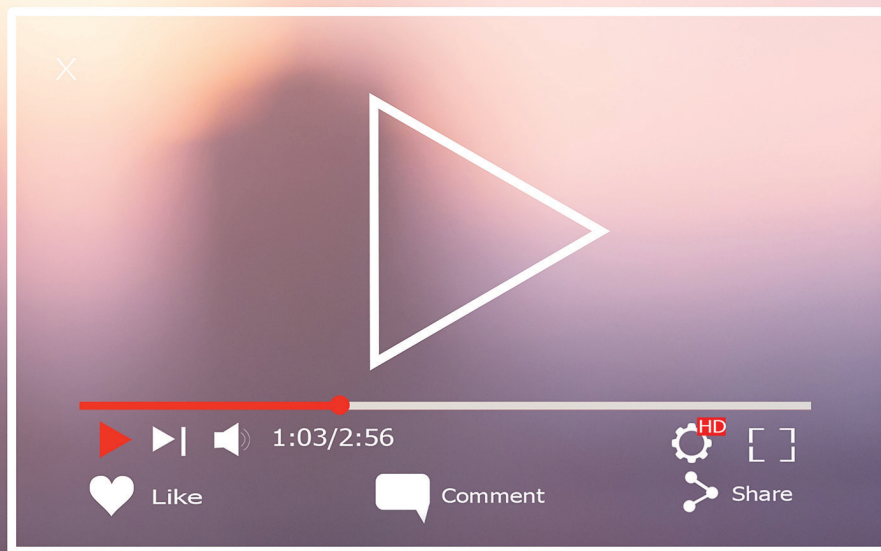


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## COMING NEXT MONTH

The *August* *Publish* plan is to take a look at the importance of content in all aspects of publishing. As always, we will also cover the people, information and issues that are influencing the community publishing industry.



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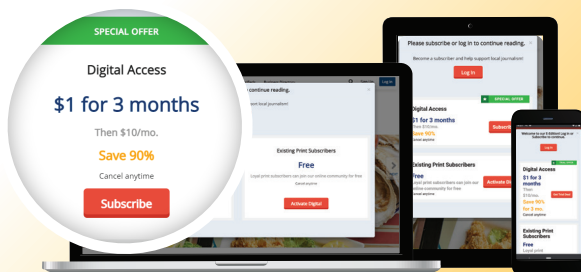
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## NO MORE EXCUSES



JOHN DRAPER  
ACP PRESIDENT

This month *Publish* takes a look into the use of video as a marketing tool. I have to admit, I am a bit behind the game on this endeavor. It's not that I don't understand the value this can create for my advertisers and me, it's simply a matter of logistics. Do I have the staff to do this (sales and production), what is the most efficient process, will customers pay for it? And honestly at the top of my excuse is that, "I'm so darn busy. How do I add something like this to the plate?"

I recently spoke with a publisher friend from the east coast. We shared our current state of business and reflected a bit about how we have come out of the pandemic. Our publications are not entirely similar (his is much larger than mine), but we found ourselves in similar spots.

We agreed that business has definitely rebounded from the lows, but is not at 2019 levels. We agreed that the pandemic forced some tough operational changes upon us. Our staffs are lighter and staff members that toughed it out are extremely appreciated and valuable. The upside to lighter staffs may be less payroll, but perhaps that comes at a cost?

As we spoke, I shared some of my experiences with having to take on so many more roles and tasks due to this smaller staff. His experience is the same. I also shared my concern that I've

become so involved in day-to-day duties, that I haven't put the time into growth strategies, process improvement, cost cutting and numerous other endeavors that are vital to long-term success. These are real costs resulting from that lower payroll.

So, yes, I (we) are very busy; pulled in many directions. The challenge is to not let this reality become the excuse of; "How do I add something like this to the plate?" This brings me back to video. Why would I not add even just this one possible weapon to bring to the street fight of generating sales?

One of my publications is a community weekly newspaper. In the realm of news delivery we have done a fair number of videos. Most are quick hitters that post to social media for immediacy while others are higher quality productions used to help tell a story. In looking at analytics, I can tell you that videos create engagement in my market. This serves as reinforcement to develop methods to bring viewer engagement through video to my advertisers.

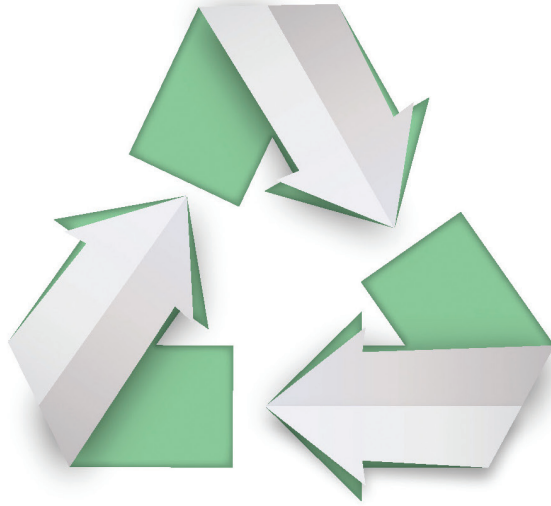
So, I know viewers will engage and I have the basic technology tools to create and I've acknowledged there is a real cost to not working on new strategies. No reason to hold back. Like so many things, the real hold back seems to be me.

I suspect many of you find yourself in a similar situation as I do. The fix is only within ourselves. I look forward to learning even more about the value of video in my operations and how to best implement a good plan. Thanks readers of *Publish* for indulging me as I use this space to collect my thoughts. And thanks for the self-motivation that has come. ■

“ In looking at analytics, I can tell you that videos create engagement in my market. This serves as reinforcement to develop methods to bring viewer engagement through video to my advertisers.

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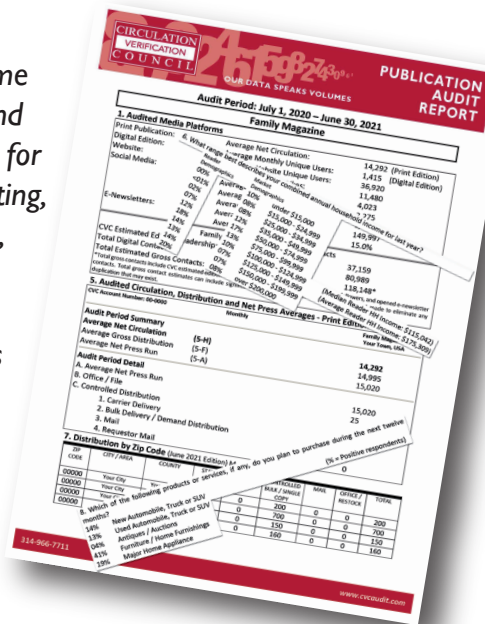
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## THE ONE THING



BY DOUGLAS FRY

# SHELTER IN THE STORM

**A**s you probably know by now I like to ride my bicycle. Just about every morning I get up before the sun and put 25-30 miles in to start my day right. I say “just about every morning” because sometimes the weather doesn’t cooperate. For example, when it’s too cold for me to put on enough clothing to stay warm I work out on the treadmill.

Most of the time I can figure out when rain or storms will arrive and ride around them. However, one morning I miscalculated how quickly an approaching storm would arrive. The skies grew darker, the winds began whipping around me, and the ominous feeling of impending doom washed over me. I was about 5 miles from home when lightning struck around me and the boom of thunder deafened me. Then the rain hit. It was raining so hard I could not see ahead of me. I took off my glasses thinking I might be able to see better but it was like trying to see looking up while standing in a waterfall.

As the lightning strikes became more frequent and closer I figured I’d better get to some shelter. (I know, I’m a genius.) So, I thought of peo-

ple I knew that lived nearby who wouldn’t mind a rain-soaked cyclist standing on their porch or carport at 5:30 in the morning. I thought of an 80 year old lady I knew that was less than a mile away and headed her direction. She wouldn’t be awake but I thought I could stand under her patio awning and call my wife for help.

Help wouldn’t be arriving any time soon because my phone was as saturated as I was. I stood there waiting for the storm to pass. But one of my friend’s neighbors saw a strange man standing on her patio, braved the storm to confront the intruder, and told me he was going to call the police if I didn’t leave immediately. The commotion woke my elderly friend and she assured her neighbor I was alright. She invited me inside where I dripped on her family room floor until the storm passed.

I thought about that incident as we work through the challenges of the day. We are in a storm of unequalled ferocity as print pricing increases, Covid, difficulty finding great sales people, training those sales people, finding a balance between print and digital, and more pour around us. But help is also all around us. Just

think of the people you know that are willing to help. If you think about it you’ll realize there are dozens of friends, acquaintances, and associates in the ACP family you can turn to to gain respite from the storm.

We have Publishers Meetings on Thursday afternoons at 4:00 Eastern / 3:00 Central / 2:00 Mountain / 1:00 Pacific. Everyone involved shares their successes and solutions to problems we are all facing.

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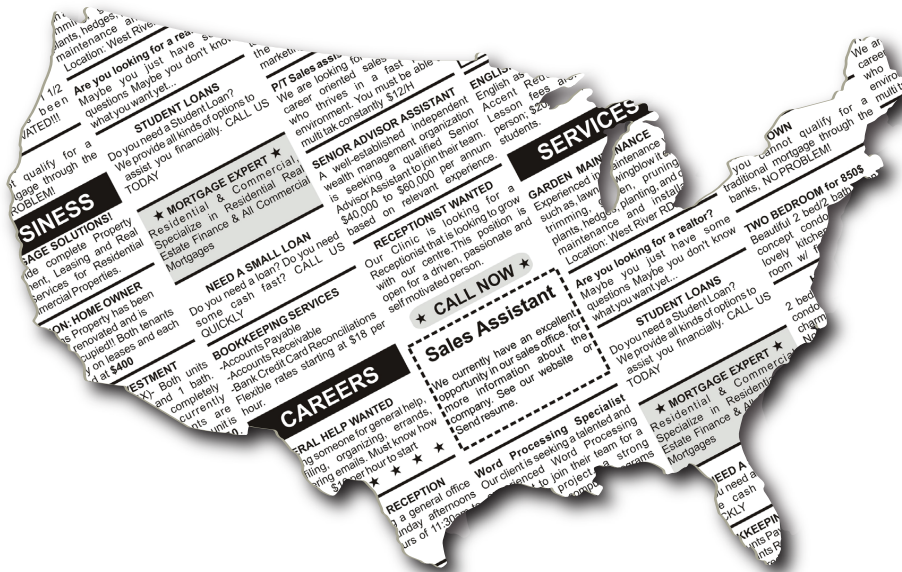
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BY LOREN COLBURN

While back, I wrote a Perspective about bricks. It talked about those life lessons that people provide you along the way that impact the way you look at the world. They become a “brick” in your foundation so to speak. With the topic of video this month, I really don’t have anything significant to offer related to the “how to” side of video inclusion but it does conjure up a thought about Pink Floyd and one of the “bricks” in my foundation.

This particular brick has been delivered by a number of people in my life on a number of occasions. That would be the belief that you are never too old to learn something new. My parents were firm believers in that concept as they should be having been public school teachers for a combined 60 years. They always looked at learning as an opportunity that was not impacted by age but only by attitude. If you wanted to learn something new my Mom would tell us, “all you have to do is put your mind to it!”

That scenario is easier to accept when you are younger and people expect you not to know everything. What they do expect is you to be willing to learn more as a means of growth and development. Somewhere along the way the old adage, “you can’t teach an old dog new tricks” starts to creep into the discussion. I’m here to say that that saying is just an excuse not to learn. My brick says that you just have to put your mind to it and you can learn at any age.

That brick from my parents has been reinforced by many people over the years. One of the most amazing reinforcing examples was John Badoud, the former owner of

Scotsman Press that I spent 20 years working for. John was like a sponge – always willing and wanting to learn every aspect of the business. John’s motives were never to replace you or try to overshadow you, but solely to expand his understanding of the business world around him. His enthusiasm to learn was both contagious and inspiring.

The other reinforcing individuals for the “never too old to learn something” brick are two of the industry icons I had the privilege of being around. Both Gladys Van Drie and Gordon Lowery were individuals who had a thirst to learn more. I watched both of them after retirement spend time in lectures and classes just to experience the opportunity to learn something new. My deep respect for both as industry experts was expanded to the highest level when they reinforced for me that learning was a goal in itself and not always a means to some other end.

I’m sure at this point you are asking yourself what on earth this brick has to do with video and including video in your marketing program. Well back in 2016, Shane Goodman mentioned they had started to use

some video they were producing in iMovie and that I should check it out to see if there were some applications it could be utilized for with AFCP. Using my brick as my base, I convinced myself that at 63 years old, I was not too old to learn something new and dove into learning to convert iMovie trailers to usable promotional videos for conference and promoting AFCP. That then grew into learning to create videos using the onsite materials available from Promo.com and then to iMovie production for building and editing more complicated movies from individual components.

All those people that lead by example to embrace the opportunity to learn something new can share in the results of my learning. Without your shining examples to impact my behavior and thinking – it would have been easier to select one of the following lines of thinking:

- This is too complicated to deal with at this time.
- I don’t have time for one more thing to do right now.
- If they wanted someone with video experience – they should have hired someone else.





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## PERSPECTIVE

- We can't afford video production right now.
- Video production is for the younger, more digitally savvy generation.

This list could go on for quite some time, but I'm sure you get my point.

If you think of this topic and knee jerk some reason it doesn't apply to your business, you are missing a big opportunity to build on your print product. Here are just a few of the opportunities available from utilizing video in your marketing:

- Video on a landing page can increase conversions by as much as 80% according to Unbounce.
  - Including video in an email can lead to a whopping 200-300% increase in click-through rates according to a report published by Forrester.
  - 74% of total Ad Recall can be achieved already within the first 10 seconds of a video based on research by Facebook and Nielsen.
  - 50% of executives look for more information after seeing a product/service in a video, according to Forbes.
- So it is time to embrace an opportunity – if not by you, then by someone on your team who will be responsible for the success of incorporating quality video into your marketing program. This issue will provide more than enough information to get you started in the right direction and plenty of reasons you need to take advantage of somebody's commitment to the learning "brick" in their foundation. Until next month, tell all those media buyers... ■



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# ACP BOARD OFFICER NOMINATIONS

**A**CP Officer Nominations for the fall elections will open on July 20, 2022 and close on August 15, 2022. The positions are for 2-year terms that will commence on January 1, 2023. Any ACP member in good standing is eligible to run for one of the positions.

Positions up for election are President, First Vice President, Second Vice President, Treasurer, and Secretary. The current President, John Draper, will succeed Rick Wamre as the Immediate Past President on the Board of Directors. All current incumbent officers have acknowledged their intent to run for either their current position or in the case of the Vice Presidents, the next position in the sequence to becoming President.

Nominations should be made by email to [office@communitypublishers.com](mailto:office@communitypublishers.com) no later than August 15, 2022 and include the following information: Nominee's Name, Member Company, Company Position, Email Address, Mailing Address, and a description of the nominee's qualifications that will be used in the election information sent to members.

After vetting all candidates, the formal candidate announcement will be made September 1, 2022 and elections will be held between October 3, 2022 and the end of day October 14, 2022. Election results will be announced no later than November 1, 2022. Any questions related to this upcoming election can be directed to the ACP Office at 877-203-2327.

---

# UPCOMING EVENTS CALENDAR

**JULY 13-14, 2022**

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Somebody once said...



Using video to connect with a prospect is so much more than a cold call.

It humanizes the selling process.



Jill Rowley

# VIDEO MARKETING STARTER GUIDE: STRATEGY AND TIPS (2022)

BY JACK SHEPARD  
CO-FOUNDER & MARKETING DIRECTOR OF THE SOCIAL SHEPARD

**V**ideo marketing is a strategy businesses use to attract leads and customers. You can think of it as a subset of content marketing, which consists of formats like blog posts, images, and audio content.

But what sets online video apart isn't just the visual factor. It's the number of people watching them daily.

The COVID-19 pandemic resulted in 96% of consumers<sup>1</sup> watching more videos than before. If we combined the minutes viewers spend monthly consuming video, it would translate to over 25 consecutive days<sup>2</sup> of consumption.

That's a lot of time folks are spending with influencers and brands. So, it'll come as no surprise that video marketing presents a great opportunity for eCommerce businesses to reach and connect with their target audiences.

If you're not already using videos—or, worse, sharing content without a solid video marketing strategy—then this guide is for you.

## HOW DOES VIDEO MARKETING WORK?

Video marketing is the process of creating an engaging video and uploading it to a marketing channel. It's the content format a business uses to reach new audiences, showcase products, and generate sales.

Like any piece of content you publish on the web, online video requires a strategy to succeed. Otherwise, you'll spend countless hours, weeks, or even months shooting arrows in the dark. (And unless you're a sharp-shooting pro with owl-like eyesight, you'll miss more than you hit).

Video marketing performs best when it's part of a well-thought-out process. In fact, a video marketing strategy has an approach similar to blogging. You'll need to put time into

researching, ideating, and outlining what each video will discuss—and, more importantly: how you'll get it in front of your target audience.

What this turns into is a:

- Calendar of trending and engaging topic ideas
- A script that's formatted to be short and valuable
- Distribution plan to ensure maximum reach

Let's put that into practice and say you're creating a video marketing strategy for your fashion eCommerce brand. Your target audience is Gen Z females living in the UK. After researching the pain points of your target audience, you uncover that their biggest purchasing motivator is FOMO (the fear of missing out).

You decide to shoot a series of videos featuring the influencers they follow. Then, you publish them on the sites your audience is using—including Instagram and Facebook. You even put some cash behind your video to make sure the right audience sees them.

Of course, there are various ways you can approach your video creation, marketing, and distribution. But more on that later.

## THE BENEFITS OF VIDEO MARKETING

What's the value of using videos to market your business? Is it worth investing your time and money into?

If you ask 86% of businesses, the answer is yes. And the numbers are growing. Back in 2016, only 45% said video marketing is worth their time and money.

Video marketing is growing in popularity for a variety of reasons. The most popular: social media videos are taking over. An impressive 66% of Instagram's one billion users view videos on the platform—beating influencer and celebrity photos.

But how exactly does it translate to success for your business? Let's review some of the top benefits of video marketing<sup>3</sup>.

## RAISE BRAND AWARENESS

Your brand is what humanises your business. It's what connects businesses with their audience and builds trust.

But brand building requires consistency. The more a person sees your logo, brand name, or content, the higher the odds of them remembering you. Once that happens, you become top-of-mind when making purchasing decisions for your solution—hence why brand consistency has been proven to increase revenue by 33%<sup>4</sup>.

What better way to get your brand in front of prospects than with video? Not only are people looking for and consuming branded content—social media platforms are as well.

In case you haven't noticed, platforms like Instagram, Facebook, and even LinkedIn are favouring video posts.

According to Twitter, it's the fastest-growing video advertising tool. It has more than two billion video views daily, translating to a 67% YoY growth<sup>5</sup>. And even Facebook sees more engagement<sup>6</sup> for video content.

This preference of video happens because social algorithms rank content with the highest (and longest) engagement.

Think about it: When's the last time a text-based post captured your attention for 5 minutes? Unless you're reading and responding to comments—likely never. It's not that long-winding text posts with excellent stories don't spark engagement. It's just that social videos drive engagement a lot better and more consistently.

Take a look at these facts:

- People are 2x more likely<sup>1</sup> to share videos
- Tweets with video get 10x more engagement<sup>5</sup>

- Video ads reduce cost-per-engagement by over 50%
- Instagram videos get more engagement
- Instagram videos generate an average of 150 comments<sup>7</sup> compared to image (65) and carousel posts (80)

## BUILD TRUST AND CREDIBILITY

Why should customers choose you over a competitor? If you don't earn the trust of your prospects, then the odds of converting them into paying customers is next to none.

Studies prove this: roughly 33% of American consumers<sup>8</sup> say trusting a brand is important when making a purchase. They have a natural fear of wasting money on an inferior product or service. Nobody likes the feeling of regret.

For others, purchasing decisions go beyond the quality of the product—it's about corporate social responsibility. This is true for nearly 80% of consumers<sup>8</sup> across the world. If you're perceived as unfair or uncaring, it'll hurt your credibility (and trust-building).

However, some are struggling to connect with their core audience. Why? Because the brand doesn't feel genuine. Roughly 86% of consumers<sup>9</sup> state authenticity is essential to deciding on which brands to support.

Social media videos build credibility if they're used as a vehicle to share your values and mission. For example: publishing a video of the CEO discussing the company's stance on injustices, environmental hazards, and other important topics to their target audience is more gripping than a blog post.

Most brands using visual content to connect with prospects are seeing favourable results. Around 53% of marketers state video raises awareness. And another 52% say it builds trust with potential customers.

## INFLUENCE BUYING DECISIONS

Every brand wishes to wield the power of influence. With it, you could convince prospects to convert and stick around for years to come.

Unfortunately, this isn't always the case.

The businesses that do have influence over their buyers put in a ton of effort to gain it. This includes publishing content that delivers value,



insights, and actionable tips. If you can do it while being entertaining, even better.

This is what makes visual content a must. When you dish out excellent information, it builds trust and credibility—hence why webinars and live video perform so well.

Remember the shareability of videos we mentioned earlier? Those shares can lead to more revenue. Video marketing statistics show close to 60% of Millennials made travel plans and ate at a restaurant after seeing a friend's post on social channels.

Nearly 80% of video marketers say video directly boosts sales. And the people agree—84% say watching a brand's product or service video convinced them to buy.

If you're looking to gain influence over your target audience, video marketing will take you a step closer to achieving that goal.

## INCREASE AD CONVERSION RATES

Publishing SEO content is an ideal long-term strategy. But what happens when you need results a bit faster? Say, for an upcoming product launch or sale?

In this case, you want to use search engines and social media marketing differently. Pay-per-click (PPC) ads offer an opportunity to reach a specific group of customers immediately. But getting them to react once they see your ad is another story.

This is challenging to pull off when you rely solely on text-based ads. This is why you consistently see ads with photos and GIFs. Our approach? Take it a step further with video ads to boost your conversion rate.

A study from HubSpot found that video ads receive 20% more clicks than image-only adverts. This

isn't shocking since video is more eye-catching and offers more information, which leads to more conversions. Some even say videos are better than PPC; 68% of marketers claim they outperform Google ads.

All of that goes to show you should aim for a nice mix of organic and paid videos in your marketing campaigns.

## IMPROVE YOUR ROI

Return on investment is the primary goal of every marketing strategy. Luckily, video marketing slots perfectly into a marketer's mission to prove the value of their strategies to stakeholders.

According to 86% of video marketers, their strategy results in increases to website traffic. Another 84% say it generates leads.

Overall, 87% of marketers believe that video marketing provides good ROI.

Of course, there's more to a high ROI strategy than sporadically sharing videos on your website and company YouTube channel. You'll need a well-thought-out strategy to reach your intended audience—which is exactly what we'll cover. ■

*Original location:*

<https://thesocialshepherd.com/blog/video-marketing#>

*For additional information on these additional parts of the article from Jack Shepard, visit the above link for:*

- *How to Create a Video Marketing Strategy*
- *Bonus: 7 Video Marketing Tips and Ideas*
- *Video Marketing Examples*
- *Getting Started with Your Video Marketing Strategy*
- *Video Marketing FAQs*

<sup>1</sup> <https://www.wyzowl.com/video-marketing-statistics/>

<sup>2</sup> <https://thesocialshepherd.com/blog/video-marketing-statistics>

<sup>3</sup> <https://thesocialshepherd.com/blog/video-marketing-benefits>

<sup>4</sup> <https://www.oberlo.co.uk/blog/branding-statistics>

<sup>5</sup> <https://business.twitter.com/en/blog/how-video-is-reshaping-digital-advertising.html>

<sup>6</sup> <https://blog.bootsuite.com/social-video-metrics/>

<sup>7</sup> <https://mention.com/en/blog/video-engagement-instagram/>

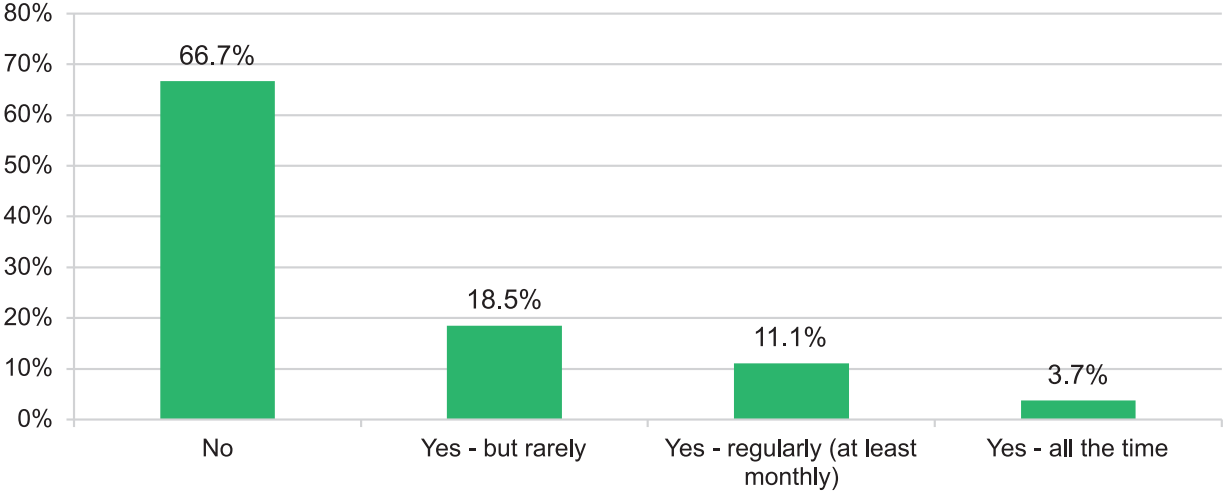
<sup>8</sup> <https://www.marketingcharts.com/brand-related/brand-loyalty-109127>

<sup>9</sup> <https://www.nosto.com/resources/consumer-content-report-influence-in-the-digital-age/>

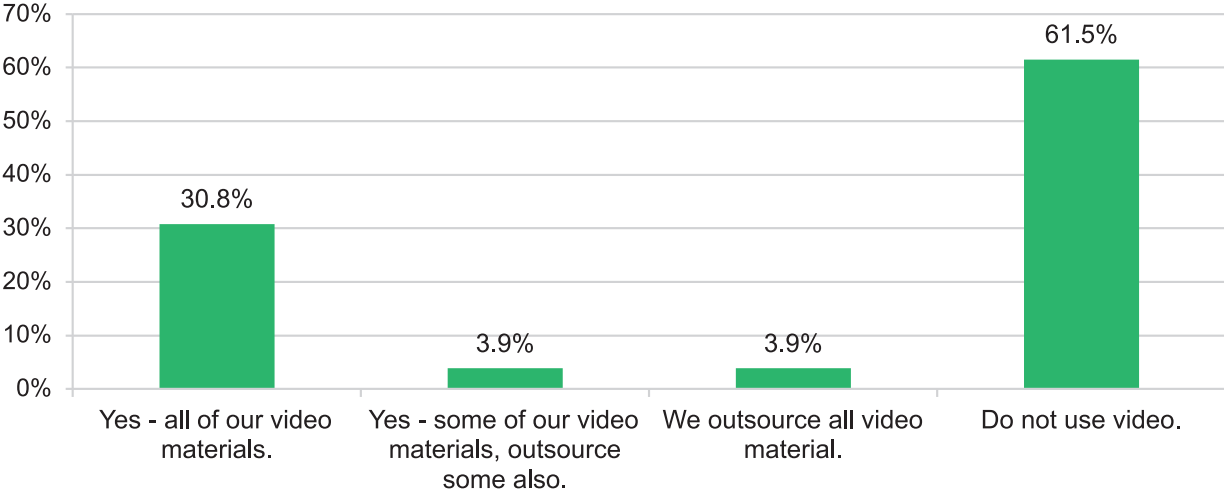
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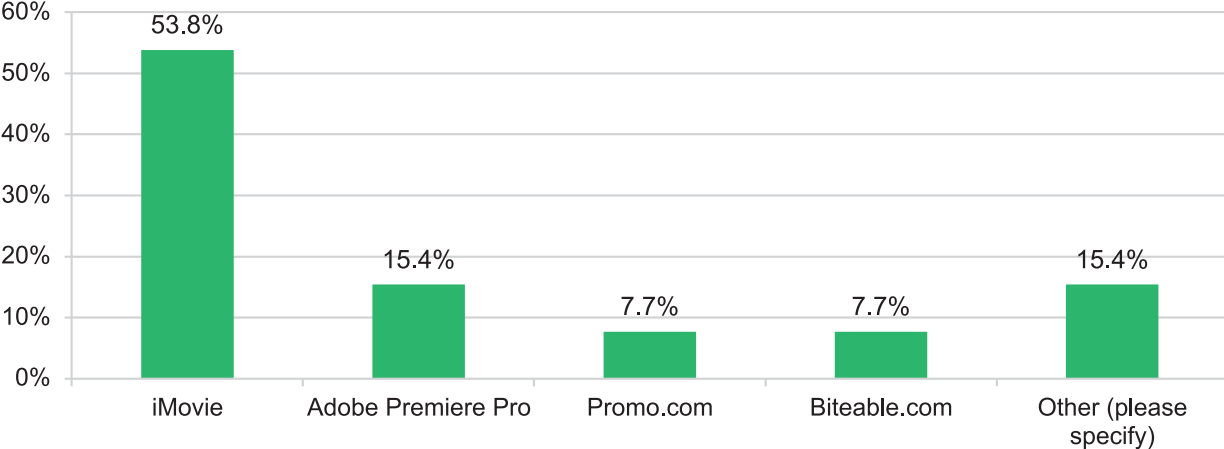
Do you currently use video in your marketing program?



Do you produce your own video material?

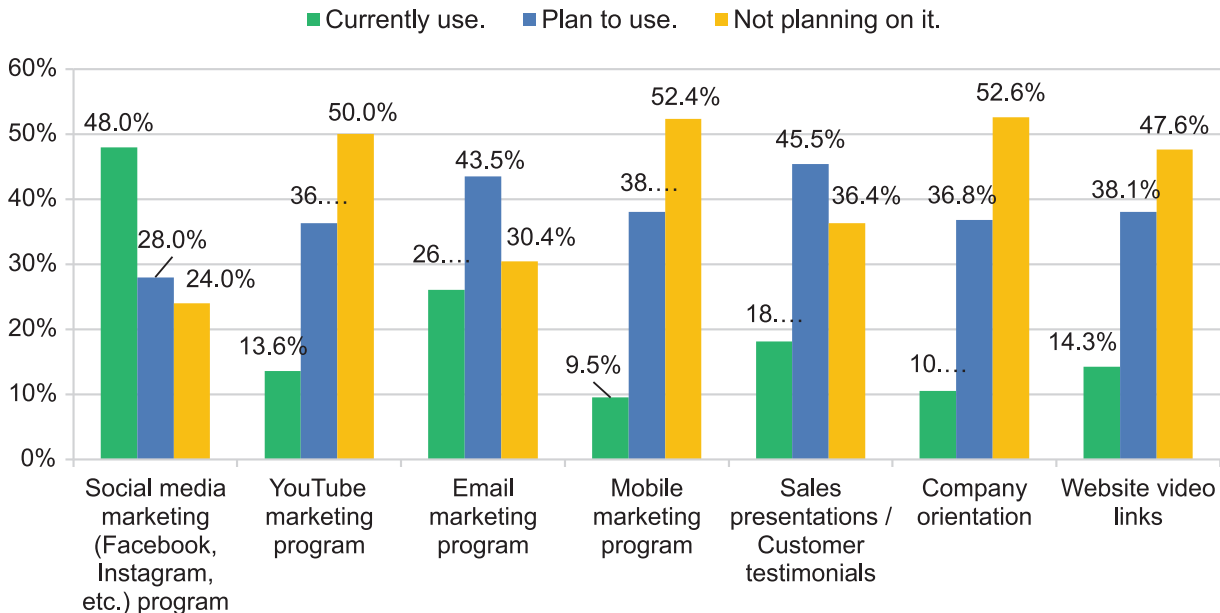


If you do produce your own video materials, what programs / services do you use?

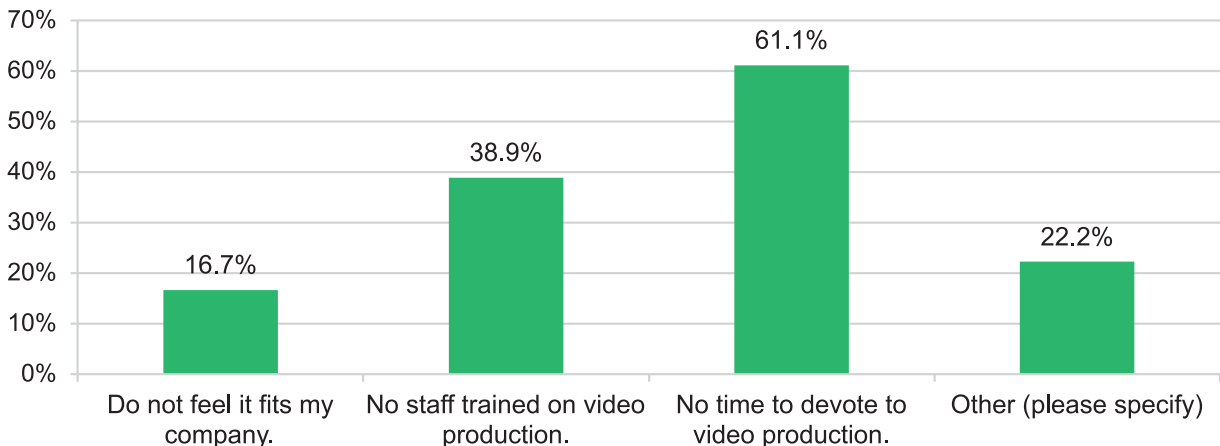




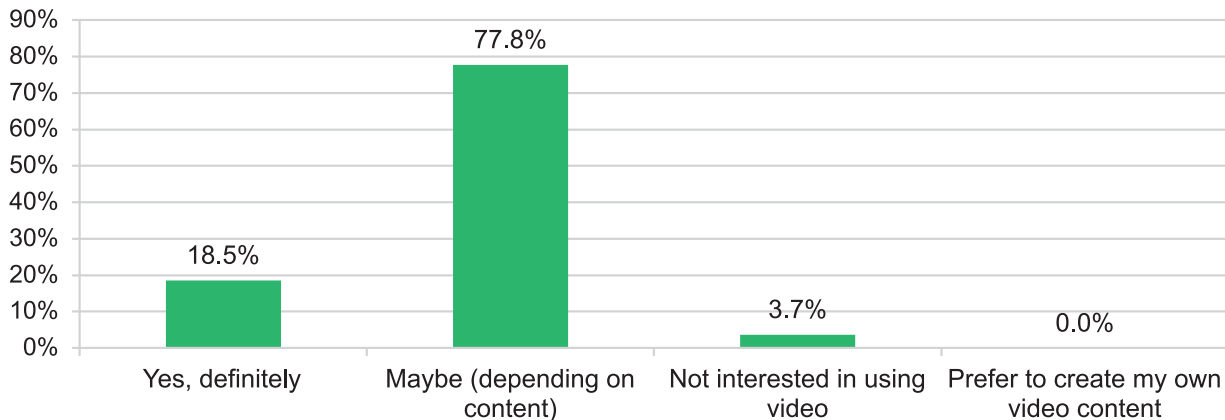
## What areas of your marketing program do you or will you utilize video?



## If you do not currently use video, what is your reason not to?



## If there were industry generic videos available that you could add your logo to and use, would you use them?



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# 11 TYPES OF MARKETING VIDEOS

BY JACK SHEPARD

CO-FOUNDER & MARKETING DIRECTOR OF THE SOCIAL SHEPARD

No one type of video will guarantee engagement, views, or conversions. That's why it's always best to experiment to determine what your audience responds to.

Unsure where to start? Here's a list of different video types to try.

## 1. "THE SPOT" VIDEOS

You see them all the time. They show up in the middle of movies, shows, football games, and other television programs. This type of video is short—around 15- to 30-seconds long—and is known as a "spot" video.

(The name is fitting: They take up a small spot in a video broadcast.)

In the past, these commercial breaks were mainly found on television. Today, you also see them on YouTube, Hulu, and other streaming services.

What remains the same is their purpose: to promote products, services, or causes. You can do the same by creating a spot video and finding placements on YouTube channels or other social platforms.

These ads are short and sweet, so you'll have to make them enticing from the start. You only have a few seconds to capture viewers' attention before they leave (or click the dreaded "skip" button).

If you decide to use spot video ads, consider using social media channels. These are easier and cheaper than breaking into TV and streaming services.

Now comes the all-important question: does this type of marketing video actually work?

Numbers show 30-second video ads perform well. Back in 2018, only 55% of marketers used them. Then in 2019, it increased to 66%. The next most popular length is 15 seconds, so shorter is better.

## 2. EXPLAINER VIDEOS

People explore the internet to find sources of information. Sometimes

it's to make a purchasing decision; other times to learn about a problem they're having.

If you want to reach these groups, you have to create content that answers their questions and provides a solution.

Blog posts are great at this. But everyone has different learning styles. Some people prefer to watch rather than read. By offering a video format alongside written content, you can appeal to these target customers and potentially earn their business.

An explainer video is perfect if you have a product or service that's easily (or often) misunderstood. Maybe you have a kids playground slide that customers struggle to set up. Perhaps you're promoting a new product and want to show how it's applied.

Regardless of what you're showing, eCommerce brands can use a video to explain the functions, features, steps, and benefits.

Data shows that 96% of people who watch explainers learn about a product or service before buying. Not bad for a video needing little to no creativity.

To make the most out of this type of video content, focus on making the content simple and easy to understand. Answer common questions and demonstrate how everything works. That way, viewers are ready to make a decision—or at least be one step closer to it.

## 3. PRODUCT DEMO VIDEOS

Explainer videos provide an overview of your product or service. It's a more detailed breakdown of your solution—AKA, an excellent way to toot the horn of your product without being too salesy.

This type of video is great at showing off features and benefits without making promises about results.

Product videos are ideal for people in the middle or bottom of the sales funnel. The goal is to provide valu-

able insights about the product and how it resolves the target customers' issues. This way, they can make an informed buying decision.

There are various ways you can present your product demo. For example, you can do an unboxing of the product, showing what comes in the order. Then demonstrate how to set it up yourself.

The idea is to make your product feel simple so it's not confusing or intimidating. List everything out, but don't over-explain. Short videos tend to perform better. Cover the essentials, then provide a link or contact information for users to get additional info.

## 4. VIRAL VIDEO

When you think of viral videos, what comes to mind? Is it a cute cat montage? Another trending dance on TikTok?

Viral videos are the holy grail of marketing. But not many can achieve virality with their video content... Or so it seems.

You have to ask: What does it mean to go viral? Is it garnering millions of views in several days? Sure, that definitely meets the requirements. But there are different levels to virality. What's considered viral for one campaign may not be for another.

For example, a Kardashian Instagram video isn't viral unless it's getting billions of views. However, a small business reaching tens of thousands on Facebook would be deemed viral. Virality depends on the market and the industry.

But you don't want to rely too much on vanity metrics (views and likes). Let's say your goal is to get more conversions. If your video is trending on social media but isn't getting leads, then it's a low-performer.

When designing campaigns for a viral effect, focus on delivering what your audience wants. If your content is high-value, folks won't mind sharing it like crazy.

# VIDEO FEATURE

## 5. BEHIND THE SCENES ACCESS

People enjoy learning about the brands they support. This is what makes behind-the-scenes videos popular.

Think of the wildly popular MTV series “Cribs” or any YouTube video labelled “A day in the life of...”.

Humans have a deep desire to connect with the influencers in their lives. They want to understand the people behind the (personal or business) logo. This is why brand storytelling is such a big deal today.

In the past, businesses felt corporate, cold, and unempathetic. The customer felt like just another dollar to acquire. Now that companies are humanising their brands, consumers are gravitating towards them.

Authenticity, empathy, and morality are critical to winning over the 21st-century consumer. So in your behind-the-scenes videos, don't just focus on how your office operates. Show them the people behind the product or service, including the founders and CEO.

This is the perfect time to make a personal connection and potentially earn viewers' trust.

*“Customers aren't just interested in seeing the product or service-related postings and adverts. They want to see behind the scenes and meet the people that run your company. This entails creating videos that include your employees and demonstrate how you run your business. The goal is to make your brand more human.”*

— Darshan Somashekar,  
Founder and CEO of Solitaird

## 6. CUSTOMER TESTIMONIAL

There's nothing like reading a peer review on a product or service. In fact, you likely use the word of fellow shoppers to make your own purchasing decisions.

It's the way of today's buyers. And why wouldn't it be? We have vast information (thanks Google) and access to millions of people (thanks social media). Not using these resources to learn about solutions would be insane.

This is why you'll find 95% of people saying positive and negative reviews) persuade their buying



decisions. Roughly 40% believe video testimonials are more effective because they:

- Are more authentic than a business sales pitch
  - Visualise how a product or service works
  - Demonstrate how a product or service can impact their life
  - Showcase a real person and help the viewer understand their story
- With customer reviews, prospects can quickly identify whether a brand is worth purchasing from.

Leverage this behaviour by publishing case studies on your website. But not just any testimonial—a video testimonial. For some customers, it's 10x better than a written review because it captures the emotion behind the story.

Video shows the frustration, anger, happiness, excitement, and content of your customers. Odds are, your prospects are going through the same emotions and want to achieve the same outcomes. So, add them to your home page, email marketing campaigns, PPC ads, and social media posts.

## 7. SHORT FILMS

Directing a short film doesn't sound like a marketer's job, but it's another form of brand storytelling that builds credibility, trust, and leads.

The purpose of a short film is to offer deeper insight into your business. The length can be anywhere between 10 and 25 minutes. You don't want to go too long because people are busy and have less time to dedicate to watching a brand video.

The topic and format of your short film can vary. For instance, it can be a documentary of the founders and their struggle to start the business. Or showcase how your company's employees are giving back to the community.

Here's that phrase again—brand storytelling. It should be at the core of your short film to set your business and product apart from competitors.

But don't make it just about your business or product. It's a mini-movie designed to build a connection with your audience. Find a way to add value or inspire action.

## 8. INFLUENCER ENDORSEMENTS

Being endorsed by an influencer solidifies your brand as a trusted entity. However, you can't get endorsed by just any influencer. You should find one within your industry and niche, so their audience is similar to yours.

More importantly: Just because they have thousands of followers, it doesn't mean an influencer's audience is engaged.

Engagement rate is important because you want your influencer posts to receive a fair number of views, likes, shares, comments—and most importantly, clicks.

You'll find some smaller influencers with a more active community than a larger one. And their recommendations are more well-received, which means higher conversions for you. These are the golden nuggets you want to target.

## 9. LIVE VIDEO

The internet made it easier and faster to connect with your audience. Email was the first to change the game—then later instant messenger. But there's nothing more real and immediate than real-time videos.

One report shows 30% of video marketers are live streaming on Facebook. Just 14% are using Instagram and YouTube, making less competition on those channels.

But how should you use these channels to gain a competitive edge? There are several ways to use live video, including:

- Webinars
- Q&As with the audience
- Expert interviews
- Live demonstrations of a product or service
- Behind the scene videos of an event

It works best if you notify your audience days or weeks in advance. If you don't have a large enough audience, consider running a paid promotion using social media ads and boosted posts for a higher attendance rate.

Also, be wary of the length—you don't want your live videos to be too long to where your audience loses interest. On Instagram Live, the max length is 60 minutes. Try to keep it beneath an hour, depending on the topic and format.

*"The ideal length is determined by the video's content. A quick tip could be a simple, one-minute video, while a customer recommendation may last three minutes and a tutorial can last five.*

*According to a study, most marketing videos should be no more than two minutes, but the optimum length varies depending on where they are posted. The ideal video duration for*

*Facebook, for example, is two to five minutes. It takes between 30 seconds to two minutes on LinkedIn, and only 30 seconds on Twitter."*

— Tommy Gallagher,  
Founder of Top Mobile Banks

## 10. ANIMATED VIDEOS

Animated videos are perfect for product demos, ads, and explainer videos. You can also try brand storytelling, turning your employees into comical cartoons. Animations are eye-catching, even to those with short attention spans.

But to keep it, you'll have to quickly pique their interest or risk losing them to another distraction on their feed.

“No one type of video will guarantee engagement, views, or conversions. That's why it's always best to experiment to determine what your audience responds to.

What's appealing about animated videos is it empowers your creativity. You can develop a world, characters, and stories in a way you never could in the real world.

Don't worry—you don't need drawing or animation skills to pull this off. Nor do you need to know how to write a script. There are services available from video production agencies to create animated videos from scratch.

## 11. SOCIAL MEDIA VIDEOS

We already discussed how to use live videos for social media. Now, it's time to venture into pre-recorded video content.

Sharing recordings of webinars, explainer videos, and even podcasts can potentially generate buzz and engagement. In fact, you can repurpose some of your other content into videos and share them across your networks.

How do you do this? Here are several ideas:

- Change a blog post into a video presentation
- Create snippets of video recorded podcasts
- Turn podcasts into audiograms with an appealing background and closed captions
- Plan a live event and invite guest speakers your audience follows
- Transform a blog post into a video script and create a talking head or animated video

The opportunities go as far as your creativity takes you.

## 12. USER-GENERATED CONTENT (UGC) VIDEOS

Not all of the content you're producing has to be created in-house. In fact, your potential customers are great sources of video content. (And in most cases, they're already creating it for you.)

Look through your social media mentions, and you'll likely find a plethora of video content—such as reviews, tutorials, or testimonials—from existing customers.

*"User-generated content is one of the greybeards of this year and the near future. Brands have been trying to humanise their marketing strategies all year, and user-generated content achieves that easier than other marketing channels.*

*For instance, our YouTube-based user-generated content generates more than triple the amount of engagement and traffic that other video types generate. To think of it, investing in channels to attract more user-generated content will be a defining feature of video marketing in the future."*

— Alina Clark, Growth Manager and co-founder of CocoDoc.

Original location:

<https://thesocialshepherd.com/blog/video-marketing#>

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- *Bonus: 7 Video Marketing Tips and Ideas*
- *Video Marketing Examples*
- *Getting Started with Your Video Marketing Strategy*
- *Video Marketing FAQs*

# ADDITIONAL RESOURCES

## Influencer Marketing Hub - Article

### 15 Best Free Video Maker Platforms to Nail Video Marketing in 2022

By Jacinda Santora

This Article reviews 15 different video maker platforms and provides links to the actual providers for additional information, trials or subscriptions.



## Dreamgrow - Article

### 8 Powerful Reasons You Need to Use Video Marketing

By Karl

This article provides 15 compelling reasons why businesses should include video in their marketing programs. It sights a number of interesting statistics to support these points.



## The Social Shepard - Article

### 9 Powerful Benefits of Video Marketing For Your Business

By Jack Shepard

Jack Shepard lays out 9 ways video can enhance your marketing. This easy to understand article takes a straight forward, common sense approach to making their case.



## PPCexpo - Blog Article

### Why Video Marketing is so Powerful in 2022

This article covers lots of ground looking at the reasons video makes sense, animation ads makes sense as well as listing some of the tools available for creating animation videos.



## Explainly - Article

### The Value of a Video – Video Marketing By The Numbers

This is a rapid-fire listing of impressive statistics related to video impact, utilization and usage in today's marketing world. If you like numbers – this article is for you.



### **Biteable – Article**

#### **Video marketing – The only guide you'll ever need!**

Presented as a mix of article and video presentations, this article covers a great deal of ground, offering a broad look at the why, how and what aspects of video marketing.



### **Superside.com – Blog Article**

#### **15 Types of Video Marketing To Try in 2022**

By Cassandra King

The second part of this article provides a review of 15 areas you could consider incorporating video. There are opportunities offered that you might not typically think to consider.



### **Wistia – Article**

#### **13 Social Media Video Tools to Help Your Business Make Memorable Videos**

This piece looks at what you need in the form of tools to shoot, edit, and distribute videos. It might surprise you how much of what you need, you already have!



### **Wistia – Article**

#### **15 Types of Videos That Every Business Can Use**

This article walks through a variety of uses for videos and offers video examples to illustrate each of the 15 types discussed.



### **Wistia – Article**

#### **7 Types of Videos Sales Teams Can Use to Conquer Quotas**

By Nikki Carter

This article addresses sales specific applications to utilize video and includes sample videos to illustrate each application.



# ADDITIONAL RESOURCES

## **Animoto.com – Blog Article**

### **Getting Started: The First 5 Marketing Videos You Should Make**

By Megan O’Neill

This provider of a “drag and drop” video maker platform offers a look at 5 simple yet effective places to jump into video for your publications. They offer samples created from their platform that illustrate each application.



## **Premier Global Services, Inc. – Blog Article**

### **Why HD Video Quality Matters**

By Kelly S.

This piece makes a case for not overlooking the impact video quality can have on the video experience you provide. From social media, to video conferencing and internal videos – quality is important.



## **Constant Contact – Blog Article**

### **10 Great Ideas for Video Email Marketing**

By Megan Smith

This article focuses on Email applications for using video content. It looks at specific areas you can increase the effectiveness of your emails by incorporating the power of video.



## **Constant Contact – Blog Article**

### **7 Ecommerce Video Marketing Tips to Help You Sell More**

By Caitland Conley

This article steps beyond email applications to address retail usage of video on websites. This information is solid preparation for reps being true marketing consultants for their retail customers.



## **Additional Resources Page – Comment Link**

### **Let us know how you like “Additional Resources” Links**

This QR code will initiate an email where we would appreciate feedback on this feature offered in Publish the last three issues. Good or bad, let us know what you’re thinking.





# PROMOTING YOUR PRODUCT – THIS IS WHERE THE FUN BEGINS!



CARMEN CAMPBELL,  
2020 RISING STAR

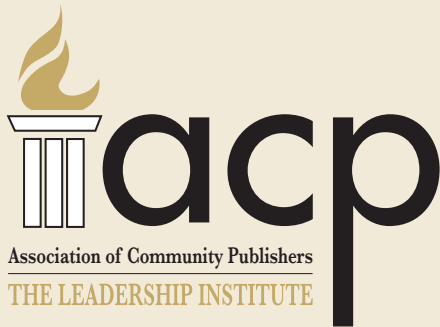
**I**n August of 2007 I began my college career. I started out as a general business major and after two years switched to Marketing. In my first marketing class we were taught the “marketing mix.” I copied the image down on my notepad and it has stuck with me ever since. A circle with target audience in the middle then 4 circles around it...Product, Price, Place, Promotion. The promotion piece of the mix always was the hardest and most interesting. You have your product or service you want to sell, your price point in which you think customers will purchase at, you have your store front or main location, now you need to start promoting to your targeted audience. This is where the fun begins. How will you engage with them, market, have them remember you and not your competitors? Be top of mind. Isn't this everyone's goal? It is like a math equation that doesn't have one set answer. It has a million different logarithms. Where do you spend your dollars to get the greatest return on your investment? Print, radio, commercials, social media, billboards...

Each one is unique and everyone's buying habits are influenced in different ways. I think the key is to keep up with the trends but also not give up on the tried-and-true ways. One trend is videos. With tik tok taking the world by storm, more and more you-tubers, live billboards, and live streams, these are platforms to reach customers with a new level of engagement. Placing 30 second videos on your website introducing staff, live customer review, product demonstration are all good ways to keep engagement high and that idea of top-of-mind awareness. The buying experience should be just that an experience. Can you make it feel that way in print, radio social media? Of course, you use the right words, language, create a feeling. Then you take it one step further and make a video and bring it to life. Isn't that just like reading a good book, then afterwards going to watch the movie based on the story? You want to read it first then watch it come to life. Read the instructions, then watch the video on how to do it. Having multiple strategies is what is going to keep your business thriving and keep customers wondering what are you going to come up with next!? ■

“

I think the key is to keep up with the trends but also not give up on the tried-and-true ways. One trend is videos.

The Leadership Institute is a structured, industry specific sales and management training program sponsored by the Association of Community Publishers.



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CLASS CREDITS HAVE BEEN  
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140  
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EXECUTIVE CERTIFICATIONS  
AWARDED BY ACP

103  
DIFFERENT CLASS  
CURRICULUMS PRESENTED

## USE THE RIGHT TOOL

BY JIM BUSCH

“The play button is the most compelling call-to-action on the web.

—Michael Litt

I have a confession to make. I suffer from an addiction. I am a tool junkie; despite the fact that I have a large workshop packed with all sorts of hand and power tools, I am always on the lookout for some new gizmo to add to my toolkit. I see tools as a means of increasing my power to maintain and recreate my world. My dad taught me the secret to doing good work was to always use the right tool for the job at hand. This attitude carried over to my job, I was one of the first reps to start carrying a pager (*Yes-I am that old*), to begin using a Blackberry and a cellphone. I was always looking for ways to upgrade my organizational and presentation materials. I always wanted to have the best tools for the job close at hand.

I always saw myself as a tool salesman. Hammers and saws are tools one uses to build a house; advertising is a tool to build a business. I want to sell my customers the best possible tools for the job; the tools that will convince the maximum number of consumers to spend their money at his/her store. Black and Decker keep coming out with better and better tools; our industry keeps coming up with better and better ways for businesses to tell their story to potential customers.

Video is currently the “sharpest tool in the toolbox.” Video offers a lot of advantages to advertisers. It doesn’t require much effort on the part of the consumer; study after study has found that people would rather watch a video than read an ad or a blog post. Because video allows marketers to “show rather than tell,” it is the best way to communicate the advantages of a product. Most of all, video is second only to a personal sales call in its ability to make an emotional connection with consumers. A recent study conducted by the Gallup Organization found that businesses that optimize the emotional appeal of their marketing outperformed competitors that didn’t by 85% in terms of overall sales growth. There are a lot of metrics used to measure the success of an advertising program, but only one really matters; did it generate sales? As Michael Litt reminded us: the play button is a powerful money maker. ■

# WHAT GOLF TEACHES US ABOUT ADVERTISING



BY JOHN FOUST  
GREENSBORO, NC

I love golf, but I'm a terrible golfer. I'm the only golfer I know who has lost someone else's golf ball. On a best-ball round, I mistakenly hit the wrong ball – directly into a lake.

Regardless of skill level, golf holds plenty of lessons for the business of selling and creating advertising. Let's take a look:

**1. Club selection matters.** Each club has a specific purpose. Drive with a driver, hit long approach shots with a fairway wood, chip with a wedge, putt with a putter. In advertising, there are tactics for different marketing situations. Image ads are designed to build brand identities and response ads are used to generate immediate results.

**2. Pre-contact is important.** A golf swing starts with lining up the shot, having the right stance and grip, then taking a proper backswing. Any experienced sales person will tell you to prepare in advance for an appointment. Learn your prospect's marketing objectives, study their previous ad campaigns, and research their competitors' advertising.

**3. Follow-through is equally important.** A swing doesn't end after contact. And neither does a sales conversation. When you return to the office, there are "thank you" emails, additional facts and figures to research, and campaign recommendations to develop.

**4. Every hole has a goal.** And every ad campaign has an objective. At the completion of a particular marketing effort, your client wants to generate x-results. Along the way, there are interim goals, such as weekly and monthly targets.

**5. Every hole has hazards.** Obstacles are part of the game. There are bunkers, creeks, and out-of-bounds areas. Some are visible from a distance, but others seem to appear out of nowhere.

In advertising, there are sales objections, high-maintenance clients, fickle target markets and challenging deadlines.

**6. Play it where it lies.** You will make some shots from level ground, where the ball sits nicely on top of the grass. But others you will have to hit from tall weeds or sand or behind a tree. Whatever the lie, concentrate on the goal and choose the right club.

**7. Grain and dew affect putting.** The surface of the green can be compared to market conditions which are beyond your control. Read and respond to those conditions correctly, and you're on the way to a successful campaign. Read them incorrectly, and the ball will veer off course.

**8. Close doesn't count.** A score can't be counted until the ball is in the hole. Likewise, a publication can't build its business on sales that are almost made.

**9. Divots should be repaired.** It's important to keep client relationships in order. If something goes wrong – in a conversation or in a campaign – take immediate steps to put things back on track.

**10. A tournament can be won by one stroke.** It's crucial to pay attention to details, because little things make a difference. A sales conversation can turn quickly on one perceptive question. A typographical error can make or break a marketing proposal. And one word can determine the success of a headline. ■

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*John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. Email for information: [john@johnfoust.com](mailto:john@johnfoust.com)*

# Graphic Hooks

By Ellen Hanrahan

hanrahan.ln@att.net © 07/2022

*I was fortunate (?)...* when I worked in printing and publishing because I had to learn on the job (yes, the old days, so to speak). Desktop was “new” and there really were not a lot of classes to teach us how to use the software...nor how to make better ads for that matter. We learned from each other. And along the way, we picked up shortcuts, tips and even a few tricks... fortunately I worked with some pretty savvy designers.

Experimentation was key and I developed time-saving techniques that I used many times in the creation of ads. It was time-consuming to look for backgrounds, but with the use of a few “rules,” I could create almost instant backgrounds.

## Paragraph format rules

I’m talking about using the “rule above” and “rule below” function in Paragraph formats, to create almost instant backgrounds. I used them in *QuarkXPress* and in *Adobe InDesign* when I switched.

This gives me greater control over the rule lines themselves, I don’t have to group them and I can always add additional rule lines by hitting the “return” key. Once you start to experiment, you will get a better idea of how handy this instant background can be. Since I also have *Affinity Publisher*, I checked to see how they work in that program (*Create Paragraph Style > Decorations*), so I will be looking into that (I’ve purchased *Affinity Publisher: Beginner’s Jump Start Guide* and I’ll let you know how it goes.)



The above one point rules are at 50% black. Using the **Line Tool** or **Rule Tool** and then using the **Line and Repeat** function would also work.

However, if I decided later that I would really rather have the lines closer together, I would have to delete them all and redo. Using paragraph rule capabilities, I just select them and change the leading applied or use the space before or space after to adjust them while I can now actually see how they would space out (below).



## Rules rule!

By the way, you can also use text with the rule above or rule below function to create charts. I used the rule below in *InDesign* for all of the following samples.

WHITE	RED	BLUE	GREEN
ORANGE	VIOLET	HAZEL	CYAN
MELON	YELLOW	BROWN	BLACK

### Rules with text to create charts



### 3-point Wavy lines used at 30%



### 5-point White Diamond lines used at 30%

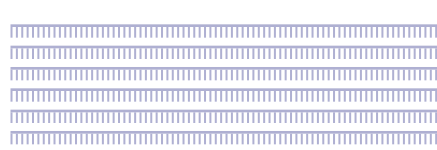


### 4-point Straight Hash lines used at 30%

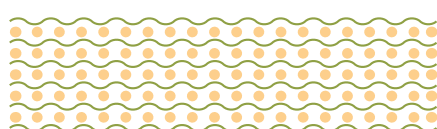


### 4-point Japanese dots used at 30%

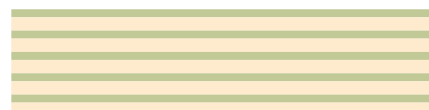
As you see, these create a variety of backgrounds that you control. Easily change the width of the box; add more rules by hitting the “return” key until your space is filled; and change rule width and color in one dialog box. All the samples above were created with the “rule below” function. See what can happen by adding the “rule above” function to the mix.



- Rule above: one point straight line at 30%
- Rule below: 4-point Straight Hash lines at 30%, both with the same color



- Rule above: 3-point wavy line at 80%; with an offset of .5 and color
- Rule below: 4-point Japanese dots used at 50% and with color as well

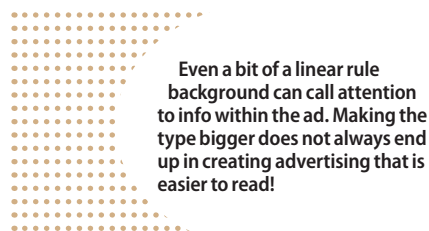


- Rule above: 3-point solid line at 40%
- Rule below: 5-point solid line at 20%

Create a background, add a white box with a drop shadow for an attention-getting area, and another rule at the top.

Something this simple can add a little extra something to your ad, especially small space ads because often there is not a lot of room for artwork, let alone the text that needs to go into the ad.

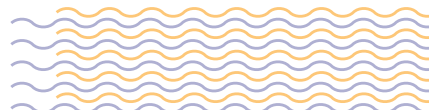
Now imagine adding a colored background with the rules being white or a lighter value of the background color to give the ad an entirely different look. Even if you don’t use these rules as an entire background, there are still other ways to use them...



Even a bit of a linear rule background can call attention to info within the ad. Making the type bigger does not always end up in creating advertising that is easier to read!

Sorry, while I was typing that last bit above, I got to wondering what would happen if I used Rule Above and Rule Below and indented one rule (in this case, it was rule above with a left 1p5 indent). Both are 4-point wavy rules, but the rule above is at 60% and the rule below is at 30%... and I used it for a new background below.

Create a library... and experiment!



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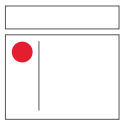
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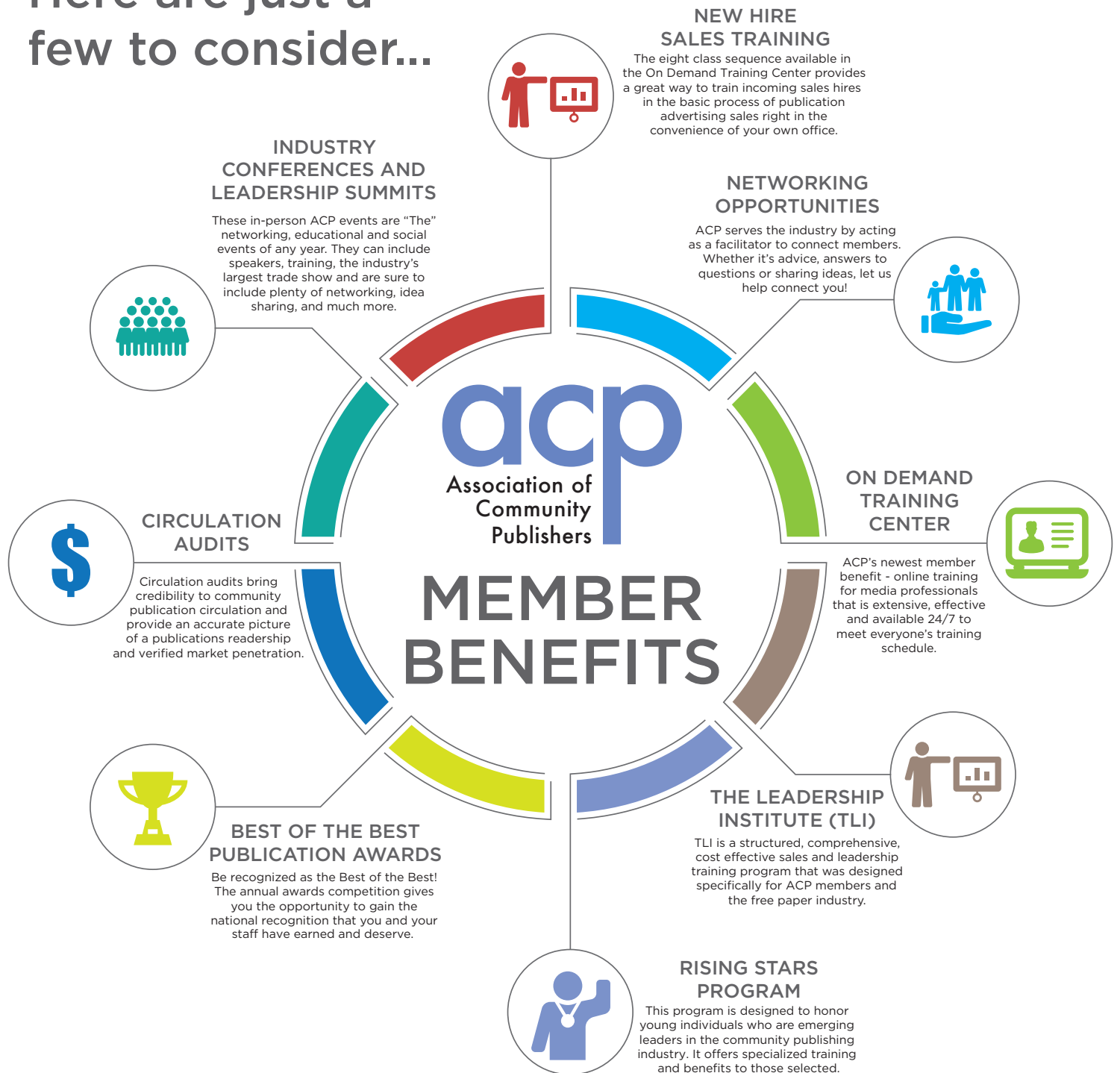
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