

Videos Should be Part of Your Marketing Toolbox

Video is increasingly becoming more and more vital as an element of any website, online marketing or positioning effort. Constantly evolving Google algorithms, search tendencies and individual preferences all mean the adoption of video will continue to grow – and it is much more than the latest trend. Its effectiveness and value as a marketing tool will fuel its growth.

Why has video become so valuable to online marketers and why should companies add video to their marketing repertoire? Because it works! The world is online and most of us are viewing videos. Video marketing is not just for retailers and e-commerce sites either. Anyone with a message to convey needs to take advantage of what video can do.

Consider:

People like to watch videos -- & more than 60 percent of people are visual learners.

People prefer to watch videos over reading text. Video is a more engaging and dynamic medium than text whether traditional ads or articles.

A LOT of people like to watch videos online.

As many as 100 million people a day watch video online – and 75% of business executives say they watch work-related business videos at least once a week.

Videos get to the point.

Videos can convey a lot more information in a shorter period of time – and that's a big attraction to busy, impatient people online.

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Advertising: Some Things Don't Change

By: Gordon Cole

The Fundamentals Still Matter

A colleague recently shared the insight that people don't like advertisers. That comment intrigued me and so I quickly found that Forrester researchers had recently produced a report drawing that very conclusion and pointing out that more than half of American households use some form of ad-blocking technology or software such as Tivo, a spam filter or a pop-up blocker.

A little more research revealed a wide range of comments, likes, dislikes – and a widely varying degree of technical sophistication on the part of consumers in general. This last point stuck in my mind for two reasons. First; it seemed the greater one's "technical comfort level", the greater the expectation for non-intrusive, entertaining advertising. Second; what's old is new...

A message is either targeted to its intended audience – or it's not; or by design, it's targeted to a broad but related range of targets and some drop-off is expected. Advertising has always been a dynamic function. Technology and the typical users of its various flavors have only made it more so. The upshot is that fundamentals haven't changed, there are just more delivery options.

I would add that a lot of advertising is poorly done – either in execution or targeting – and that often advertisers don't take into consideration the pervasiveness of advertising that people are exposed to –



Gordon Cole

and this works against otherwise good, effective work.

Sometimes the net result of messages from print, broadcast, the internet, mobile - add up to being too much for many people, making it ever-more important to consider the volume across all media to which an audience is being exposed.

Volume will only continue to grow - but messaging will become better-coordinated. What we think of as the "messaging environment" also will continue to shift, making successful strategy increasingly seem like grabbing at sand - unless we accept and overlook being a half-step or so behind emerging trends – and that is not a bad place to be.

I can think of a highly successful car company that has surpassed its rivals by never being in the vanguard, but rather

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Opinion

What's Old is New – or “The More Things Change, the More They Stay the Same...”



Today more than ever, marketers are overwhelmed by a wave of new techniques and things to make us faster, better, more responsive and more efficient. Today's buzzword is forgotten history tomorrow as we're bombarded by a constant stream of "new." That's a universal and timeless trend that in 2013 is on steroids because of the technology-driven speed at which it transitions.

While technologies change and our capabilities are enhanced – underlying fundamentals of marketing remain the same. Consider today's hot buzzword - "content."

It's one we feel very strongly about and whether it's content marketing, branded content, email marketing, social media content marketing, digital content marketing, or something else – we think it's a good thing, but like many "new" things – not really new.

Were one to listen to the pundits and numerous "digital agency experts" adept at naming things they've just realized, one would get the impression that the numerous content-related techniques and topics are distinct areas the savvy marketer must master in order to succeed. Like many other things, that depends on perspective.

The universal truth about "content"

The main consideration for good content is no different than it was for Franklin and his printing press. Quality writing that provides something of value to an audience is – or should be – the foundation of all marketing communications. Strip away the various adjectives dropped in front of the word "content," and the core should be well-crafted and engaging, with a message that's articulate, clear and matched to its intended audience. That's as old as written language but something many either forgot or never learned as they worked to master technologies and new software.

The message and its relevance to the intended audience is the key to effectiveness. The idea is to articulately make a case that resonates with readers, viewers and listeners. The means of delivery: email, direct outreach, eNewsletter, blog entry, Facebook page or all of the above -- is an important element, but secondary. Delivery vehicles enhance receptiveness, but message carries the day.

Just as traditional marketers need to adapt to the digital landscape in order to reach audiences; many new marketers need to value and deliver a quality message that's of interest in order to engage their audience and be effective. A wonderfully crafted message in the wrong medium is the same as a poor content sent to someone who opted-in to your data base: both are discarded.

On the other hand, a single well-produced article can have as much of an impact as dozens of keyword optimized back-page articles or hundreds of poorly-targeted eBlasts. Getting your message in front of a decision-maker or landing a thought provoking, branded piece on the front page of a key publication can be time consuming, but the exposure and credibility are worth the effort.

So, while many of today's marketing buzzwords are new, incorporate a technical term and can be confusing, the reality is that the fundamentals remain the same. "Digital content" still depends on writing quality, targeted message, clarity and an articulate discussion for success. These fundamentals are too-often forgotten or overlooked in our race to embrace the latest technique – and present opportunity. Savvy marketers who differentiate their efforts through quality writing will break through the cacophony of online marketing communications – and connect with their audiences!

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In 2011, Forrester research concluded that 1 minute of video is equal to about 1.8 million words – or roughly 3,600 web pages.

Videos and online advertising are inexpensive

In comparison to traditional advertising, online video marketing – and production of videos tailored for an online application are inexpensive.

Often, people are surprised to learn that online video requires neither a huge production or ad-buy budget.

Google Loves Video & Video Loves Google!

YouTube is the #2 search engine – behind Google – YouTube sees over 150 million unique visits every month.

Google is moving more-and-more to providing blended search results. These incorporate images and videos in to the first page of search results. The benefit is that videos and sites with video more easily gain a first page ranking. In fact: videos are 53 times more likely to receive a first page ranking than web pages.

Online Shoppers & B2B Researchers Love Video.

Online video marketing is perfect for ecommerce, online retailers – and online

shoppers too. Providing a product or service video on your site lets people see exactly what something looks like, how it works and can give a sense of your company's expertise just through a strong visual presentation.

Research has found that customers can be up to 85% more likely to purchase after watching a video.

Moreover, customers stay on site an average of two minutes longer when they're reviewing video of something they're interested in. Online videos offer greater engagement and interactivity to a wider audience at a lower cost compared to traditional

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Advertising . . .

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introducing technology that's proven. That particular brand is known for quality and reliability - not bad things in the car business.

In other words: advertising should be simple, clear and targeted; while, non-cutting-edge campaigns might not win awards, they may produce the best results for clients. To do this, you must know your position relative to competitors and where the market is headed.

Ford Motor Company provided an example of such an approach with the launch of the 2011 Ford Fiesta. Ford gave 100 "influential people" a Fiesta to drive for 6 months if they would share their experiences with others on social networking sites.

As a result, Ford Fiesta's launch was supported by millions of impressions online and over 100,000 registrations on its FiestaMovement.com website. The net result was that this innovative social- networking campaign drove many thousands of prospective customers into showrooms while increasing by 10-fold the typical number of sales conversions from corresponding test drives.



Marketing . . .

. . . Fast Facts

- 44 percent of online shoppers begin by using a search engine. (Interconnected World. Shopping and Personal Finance, 2012)
- Google reports it handled 100 billion searches per month in 2012. (Google Search Breakfast, Amit Singhal, Google, August 8, 2012)
- 61% of global Internet users research products online. (Interconnected World: Shopping and Personal Finance, 2012)
- Businesses with websites of 401-1000 pages get 6-times more leads than those with 51-100 pages. (HubSpot Lead Generation Lessons from 4,000 Businesses, 2011)
- Blog frequency impacts customer acquisition. 92 percent of companies who blogged multiple times a day acquired a customer through their blog. (HubSpot, State of Inbound Marketing, 2012)
- 84 percent of B2B marketers use social media in some form. (Aberdeen)
- 42 percent of marketers say Facebook is critical or important to their business. (HubSpot, State of Inbound Marketing, 2012)

P2R Associates Matrix of Social Media Participation

P2R Web Site	www.p2rassociates.com
LinkedIn Group	http://ht.ly/2dqyN
Facebook Page	http://www.facebook.com/P2RAssociates
P2R Blog	http://p2rassoc.wordpress.com
Twitter	http://twitter.com/P2RAssociates

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advertising or other outreach methods. Additionally, videos have multiple uses and are easily “re-purposed.”

Video testimonials are also highly beneficial to businesses. Unlike written testimonials, video allows a company to engage customers by having them record testimonials, opening the door for greater engagement and better targeting to others in the market who identify with the reviewer on a number of levels.

Regardless of its message, online video must engage viewers. In order to do so it must be succinct, creative and memorable enough to spur action. In many cases, such video should be developed not so much as a traditional story-telling tool or news element – but as an illustration that “shows” a concept, plants an idea, creates a perception or positions a product or company more than it “tells” a story.

These requirements allow greater use of tools such as animation, computer-generated graphics, visual effects and crisp editing – all focused on driving a single theme or idea. Done successfully, videos with engaging content help businesses to build brand trust and effectively spread their products and messages.

Video’s effectiveness as a communications tool will continue to fuel its growth as marketers increasingly realize its effectiveness and comparatively low cost - but there is a big difference in online video. Quality matters and “content” is still “king,” but to be optimized for web applications, video must be ever-more engaging and achieve that within ever-tighter time parameters. The online shopper or researcher wants information now.

Therein lies the challenge and the opportunity.



Mobile IT: Exploding



Anyone who is involved in online social networking sites knows that this phenomenon is bringing businesses and customers together more than ever. The idea is to enhance relationships so that the customer service experience itself becomes a form of advertising: word of mouth advertising on steroids.

But a company must first be delivering good customer service to reap these benefits. These days this means really focusing on customer needs, making life easier for consumers in various ways. The best way to do that is by thinking and talking like their customers.

Increasingly, a growing number of companies are doing this by participating in social networks and applying what they learn in their communications.

New York Times Best-Sellers—Business

1. *LEAN IN*, by Sheryl Sandberg with Nell Scovell
2. *THE ONE THING*, by Gary Keller with Jay Papasan
3. *THE DUCK COMMANDER FAMILY*, by Willie and Korie Robertson with Mark Schlabach
4. *ELEVEN RINGS*, by Phil Jackson and Hugh Delehanty.
5. *REALITY-BASED RULES OF THE WORKPLACE*, by Cy Wakeman

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