

# YOUR GUIDE TO BRAND VIDEOS

## AND HOW TO USE ONE IN YOUR MARKETING STRATEGY



### MEDIA PLUS MOTION

HELPING YOU TELL YOUR STORY  
TURNING VIEWERS INTO CUSTOMERS





*Every brand  
has a story.*

*Let's Tell*

*Yours*

MICHELLE, STORYTELLER



## WHAT IS A BRAND VIDEO?

A brand video tells your story in an authentic way. Working with our branding team, we'll help you identify your purpose and create the messaging that highlights how your company is uniquely positioned to solve your client's pain points.

You need a video marketing strategy, but you probably already know that. You might be worried about where to start, how to get the content to the right viewers, and what it's going to cost.

That's where Media Plus Motion comes in. We work with you, using a proven strategy, to develop your story. We'll help you through the production process, every step of the way. And we're surprisingly affordable.

# WHO SHOULD USE A BRAND VIDEO?

**Any brand that is selling services or products can and should use a brand video to help their audience connect with their meaning.**



You likely started your business because you had the solution to a common problem, an artistic vision, or a product that you believed in. *You wanted to make the world better - and make some money along the way.* Or maybe you even found yourself backed into a corner and knew you were the only one that could get yourself out. You have a story - how did you do it, but most importantly - "WHY?" When your customers know you, they'll love you.

*When you connect with a viewer on an emotional, personal level, you humanize your products and service,*

MICHELLE, STORYTELLER

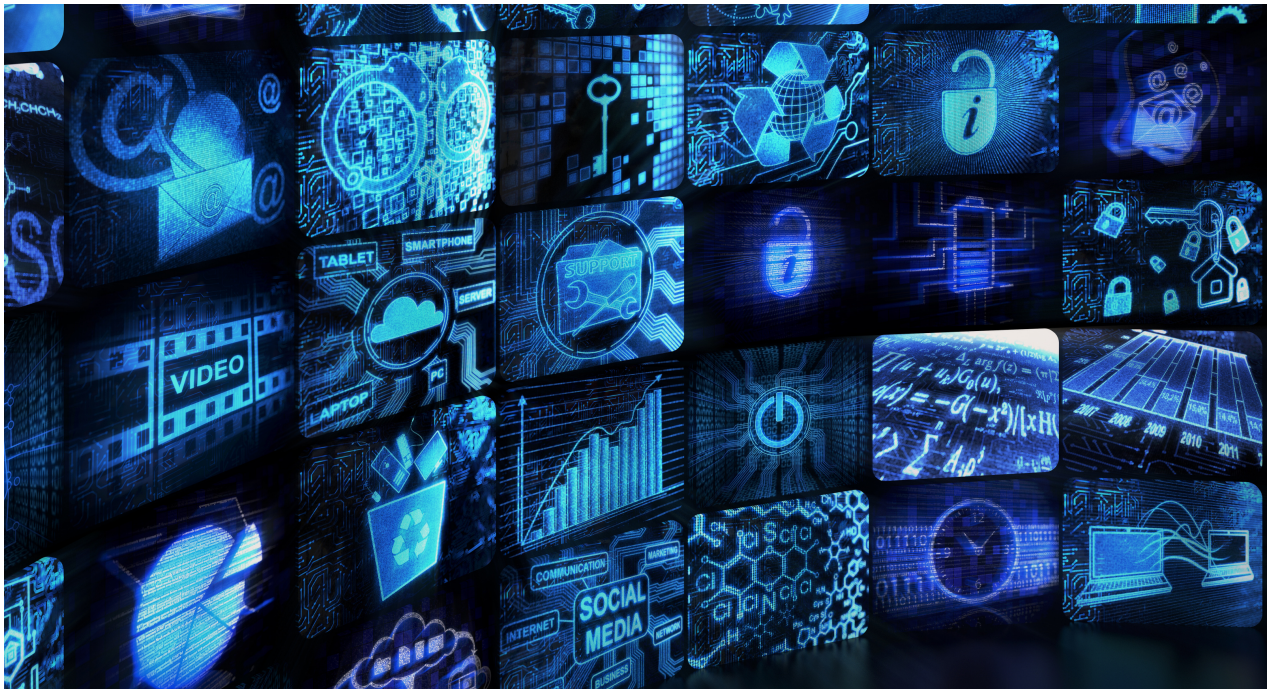


## HOW DOES USING A BRAND VIDEO HELP YOUR BUSINESS?

Using a brand video not only gets your story out, but can have huge and immediate impact to your bottom line.

- **64% of viewers will become customers** after viewing your video on social media platforms.
- Landing pages that incorporate videos have an **80% increase in conversation rates**.
- Click through rates **increase an average of 27%** in email campaigns and 34% on websites.
- Viewers spend **2.6 times as much time** viewing a webpage that includes videos.
- Websites using video are **53 times more likely** to obtain first-page search results.
- Videos generate **300% more traffic**.

The tone and application of your video will vary depending on your video goals - creating brand awareness, launching a new product, or connecting with existing fans.



## WHEN SHOULD YOU USE A BRAND VIDEO?

### When You Need To Increase Awareness

You've been in business for awhile, but you just aren't gaining traction. A brand video can help you stand out among the crowd by connecting your mission to your customer's goals.

### When You Need To Rebrand Your Company

You started your business with a clear plan and direction, but somewhere along the way you strayed from your key focus. It happens. A brand video is a great way to restate your company mission and values and help you attract the best customers for your company.

### When You Launch A New Product Line or Company

You have the next "IT" thing. Your company is going to disrupt the space you're in. But no one knows about the great things to come. Generate some excitement with a branding video at launch. A brand video allows you to communicate all the great features and services - and turn viewers into customers.

# WHEN AND WHERE SHOULD YOU USE A BRAND VIDEO?

Video should be part of your marketing strategy in all phases of the buyer's journey - attract, engage, delight.



## During the attract phase.

The attract phase is the widest part of your funnel. Potential customers are researching their problem and looking for possible solutions. Video content for this stage of your funnel should focus on introduction, explainer videos, testimonials, and brand story.

- **Intro Videos** tell people about your products and services and offer the solution to their pain point. Intro videos are best positioned on your website **home and about us pages**.
- **Explainer Videos** are short videos that explain what your product or service does. Explainer videos are most often placed on your website **home and about us pages**.
- **Testimonials** offer social proof from real customers and users. Testimonial videos are featured on your **website and social media profiles**.

*Video moves a viewer from confusion to clarity when imagery and messaging connect.*

MICHELLE, STORYTELLER

# WHEN AND WHERE SHOULD YOU USE A BRAND VIDEO?

Video should be part of your marketing strategy in all phases of the buyer's journey - attract, engage, delight.



## During the engage phase.

Viewers during the engage phase are ready to take a closer look at you as the solution to their problem. Video content for this stage or your funnel should focus on converting viewers into customers.

- **Long form videos** allow you to share additional information your audience will find valuable and position yourself as the expert. This content will be on your **website pages, YouTube, and Vimeo.**
- **How-To Videos** are similar to explainer videos, but go more in depth about what your product or service does. How-To videos are most often shared to social media and placed on your **website pages, YouTube, and Vimeo.**
- **Reels** are short videos that are used to engage with your followers while showing more of your brand. These short videos are hosted on **Instagram and Facebook.**

# WHEN AND WHERE SHOULD YOU USE A BRAND VIDEO?

Video should be part of your marketing strategy in all phases of the buyer's journey - attract, engage, delight.



## During the delight phase.

The delight phase occurs when the viewers has decided to become your customer. Videos at this stage should deliver value to the customer so that they continue to do business with you and become ambassadors for your business.

- **Thank You Videos** are a great opportunity to continue your brand's story and show behind-the-scenes team members. These videos will live on **post purchase pages and email follow-ups**.
- **Customer Onboarding Videos** are key to keeping your customers informed about the process of working with, especially for custom products and services with a long delivery process. Onboarding videos are most often used in your **post purchase customer email automation or customer portal**.
- **Customer Support Videos** allow customers to get answers on their schedule. Support videos are featured on your **FAQ page, chat or customer portals**.





## WHAT SHOULD BE INCLUDED IN YOUR VIDEO BRANDING GUIDE?

### Follow Your Established Branding Guidelines

Your brand video works in partnership with your website, social media channels, and print advertising. As such, your brand video should be true to your color palette, logo usage, fonts, and voice.

### Specific Video Branding Guidelines

Consider including your requirements for:

- script approval
- title screens
- speaker and job title identification
- caption requirements
- music usage
- transitions
- thumbnails and screen cards
- final video approval process.

# BRAND VIDEO WORKSHEET

Define your business objective first. What is the purpose of the video?

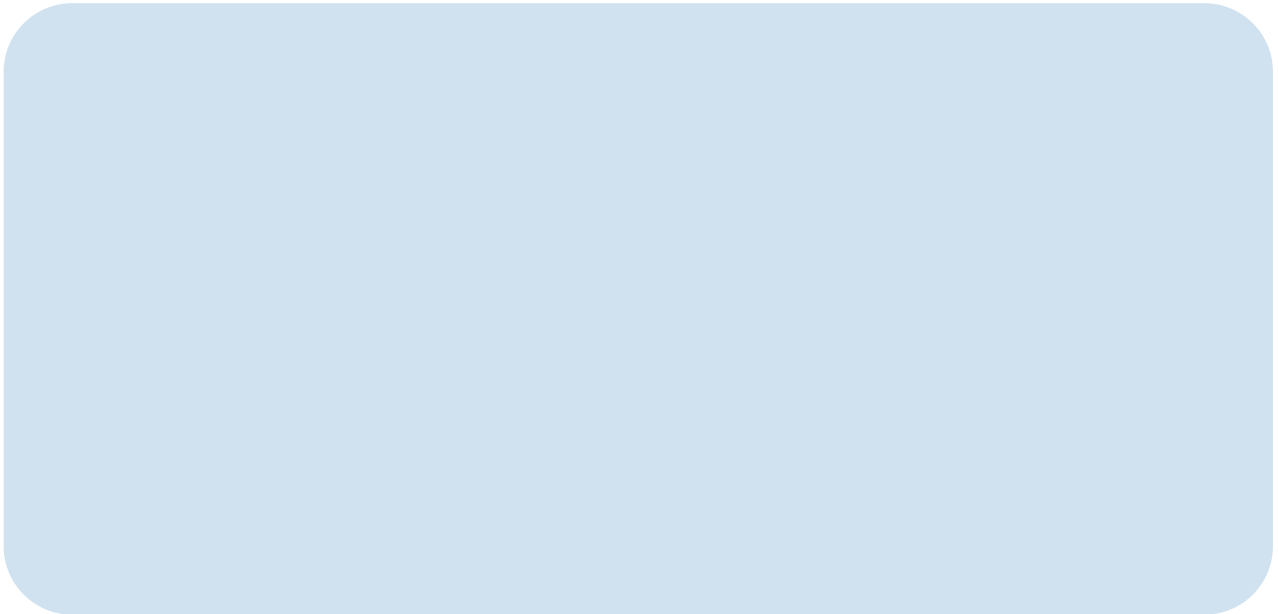
**Who is the target audience?**

*What are some characteristics of your ideal customer?*

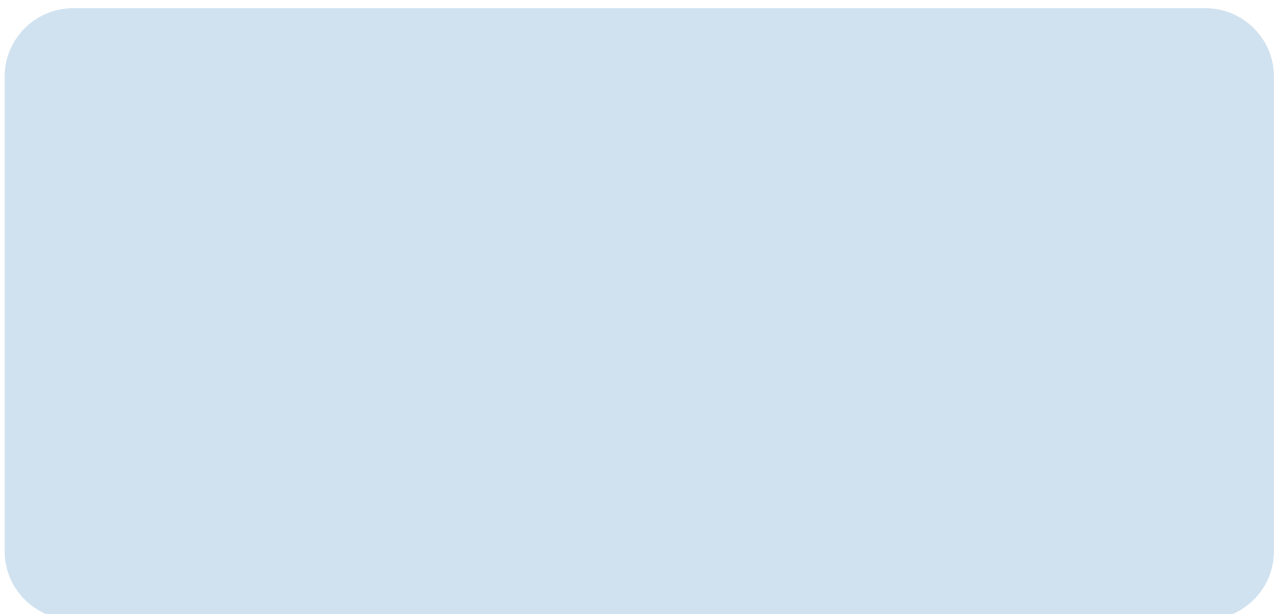
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# BRAND VIDEO WORKSHEET

Where and when does your audience consume video content?

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Who on your team needs to be involved in your video project?

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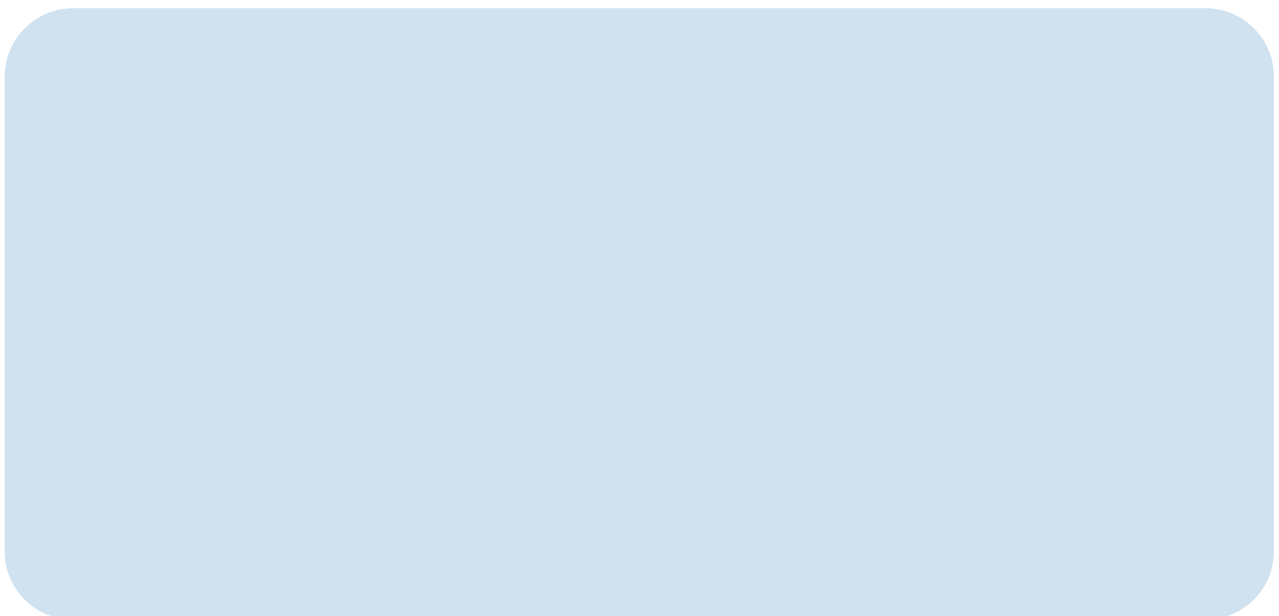
# BRAND VIDEO WORKSHEET

**What resources do you have for the video project?**

*Graphics, Stats, Talent, Locations*

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**What is your budget? Timeline?**

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# HOW WILL I WORK WITH THE TEAM AT MEDIA PLUS MOTION



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## Your Goals Are Our Goals

Not all projects are created the same. Are you trying to create brand awareness or provide content to your strong customer base? Our branding team will work with you to identify a plan from concept, production planning, and ultimate video content distribution. We'll start with a thorough question and consultation meeting to understand your goals and story - everything we need to know before the first frame is filmed.

## Stage One: Story Development

You are the author of your story, but every great story needs an editing team. You'll work with our branding team to develop your story, create an engaging script, and provide the right media to connect with your customer. We'll help you develop the right tone, imagery, and on-screen messaging for your video project.

## Stage Two: Video Production

Our video production team will guide your project through the filming process. We'll work with you to create the right look from sets to attire, the proper audio recording, lighting, and tie it all together with the perfect story telling elements.

## Stage Three: Post Production

Our editing team will edit your video by the agreed on time and work with you directly to fine tune any editing requests. You'll love your final video - and so will your customers.

# Schedule Your Free Consultation

[mediaplusmotion.com](http://mediaplusmotion.com)

