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**Matthew Landis**

FES, director of communications  
matthewl@fes.org | 402.479.6667

it security | networking  
bookkeeping | socs websites  
marketing services  
(design, branding, social media, video)

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**For What it's Worth**

1 picture = 1,000 words

1 minute of video = 1.8 million words

forrester.com

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## 8 Seconds

words = 24

picture = 1,000

video = 240,000

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## Video: Media of the ~~Future~~ Present

500,000,000 people watch  
100,000,000 hours of video  
on Facebook every day

1/3 of online activity is spent watching video

200-300% increase in click-through rates  
in emails with video link

sproutsocial.com  
forbes.com

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## Agenda

planning

creating compelling video

what to do with it

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## Get Your 🍌 in a Group

objective

target audience

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## What Do You Want it To Do?

public relations / brand awareness

establish credibility

reduce support calls

generate leads

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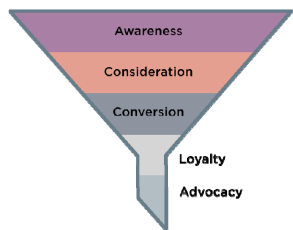
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## Sales & Marketing Funnel



[sproutsocial.com](http://sproutsocial.com)

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if you're trying to talk to everyone  
you aren't going to engage anyone

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## Target Audience

demographics  
reinforce current vs find new  
similar clients or new type  
patient or decision-maker  
familiarity with your organization  
their level of knowledge  
how close to "yes" are they

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## What Makes a Compelling Video

clear message  
customer focused  
engages with personality

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## It's Not About You

advocate for your customers

they are the stars of your show

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## Give the People What They Want

content consumers want from brands on social

Discounts or Sales	72%
New Product Showcase	60%
Educational	59%
Entertaining	56%
Inspiring	49%
Company News	41%
Tells Story	37%

sproutsocial.com

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## Where to Look for Content

home run balls only  
(then make it about me instead of you)

give me what I want:  
education / entertainment / inspiration

touch points and pain points

employee advocacy

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## Types of Videos

anthem/branding  
explainer/tutorial  
commercial  
product review  
testimonial  
celebrity endorsement/social influencer  
event

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## Best Practices

sweet spot for produced videos  
between 60-90 seconds

use a serial approach  
when possible

buzzsumo.com

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## Best Practices

don't start with your logo

unless you have a captive audience  
get right into the action

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## Best Practices

- add captions  
include transcript
- use motion graphics  
for complex ideas
- make thumbnails  
descriptive and attractive

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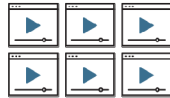
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## Spaghetti Series



Commitment to Care  
Video for Website Home Page



Videos that Educate, Inspire, Entertain  
for Website and Social Media



A them Video  
for Website About Us

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## Key to Success

- it isn't your video
- it's your implementation

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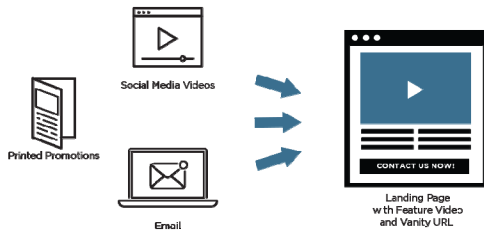
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## Example: Sales Campaign




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## Example: SEO

Authentic Web Currency

generate traffic from external sources

sticky content to retain audience

keywords/meta tags

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## Example: Social Media

The Golden Rule of Social Media Marketing

use the channel how your audience wants to use it;  
not how you WANT them to use it

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## Social Media

**facebook** - backyard bbq

**twitter** - cocktail party

**instagram** - day festival

**linkedin** - business convention

**youtube** - MST3K

**website** - storefront/office

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## Social Media Strategy

replace day-to-day news  
with short campaigns

target different audiences / objectives

use a content calendar

see what works, start over

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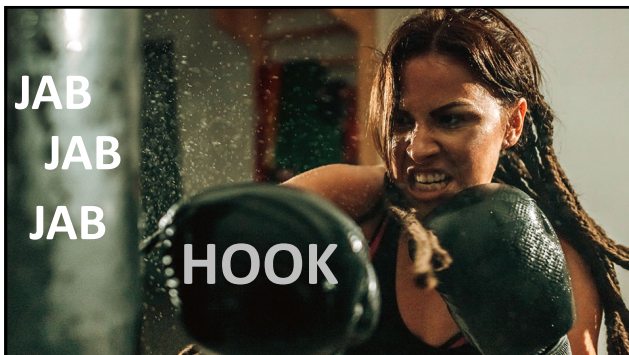
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## Review

focused on business objective and target audience

create customer-focused content  
using home run stories only

work as hard at implementation  
as you do at creating the video

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## Thanks for Attending

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fes.org/marketing  
fb.com/fesnonprofitservices  
twitter.com/fesnonprofit

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