



Why Video is #1 in Marketing Strategy Today

www.BFPVideos.com





ROI

Lets talk about ROI and quick turn over because that is foremost on most people's minds.

My career prior to being a Video Marketing Expert was as a Strategic Purchaser.
My focus then and now is; **“show me the fastest return!”** and **“B2B Relationships”**

You have a challenge on your plate = A target that you can't seem to get through to, but if you could, it would mean a great benefit to your company.

You have three choices.

1. Do what you are doing now and hope it turns around. = no returns
2. Learn a new skill (video) and read up and go on-line and figure out how to do it on your own and spend endless hours and find out that you have made many mistakes. = returns after a year or two. (What is your time worth?)
3. Outsource with a bit of extra money, but get the job done quickly and professionally.
= fast returns and problem solved. You become the star in the company, on budget, and bringing about positive changes. Plus you have a Video System in place.





WHY VIDEO MARKETING

You may not be convinced that a Video Marketing Strategy is the way to go, so let me explain it by your own way of how you react in your day to day interactions.

When you are looking for a service/Brand/information/etc, do you spend time reading all the website text, or will you click on a short video if it is presented?

When you click on a video, if it is good and professional in content, do you stay on it to the end and come away feeling satisfied. Do you remember it?

If you like the video and you want someone else to see what you saw, do you share it?
When did you share a website?





Vision
Creativity

VIDEO AND THE PUBLIC

The Public wants what it wants and they are asking for communication that is palatable to them. Times have changed. Websites now look the same, are time consuming to read/navigate, and are impersonal.

Remember when the internet first came out?

Some companies were busy and did the wait and see approach. Consumers said, 'how innovative are you that you are not on the internet?' and so the companies lost Branding traction and new business.

Then some of those businesses jumped in and made their own websites, but, the pages were not very good and Consumers said, 'how professional are you that you are not delivering in the format that is good for me?'

First impressions can damage you for years!





Creativity

PUBLIC TODAY

Today is just like when the internet first came out.

Today the populace want to receive information with Video. Because....it is fast, condensed, entertaining and informative. It is palatable from the viewers perspective and the ability to transfer, so the populace demand that reputable companies 'get with it' and deliver in the format to which is easiest for them. Video has become mainstream popular.

Industry calculations are that your prospects have an 8 second attention span. In professional video, if you capture that first 8 seconds, you earned the next 30 seconds, and then off to the completion of the video for that conversion for you.





WHY VIDEO IS POWERFUL

Live Video touches upon the senses and humanity. It is real time and relatable to the person who is watching. The person watching receives information from their point of their view. What is their take-away and how do they proceed.

Video touches upon;

- Sounds (music and igniting memory)
- Vision (relating)
- Action (seeing the experience they want to be a part of)
- Information (breaking down to the core message)
- Emotion (likeability and connection)
- Short (not time consuming)
- Passable (shared easily)
- Electronic Business Card (B2B)





SOME STATS

Just a few of the professional statistics out there for those who like the numbers.

- 500 million hours' worth of videos are watched on YouTube every day (HubSpot)
- More than 500 million people watch videos on Facebook every day (TubularInsights)
- 87% of online marketers use video as part of their content marketing strategy (OutBrain)
- 83% of marketing professionals think video marketing strategies have good ROI (Wyzowl)
- Video marketers get 66% more qualified annual leads (Aberdeen Group)
- Video marketing efforts can achieve a 54% increase in brand awareness (Aberdeen Group)
- Marketers that use video content grow revenue 49% faster than those who don't (VidYard)



DISTRIBUTION OF VIDEOS

There is so many ways to put your videos out for optimal benefits and you can track this all with analytics to see where it is doing its best.

The analytics is just one way to capture your ROI by setting up Conversion Goals for every time someone clicks on your video. Another way to capture ROI is to ask in a survey as to how that person initially engaged with you.

You can attach your videos to emails, social media, links, trade shows and the list goes on. We give this information away for free and guide you as is the best for your specific needs.

If Video is new to you, you would be surprised at the international distance that these travel.





VIDEO MARKETING STRATEGIES

Website

Who are you! Why are you better than the competition? What is the core value of your Brand? Why are you awesome! All that information on your website, boiled down into about 90 seconds so that your prospects will engage further with you. This is your **online business card** that you can attach to all of your emails as well as social media avenues.

Explainer/Training

Do you have a concept that is difficult to explain? Your prospects will love you for putting this out and keep coming back because you are innovative and given them exactly what they need to make their lives easier. You are supplying information, but this is actually Branding because you are standing behind your product, service or Brand.





VIDEO MARKETING STRATEGIES

Festivals/Sponsorships

This is a great strategy for Branding. You have an organization that you sponsor and you get this event videoed. People are happy and they talk about the event and in there are a few words about your company, and at the end is your banner. Without bragging, you are a hero who has a heart in the community. More people may join-in/engage next year. Also, those people in the video will share that video and you get exponential exposure for your marketing budget.

Corporate Videos

As a strategic purchaser in my past, I saw deals go down on the last day in the boardroom because corporations could not demonstrate the **essential B2B relationship**. Everyone had the price, equipment and quality. A video, showing a company's strong values, people, continued innovation and commitment would have turned the tables in good favour. This is **steroids to your sales** and can be used in many ways, from the introduction to Purchasers, to Boardrooms and Tradeshow. So vital when you want to get those big investors.





VIDEO MARKETING STRATEGIES

Vlogs

These are usually overlooked but so powerful because Google loves these and rises your SEO. Videos get watched over text and you can put them on Linked-in as well.

The strategy is this;

- a) script together about 8 – 10+ blogs of content,
- b) set up with a nice background and bring in a professional company who has lighting and sound,
- c) once you start talking, it becomes more fluid and you start to nail each talk,
- d) the professional company edits the blogs with front banner and conversion banner,
- e) you now have continued content, that looks polished and uniform and that you can put out on a schedule. This is golden for your ROI!

Endless Possibilities

If you have a challenge, we can spin that into a creative solution to benefit you.



Vision
Creativity

WHY BFPVIDEOS.COM

BFP Videos are a cohesive team of professionals, each specializing in our fields of expertise. We understand the pressures and obstacles that you are under and it is our commitment to bring about positive and effective results to your company in a professional and systematic corporate manner.

We offer **specialized highly creative options and video marketing expertise to fit your budget** and are here to serve you in the most elevated manner.

A call is all it takes to see how we can bring about the highest results for you. I hope I helped you along this journey.

All the best to you and your business

Angela Tahara

Business Director <http://www.bfpvideos.com>



