



VIDEO IMPLEMENTATION STRATEGIES

PREPARED BY AREK RAINCZUK APP





Video is the most powerful tool to use in all aspects of marketing. It combines authentic visuals with narrative that effectively communicates your message.

Use this strategy guide to consider all the possible ways you can use your new video in boosting your conversions and winning better clients.

Arek Rainczuk

 fifthcastle.media

 1800 976 216

 info@fifthcastle.media

THE BASICS

Why video?

Video is the most successful and powerful marketing tool that there is in the digital age, it combines visual language with effective narrative, it allows us to tell a story to keep the audience captivated, to show them who you are, what you stand for and, most importantly, what it means for them.

It allows us to connect with them on a very human level using not only words and images, but body language as well.

Your new video will help you grow your business on many fronts, it will bring you new clients, it will help you better qualify them, get them excited about working with you, it may help them make better purchasing decisions, it will set the right expectations and will save you time. Or it may make your organisation grow and function better.

It is imperative to have a strategy for your videos, just posting them once on your social media channels or burying deep in your website is simply not enough, and a sure way to get disappointing results. You want your video to work for years to come, it's not about posting it just once!

In this guide I will discuss all the possible ways to use your videos in a strategic way for the best outcomes.

Need proof?

- **87% of businesses now use video as a marketing tool. This number is up from 63% in 2017 and 81% in 2018 ([source](#)).**
- **81% of marketers say video has helped them generate leads ([source](#)).**
- **Marketers who use video grow revenue 49% faster than non-video marketers ([source](#)).**
- **93% of businesses reported gaining a new customer as a direct result of a video posted on social media ([source](#)).**
- **Video marketers get 66% more qualified leads per year ([source](#)).**
- **90% of customers say video helps them make buying decisions ([source](#)).**
- **Because of its visual nature, 80% of users can recall a video ad they've seen in the past 30 days ([source](#)).**
- **On average, people spend 2.6x more time on pages with video than without ([source](#)).**
- **65% of executives have gone to the marketer's site and 39% have called them on the phone after watching a marketing video ([source](#)).**
- **52% of marketing professionals worldwide said video is the type of content with the best ROI ([source](#)).**

The strategy

This strategy guide is just that -a guide. It is designed to help you consider all the possible ways you can use your new videos to enhance many aspects of your business. The best results will be achieved by using a video designed for a specific purpose, however there are some types of videos that can be successfully repurposed for several different uses. We will discuss that during our strategy meetings.

The important point is that we need to fix and secure the basics before we expand the scope.

The 4 Phases of Implementation:

Phase 1: **Full Integration** into what's already working for you.

Phase 2: **Inbound Coverage**, for when people are actively looking for you.

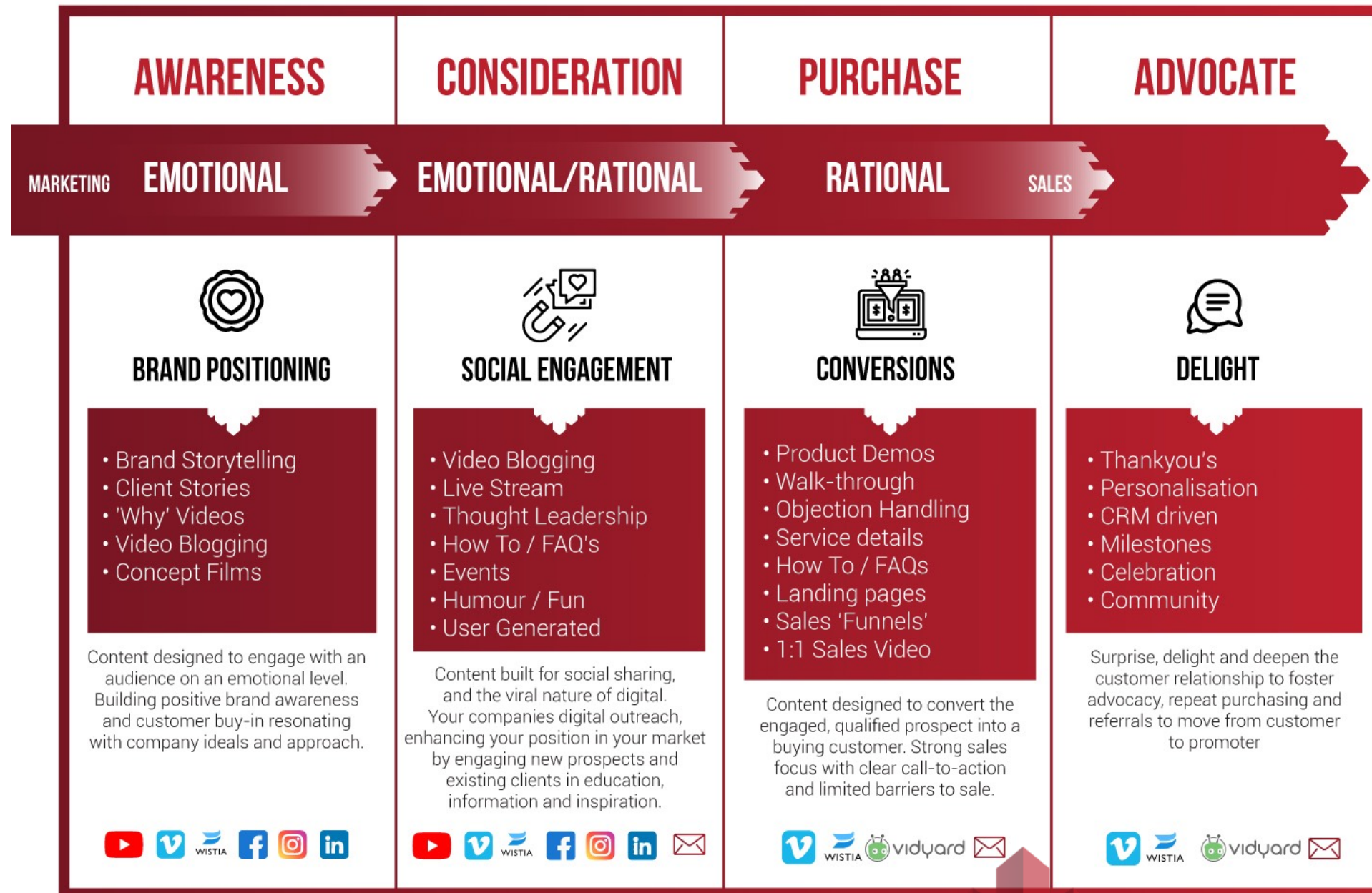
Phase 3: **New Sales Strategies**, to drive alternate sources of income.

Phase 4: **Outbound Strategies**, when you're going after new clients.



THE MOST IMPORTANT

TYPES OF VIDEOS FOR BUSINESS



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 info@fifthcastle.media

1. Video Business Card

2. The FAQ Video
3. Product and service fit
4. Landing page video
5. Cost and pricing videos
6. Customer journey video
7. "Claims we make" video
8. Product overview video
9. Portrait in motion
10. "Video-mentary"
11. Individual Bio Videos
12. Thank you video
13. Welcome to the family
14. Instructional content
15. Educational content

16. Recruitment video

17. Training content
18. Event coverage
19. Annual report showcase
20. Fundraising video
21. Case study video
22. Show and tell
23. Venue tour video
24. Gif-art
25. Lifestyle/Candid
26. Behind the scenes video
27. "Service-mercial"

28. Testimonial/ Case story

29. Case story mashup
30. Compliance videos
31. Morale videos
32. Corporate culture video

33. Employee success video
34. Safety video
35. Sales training videos
36. President's/CEO's address
37. and many more

The videos on this list are NOT ranked, their order is in no way indicative of their importance. Nor is the list exhaustive, there is probably another 30 different types of videos being produced.

*In this guide we're just going to discuss the three **(in bold)** types of videos.*

Summary

This is the one video every business needs to have, it is the most essential and universal video that we usually begin with. It's not a simple highlight or sizzle video, the VBC is filmed and edited to a precise psychological framework that multiplies its results and possible uses. It is the essence of the business, its story, its why, who and how, and features a solid call to action. Its role is to effectively communicate the mission of your company and call the viewer to action.

What

Video Business Card is a 2-minute interview-based video with engaging B-roll that shows the inner-workings, services and key people. It's role is capture the passion, people and processes and encourage the viewer to take action.

Process

We begin with a deep-dive, a consultation where we discover the things worth featuring in the video and prepare you for the interview. We film the interview at your premisses and spend extra time getting all the supplementary footage to augment the film. For added effect we carefully choose the right soundtrack and tie it all up with smooth logo reveal.

Use

Perfect for all the phases, but perfect for homepage, email signature, pinned video on social media, pre-sale video, recruitment and referral strategies.



Summary

Your organisation needs to grow, and grow strong it needs to hire the right people, people who would subscribe to your mission and vision, who will respect the organisational values and fit right into the office culture. People who come with the right attitude, learn quickly, bring value and become loyal, long-term contributors to your success.

What

The recruitment video is a short 2-5 minute media asset that combines elements of your brand message, employee success stories, venue tour, morale videos, testimonials, behind the scenes and much more. It's usually narrated with exciting insights from your current employees sharing their passion for your organisation.

Process

The scope of a great recruitment video includes a long process of gathering the correct footage (office life, company excursions, team building, employee training, and much more) as well as interviewing existing staff.

Use

This video lives on your "we're hiring" page and is uploaded along with job posting to [seek.com](https://www.seek.com), LinkedIn and wherever else you're advertising your employment opportunities. It makes your post stand out, be seen and shared more, is more likely to make the right people apply resulting in better workforce and ultimately save on training and other costs associated with hiring the wrong person.



Summary

We all understand the value of a great testimonial. A happy client telling the world how much they loved working with us is a sure way to convince many people to give us a try. It's a form of social proof, and best if it comes across authentic, passionate and from the heart. But even a simple testimonial can be hard to obtain, and there is no guarantee what will our client actually say and it can potentially even hurt us in the long run. That's why we developed our own, unique way of asking... A case story video is our version of the old testimonial.

What

A case story video is based around an interview with your happy client. Its magic is based on the question we ask and direct its delivery. We then sprinkle some footage of your happy client transformed and using your product or service. We film them interacting with your organisation and highlight the results you brought them.

Process

You let us know who your best clients are and we help you get them in front of the camera. Ideally we would film at their location and have you come with us for the added personal touch.

Use

Great use for this type of video is promotion/marketing and sales. But it can be a great morale video for your team. You can even offer it to your client to use in their social media their website.



PHASE 1

FULL INTEGRATION

You're running a successful business and have clients in the pipeline, let's start there.

We need to identify the strong points of your systems, things that are working for you now and enhance them with an integrated video before we head out and develop new strategies.



Question to ask yourself:

“Do I find myself spending excess time educating each of our clients about the same thing, over and over again?”

Imagine how much time and money you can save by only talking to clients who already know the basics.

Implementation #1 -Never meet with a prospect unless they watched your video first!

No consulting, coffee meetings, sales meetings, negotiations or any other meeting that may result in a sale before them seeing the video first. This should be integrated into current processes and/or sent manually before each first meeting. Benefits are clear, you both save time that can now be better used to grow your business, resting assured that your prospects come to you educated and prepared to work with you. They will have a good idea of what to expect and will focus on the specifics relevant to them.

Question to ask yourself:

“Do the people I communicate with have an easy way of learning about what I do?”

Imagine how many emails you send out everyday, to clients, prospects, suppliers and even coworkers.

Implementation #2 -Augment all email conversations

Include your video in the signature of your emails. Your emails already have the potential to reach a lot of people, you will be surprised how many times a video linked from your signature will be viewed. Some people will find a great resource right away or even in the future.

Try using a title like “Oh, Check this out!” or “Experience our story!” or “Watch this!” and then hyperlinking it to Vimeo or Youtube, or including a clickable thumbnail that links to your video.

Question to ask yourself:

“Do my prospects have all the information needed when making the big decisions?”

Imagine how many leads have been lost simply because your prospect hesitated or lost excitement.

Implementation #3 -Implement on every page where big decisions are already being made.

These are things like application form pages, sales pages and the home or contact pages of websites. The idea here is to make the decision processes augmented with connection, understanding and excitement. Reinforcing your message at those crucial points is a sure way to have a higher conversion rate and better sales.

Don't forget to include the link in the crucial emails and other communication.

PHASE 2

INBOUND COVERAGE

Let's make sure every ideal client who is looking for (or) at your business finds it, loves it and makes a decision to move forward. This requires us to analyse our platforms as well as search behaviour to determine how we can best convert people who are already looking for the solutions you provide. The most important part of this strategy is to recognise that people who are already looking for us are the "highest converting" and hottest audiences we have. It pays massive dividends to have great defensive coverage.



Question to ask yourself:

“How many of my sale page visitors are NOT making the purchase or taking action?”

Imagine how much your business would grow if we increase the conversion rate on your website.

Implementation #1 -Analyse and optimise the current sales platforms

If people are making a decision on a website to book a call, fill out a form, schedule a session or even purchase something right then and there, the most important information to uncover is: How many people are on the site, Where are they spending their time and How many of them are NOT converting? Let's use your Google Analytics to gain insight into what needs to be optimised and design a video with that specific role.

YouTube is the second most used search engine in the world. When people search for terms relevant to your business we must make sure they will find your video and follow it to your website. Let's make sure you have quality content there.

Question to ask yourself:

“Which of my competitors comes up on YouTube for my desired key phrases?”

Imagine how many more qualified clients you can send to your website with an effective and discoverable video on YouTube.

Implementation #2 -Making the video SEO friendly on all platforms.

The first thing you want to do is identify what people are searching for that would make sense for them to find you. Let's supplement your website SEO efforts with videos and links from YouTube.

YouTube SEO guide:

- a. Make sure the video file itself is named “[SEARCH TERM] | [COMPANY NAME]”*
- b. Title the video on YouTube the same as the file name.*
- c. Use as many tags as possible (10-30+) on the video to increase discovery.*
- d. Write a 2-3 sentence description of the company, use relative keywords*
- e. Link or Direct directly to the “one action” you want the audience to take. For example, have a title that says, Book Your Free Exam Here: [LINK] Be sure to include the website link somewhere in the description if it differs from the link above (you always want to backlink your websites)*

When clients search for our relevant terms, we can include a specific page on your website (perhaps even enhanced with PPC ads) with your new video and a special offer and, of course, a Call to Action.

Question to ask yourself:

“What page do I want people who search for me to land on, and what do I want them to do there?”

Imagine how many more enquiries you can expect by simplifying a landing page.

Implementation #3 -Create a Landing Page with Video

Let's create a purposeful landing page that features your video and a good call to action, and by increasing traffic with Pay Per Click ads for your keywords you'll land more people there even before SEO efforts pay up.

Video Landing Page guide:

- a. *Create an enticing offer (eg. Downloadable resource, Free quote or Bonus on signup)*
- b. *Create a Landing Page that contains a good **headline**, your **video**, powerful (but short) **description** and a **call to action** (form to fill, etc)*
- c. *Make sure you optimise the process for after the action is taken, so you can handle all the incoming leads*
- d. *Involve a digital marketer to help you determine the keywords people are already searching for you and manage the PPC ads for you*
- e. *Keep optimising the page by analysing the incoming web data.*

While we're still in the inbound coverage, don't forget about social media and your existing audience.

Question to ask yourself:

“What to they see when they visit my social profiles?”

Imagine how much more engagement you can expect if you use the video in the “sticky” parts of your social media presence.

Implementation #4 -Social Media Platforms

Visit all your social media profiles and see where your new video fits best. We recommend “pinning”/“featuring”/“highlighting” the video to your first post on FB, make it featured on your YouTube channel and LinkedIn profile or linking to it from Instagram's highlight.

This is supposed to be a “set and forget” step, simply utilising the opportunities already provided by the platforms you're on already.

I bet you have some lovely testimonials from your awesome clients. A video testimonial from them will have 10x the effect.

Question to ask yourself:

“Which of my best clients would love to tell a story of how I helped them?”

Imagine how much more powerful seeing and hearing the difference you made in your clients' lives is.

Implementation #5 - Testimonial videos

Testimonials shouldn't have their own page on your website, they should be sprinkled throughout your content, especially around the crucial decision-making sections.

Having an authentic video testimonial, where we feature some of your favourite clients, explaining in their own words how you helped them, what made them choose you and how great you were, is one of the most powerful ways to win the prospects trust.

PHASE 3

NEW SALES STRATEGIES

Now let's create new opportunities for sales using your new Video. This will be our first big step towards developing entirely new strategies in order to open new gateways for sales to come through. Let's think of all the new opportunities a good video strategy can provide.



Let's start with the obvious one, very similar to what we discussed a few pages back.

Question to ask yourself:

“What other phrases do I want people to search for me, and what do I want them to do once they find me?”

Imagine how much your business would grow if we increase the new traffic to your website.

Implementation #1 -Create additional Landing Pages with Video

This is nearly identical to strategy implementation #3 from the previous chapter, and while there we were focusing on what is already working for you and “warm” leads coming from phrases people are already searching for, this time we will expand it by creating extra Landing Pages optimised for ADDITIONAL search phrases, so more of your ideal clients can find you.

This is also an ideal page to send your leads to before meeting with them- as per the Implementation Strategy #1 in the Full Implementation chapter.

Sometimes you may be just too busy to take on clients (especially relevant to seasonal businesses and those whose marketing cycles aren't optimal), wouldn't it be nice not to lose them?

Question to ask yourself:

“What happens to the clients that I'm not ready for, or they're not ready to commit just yet?”

Imagine what if you didn't need to turn people away and had a constant supply of warm leads?

Implementation #2 -The Waiting list

Have you considered creating a separate page, asking people to sign up to a waiting list and get notified when an opening becomes available? Include the video explaining the benefits of waiting to work with you and keep them excited with an occasional update email or phone call. This will also work for people who just enquired for the future, perhaps they need to budget you for next year, etc.

Remember, these are people who would love to work with you, a simple nurture strategy can mean extra income for your business and not losing them to your competition.

BONUS: Having a wait list is a great way to position you in your client's mind as an exclusive, sought-after business!

Do you have a way of taking orders or selling through your website?

Question to ask yourself:

“Is there anything I can sell on my website that a video can sell better?”

Imagine what if your website actually worked for you 24/7 and generated sales/orders without your input?

Implementation #3 -Order online

A great video to have is one that sells for you, a video that introduces a new product/offer, explains the benefits and features and asks for a sale, right then and there.

Let's discuss what it is that you can sell online: a product, a gift card, a 1-on-1 session with you, pre-sale a service or offer a training resource. There are many options, some are apparent, some not so obvious but most businesses can find a way to offer something your “hot” lead can pay for right away.

PHASE 4

OUTBOUND STRATEGIES

Now, that all your basics are covered, we can focus on using the power of video to bring you new clients, those that haven't heard about you before, the cold audience that needs to be warmed up. Remember that a person needs to see you several (some say even 7) times before they're ready to buy from you.



Let's begin with generating awareness about your brand and your mission.

Question to ask yourself:

“Would press/media be interested in producing a piece about the difference I make in the community?”

Imagine what a proper coverage by press and media would do to boost your reach in the public.

Implementation #1 -Press release

Before we begin we need to come up with a hook, something that is of interest to the readers/audience of the outlet we'll be targeting. Press is not in the business of simply advertising businesses, unless you want to spend some serious money to have an ad featured. Here we're talking about them publishing a piece about your business and for that it needs to be something special to write about. Do you work with community organisations, charity, have a heart-warming story about your business or your client, etc...

The next step is to create a video that shows that story, and use it together with a proper press release to reach out to the journalists- having a video (and photography) included makes it easy for them to select you for publications.

Storytelling is the key in this approach.

“No man is an island” we’re surrounded by others with a similar mission and overlapping interest. If they have a wider audience or would be perfect for a joint project.

Question to ask yourself:

“Is there a business or organisation that could have a meaningful impact my audience or I theirs?”

Imagine how many exciting possibilities there are to develop collaboration with like-minded organisations around you to boost each other’s reach.

Implementation #2 -Collaborations

The possibilities to collaborate are endless: organise a joint seminar/workshop/event to educate your common audiences, partner up to sponsor a charity project, create a joint ad campaign and donate prizes for entry, exchange/get feature in each-other’s mailing lists, social media shoutouts, etc...

Once you identified a great possible partner, reaching out to them with a video included can make a big difference in how you get received. Make sure you aim to develop a relationship that is mutually beneficial and start with a coffee/lunch to take things easy.

Video is also a great way to promote the event!

This is where everyone wants to start, but... only when your company has been fully integrated with the video, the incoming leads are secure, good sales strategies are in place... then, and only then, should you dive into the endless, yet beautiful hole of Facebook & Instagram ads. FB/IG Video Ads are amazing, but a lot of the time are hard to pull off if you don't know what it takes to make an ad work.

Question to ask yourself:

“How can I effectively communicate my offer in only 30 seconds?”

Imagine what an ad that works can do for your business, now that all systems down the line are ready.

Implementation #2 -Running Facebook & Instagram Ads

Basics are the same as in the inbound implementation #3 and new sales #1, creating a converting landing page is a must, now let's talk about the basics of a good FB video ad.

1. **HOOK**, the ad must grab attention from the very beginning and keep it till the call to action,
2. Burn in a good **title** and **subtitles**, so people can get the message without sound,
3. Have a **great offer** and explain it's value,
4. Include an enticing and direct **Call to Action**, don't be too vague,
5. Once they take action, all **systems** downstream need to be ready for them to overcome any objections.

The best clients come from a recommendation from someone they trust. Use the video to help your biggest advocates spread the word about you.

Question to ask yourself:

“Do my promoters know how to best communicate my value and direct people to me?”

Imagine how much easier it would be for them to simply have a video to refer to or with.

Implementation #3 -The referral machine

This one is fairly obvious and easy to implement but can have amazing results. Whether or not you're part of any networking organisations (like BNI, Fresh, your local Chamber of Commerce, etc.) you probably have some people who are happy to refer to you. They may be satisfied clients, colleagues, social media fans and LinkedIn followers, even friends or family members. They may be perfectly happy to send your details to someone they know who's in the market for your product or services but they may be struggling with effectively communicating your value and successfully directing them to where you can take over.

Why not send them an email, that they can save/star and refer to in the future when they identify someone you can help. The email can include a video to teach them what to say to a prospect or be simply forwarded and be self explanatory. This way you have the control on what is said about you.



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LET US HELP

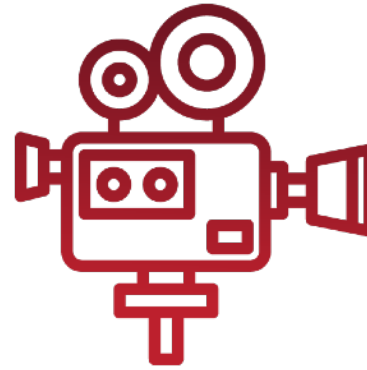
THIS IS HOW WE CAN ASSIST

WE TAKE CARE OF IT ALL FOR YOU ON 3 CRITICAL FRONTS



Fully integrated video content strategy

First things first, let us discover all the ways our purposeful videos can help in your organisation. From marketing, sales and educational content, through to recruitment and training. Our long-term strategy sets you up for success in all areas of your business and adapts to your needs as you grow.



Professional video production

We work smart. We take care of the pre-production and planning so you can focus on your business. We organise the right crew for you and create amazing content that engages your audience, pre-qualifies your clients, positions you as the leader in your field and works for you 24/7 saving you time and frustration.



Help with implementation for best ROI

Our services don't end there. We want to see you succeed and will assist you with effective implementation, optimisation and metrics for your new content. This way we can ensure that the videos are working for you and can see the results.

Frequently Asked Questions

WHAT IS FIFTH CASTLE MEDIA?

Fifth Castle Media is a Melbourne based video and photography production agency. We have an extensive team of professional creators specializing in many aspects of video and photography and we can always find a perfect artist to realise our strategy for your business.

WHAT DOES THE STRATEGY INCLUDE?

The Fifth Castle Media Strategy is an extensive and comprehensive document that outlines all the different areas our purposeful videos can help enhance your business. We look at how you attract clients, what your sales process looks like, how you retain best clients and staff, how your internal processes operate and design a bespoke visual media plan. We schedule the production and organise everything.

WHAT TYPES OF VISUAL MEDIA DO YOU CREATE?

We have over 30 different types of videos covering every aspect of your operations. From recruitment and training videos, through video marketing and video sales campaigns to event photography, testimonial videos, animations and more. We also have extensive experience in all aspects of photography.

HOW DO YOU HELP WITH THE IMPLEMENTATION?

We don't simply deliver the files to you, each piece of content comes optimised for its intended use with clear instructions on how to put it to work. We help with the metrics so you can monitor the impact your new content has and pride ourselves in exceeding your expectations.

HOW LONG DOES IT TAKE?

We take on clients for the minimum of six months. The first month is all about the strategy with the production generally beginning in the second month. Our professional post-production team will have the videos ready for review usually within a week of filming.

HOW MUCH DOES IT COST?

Most of our clients budget between \$5,000- \$10,000 per month. The budget dictates how quickly we can progress through the strategy and deliver the results.

 fifthcastle.media

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 info@fifthcastle.media

This is how we can help

Thank you for reading this guide, and we truly hope you have found value here and that you will begin thinking of all the different ways video can help you in your business.

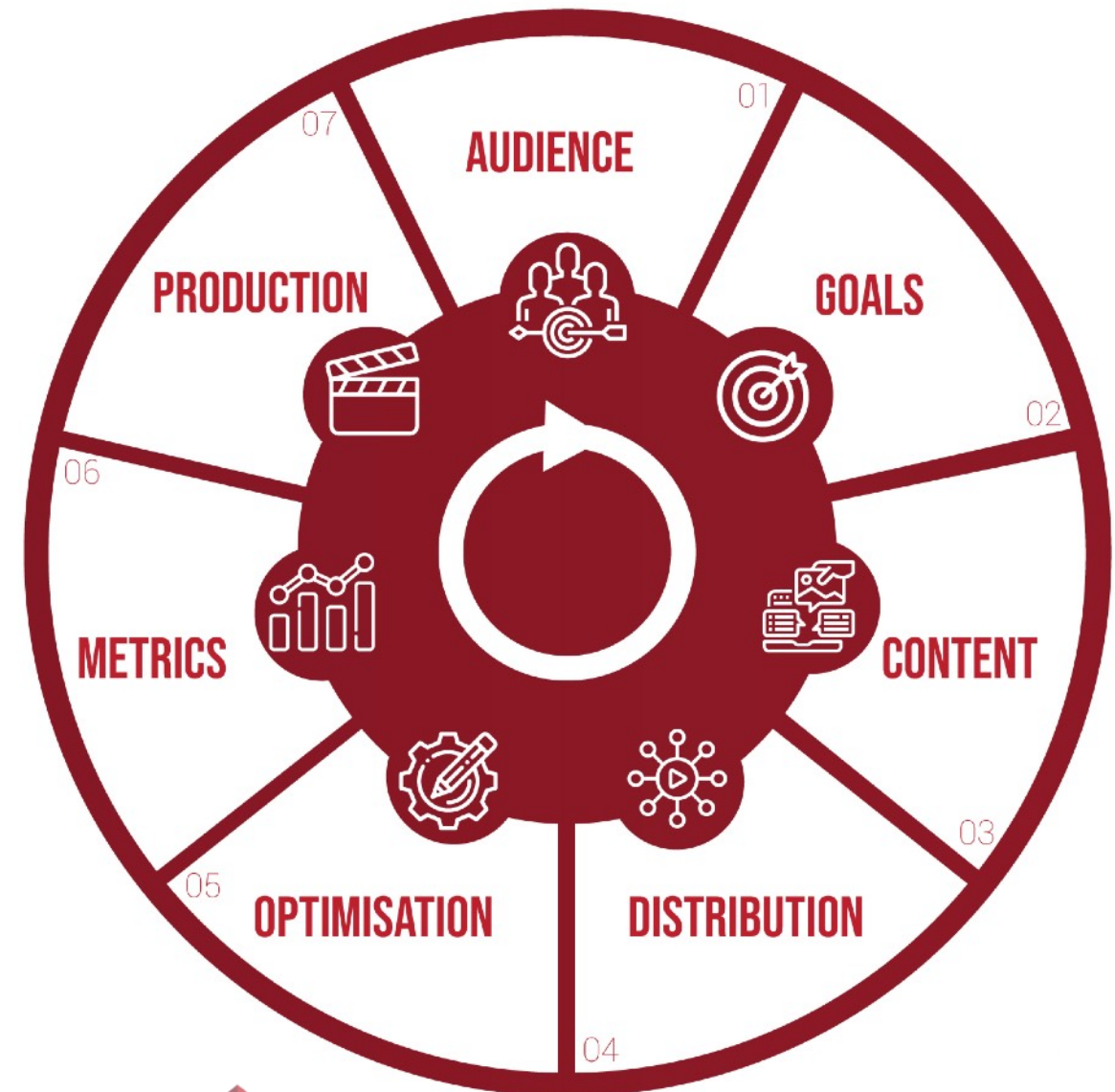
We help organisations like yours create a comprehensive video strategy, we also take care of all the production and help you with implementation of the videos.

Our mission is to transform businesses with the power of video

Feel free to **get in touch** with us and **let's connect on LinkedIn**

Sincerely yours,

Arek Rainczuk APP



Strategy and production cycle

 fifthcastle.media

 1800 976 216

 info@fifthcastle.media

THANK YOU

