you
- Call back to attention grabbing intro
- Include a call to action
- Wrap it up in a story!



# IMPLEMENTING YOUR VIDEO



# PREP FOR YOUR VIDEO

- Tease on social media
- Make sure you can imbed videos on website
- Create a landing page featuring video to direct new traffic to
- If using for a marketing campaign, create campaign beforehand so it's ready to launch as soon as video is done



# DECIDE WHERE TO PUT YOUR VIDEO

- Define your target audience
  - Age
  - Gender
  - Interests
- Where to find them online
- Check in on your competition
- See what has (and has not) worked for you in the past



# AFTER RECEIVING YOUR VIDEO

Drive traffic to your video!



Share on social media

- **Facebook**- 24-90 seconds
- **Instagram**- 30-60 seconds
- **Twitter**- 45 seconds
- **LinkedIn**- 30 to 90 seconds

Organic marketing

- Get employees to share
- Host it on your homepage
- Use it in email marketing



# GETTING THE MOST OUT OF YOUR VIDEO



# REPURPOSE CLIPS FROM YOUR VIDEO

- Gifs
- Create video banners
- Social clips (we can provide these)
- Video brochures
- Create new content using existing B Roll





# REUSE YOUR ART ASSETS

- Website design elements
- Use on landing page
- Create new social images featuring characters
- Theme email newsletters



# WRAP-UP



# MAIN TAKEAWAYS

- Video is the best way to communicate your message
- Great videos are simple and laser focused
- Know your audience, and share your video where they are
- Repurpose assets from your video



# QUESTIONS?





# THANK YOU!

Still have questions? We'd love to help you  
brainstorm some video marketing ideas. Contact us!

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