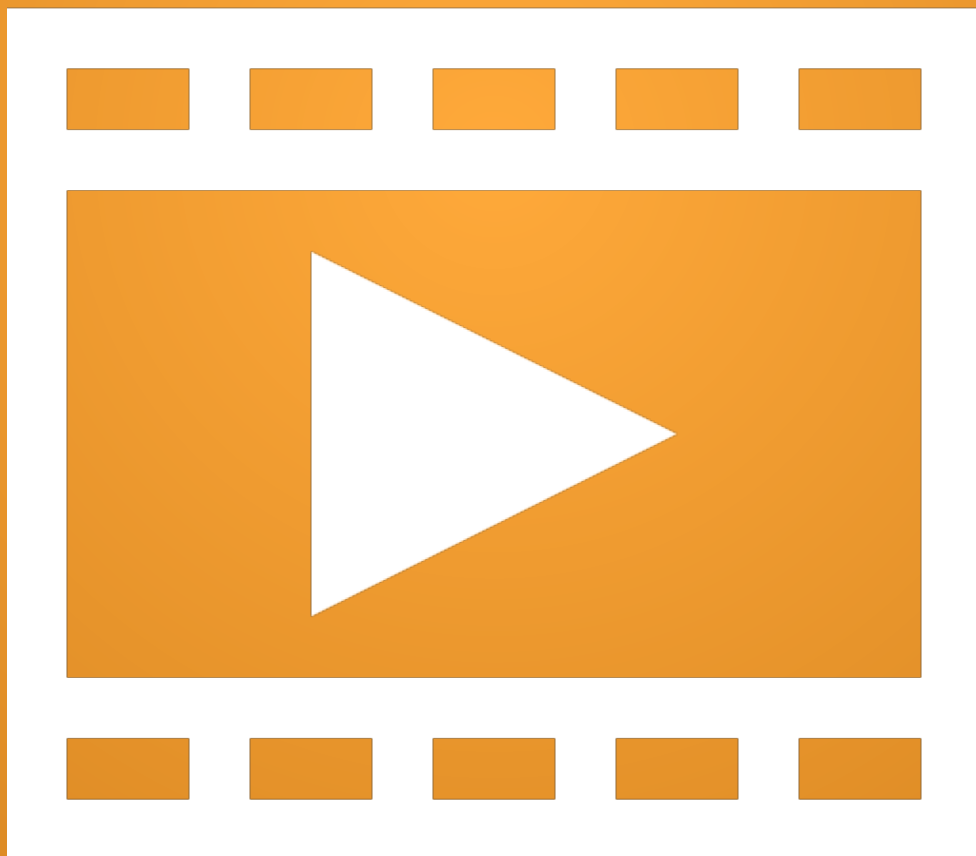


# 12 MARKETING MESSAGES THAT WORK GREAT IN VIDEOS



# HERE ARE THE MESSAGES

- 01** Why
- 02** How
- 03** Statistics
- 04** Differentiators
- 05** Storytelling
- 06** Client List
- 07** Simple
- 08** Client Retention
- 09** Partnership
- 10** SEO
- 11** Expert
- 12** Call-To-Action

# BEFORE WE JUMP IN

## DID YOU KNOW?

4 times as many consumers would rather watch a video about a product than to read about it.

(source: animoto.com)

37% of marketers said visual marketing was the most important form of content for their business.

(source: socialmediaexaminer.com)

In 2017, video content will represent 74% of all internet traffic.

(source: kpcb.com)

# FIRST WATCH THIS VIDEO

Before we look at the 12 marketing messages, watch our marketing video example. Then we will deconstruct the script of this video and break it down line by line.





# 1. WHY

***“We believe every brand has a story to tell, and there’s no better way to tell that story than through the power of video.”***

By answering the “Why”, we are able to share what we believe to our customers. This kind of messaging is a great way to start your pitch when selling your brand.

As [Simon Sinek explains in this video](#), Apple is a great example of a company that markets to people who believe what they believe. If you want to figure it out for your brand, try starting with the phrase “We believe ...” and fill in what your company stands for.

Why do you love doing what you do everyday? This also speaks about your passion in your work and customers love doing business with brands that are passionate about what they do.



# 2.HOW

***“Video marketing motivates action like no other form of marketing on earth.”***

Next, we answer how video marketing helps create customers. For us, it's all about the motivation behind a customer taking action.

Online video is more engaging than words and still images. With a strong call-to-action at the end of a video, conversions are sure to follow. That's how video works best.

Today, the average person would rather press the play button, than spend time reading hundreds or thousands of words. They'd rather see how something works, or be told what to do next.





# 3. STATISTICS

***“And there’s no surprise that over 80% of people admit they’re more likely to buy your product or service after watching video.”***

People love seeing statistics to help make decisions. Using statistics is a great way to provide proof for your claim.

In our example we referenced this powerful [Insivia](#) article to share an informative statistic about video marketing strategies.

The best way to start is to google the product, service, or industry you work with and add the word “statistics” after it.

Use this data to share or educate your customers with.



# 4. DIFFERENTIATOR

***“And when companies invest in high quality production value, their brand perception changes instantly.”***

Differentiators are important for every brand to identify. If your company hasn't thought this through in a while, write out a list of all the reasons you're better than your competition.

What do you do better than they do? What do you do that they don't do?

In this example, one of our differentiators is the quality of our video production. We always welcome our prospects to compare our quality to other competitive video companies. We make sure there are tons of videos on our website to look through.

Quality is important because it improves perceived value. This is the impression someone creates about a product or service after watching the quality of a marketing video.





# 5. STORYTELLING

***“Let’s face it, people love stories because that’s what connects us all and that’s what connects businesses to their audiences”***

Storytelling is a powerful tool to harness within your marketing toolbox. People are attracted to learning and understanding through storytelling.

Our clients tell us one of the reasons they love working with us is that we are able to transform their marketing messages into stories.

We’ve been telling stories for over 15 years and every year we become better storytellers.

Using a personal story to share a benefit of your product or service is one of the most impactful ways to get your audience to relate and remember.



# 6. CLIENT LIST

***“There’s a reason why Pennylane is entrusted by the most admired brands in the world.”***

A powerful trick to use for video marketing strategies is to share your client list with your audience, especially if they’ve worked with known brands.

Admired brands can afford to choose great vendors to work with. If those brands choose you, it’s a sign that you provide high value to your customers.

If you haven’t worked with known brands, you should still share a list of customers or the types of customers that use your products or services.

This weighs a lot of weight on a customers decision.

Time Warner



Canon



COX  
AUTOMOTIVE™

MAKE-A-WISH.

RØDE  
MICROPHONES

Roland

assetic

YOUVISIT



LEUKEMIA &  
LYMPHOMA  
SOCIETY®

assetic

YOUVISIT



SOCIETY.  
LYMPHOMA



# 7. SIMPLE

***“We make it simple for our clients, walking them through every step of the way and making sure their message gets out crystal clear, every time.”***

People love when things are simple or easy. They also runaway from things that are too complicated because this means it will take more time.

The video production industry can be very complicated to understand for those not in the business. It's our job to make our services simple so our customers can make easy decisions.

We want our clients to tell us what they want and we'll figure out how to do it. If they are unsure, we will guide them with easy to understand ideas so they can reach their vision.

Make your process easy and your customers will love you.





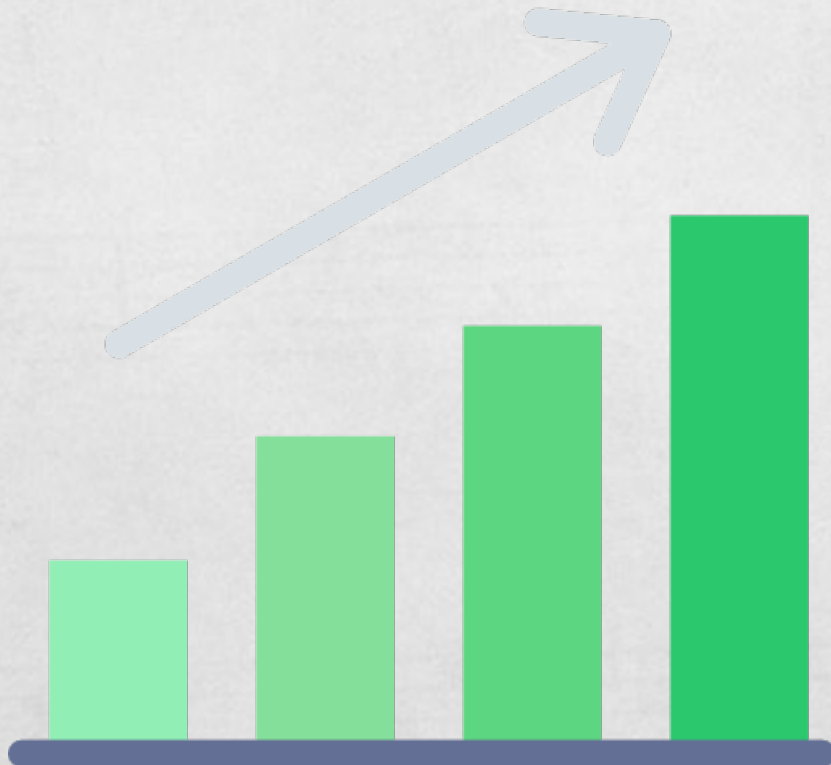
# 8. CLIENT RETENTION

***“...but most importantly our unwavering commitment to helping our clients reach their goals earns us the privilege of working with them year after year.”***

It's one thing to earn a new client. It's another to retain that client indefinitely.

According to Wikipedia, “customer lifetime value (CLV or often CLTV), lifetime customer value (LCV), or life-time value (LTV) is a prediction of the net profit attributed to the entire future relationship with a customer.”

Take a look at your customer lifetime value of each client you currently have and ask yourself which ones hold more value for your brand.



# 9. PARTNERSHIP

***“Let us collaborate with you on new ideas. Remind your customers about the real problems they face every day and share the benefits that you can give them so they can solve those problems”***

We want our clients to look at us as a vendor partner or an extension of their marketing team. We are not robots. We think like C-level entrepreneurs and we are dedicated to helping our clients grow.

If our clients grow from our valuable services, then we grow with them. This win-win strategy is one of the key core values that defines who we are as a brand.

When clients hire us, they get an external video marketing expert and business strategist that they can consult with at anytime.





# 10. SEO

***“...and if SEO is important to you, well listen up, because websites that use video consistently today are over 50 times more likely to appear on the first page of google.”***

SEO (also known as search engine optimization) is important for any digital marketing strategy. SEO is what allows your brand to be visible online when people search for products and services relevant to what you do.

According to this informative article from Tubular Insights, a Google “indexed video stands about a 50 times greater chance of ranking on the first page of results than any given textual page in the index.”

If you're not up on why SEO is required today, take some time and learn more about it. Two influential SEO experts to look up would be Neil Patel and Brian Dean.





# 11. EXPERT

***“Leave the technical stuff up to us because this is what we do, and instead, consider us part of your team.”***

In this line, we are reinforcing strategies #6 SIMPLE and #8 PARTNERSHIP to let our audience know we are the expert in our field.

We will hold their hand every step of the way through this complicated video marketing process.

In addition they can trust us as a video marketing expert and partner to help guide their decisions. Remember you are the expert and that's why they are hiring you.



# 12. CALL-TO-ACTION

***“It’s time to start telling your stories to the world. Click or call today.”***

Every video should have a call-to-action. A proper call-to-action tells the audience what to do next.

In this example we are suggesting to start telling stories through our video marketing services. Then we are telling them exact how to do it, by clicking the link to our website or calling us to start the conversation.



# IN THE END

Using clear messaging in your video will ensure the best conversions for your video. The 12 ideas I have shared are not all necessary to use. You can even laser focus each video with one message tactic if you wanted.

## **BONUS MESSAGING:**

"Benefits" are one of the best messages to get across in your marketing. These are examples of end result benefits using video marketing.

- Increased conversion rate
- Increased web traffic
- Increased engagement
- Better CTR
- Better email opens
- Brand awareness
- Better SEO
- More likes & shares
- Better marketing funnel
- Better sales funnel
- Better recruitment / hires
- Clearer messaging
- More efficient training
- Increased sales morale
- Better customer perceived value
- Growing company



What benefits do your customers get from your company?





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