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STEPS TO A VIDEO MARKETING STRATEGY THAT WORKS

Introduction

Most great companies know that video marketing engages more customers than written marketing. Yet, despite the rising numbers of their competitors using video marketing (87% of businesses in 2019) the confusion of how to start a video marketing strategy that works causes them to fall behind.

So how do you become the business leader who builds a tribe of passionate evangelists for your business?

At Paper Cranes, we work with all kinds of business leaders every year. We help these companies get noticed in the sea of noise through our video production and marketing roadmap. We find that companies are excited to have an easy video marketing strategy that they can use to get more customers.

Every year, we see companies make the same crucial mistakes which cost them a lot of time and money.

I want to share with you these mistakes and how to avoid them.



Set your eyes on the prize

Define specific goals you want to achieve

Everything works so much better when you focus on a particular goal.

Whether it's sales, brand awareness, leads, or even collecting simple data for your next campaign, make your goals specific and clear.

Don't be like a kid in a candy store who wants to get **everything** at the same time. You gain no traction with that approach.

Create content for a specific purpose and do it well.



TAKE ACTION

What are the 3 specific goals you want to achieve with your video marketing?

Write them down.

2

Take it one step at a time

Don't bit off more than you can chew

It's easy to look up to the bigger companies and want to imitate them overnight but it's a sure-fire way for you to be distracted and fail.

Bigger companies have teams and many different types of content that they use across the internet to serve various purposes. Big content strategies can give a pleasing return if they are done well but they take time, experience and money to execute well.

The old adage rings true, "*slow and steady wins the race*."

Stay in **your** lane, create content for **your** customers and only create content that you can effectively manage **yourself** (or hire an agency to manage it for you).

TAKE ACTION

What's one piece of content you can create this week to achieve the goal (or goals) you wrote in step 1?

Brainstorm 3 ideas and write them down.



3

Great content is for sharing

Create content that people love sharing with friends

So often I see business leaders fail to connect with their audience with content. There is absolutely no point in creating great content that only a few people see.

It's a fairytale to hope that your perfect customer will type in your website address, find your content on your home page and become your customer.

You must choose where to place your content based on where your ideal customer is spending their time. Take advantage of social media tools like Facebook, Instagram, LinkedIn, TikTok, Snapchat and YouTube to get your content in front of your ideal customer.



TAKE ACTION

Where do your customers spend their time?

Write down the different places and use cost-effective advertising to get your content from step 2 in front of your customers.

4

Maximise your shoot day

Get as much content created at the same time

While you're filming your epic brand film it's important that you maximise your time and content possibilities.

You should aim to have have a rich repository from which to draw from for all your social media and online advertising needs.

Why not create a simple 30-second "talking head" video for your Christmas promotion? Your staff dancing in front of their desks for an EOFY sale? Some high-quality team photos for their LinkedIn profiles, Instagram, email signatures and your website?

There are plenty of ways to get the most out of shoot day.

TAKE ACTION

What other advertising media do you need for your business?

Write down 5 ideas and plan them into your shoot day.

Feel free to use the examples above to get you going.



5

Let the content work for you

Make your content to run as automated as possible

Once you have produced all this beautiful and planned content, you must know how and where to use it in order to maximise its potential.

You can place them strategically around your website and social platforms, include them in multiple social media campaigns with specific retargeting measures in place.

Placement is just as crucial as any other part in the process. There is not much point having great content if it is not being positioned appropriately in front of your target audience.



TAKE ACTION

Where can you use your content most effectively on your website?

Using your answers from part 3, write out some simple social media posts you could create to maximise the reach of each piece of content.



You deserve a video marketing strategy that grows your business.

Apply to have your video marketing strategy executed by Paper Cranes and scale your business to what you've dreamed it to be.

With video marketing from Paper Cranes, you'll get more leads, earn more money, and become the service of choice for your customers.

We hope you'll join us in our next project cycle.

APPLY TODAY

papercranes.com.au/services

How to start a project with Paper Cranes:

1. Choose one of our services online and apply at papercranes.com.au/services
2. Have a brief conversation with us about your goals and the details of your project.
3. We'll create and film a video strategy for you so you can become the business that everyone wants to buy from.



1. Will it work for my business?

Yes. Every business needs video content to stay ahead of the curve in today's marketing landscape. Whether you are a cafe, furniture maker, established company or a Fortune500 corporation, our video marketing strategy will work for you.

2. Is there a payment plan?

Yes. All our projects are staged by 3 progress payments which are usually spread out as 50% deposit, 30% after you're happy with the overall feel, and the final 20% upon delivery of your video content.

We can also work with you to figure out a custom payment plan that works best for your specific situation. A deposit is required to reserve your spot in our project cycle and each stage of the project must be paid in full prior to the project progressing.

3. What if I don't like the feel of the content?

Not a problem. We usually allow a number of revisions on our projects so that you're truly excited about every aspect of your media that will be launched to your audience.

4. How do I know if it's actually working?

We're not the guys that take your money and run. We genuinely believe in the businesses that we work with and love to see them become the companies they dreamed of being.

Because of this we deliver multiple means of monitoring within our projects so that you can see how your visitors are interacting with your content. As your market changes, this enables you to anticipate their needs and stay ahead of your competitors.

We offer monthly digital advertising plans in order to boost your traffic, sales and leads so that you can see transparent results from your video content after it's launched.

If you haven't yet spoken with us about these plans, they include ad campaigns and management using:

- Facebook
- Instagram
- Google
- Youtube
- LinkedIn
- Snapchat

6. What do I get with my video content?

This largely depends on your goals for your business but, ultimately, we aim to deliver the following:

- Brand hero film (2 minutes)
- Social media feature film (1 minute)
- 3x social media bite-sized videos (30 seconds each)
- Professional profile headshots for you and your team
- Video marketing strategy roadmap planned out for you
- 1-month of managed Facebook / Instagram advertising

APPLY TODAY

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