

5 Ways Video Can Change My Business



As the world becomes more and more digital each passing day, so does the attention of consumers. Consumers are not only spending more time on digital platforms, but expecting more from the content they're viewing. The general internet, social media, and digital platforms such as Youtube and streaming services are not necessarily new, we know this. However, as businesses and advertisers, it's imperative to always be producing new and exciting ads for said digital platforms & revenues.

Viewers are no longer satisfied with stagnant unmoving ads, and quite frankly, they've learned how to ignore them. This is why video has taken over. For one, video is harder to ignore... and in a lot of cases, viewers don't want to ignore – especially when the content is altogether magnetic, purposed, & captivating. And the good news here is that once your business captures the video content of your choosing, we can direct you on how to elevate it! The information here is not about creating video content but more about how to transform your videos into ads that viewers can't ignore with our expert knowledge of video format, video marketing, and much more.

This includes what consumers want to see and how to get them to tap into your business. And we're excited to impart our knowledge with you!

Already, you may be thinking, "how will I be able to make my video a successful ad?," and we say that because we understand the common misconception that video content can only be produced by video professionals at a grand scale in order to be successful or intriguing on the internet. And we're here to shatter that notion by telling you that you and your business can create video content and do more than just do it, but do it well and do it cheaply with the tools we are about to share.

Video creation doesn't have to be expensive either. In fact, it's rather low cost for how many different areas and platforms you can apply said videos to. And once utilizing the power of video, the boom in your business will make it all worth the while. Below, we've compiled five ways in which video can change your business for the better. If you're already on board with video, this will be a great affirmation for you, and if you're still on the fence, this will make you a believer, and hopefully soon thereafter, a video creator for the marketing of your business!



1 Create Video Content > Repurpose

Creating video content can appear like a daunting task, especially to businesses or individuals who have generally no video experience, but it's perhaps the easiest step in creating video ads that perform well. And when you already have video content to work with, building off of it is the most crucial step as it will elevate your video to something advertisable. If there is one thing we hope to get across, it's that video creation can be really simple and with that simplicity, there's no compromise on ad effectiveness. If anything, there are greater rewards for simple video content than there are from your best photo or banner ad.



One crucial thing to remember that will help lower your guard in video ad creation, is the fact that the marketing world is no longer a place of harsh rules and expectations. In the past, a video ad was expected to be a polished :15 or :30 second professionally produced commercial, which is something you can have still, while also repurposing the same video content in other realms and platforms. But now, in a more digitally centered and advanced society, that expectation of "perfection" has become not as important – and brands everywhere should be thankful because this means there is more room for creativity, variety, and ultimately, freedom. And even if your video ad is perfect already, there's so many ways to add even more to it to go above and beyond.



We see this shift on many platforms such as Youtube, where sometimes viewers are served ads up to five whole minutes or more! And on social media platforms, most video ads are not the extravagant, professionally produced ads we are used to seeing on television. If anything, we are noticing a trend in consumers that values relatability, simplicity, and genuinity over heavily produced content, which makes it easier for brands who are just beginning their video advertising efforts.



We emphasize the ease of the video creation process because we can back it up with our experience with it. When we tell you it's just as simple as putting a camera, a product, and some people in the same place at the same time, we mean it. Those are essentially all the components you need for video content success.

For example, a business we worked with most recently, a dually brick and mortar and online bike shop, wanted to increase business by creating a stronger social media presence and they decided that video content was a great way to amp up their timeline as it would both captivate viewers by making them want to be in on all the fun, as well as drive up bike sales and rentals.



To execute their plan, we got together a group of lively friends & staff, a variety of electric bikes (the product), and a camera – then, we took off! We were able to film their riders casually cruise along the beach and all over town for a few hours, which felt more like fun and less like work. At the end of our time, we had loads (hours & hours) of video content that the business was able to edit, serve, & repurpose to their liking! Not only did the bike company now have new video, but they also had video content of their own from other ventures and occasions, leaving them with a TON of video content to turn into captivating ads. And of course there is room for creativity in the editing process or how it is presented on a platform or device, but having that much rolling video content at hand is enough to get your business rolling (no pun intended)!

Not to be firm, but to be firm, every company needs to be doing this.



Having an arsenal of video footage is important given that it can be used and repurposed in a plethora of ways for equally vast purposes and audiences. With this footage you have the flexibility to make any length or style of content you'd like as it's no longer a strict law in advertising to stick to a perfect :30 or :60 second video ad. And once you have your video you can post it anywhere from Instagram to LinkedIn to Facebook (more on that on page 6)! The creativity, direction, and method is really up to you and whether or not you seek outside guidance is your choice, but the video you capture alone is a great starting point.

Once this is achieved and you have your videos ready to go, the following points will help turn your captured video into a successful advertising tool that will sell, and if you need help turning your video into that, we're at your service!



2 Run Video Ads on YouTube

With Youtube being a video specific platform, it's a no brainer to serve your video content on the space. It would be almost damaging not to, and here's why.

YouTube is the most popular video platform in the world as well as the second largest search engine next to Google. Not only is it a platform with a total of 2 billion active users worldwide who spend 1 billion hours a day watching YouTube videos, but it's also a place consumers go to specifically search for products and services, a perfect place to serve your related ads in front of. With numbers and functions like these, every brand in the world is thinking of how they can best serve their video ad on the platform.

Youtube's video ad format is known as TrueView and is unique in its ability to give viewers and advertisers alike choices that are specific to their desired experience. The most stand-out feature of Trueview is perhaps its ability to allow viewers to skip an ad after five seconds, a feature we're certain you've encountered before on the site.

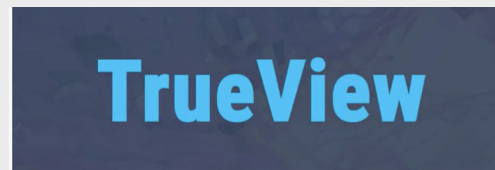
Trueview is great because it gives a business' marketing strategy the flexibility needed to successfully engage an audience with their video content. Between the in-stream and display models, advertisers have the power of choosing a format that best suits their customer base.

To add to the accolades, Trueview provides a cost-effective solution that promises enhanced ROI and likelihood of conversion, as companies usually only pay for the ads when the audience engages with the ad in some way. For example, if your ad is less than :15 seconds, its rendered skippable, in which case your company is only paying for your ad when a viewer clicks on your ad or watches it to completion.



2 billion active users

1 billion hours a day



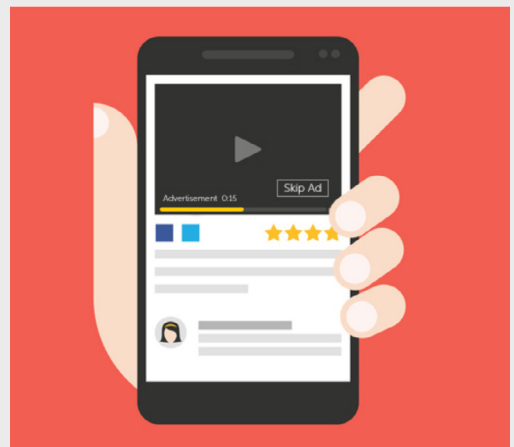
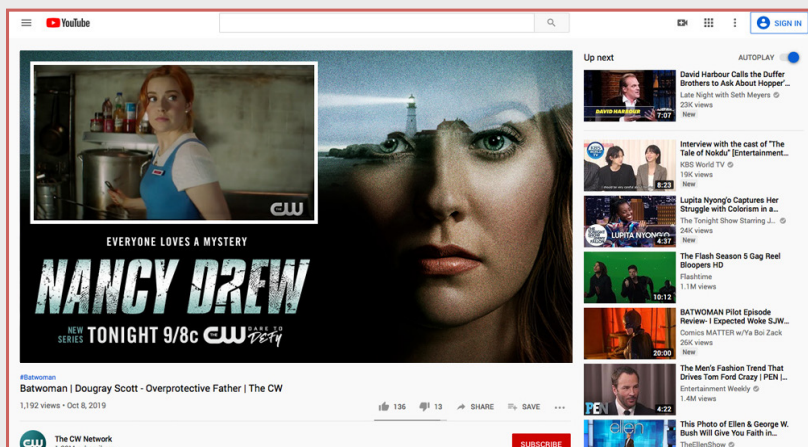
And for the instance you want to run a longer ad, rendering it non-skippable, target CPM bidding is used, so you pay based on impressions.

And perhaps, the most notable feature of video advertising for your company on Youtube is how much room the platform leaves for your needs in terms of what kind and how long of a video you want to serve to your audience. They offer a space for both long and short form content, which are both great options for your company but dependent on your goals and/or the message you are trying to get across. Furthermore, your company will have the option of placing your video ad in stream (skippable and non-skippable), in slate, in search, and/or in display.



If this sounds at all appealing to your company, or you are in need of further explanation, we highly recommend taking a deeper dive into the platform and what it offers for your company's video ads.

All in all, Youtube is one of the best places to market your business for the biggest bang for your buck. And not only are you spending less, but you're doing so with much more liberties than some other digital spaces would allow.

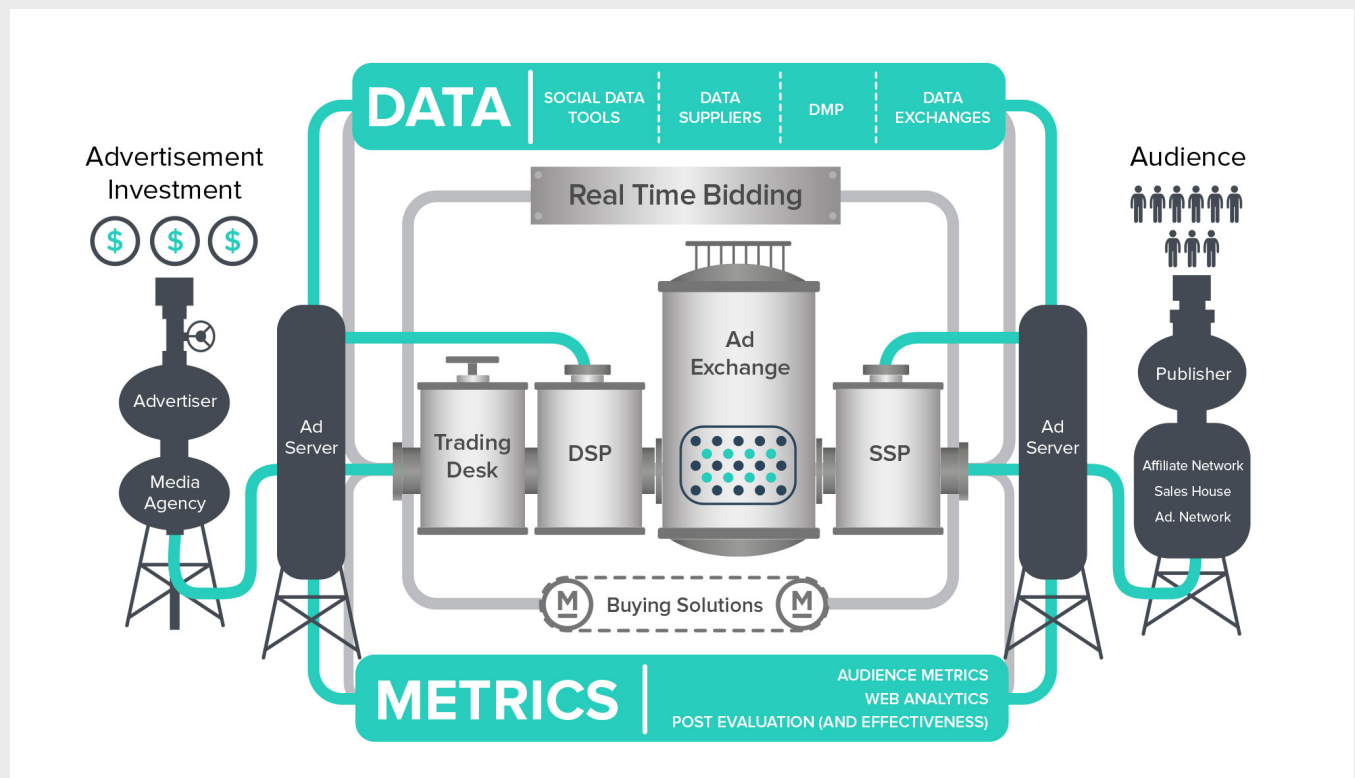




3 Programmatic Video Advertising

Advertising your video ads programmatically is highly beneficial for your business for a plethora of reasons – from its ease to it being high speed and performance, multi-beneficial, and precisely effective.

If you are unaware of how programmatic advertising works, here's a quick crash course!



In short, programmatic advertising uses AI and machine learning as a means to automatically buy advertising in real-time, optimizing digital campaigns, instead of harboring over human negotiations and pre-set prices.

Essentially, the overarching goal is to increase efficiency and transparency between the advertiser and the publisher. This is accomplished through a system of real-time auctions, aka **Real Time Bidding (RTB)** that allows advertisers to buy ads at the exact same time as a visitor loads a website – this occurs within milliseconds!

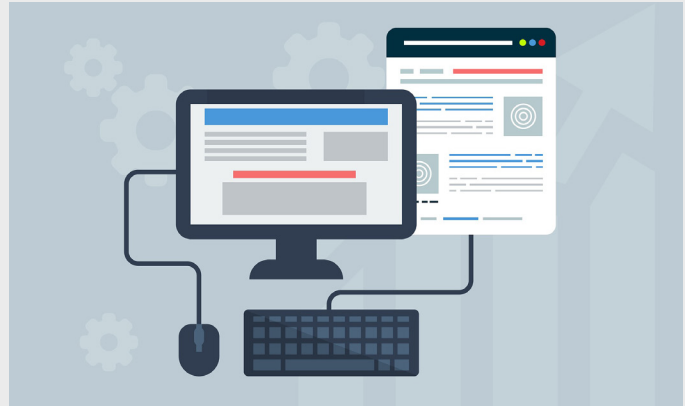


RTB enhances and fine-tunes an ad campaign's targeting abilities, allowing ads to be served on a case to case basis, meaning that only visitors who fit your target demographic will be shown your ad. When a visitor enters a website, a request is sent to an ad-exchange along with information about the website and visitor. Will this visitor be a match for your ad?

Next, this information begins to match with available advertisers. This is where the real-time auction/bidding takes place between different advertisers looking for ad space.

For businesses, small and large, programmatic advertising is appealing because its low hassle in the sense that there are no middle man negotiations needed to serve your ads to viewers. Programmatic advertising has range. It exists on a plethora of digital channels such as display, mobile, video, and social. And instead of making itself only available to bigger companies with larger budgets as it once functioned, programmatic advertising is now accessible to smaller brands with self-service tools so that they can finally compete with more established brands without having to overspend expenses on a middleman.

And due to the nature of how programmatic advertising works using real-time bidding (RTB), which is a method of buying/selling ads through real-time auctions (transactions are made within the 100 ms it takes to load a webpage), your video ads are guaranteed to be seen by the masses. And to be particular, they will be seen by a mass that has actual interest in your content, given programmatic is great for targeting an audience.



So if you're looking for ways to spread your brand's video content fast and far, this is a great path to take. And here's a few more advantages of programmatic advertising to help you see why:

- >> **Target your KPIs Better:** Programmatic technology is perpetually improving its performance on your campaigns KPIs, while increasing overall ROI.
- >> **Gain More Customer Insights:** Programmatic takes away the uncertainty of guessing in ad-buying. Programmatic technology allows you to know and choose the audience that you're truly looking for, resulting in less dead-end pursuits.
- >> **Easier Media Buying:** With programmatic advertising, we can get rid of the middle man and person-to-person negotiations. We are able to consolidate our campaigns into one system for all devices and formats in little to no time. Furthermore, we have such easy access to ad inventories, reaching a multitude of exchanges at once without actually doing the hard work of bidding.
- >> **It's Cheaper:** Programmatic allows advertisers the ability to adjust their own CPMs in real time, which is good for budget and better for targeting.
- >> **Scalability:** You can reach a wider audience through multiple websites quickly, efficiently, and precisely.



4 Make Your Videos Vertical

By now, you probably understand how big we are on video. But now, we must understand the span of video. Video content must be device inclusive – all inclusive. That means the content you create needs to work across digital platforms and devices; and one of the ways your brand can do so is through vertical video due to the fact that most people not only have access to digital mobile devices, but use it the most. We, as a society, have become incredibly dependent on digital devices. But out of all of those devices, mobile is king.

But now, we must make room for two kings. Because mobile is king, vertical must also be king. And we're sorry to say, but it's 2021 and there's simply no way to deny this fact anymore. Vertical video's superior effectiveness is no longer defined by a basis of opinion, but a basis of proven statistical fact. And this has everything to do with advertising your business because pre-roll ads served vertically are simply more effective.



Vertical video is here to help your pre-roll ads achieve levels of success that square (1:1) or landscape (16:9) video never could and here's a few reasons why:

>> Vertical is Second Nature... And it Just Makes Sense

People value ease, convenience, & accessibility, which is why we hold our phones vertically — it only requires one hand, minimal effort, and clickable range our thumbs can reach. We text, email, socialize, bank, and web search vertically. We can multitask this way. It's become second nature. Studies suggest that we hold our phones vertically **94% of the time!** And as an advertiser, what could be considered most important aspect of vertical mobile use, is the fact that a HUGE percentage of time spent on social media is done on a mobile device; a 2016 **comScore study** discovered that nearly 80% of social media use is done on a mobile device, 61% on smartphones specifically. This should matter to you, because even if you are not on social media, the consumers you are trying to reach are.

In the words of Daily Mail North America Ceo, Jon Steinberg, flipping your screen to view an ad is "totally stupid" because "if a video is vertical and a little bit compelling, you're going to keep watching. It intuitively makes sense."





>> It's Bigger & Better

Think of vertical video ads as real estate. The larger your property, the more potential for revenue. The better it looks to a passerby, the more likely they are to stop, stare, & visit — a potential sale.

When your advertisement goes vertical, it takes up more space — not only on a user's phone, but also on a user's mind, guaranteeing a more lasting impression. Vertical video takes over a mobile device's entire screen, which means less distractions for viewers and an increased opportunity to reel them into whatever it is you're selling.

And when the average daily time spent on social media across the world is **144 minutes**, that means you have the opportunity to have your ad take over a viewer's entire screen for any one of those 144 minutes. That's a lot of minutes and a hell of a lot of vertical video real estate.

>> Your Engagement Rates Will Sky-Rocket (Higher CTR)

But, it's not just about taking space for the sake of taking up space. We want our viewers to **ENGAGE** with our ads. Data shows vertical video can do just that.

According to **Research from Wibbitz**, vertical videos "attract almost four times more engagement than square videos on Facebook, and 2.5 times more on Twitter." Furthermore, they found that on Facebook, vertical videos are appearing on viewer's apps 13.8% more often than square videos. The icing on the cake? Vertical videos on Facebook get 90% more visibility rates than any post with a simple embedded image.

Facebook itself even claimed that their test campaign proved that **vertical videos reach 58% more people than horizontal videos**. As for Snapchat, the vertical videos, which are viewed more than **10 billion** times a day, are watched 9x more than their horizontal counterparts.

A study by Facebook Business claimed that 65% of consumers consider brands that advertise with vertical video 'more innovative,' which especially resonates with us, here at Innovate Media.

To test the aforementioned data on both CTR and VTR, we ran our own A/B testing on our clients' pre-roll vertical videos! To see those results, [**click here**](#) for more!



>> Less Skips, Higher VTR

Less viewers will skip through your vertical ad than your horizontal ad. According to **MediaBrix**, only 30% of viewers turn their phone horizontally to view an ad, and even when they do so, only view it through 14%, while vertical social media ads gathered a completion rate at a soaring 90%!

>> Everybody is Doing It

This is one scenario where if all your friends jumped off a cliff, you would want to too. But instead of death, you're jumping into an exciting new format that will only benefit your company.

Vertical video has vastly spread outside of social media platforms, appearing in publishers such as *The Washington Post*, *BBC News*, *Vox* and *Condé Nast*, all of which have very valuable audiences. And with **53%** of web traffic occurring on a mobile device, this format has become so pervasive that mega companies Google and Facebook are diving in to capitalize on the vertical wealth.

In short, you're going to want to get in on this. It's simply a no-brainer.

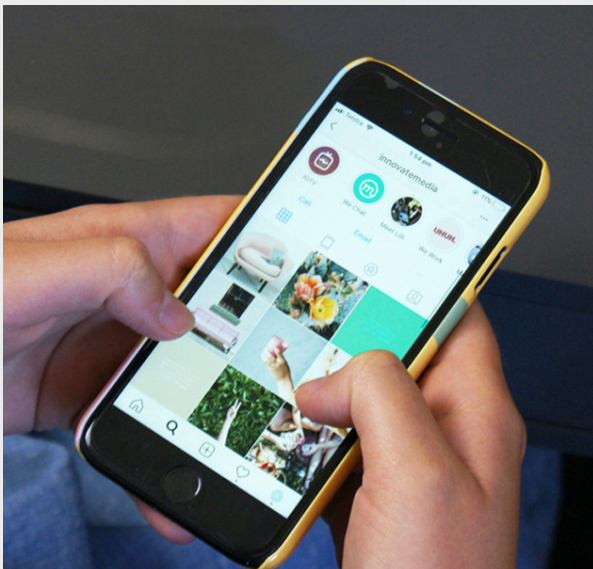


5 Use Video Ads in Your Social Media Efforts

The power of social media is a force we simply cannot reckon with. But it is a force we should work with. Video advertising on social media is proving to be the most powerful business asset for purposes such as gaining new followers, growing your brand, and driving sales.

Apps like Facebook, Twitter, Instagram, Pinterest, and even LinkedIn have made it their new goal to center video as their format of choice and the rapid rise of TikTok has shown just how impactful and addictive a video-centered method can be.

And though you may not use social media as much as others, your goal is to reach consumers and most consumers are avid social media users, making it a hot-spot for advertisers. Here are a few specific reasons why this path is becoming the road most travelled by:



>> Insanely More Exposure > More Engagement

If you've used any social media platform, you've most likely witnessed the app serving you video content within the first few moments of scrolling. This is because video content usually performs better than average with most app algorithms, due to the fact it keeps the viewer's attention for longer than, say, a static image, would. And with most algorithms, the longer a user engages with video content, the more likely the app will boost that content to a larger audience.

This is the reason why videos on Instagram, particularly, generate more engagement than any other type of content; same goes for Tweets with video, which experience 10x more engagement.

And because video is king, most social media platforms are giving extra boosts to their latest video functions to encourage usage. That being said, it's worth pursuing if you want more engagement, and therefore, should be one of the first places you look when serving video ads. This could look like posting a video ad to Instagram's IGTV series or Reels, a feature Instagram is most recently promoting heavily, or uploading a TikTok video ad of your product or brand.

Whichever platform you choose for your video content and ads, there's no doubt it will birth great results so we highly recommend starting your experimental and creative journey via social media as soon as possible!



>> Longer Shelf Life

On top of increasing your engagement, video content is known to stick around and circulate longer and more effectively.

This is particularly apparent on TikTok as videos can appear on users' For You Page for weeks to months after its initial launch due to the fact video content typically encourages more interactions and shares, allowing it to circulate in the online ecosystem for longer. Therefore, if you are posting video ads to the platform, you can expect to see longevity in your results!



>> It's Growing in Popularity Across All Channels

Over the past three years there have been massive strides in social media popularity. In 2018, a study proved that 54% of consumers wanted to see more video content from brands and businesses they support. To support that, in 2019, users were reported to have spent a weekly average of 6 hours and 48 minutes watching online videos, which is a 59% increase from the same survey from 2016.

Similarly, Instagram and Facebook experienced a 40% increase in usage during COVID-19, Instagram and Facebook Live doubling in a single week. With that, businesses and brands have had to quickly adapt and alter their advertising strategies to cater to the new digital-first wave and they did this by serving dynamic video ads.

Consumers are now expecting the brands they see to be more engaging than ever before, and video is the best way to do so.



>> It Can Reach Audiences Across Multiple Platforms

Though video creation is more time consuming than photo taking, as we mentioned earlier, once you have the content, you can repurpose, regroup, and re-serve across multiple platforms to a variety of audiences. And the greater the reach, the greater return on investment for the greater good of your brand.

One trend that exemplifies this cross-platform usage is TikTok and Instagram Reels as they both share the same 9:16 vertical video format with like-minded intent. To take

it further, 16:9 videos can also be easily uploaded across IGTV, Youtube, and Facebook, and on these, there is room for longer form content. This means that if your ad is vertical, it is shareable across all of these platforms and more – little work for big gains.

When it comes to social media, the options of video sharing and repurposing are seemingly endless and the power is in your hands.



>> It's a More Personable Way to Reach an Audience

As the past couple years have brought about great challenges worldwide and societally, being a brand has become so much more than simply selling a product.

As of late, consumers care more about the values, ethics, and people behind the businesses they frequent & brands they buy from – and the best way to get that substance across to viewers is through video.

Showcasing the faces of your company and messaging behind it through video does an excellent job humanizing your business, which creates a deeper, more emotional, and thus, long-lasting relationship between you and your customers. Be more than just a product and make your buyers feel more than just a transaction, and do it through video advertising.

In a nutshell, video allows brands to show off their product or service in a complex and compelling way, allowing for valuable context that is not as easily achieved through static imagery.

If there's one thing you take away from this, let it be this: never underestimate the power of video. And if you're not creating video content for your brand and using it for digital marketing and advertising yet, don't be discouraged, there's never been a better time to get started!