



# MARKETING IN A CHANGING WORLD



## COVID-19 SERIES

### RECAP

Utilizing Video During Social Distancing

# Smart Marketing During COVID-19

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## FACILITATORS



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## TODAY IS ABOUT STORYTELLING

“A great story is trusted. Trust is the scarcest resource we’ve got left...no one succeeds in telling a story unless he has earned credibility to tell that story.”

- Seth Godin

## VIDEO STATISTICS

- 87% of marketers say video has contributed to increased website traffic
- 85% of businesses use video as a part of their marketing strategy [Wyzowl]
- 80% of business videos are 3 minutes or less [Social Media Examiner]
- 1 Billion Hours of YouTube videos are watched daily
- Twitter says video is 6x more likely to be retweeted vs. photos

## IN 2020

- 1 Million Minutes of video will cross the internet each second [Cisco]
- 82% of all consumer web traffic will be video [Cisco]

## VIDEO STYLES TO CONSIDER

- Brand Video
  - Interviews [business owner, employees, “key players”]
  - Testimonials [happy customers provide “social proof”]
- Explainer Video [whiteboard animation, etc. to make complex subjects more interesting]
- Vlogs
- Tutorials [help the DIYers]
- Product Demonstrations
- 360° | Virtual Tours

## QUICK GUIDE - VIDEO STRATEGIES

Determine your desired production value [smartphone video vs. hi-production value]

Set your goals [what do you want the audience to take away with them?]

Know your brand voice

Know your brand differentiators [your elevator speech]

Tell one story at a time to keep your audience focused

Be funny...if that's who you are [be yourself]

Capture the first 20 (seconds)

Experiment and Create

## VIDEO - 'THINGS TO AVOID'

Try not to exceed 3 minutes of total video time

Avoid rambling [compile your thoughts early...and practice]

Eliminate the ummm's, ahhh's, and 'you knows'

Don't be invisible [your audience wants to hear from you]

## HELPFUL RESOURCE LINKS

Use these resources to find tools to make your video production look like Hollywood!

[iPhone Tripod](#)

[Ring Light](#)

[Video Backdrop](#)

[Microphones](#)

[iPhone Mic - 1](#)

[iPhone Mic - 2](#)

