



# HOW DO I CONVINCING MY BOSS WE NEED VIDEO?

## Inspired or FOMO?

Both actually. And upper management needs to either see the light or feel the fear if they want to keep pace with today's social media marketing.

Every single year for the past 6 years, social media marketing experts have rallied around the rise and power of video content. Marketing gurus have urged all to jump on this train and if you've yet to do so, for the love of click bait and all things holy, jump!

That stats are powerful.

- **96%** click through rate for an email that includes a video (Implix)
- Enjoyment of video ads increase purchase intent by 97% and brand association by 139% (Unruly)
- **59%** of executives would rather watch video than read text.
- Fully **65%** of US marketers plan to increase their mobile ad budgets to account for video according to eMarketer.
- Cisco's white paper reveals that by 2017 video will account for 69% of all consumer internet traffic. Businesses that fail to include it in their internet marketing strategies will do so at their peril.

Yet some bosses are still reticent to invest in video because well, it's awfully noisy out there and it's tempting to play it safe with website text content and other traditional forms of promotion.

Right. And maybe the Yellow Pages. You can't afford to ignore this powerful tool and so the boss needs to know just how influential video content can be. The potential ROI is staggering. Video content is the gateway to closing the sale.

According to Forbes, fully 65% of executives visit the marketer's website and 39% call a vendor after viewing a video. Invodo reports 92% of mobile video consumers share videos with others and 46% of users take some sort of action after viewing a video ad. (Online Publishers)

## A MARATHON, NOT A SPRINT

Experienced marketers know that marketing is a long-term process. Video content is critically important but can admittedly take time to work. It starts with gaining attention, then

### A.I.D.A. THE LONG TERM PLAN

- **Attention**
- **Interest**
- **Desire**
- **Action**

interest, then developing desire, and then getting the prospect to take action (A.I.D.A.).

When the boss understands the basic principles of the marketing funnel, it becomes very easy to validate the value and R.O.I. of social media.

Social media is about creating original and compelling content that grabs **attention**. In 1962, the Father of Advertising, David Ogilvy once said, "If it doesn't sell, it isn't creative." That which is creative, grabs our attention. Consumers respond to humour, beauty and novelty and so attention grabbing is synonymous with creativity.

Provoking an emotional reaction grabs our attention. Aristotle's pathos of emotional appeal is said to be the most powerful of the three influencers, (the others being logos, an appeal to logic and ethos, an appeal to authority and ethical character).

The delivery of more and more content on a daily basis eventually develops **interest** which entices your prospects to follow you on social channels. Occasionally, creative and well-crafted promotional offers are put into your social content and that creates **desire**. Desire is achieved by developing content that illustrates and speaks to the lifestyle of your brand and the value you provide to your customer. **Desire** increases when viewers enjoy the ads and can increase purchase intent by 97% and brand association by 139% (Unruly). According to an Australian Retailer, real estate listings that include a video receive 403% more inquires than those without.

Finally, after all of these steps are completed, you reach the point at which your prospects

who follow your social channels are primed and ready to take action (share your content, visit your website, buy something).

## **YOUR PIECE OF THE PIE**

It doesn't have to be an expensive, slick, 10 minute videos that takes a chunk out of budget.

The boss needs to know that 30 second in-stream mobile video ads have an 88.3% completion rate. (Rhythm OneInsights) And according to Jun Group, videos that are 15 seconds or shorter are shared 37% more often than those that last between 30 second and 1 minute.

Furthermore, 96% (!) of B2B organizations use video in some capacity in their marketing campaigns of which 73% report positive results to their ROI. (ReelSEO)

In 2017, if companies continue to ignore the benefit and massive ROI potential of video content marketing, FOMO will turn into paranoia and a self-fulfilling prophesy.

Better to jump into the massively successful waters of proven success and carve out your fair share of the pie.

Digital Reno is the story telling agency that understands this medium from every angle. For more information or to explore our portfolio of work, visit **digitalreno.ca** or reach out to our Senior Account Manager Laura Leduc.

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