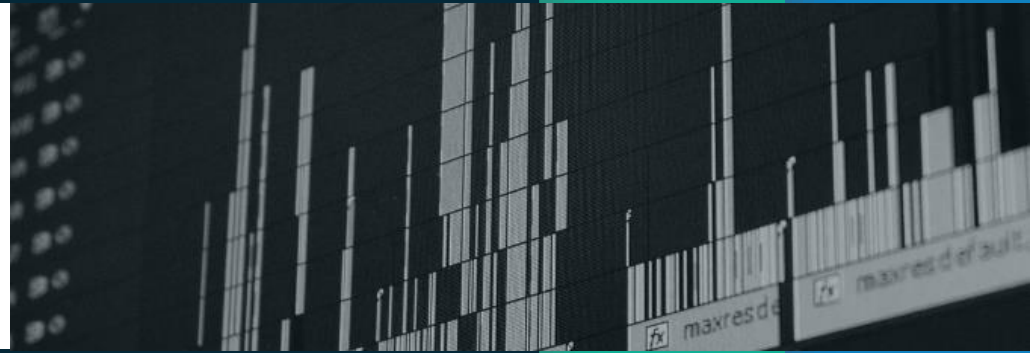


Using Video as a Marketing Tool for LBS Programs

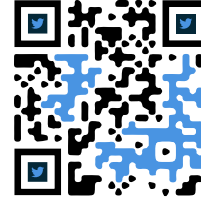
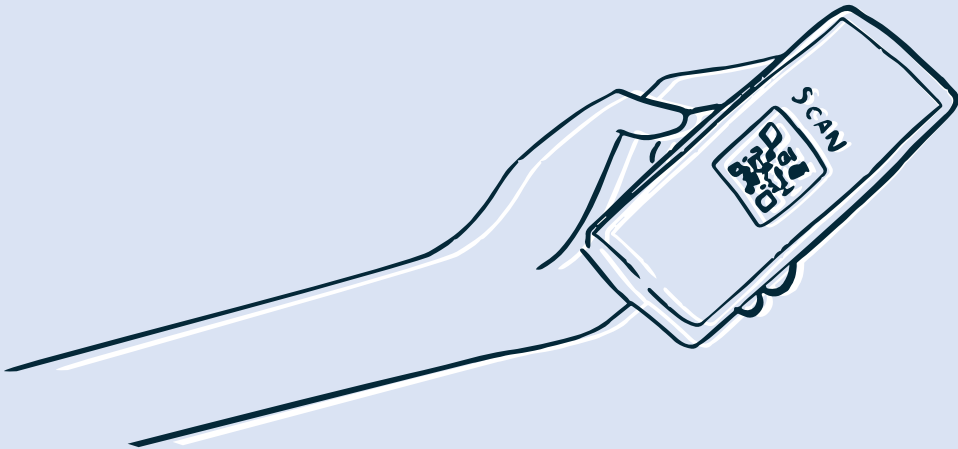
TUESDAY JUNE 27, 2023



Let's Get Connected!

SCAN OUR QR CODES TO FOLLOW US!

To Scan: Open you phone camera and zoom in on the code then press the link!



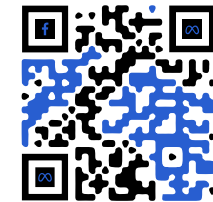
Twitter



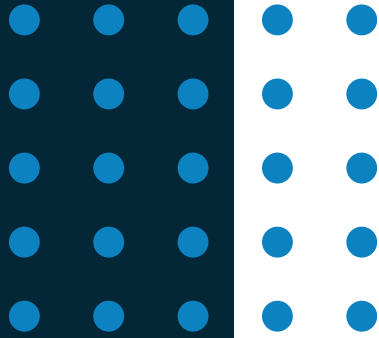
Instagram



Our Website



Meta/Facebook



Acknowledgements

Thank you to the Ministry of Labour, Immigration, Training and Skills Development for supporting Community Literacy of Ontario.

The Government of Ontario and its agencies are in no way bound by the recommendations contained in this event. The views expressed in this session do not necessarily reflect those of the Province.

Canada 



Ontario 

This Employment Ontario service is funded in part by the Government of Canada and the Government of Ontario.



Housekeeping

- Q&A session
- ASL Interpreters
- Recording
- Evaluation



Introductions



Host

Catherine Toovey
CLO



Presenter

Melissa Morrison
Video Editor
creativegrowthdesign@gmail.com

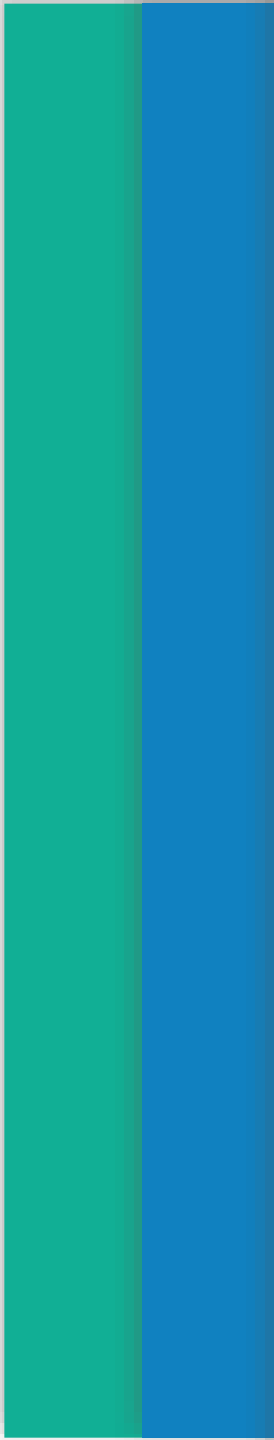
Benefits of Marketing Videos for Nonprofits



- ◆ Inspire audiences
- ◆ Tell compelling stories
- ◆ Showcase impact
- ◆ Connect emotionally with viewers
- ◆ Expand the reach of organization's message

Creating Marketing Videos

- ✓ Identify your target audience
- ✓ Create a strong Call to Action (CTA)
- ✓ Choose your type of video
 - Storytelling videos such as impact stories
 - Event promotion, volunteer recruitment
 - Thank-you videos to partner agencies, volunteers, participants etc.
- ✓ Decide on your message, pitch, and hook
 - Promote a program by explaining some key features
 - Ask questions to kickstart engagement from the community
 - Tell the story of your organization or educate people about services
 - Showcase your staff to build familiarity or share the results of a campaign

- 
- ✓ Be authentic
 - Being yourself is more engaging because it is natural
 - Before filming do something to get your energy moving
 - If you are filming a client, do something fun with them to calm nerves

 - ✓ Make your video short and sweet
 - 1-3 minutes long is best for marketing videos
 - Make the first few seconds engaging so viewers are drawn in

 - ✓ Add interesting visuals and music
 - Free images from Unsplash, Pixabay, and Pexels
 - Free video footage from Pixabay and Pexels
 - If it is a simple video where you are speaking from your car with a quick message extra visuals aren't necessary
 - Use music that is copyright free – most social media platforms and video editing software offer music libraries

 - ✓ Use consistent colours and branding
 - Create a shared document with colour codes, assets, and other branding
 - Add subtitles as many viewers watch videos without sound

Workplace Digital Literacy Training Video

Why it Works:

- Short video under 3 minutes
- Addresses target audience
- Catchy music at the right volume
- Engaging swipe transitions and stock video
- Strong Call to Action

Learning Networks
of Ontario: Helping
your business grow.

With **Digital Literacy Training**



YouTube Links for Workplace Training Videos

- ◆ Workplace Soft Skills Training with the Learning Networks of Ontario: https://www.youtube.com/watch?v=JdUQ0dX-_Tw
- ◆ Workplace Digital Literacy Training with the Learning Networks of Ontario: <https://www.youtube.com/watch?v=TQ9Igl0jZm8>
- ◆ Workplace Math Training with the Learning Networks of Ontario: <https://www.youtube.com/watch?v=aDzcJPuWEnI>

Why Video Works



Video is more effective than words or images alone because:

- **Easier to learn from a video than from text alone**
- **Video creates more emotion and connection**
- **Eyes are drawn to motion and ears are drawn to sound**



Video Statistics

- 1/3 of all online activity is spent watching video
- 92% of mobile video consumers share videos
- 80% of people remember a video ad from past 30 days
- 75% of people interact with video

- The word “video” in an email subject line boost open rate by 19%
- Emails that contain a thumbnail of a video have a clickthrough rate that is 20% higher
- 90% of people find video helpful during the decision-making process
- After seeing a marketing video 39% of donors reported that they looked up an organization

[Source: HubSpot](#)

Simple Videos



- Shoot simple videos using TikTok or Instagram reels
- Make videos outside or in your car so no extra lighting is needed
- Requires no editing time or complicated software
- Simple templates are also an easy option
- Quick videos can be used often so they become an established part of your brand

Types of Video Editing Software

- Canva – Easy to learn with templates if you already use Canva: <https://www.canva.com/video-editor/>
- Camtasia – Create professional videos from scratch with a one-time payment: <https://www.techsmith.com/video-editor.html>
- Adobe Premiere Pro – The gold standard with a monthly subscription: <https://www.adobe.com/ca/products/premiere.html>
- Descript – Use AI to edit videos with script instead of a timeline: <https://www.descript.com/>
- Vyond – Make animated videos easily using drag and drop: <https://www.vyond.com/>

Light and Sound

- Set up lighting beforehand
- If using natural light, consider how weather and time of day affect filming
- Light set-ups such as ring lights are inexpensive
- Good sound is important
- Clip-on microphones ensure better sound quality
- Research what types of sound and lighting equipment will work best for you



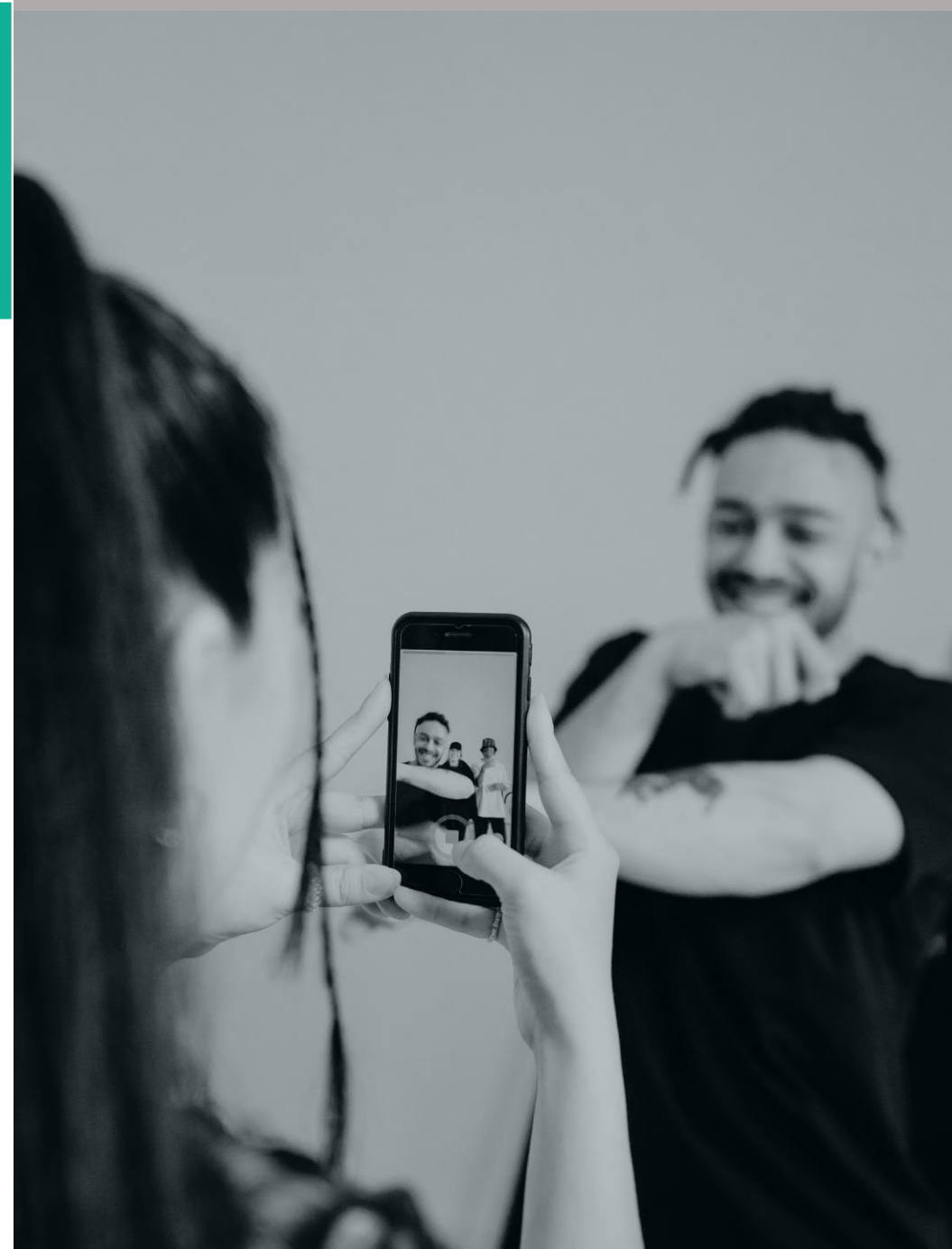


Making & Sharing Videos with Community Partners

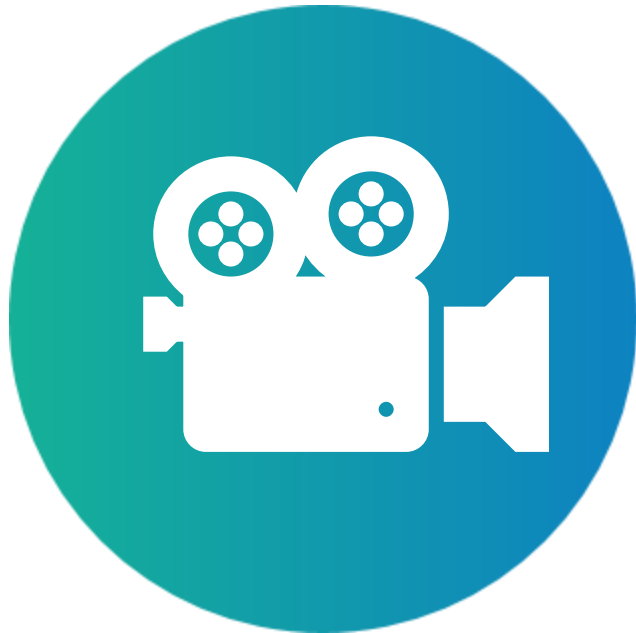
- ✓ **Create videos with community partners**
- ✓ **Invite people to do presentations and record it**
- ✓ **Get permission from participants with consent forms for posting on social media**
- ✓ **Consider lighting and sound**
- ✓ **Make several short videos from a presentation**
- ✓ **Ensure that videos are easily shareable**
- ✓ **Follow and interact with social media for community partners**

Making Marketing Videos with Clients

- Creating videos with clients who share their success stories and good experiences is one of the most impactful ways to use video
- Use consent forms and explain that only a portion of the video will likely be used
- Use 1-3 consecutive minutes or edit together several different points from their story



Posting Videos to Social Media



- ◆ Video size needs to be changed to fit different social media platforms
- ◆ Some types of editing software make it easy to switch template sizes for each platform
- ◆ Post and share your marketing videos everywhere

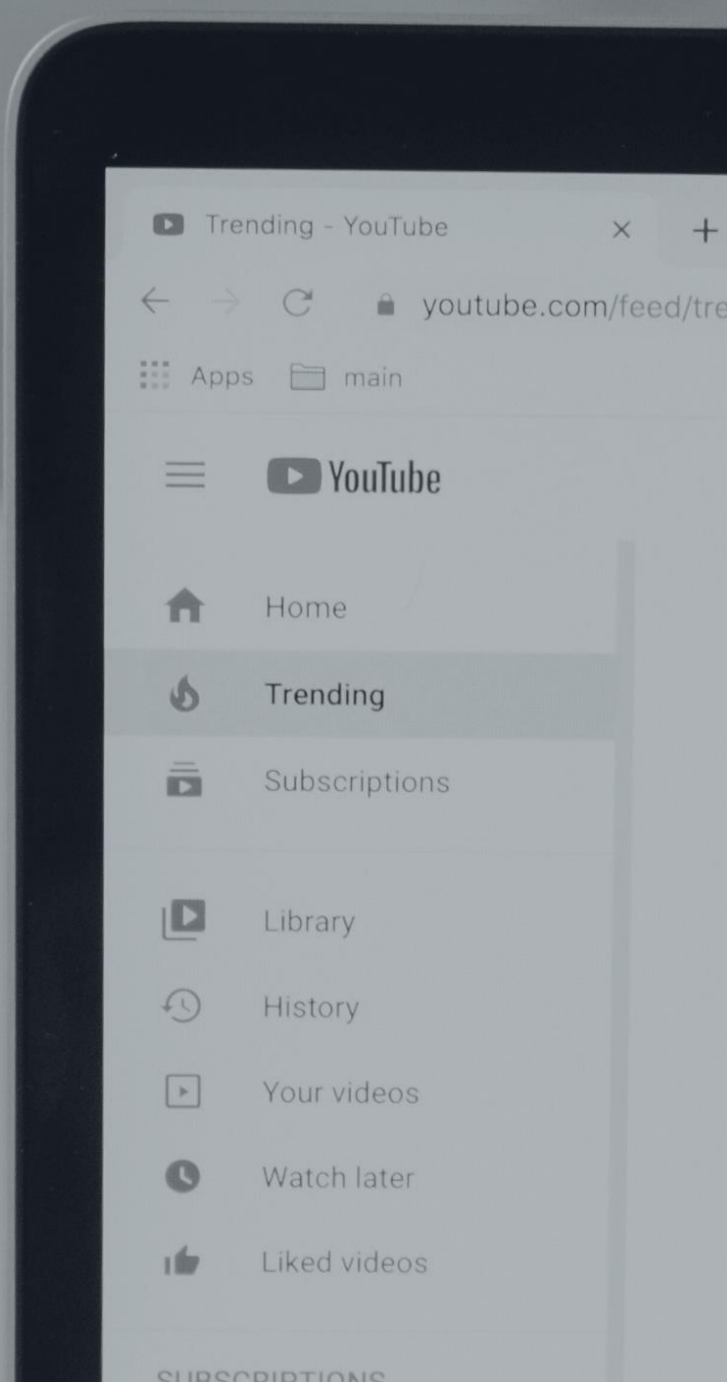
Tracking Analytics



- ✓ **Views:** The number of people who have watched your video, as defined by each platform.
- ✓ **Engagement:** Comments, likes, shares, and even dislikes are all sources of engagement data.
- ✓ **Watch Time:** The total amount of time that someone watched your video.
- ✓ **Social Shares:** When people share your video, this is a great metric for success as it brings in new leads by widening your audience.
- ✓ **Click-through Rate:** Refers to the number of people who completed a Call-to-Action such as visiting your website.
- ✓ **Conversion Rate:** Refers to the percentage of viewers who not only clicked on your website but also completed the goal you have set, such as signing up for a newsletter.

YouTube Analytics and Best Practices

- Include a keyword in the video title and make a keyword-rich description
- Add a list of hashtags: literacy, adult learning, etc.
- Views are counted when someone watches intentionally for 30 seconds
- To view analytics, log in and click profile icon and select YouTube Studio to see basic analytics
- In the upper right-hand corner you can click on Advanced Mode to see more, download the report, or compare metrics of other videos





Facebook Analytics and Best Practices

- Make videos shareable and add CTA in the post
- Videos can be 60 minutes long but under three minutes is best
- They now offer Facebook reels that can be 60 seconds long when using Facebook app only
- Views are counted when someone watches intentionally for 3 seconds
- To see analytics tap the three lines in the bottom right of Facebook, tap Pages, click More at the top of the page, tap Insights, and scroll down to Videos



Instagram Analytics and Best Practices

- There are four types of video content on Instagram and views count after 3 seconds
- Stories are 15-second videos that disappear after 24 hours but can be saved to your profile in the highlights section. They use interactive elements such as filters, tags, and stickers and you can put a CTA or a website link right in the story
- Instagram reels are 15-30 seconds with access to an audio library and filmed vertically like TikTok
- Instagram Video: videos are posts that stay on your profile and can be 60 minutes long, and Instagram Live can be up to four hours long, hosted by up to two accounts, and shared for 30 days

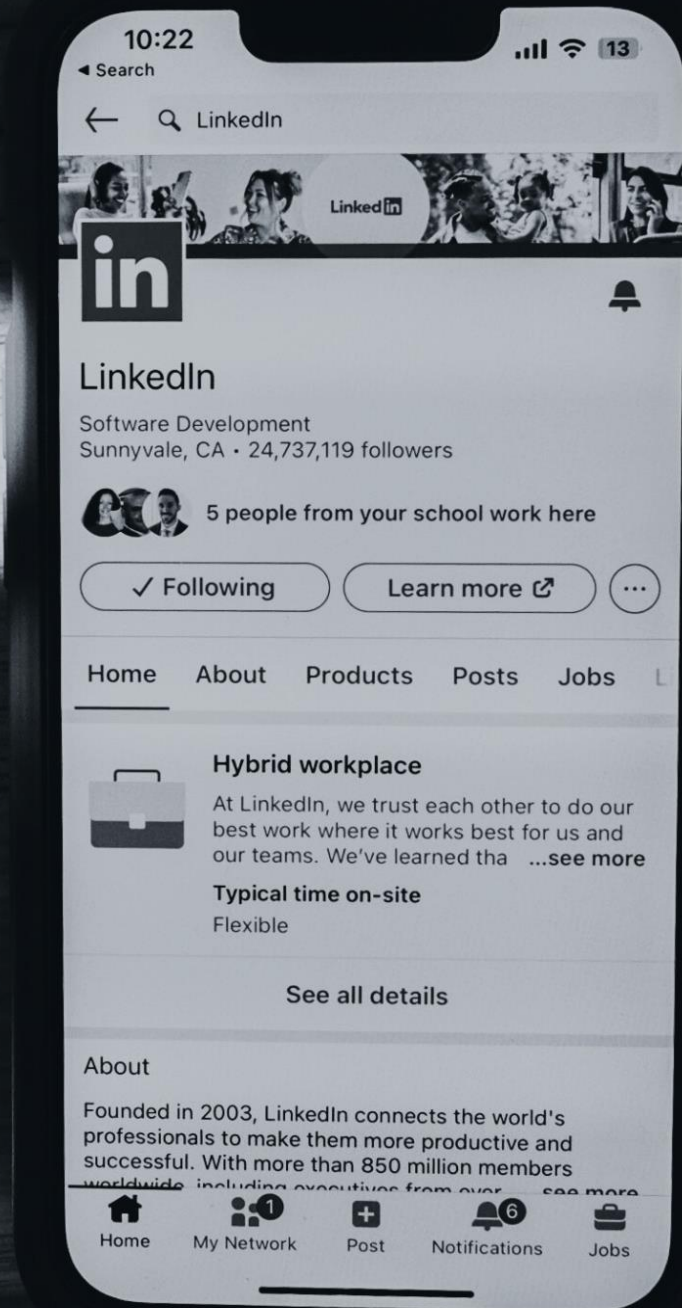
TikTok Analytics and Best Practices

- Uses vertical videos the size of your phone
- Are used to tell a story and background music is more important on this platform than others
- Keep it between 15-60 seconds, shorter is better
- Create a TikTok business account to see analytics by opening Settings and Privacy, tap Manage Account
- To check Analytics on mobile click account, choose Creator Tools, select Analytics
- On a desktop just hover over your profile picture and select View Analytics



Twitter Analytics and Best Practices

- Use hashtags
- Maximum video length is 2 minutes and 20 seconds
- Views are counted when someone watches the video for 2 seconds
- To view analytics click on “View Tweet Activity” in the bottom left corner of any tweet



LinkedIn Analytics and Best Practices

- There are three types of video on LinkedIn
- Shared Video is when you share someone's video or they share yours
- Native Video are those that you upload from your computer or phone have the highest level of engagement. They can be 10 minutes long.
- Video Ads can be 30 minutes long and have advanced audience targeting
- Views are counted when someone watches intentionally for 2 seconds



Questions?



Thanks for Watching!



Melissa Morrison
Video Editor

creativegrowthdesign@gmail.com