

Video for Marketing



Welcome to 'Video for Marketing', one of the training modules from Community Literacy of Ontario's *Social Media Marketing* project. This project is designed to develop resources to help Ontario's literacy agencies, and others, use social media for marketing. [Click here](#) to access our resources.

Using Video for Marketing

Video is everywhere – it is on your television, your phone, your computer, electronic billboards – and maybe even your watch! Video can be a full-length movie, or a short YouTube clip (or an even shorter Vine clip), and everything in between. Video can be watched again and again, it can disappear after a set amount of time when sent to you via Messenger, or it can be used to talk to someone via SnapChat or FaceTime. Video can be prerecorded or it can be live thanks to new apps like Periscope.

Video is such a commonplace way of communicating that, until we stop to think about it, we might not even realize just how much video we are exposed to each and every day. Video can be created by both amateurs and professionals alike, although the quality will differ greatly! Video can be used for many purposes including entertainment, information, communication, and marketing, which will be the focus of this module.

Fortunately, you can store and share your marketing videos for free on sites such as [YouTube](#) and [Vimeo](#), so although there will be some upfront production costs, your distribution costs can be kept to a minimum. For example, you can upload your video to either YouTube or Vimeo and then embed the link on your website, in an email, on Facebook, in a Tweet, on LinkedIn, etc. Other than your time to make those posts, all of your social media distribution is at no cost to you.

Not only is video everywhere, but it is watched by a lot of people. In fact, YouTube alone accounts for almost 19% of **ALL** internet traffic according to the Canadian internet monitoring firm [Sandvine](#). You can read more about their study in this [Hollywood Reporter article](#).



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American statistics, as reported by [comScore](#) show that over 188 million Americans watched more than 52 billion online videos in December 2013 alone!

When businesses and nonprofit organizations create and use video, they are frequently doing it for marketing purposes. They could be marketing to sell a product, raise funds, share success stories or promote their services. Video can also be used to entertain or inform, but even these types of videos can serve as marketing tools, because raising awareness about your cause or your organization is a type of marketing.



We all know the saying that a picture is worth a thousand words. Video is worth many more words than that! Video can quickly capture an idea or a concept in a way that a brochure, a poster, an email, or a written document can't. Video can convey a message without words. You don't have to be able to read or even speak a certain language to understand a video message. Video more readily elicits an emotional response than the printed word or even the spoken word. All of this makes video an excellent marketing tool.

How effective is video marketing? According to [Millward Brown and Google](#), 57% of viewers made a donation after watching an online promotional video. Traditional fundraising efforts seldom reach that level of success! The study found that billboards were the least effective way of engaging with potential donors, whereas online video advertising and email advertising were the most effective. The same study also found that 75% of donors viewed videos to understand the impact that an organization makes. YouTube is the #1 site where donors watch videos about non-profits.

While videos can be any length, for marketing purposes shorter is generally better. In today's fast-paced world, people have short attention spans. If you can't connect with a viewer in the first few seconds of a video, they are going to turn it off, so marketing videos need to be compelling, short, and to the point. "[Follow the Frog](#)", by the Rainforest Alliance, is an example of a short, three-minute video that is interesting, funny, and that gives an important message.

At the time of writing, "Follow the Frog" had over five million views. It was also chosen as the Best Nonprofit Video of the Year (2013) by the 2013 [DoGooder Video Awards](#).



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When social media goes viral, it almost always includes video. While there may be some tweets or Facebook posts that can be shared multiple times, they never match the viral numbers of video shares. Viral videos can be shared on virtually any platform, making them easy to add to any type of social media post. At the time of writing, the biggest series of viral videos involved the “ice bucket challenge” designed to raise money for [ALS](#). Many, many people, including celebrities, created and shared videos which were, in turn, watched millions of times and shared on a variety of social media platforms. This resulted in (as of the time of writing) over \$40 million in donations to ALS in both Canada and the United States! Now that’s a successful video campaign.

Video is also a very flexible and multi-purpose marketing tool. You can shoot a traditional commercial for broadcast on television (if you have the budget), but you can also use that commercial in many other ways. For example, you can embed the video on your webpage or on your Facebook page, you can Tweet it out to your follows, you can post it on your YouTube channel, or you can share a link to it in your email signature. There are so many free options for sharing video that many people can still see your commercial or promotion without you having to pay to broadcast it.

Video is also an excellent marketing tool because it doesn’t rely on the written word, which makes it easily accessible for all stakeholders, regardless of their reading abilities.



Effective Video for Marketing

While anyone with a smart phone or a flip camera can create a video, not every video is a good marketing video. Before you even start, you need to develop marketing goals for your video. What do you want to accomplish through your video marketing? If you want to attract new students, focus on what your program offers. If you want to attract new volunteers, show how a volunteer experience with your agency is rewarding. If you are trying to raise funds, use video to show potential donors the impact their support can make.



Know your marketing goal(s). Are you creating a fundraising video or an awareness video? Are you trying to recruit learners or volunteers? Do you want to tell potential corporate sponsors or government funders your story? All of these goals will require something different. Again, this is why a series of videos, rather than one long (and probably boring) video, is a good idea.

Here are some tips for creating effective videos that can be used for marketing.

- If possible, hire a professional. Unless you have a videographer on staff or in your group of volunteers, it is important to hire someone with the skills needed to shoot and edit a high-quality video. If you are sharing a quick video of a fun event at your agency on your Facebook page, an amateur production is appropriate. However, if you are trying to promote your program, gain new followers, find new donors, or attract sponsors, you will want something more professional and polished.
- Make separate videos for each type of target audience. Don't try to capture everything in one video – it will be too long! A series of short, informative, and interesting videos, targeted to various audiences or parts of your organization that you would like to highlight, will be more successful than one long video.
- Share your video far and wide. On social media, encourage your friends and followers to like, retweet and share it. Embed the video on your website. If you have an electronic newsletter, embed it there as well. In short, share it everywhere! Once you have shared your video, share it again. Share it in the months and even years to come.

- Track not only where you post and share your video, but also where others share it and the impact it is having. Are people commenting on the video? Perhaps you can use some of their suggestions. Are they sharing it with other groups or organizations that you hadn't thought of? If yes, consider connecting with those groups to expand your network.
- Have you received more donations since releasing your video, or have your client or customer numbers increased? If yes, continue to share your video far and wide and continue to reap the benefits. If no, why not? Did your video look too amateurish? Was it too boring? Did you actively share your video on all possible channels (website, social media, etc.)? Did you ask your supporters to like, comment and share your video on various social media channels? Was it focused on a single point or did it try to cover too much information?
- When possible, use “real” people in your video rather than actors. Have learners, staff, volunteers and other stakeholders tell their own stories in their own words. This can be extremely compelling! However, if you are using a voiceover, you may want to consider hiring a professional. But remember, if your video looks or sounds staged or unauthentic, people will turn it off.
- If you are creating a series of videos (which is better than one long video), mix it up. Don't make them all testimonials. Instead, include some footage of your agency in one episode, a fun fundraising event in another episode, and a compelling testimonial in yet another episode. You can even include an episode where you thank your volunteers. Use variety. Be creative. Keep people interested.



Distributing Your Video

Once you have created your awesome marketing video, you can't just tweet it out once and hope it goes viral. You also need to have a distribution strategy so that it gets attention beyond your immediate circle of contacts. Reach out to others who might be interested in what you are trying to market.

For example, if you are promoting a new course at your literacy centre, post your video on community blogs, tweet it directly to the Employment Services provider, share it with the local library, United Way, Volunteer Centre and so on. Here is an example from [Calgary Reads'](#) promotion of their new video.



Calgary Reads @CalgaryReads · 55m

We are celebrating International Literacy Day with our new video Read Aloud!
[#everyday](#)

vimeo.com/105389397 fb.me/46al0bsSR

Vimeo



← ↻ 4 ★ ... [View more photos and videos](#)



Don't wait for people to find it on your social media sites or your website – be proactive about sharing and posting it. Ask your co-workers to share and repost/retweet the video. Encourage your Board of Directors to do so as well. On your Facebook post, be sure to tell your followers to share it. In your tweet, add “please retweet”. If your budget allows, you can also pay to promote your posts/tweets.

The ultimate goal for any marketing video should be for it to go viral! So just how do you go about creating a viral video? Pierre Chappaz, CEO of [Ebuzzing](#), shares his Seven Golden Rules in an [article](#) in the Guardian newspaper.

1. Tell a great story. Sometimes, you don't even have to mention the product because the story is so compelling. The Bell's Whisky advertisement called “[The Reader](#)” is an excellent example of this.
2. Kick off with a bang. You have to grab the viewers' attention immediately.
3. Keep them interested. Once you have grabbed the viewers' attention, keep it so that they don't get bored.
4. Surprise but don't shock. You want people to be pleasantly surprised. You also want them to be willing to share your video. If it is too shocking or graphic, viewers will be afraid of offending their friends and will hesitate to share it.
5. Share it with influential people. You can (and should) ask your colleagues and friends to share your video, but you also need to make sure that “movers and shakers” see your video and share it. Be sure to post it on influential blogs to bring it to the attention of people who have wide networks.
6. The first 24 hours are key. This one is tricky. Thanks to built-in YouTube algorithms, you can monitor how often a video has been interacted with during its first 24 hours. It is important to start sharing your video immediately after uploading it. Don't wait a week. Do it right away.
7. Look at the right numbers. Video views are great, but shares are the most important indicator of success. Don't just focus on how many times your video is being watched, but rather look at how many times it is being shared and concentrate on bringing that number up.

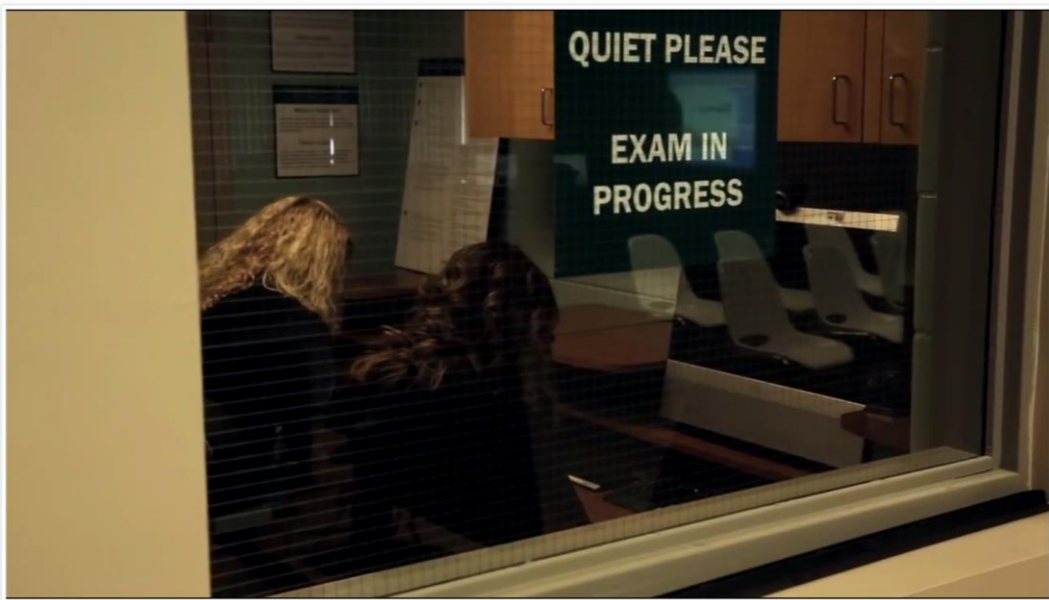


Sample Videos for Marketing

Here are some examples of how organizations and companies, including literacy organizations, employment services, nonprofit organizations, and businesses have used video for marketing. To find more, just go to YouTube and start watching videos!

Literacy Examples


[QUILL Learning Network](#) created this compelling [video](#) to promote the literacy programs and the work they do in their region. You can access more videos from the QUILL Learning Network by visiting their [YouTube channel](#).



QUILL (Quality In Lifelong Learning) Learning Network is one of 16 regional literacy networks in Ontario funded by the [Ministry of Training, Colleges and Universities \(MTCU\)](#).

Located in Walkerton, Ontario, QUILL serves the counties of Bruce, Grey, Huron, Perth and South Georgian Bay.

QUILL supports Literacy and Basic Skills (LBS) [Agencies](#) that



Bruce County
Huron County
Perth County
Grey County
South Georgian Bay

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[Literacy Nova Scotia](#) hosts a [YouTube channel](#) where they feature a number of videos, including learner testimonials and fundraising events.



The [Adult Basic Education Association](#) in Hamilton has created a [video](#) that includes a series of photographs combined with interviews to promote their services and lifelong learning.



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[Community Learning Alternatives](#) created this [video](#) with photos and music for Community Literacy of Ontario's [Love Letters to Literacy](#) campaign. We love it!







[The Upgrading of Jane Winters](#) (also from Community Learning Alternatives) is an excellent example of how one literacy agency markets its services by telling the story of a student. They do it in a very creative way by evoking the black and white silent movies of long ago.



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The [Tri-County Literacy Network](#) in Southwestern Ontario has created a series of “[Learning to Earning](#)” videos to showcase the type of learning success and employment success that potential students can achieve through literacy programming.

<p>Learning To Earning: Music Video</p>  <p>Learning To Earning: Music Video</p> <p>0:00 / 0:31</p>	<p>Learning to Earning: Stephen's Story</p>  <p>Learning To Earning: Stephen's Story</p> <p>I want to get my Grade 12 so I can get a decent job</p> <p>0:00 / 0:31</p>
<p>Learning to Earning: Preparing for Apprenticeship</p>  <p>Learning To Earning: Preparing For Apprenticeship</p> <p>With this training, I am definitely prepared to go</p> <p>0:00 / 3:00</p>	<p>Learning to Earning: Real People, Real Stories</p>  <p>Learning To Earning: Real People, Real Stories</p> <p>which helped with job interviews.</p> <p>0:00 / 5:42</p>



Video for Marketing



[People, Words & Change](#) produced this powerful video called “[Make the Call for Literacy](#)”. The video tells the stories of six adult literacy learners and promotes the value and importance of literacy programming.

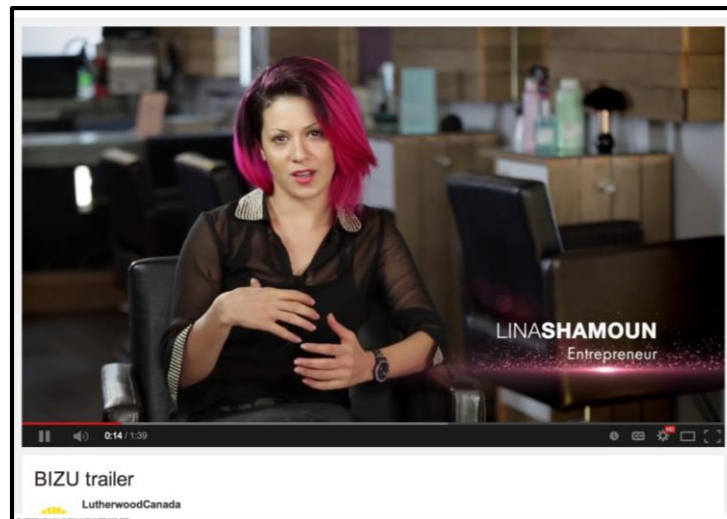


[California Library Literacy Services](#) has created an excellent video called [Leon: A Learner's Perspective](#). This definitely meets the criteria of being a good video because it is professionally produced, grabs your attention early and takes you through a range of emotions. Be sure to visit their website and [YouTube channel](#) for more videos.

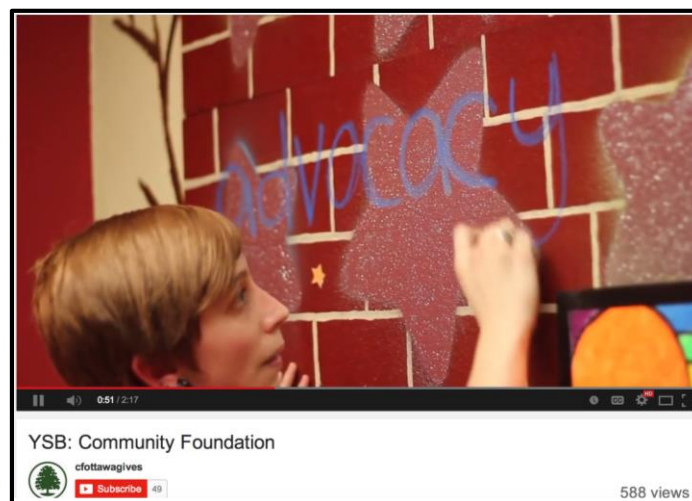


Employment Services Examples

[Lutherwood](#), in Kitchener, Ontario, provides a variety of services including employment services, assisting families to find affordable housing, and mental health services. Their [YouTube channel](#) features many videos about the services they offer, as well as client testimonials such as the one below.

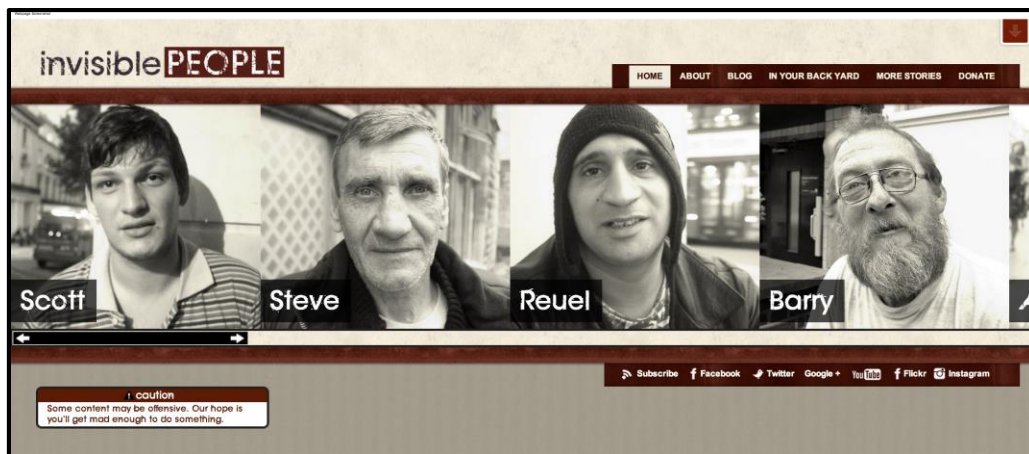


The [Youth Services Bureau](#) (YSB) in Ottawa created a [video](#) to highlight some of the many programs and services they offer to youth and families.

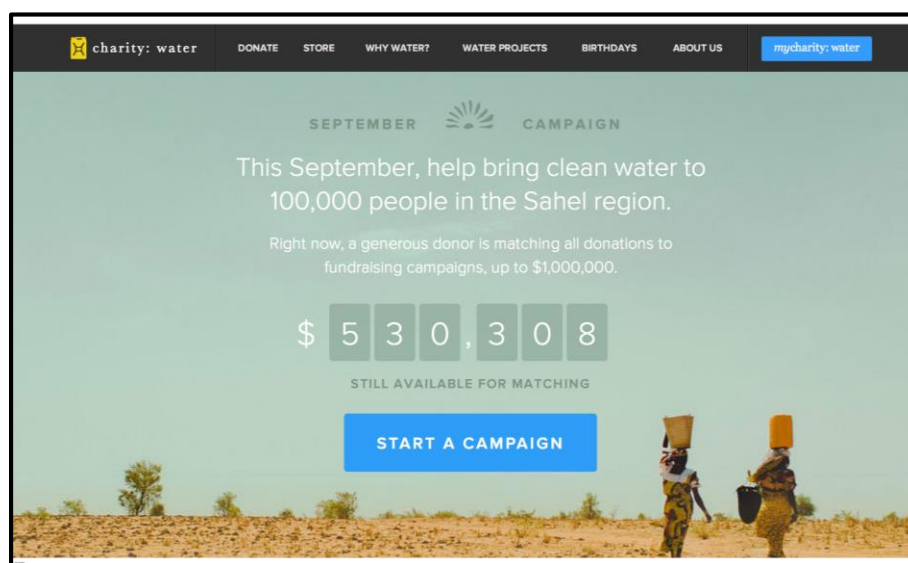


Nonprofit Examples

[Invisible People](#) has a [YouTube channel](#) with real people telling their own stories of homelessness. Some of the videos can be difficult to watch, but they are honest and compelling. As they say on their website, “Some content may be offensive. Our hope is you’ll get mad enough to do something.”



[Charity: water](#) is an excellent example of a nonprofit organization that creates amazing videos to promote the work that they do and to encourage people to support their work. Be sure to visit their [YouTube channel](#) to see some excellent examples.



Video for Marketing



[Stand Up to Cancer](#) created this powerful video called “[Change the Odds](#)” to educate and build awareness around the prevalence of cancer.



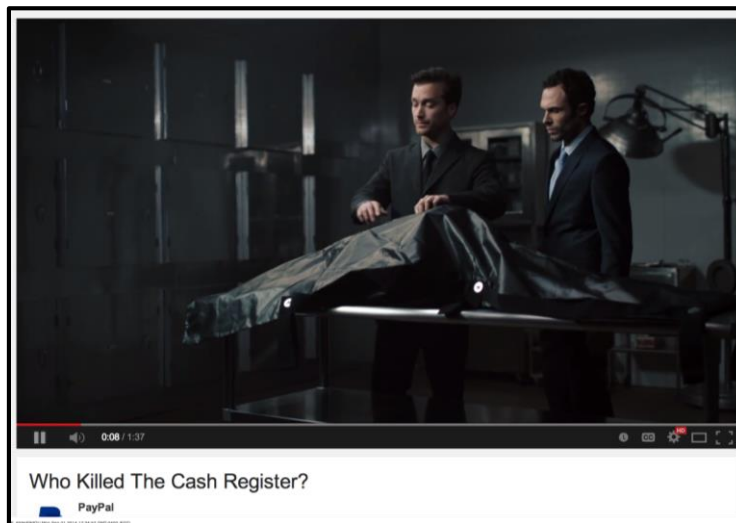
[Ronald McDonald House](#) is a charity run by [McDonald's Canada](#). Many years ago, McDonald's created McHappy Day to raise funds for their charity. The video called “[McHappy Day: A History of Smiles](#)” is a wonderful, informational and promotional tool for this charity.



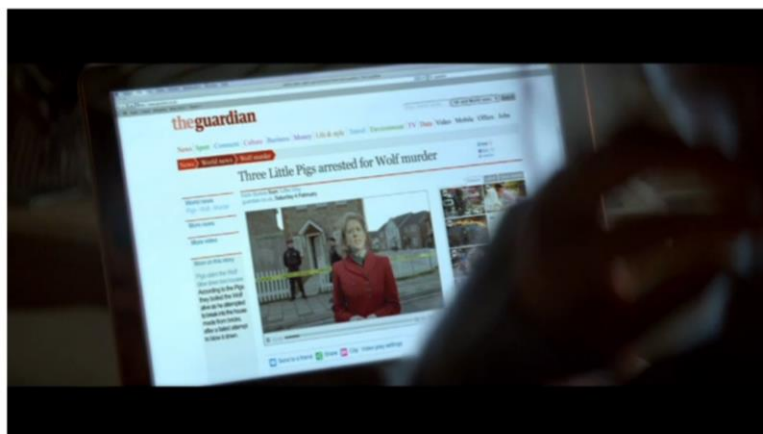
Business Examples

Every television commercial is an example of how business uses video to market its products and services! Here are just a couple of examples.

Pay Pal's "[Who Killed the Cash Register](#)" is an award-winning, promotional video. It is longer than a typical television commercial, but it is funny and gains the viewer's attention.



The Clio Awards are awarded annually to honor creative advertising. The 2013 video winner was a modern news story that reimagined the [Three Little Pigs](#) and promoted the approach to news that [The Guardian](#) newspaper uses.

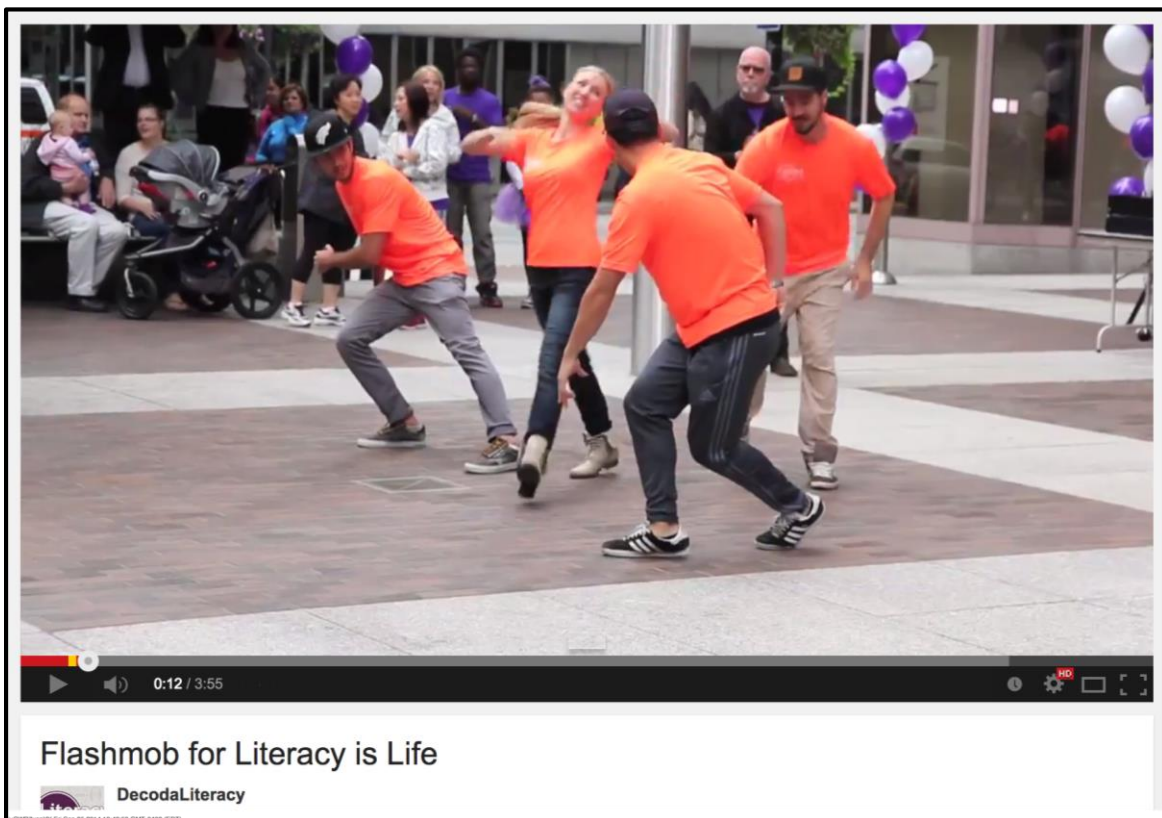


Some Final Thoughts

Now that you have read some ideas about how to create an effective – and possibly a viral – video for marketing, the rest is up to you. Take some time to think about what you want to capture in video and the story you want to tell. If you don't have the skills, find someone who does, so that you too can create a compelling video.

As with any new venture, it will take some time, and some trial and error, to get things right, but the rewards are worth the effort. Video allows you to be creative and to tell your story in many different ways. We encourage you to explore your creative side and create the next viral video.

For an example of a fun marketing video, be sure to watch [Decoda Literacy Solutions'](#) flashmob for their "[Literacy is Life](#)" campaign.



Resources to Learn More

- Foertsch, Catie. [Internet Video Campaigns for NonProfits: How to Use the Power of Video and the Reach of the Internet to Grow Your Donor Base and Engage Your Community](#). Yes! MediaWorks. (2009)
- Giraudie, Natasha. [Using Video Content to Tell High-Emotion Stories: Nonprofit Marketing](#) from [Content Marketing Institute](#) (May 18, 2014)
- [How to Improve Your Chances of Going Viral](#) from wikiHow
- Leroux Miller, Kivi. [Best Nonprofit Videos of the Year](#). (April 16, 2013)
- Mundahl, Hans. [5 Reasons Schools and Non-Profits Should Use Video in Marketing and Development](#) from [edSocialMedia](#). (April 1, 2014)
- Pozin, Ilya. [6 Qualities To Make Your Videos Go Viral](#) from [Forbes](#) (August 7, 2014)
- Schwartz, Nancy E. [Nonprofit Video: 9 Steps to Nonprofit Marketing Success, Plus Our Mistakes to Avoid](#) from [getting attention! Helping Nonprofits Succeed Through Effective Marketing](#)
- Suresh, Shruti. [Video Marketing: An Effective Strategy for Non-Profits](#) from [Beta | twentyone](#)



80 Bradford Street, Suite 508, Barrie, Ontario L4N 6S7

EMAIL info@communityliteracyofontario.ca

TEL 705-733-2312 | WEBSITE www.communityliteracyofontario.ca

TWITTER [@Love4Literacy](https://twitter.com/Love4Literacy) | FACEBOOK www.facebook.com/CommunityLiteracyOntario

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