

VIDEO MARKETING and SALES GUIDE

CREATED BY GRAVITY.VIDEO

WHO IS THIS FOR?

This guide was designed for agencies and marketing consultants that are looking to either introduce video as a service to their clients, or take your existing video offerings to the next level.

Our goal is to provide you with the information, stats, steps, and strategies you'll need to feel comfortable having discussions about what video can achieve and how you can access a wide range of video services by partnering with Gravity.

We hope you find this guide useful and that it helps make video an easier and more accessible choice for you and your clients.



WHY VIDEO?

Video solves one of the biggest problems facing businesses and marketers - **how to stand out**. While other mediums are often fleeting and stale, video is dynamic, engaging, and stands above the rest.

WHY VIDEO?

Video can be used **anywhere** - website, social media, email, ads, and beyond. Plus, video is useful at every stage of the marketing funnel.

From generating initial awareness and interest, to educating prospects on your difference-makers, through converting them into new customers and keeping them engaged with your brand.

Video influences some of the most important marketing indicators: SEO, engagement, and conversions. The power of video is unparalleled. Deliver information efficiently, put your personality on display, establish trust with your audience, and capture new business.

VIDEO STATS

We've gathered some of the most compelling statistics that prove the effectiveness of video across numerous platforms and strategies.



VIDEO STATS

- One minute of video is worth 1.8 million words (Forrester Research)
- 51% of marketing professionals worldwide name video as the type of content with the best ROI (Invisia)
- 90% of customers say video helps them make buying decisions and 64% of customers say that seeing a video makes them more likely to buy (Forbes)
- Video promotion of a brand, product or service is 600% more effective than print and direct mail combined (Diode Digital)
- Social video generates 1200% more shares than text and images combined (Jeff Bullas)
- 90% of consumers claim a video will help them make a purchasing decision (Social Media Today)

VIDEO STATS

- Enjoyment of video ads increases brand recognition by 139% (Unruly)
- When video is present on a landing page, conversion increases by 80% (Hubspot)
- Adding a video to your website can increase the chance of a front page Google result by up to 53x (Convince and Convert)
- Companies using video enjoy 41% more web traffic from search than non-users (SmallBizTrends)
- Video posts on Facebook have 135% greater organic reach than photo posts (Social Media Today)
- Video in an email leads to 200-300% increase in click-through rates (Hubspot)



VIDEO TYPES

Selecting what type of video makes the most sense for a business, product, campaign, or goal is a key step. Here are some of the most common types of videos and how they're used to achieve sales and marketing results.

VIDEO TYPES

BUSINESS OVERVIEW

A first person introduction to your brand, business, or product

- Interview-focused videos with company leadership are an excellent approach
- Or, use b-roll, graphics, text, and voiceover to tell your story

SOCIAL PROOF

Show off your success to build a positive reputation

- Testimonials with customers are some of the most impactful pieces of video content
- Case Studies let you explore specific ways you work with clients

VIDEO TYPES

EDUCATIONAL

Give prospects & current clients more information about your product or services

- Highlight a specific feature or offering. It could be something new or something you just want to promote
- How-to videos help clients stay engaged and successful, while giving leads a deeper look at what you offer
- Educate social media followers and leads on industry trends, insights into your business, or hot topics in your community

CULTURE

Provide insight into your company's team, day-to-day, and attitude

- Interviews with team members about their background, experiences, and strengths
- Answer questions on video from followers and clients, or host a live stream
- Hiring? Make a recruitment video to capture the attention of the best talent
- Just have fun - run a contest, play a game, or goof around with your team

VIDEO TYPES

ANIMATED EXPLAINER

Engage and educate your audience through colorful and compelling animation

- Animation is the ideal medium for introducing new solutions or complicated concepts
- B2B, technology, and software are the most common use cases
- Also great for consumer products, complex science and medicine, or social issues

ON-LOCATION

Bring viewers to your most fun and exciting moments

- Events like conferences, conventions, and parties - film these experiences so they can keep entertaining and educating long after the event itself
- Marketing Activations - planning a big in-person campaign? Make a video to reach an even wider audience
- Do a tour of your office, store, factory, or wherever else your team and products are active to show viewers a full picture of what you do



VIDEO MARKETING STRATEGIES

Need some inspiration on how to add video marketing to your clients' strategies? We put together some of the best ways into integrate video content across the board.

VIDEO MARKETING STRATEGIES

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- **Video SEO** - blogs and pages with video will have better SEO results, so tying video to your SEO strategy is always a good investment
- **Social Media** - videos are more compelling and generate more engagement than text or photo posts, which means using video on social media will lead to increased activity
- **Conversions** - if you're setting up landing pages or driving traffic to a page built for converting visitors, a well-placed video can improve conversion rates and CPA
- **Video Ads** - if a client is investing in paid ads, video ads make for a unique and impactful medium to drive click-through rates
- **Video Emails** - video in emails is an outstanding way to get recipients to interact with a brand instead of casting an email aside. Embedding a GIF from the video or a thumbnail with a play button into an email are great ways to encourage people to push play
- **Multiple Videos** - with a multi-video package, the cost per video decreases dramatically as many videos can be produced with a single day of filming

VIDEO SALES APPROACH

Looking for that spark to get your clients to seriously consider video? Or just want to make sure to keep the conversation relevant and evolving? Here are some good ways to launch video sales discussions and close the deal.



VIDEO SALES APPROACH

- **Practice What You Preach** - if you're going to ask your clients to embrace video for their marketing, a great tactic is to embrace it yourself and produce marketing content for your own brand.
- **Schedule a Video-Centric Meeting** - by having a call that is focused on video, you can demonstrate the importance of the medium and give the client the opportunity to ask questions and convey expectations.
- **Tie Video to a Goal** - when a client comes to you asking how they can do something different to stand out or with a specific goal like more social media engagement, increased SEO, or a higher conversion rate, introducing video right away as a key tool to help meet that goal will keep video as a fixture of the campaign.
- **Emphasize Versatility** - many don't have extensive experience with video marketing and might think it just means posting a video somewhere and hoping people see it. But by explaining that video is used across websites, landing pages, social media, emails, ads, and at every stage of the buyer's journey, clients will realize how impactful quality video content can be.

VIDEO SALES APPROACH

- **Prepare Case Studies** - once you have a few video projects under your belt, it's wise to track the roadmap and success of each one. That way when video comes up for new clients you'll be able to explain to them how it works and what the results look like. If you want to go a step further, getting a testimonial from a successful video client is the absolute strongest tool to aid in your sales process.
- **Find Examples** - if your clients are intrigued by video, but aren't sure what to ask for or what they want, it's a great idea to have them look for examples of videos they like (or don't like). You can also send them projects you've done or seen in the past that they might like. By doing this, the client can start to envision what their videos will look like and get excited to move forward.
- **Suggest a Date** - if your client is sold on video but you're having trouble nailing down a shoot date, don't just wait for them to come up with something. Instead, suggest possible dates, days of the week, or times of day. This will help keep the project focused and moving forward.



WORKING WITH GRAVITY.VIDEO

Ready to embrace the power of video? Gravity is your partner for producing video content that gets results for your clients and grows your agency business.

Read on for more info on how Gravity can work with you as a go-to resource for all things production, editing, animation, and beyond.

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WORKING WITH GRAVITY

- **We Do It All** - Whether you need someone to handle a soup to nuts production that results in a multi-video campaign, jump on a quick edit for social media, create an animated explainer video, or just about anything else in the video realm, we can handle it.
- **Every Stage of the Video Process** - For each project, we offer pre-production services that include things like planning a shoot day, prepping interview questions and shot lists, refining a script, determining scope and approach, putting together the right group of video professionals, and many other tasks that go into ramping up a video project.

Once a project is underway, your Gravity contact will be available at every step to answer questions, provide updates, and of course, produce high quality content.

As we begin delivering drafts, our role then shifts to working to understand and address feedback from you or your client and making revisions so that the resulting video meets expectations.

WORKING WITH GRAVITY

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- **Bring Us in Early** - If you have a client ready to start getting serious about video, don't hesitate to bring in Gravity as soon as things come together. Even if things aren't solidified just yet, we can start putting the production team together, planning out the scope and style, and be prepared to kick things into gear the second the project is a go.
- **We Can Even Help With Sales** - While video creation is the core of what we do, we can also help you close the deal.

Want to pitch video to a client but not sure how to word your proposal? Having trouble determining how much something will cost? Need a specific example or skill set? We can help with all of this and more.

We can even come into a call with your client as a video consultant to help answer their questions and determine the game plan so they feel more comfortable about the process and you feel comfortable with our role.

WORKING WITH GRAVITY

Need something? Don't be afraid to ask.

This includes pricing sheets, examples of a certain style, genre, or industry, special packages tailored to your business, branded content to help you sell video, or just a simple question about a process, we always love to hear from our partners and do what we can to benefit all involved.

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LEARN MORE:

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