

WHY YOU NEED MORE VIDEO CONTENT IN YOUR MARKETING EXPERIENCE

Presented by Tim Votapka
VP & Director of Marketing,
Prosperity Plus



Who Am I?

MARKETING COMMUNICATIONS PRO

NEWS AND BUSINESS TRADE EDITOR

WRITER/LAYOUT & DESIGN

CREATIVE DIRECTOR - B2B

ADVERTISING

PROMOTIONS,

PUBLICATIONS

PRESENTATIONS

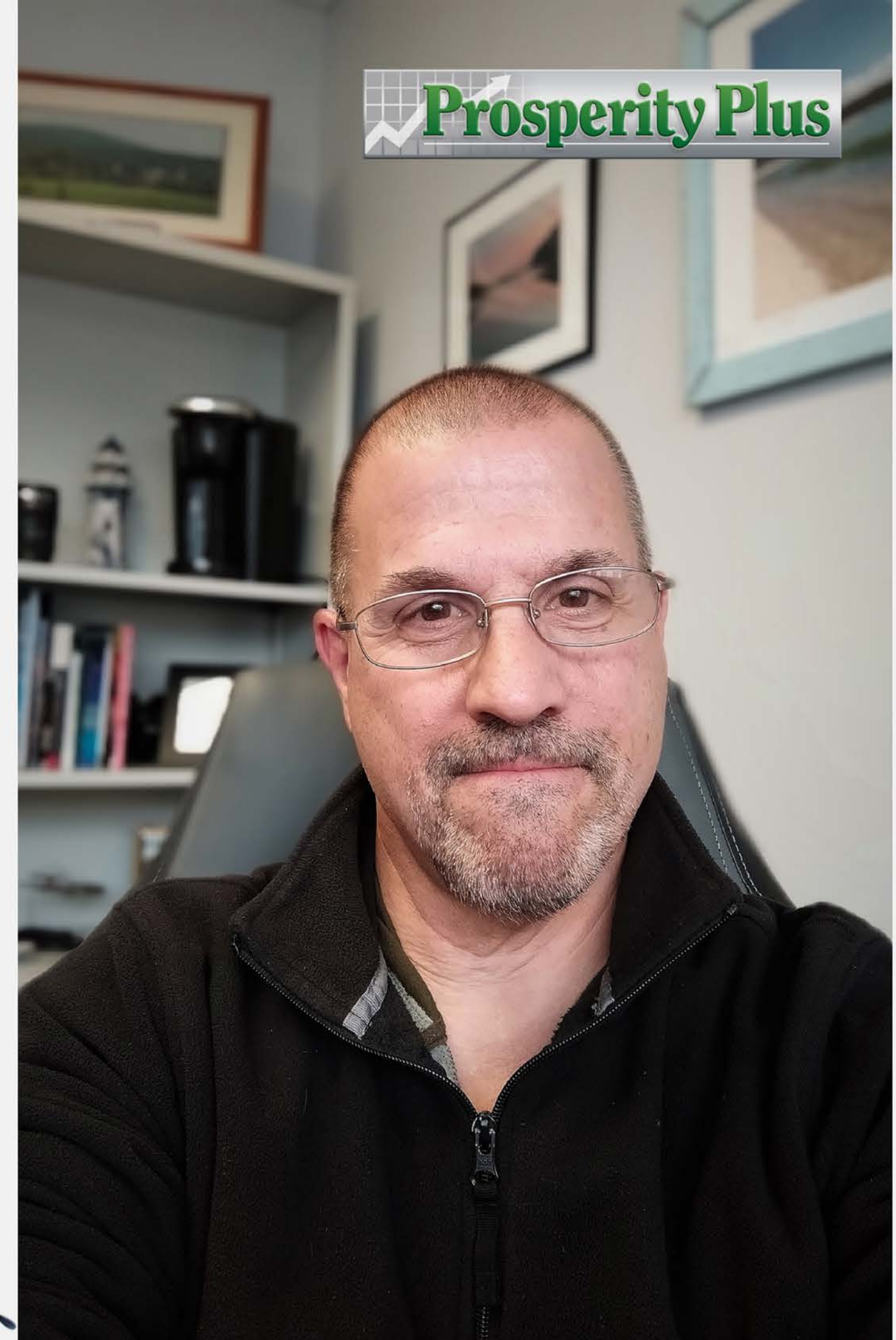
(USED TO BE PPT, BUT NOT ANYMORE!)

CORPORATE EVENTS

TIM VOTAPKA,

DIR OF MARKETING, PROSPERITY PLUS

 Prosperity Plus



The Rundown

- What's going on here?
- The 15 Points (10 for sure)
- A few quick how-tos and where-fors
- Questions - if there's time



IT'S A JOURNEY, YOU GET THAT?
WHERE ENGAGEMENT MEETS INNOVATION.

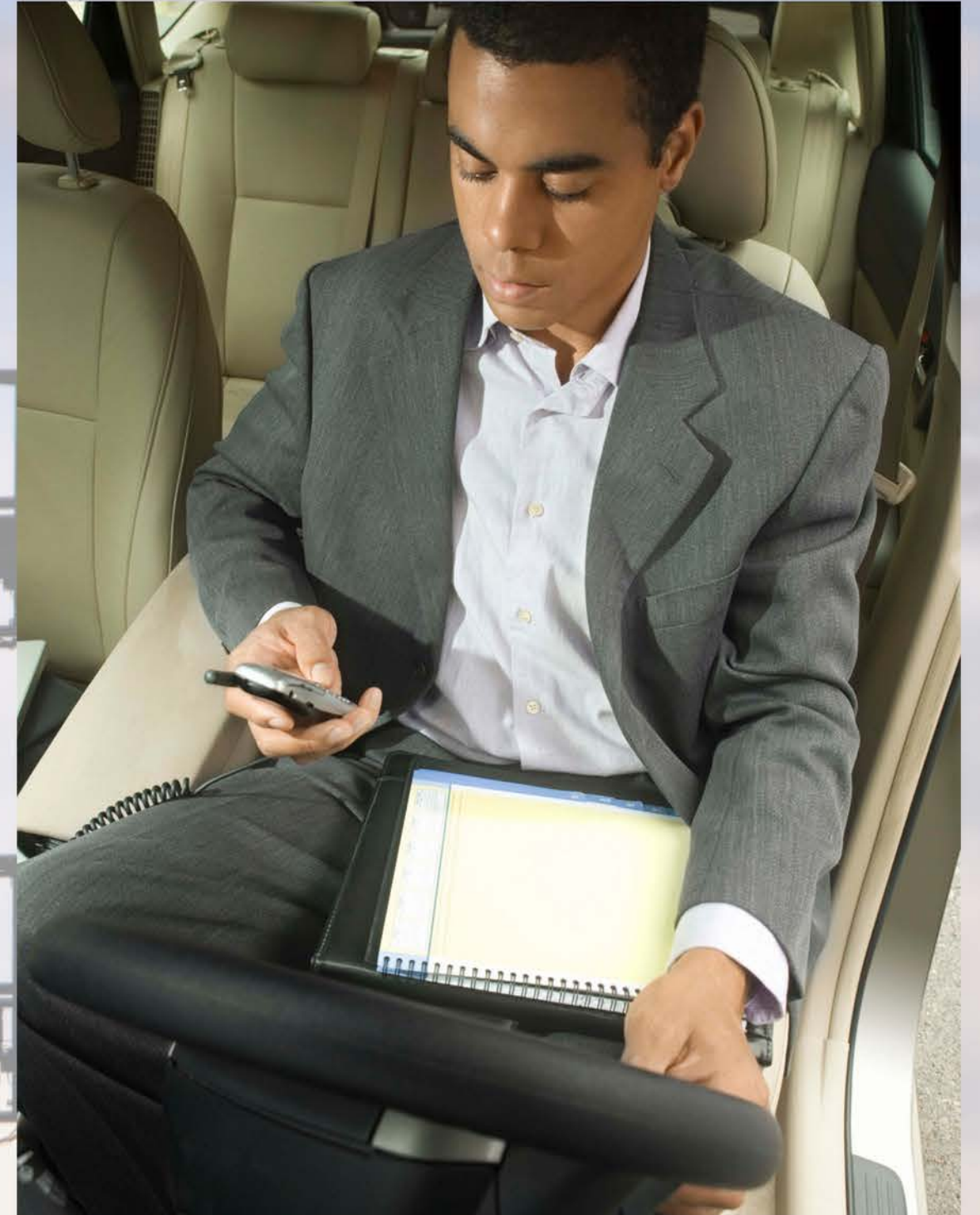
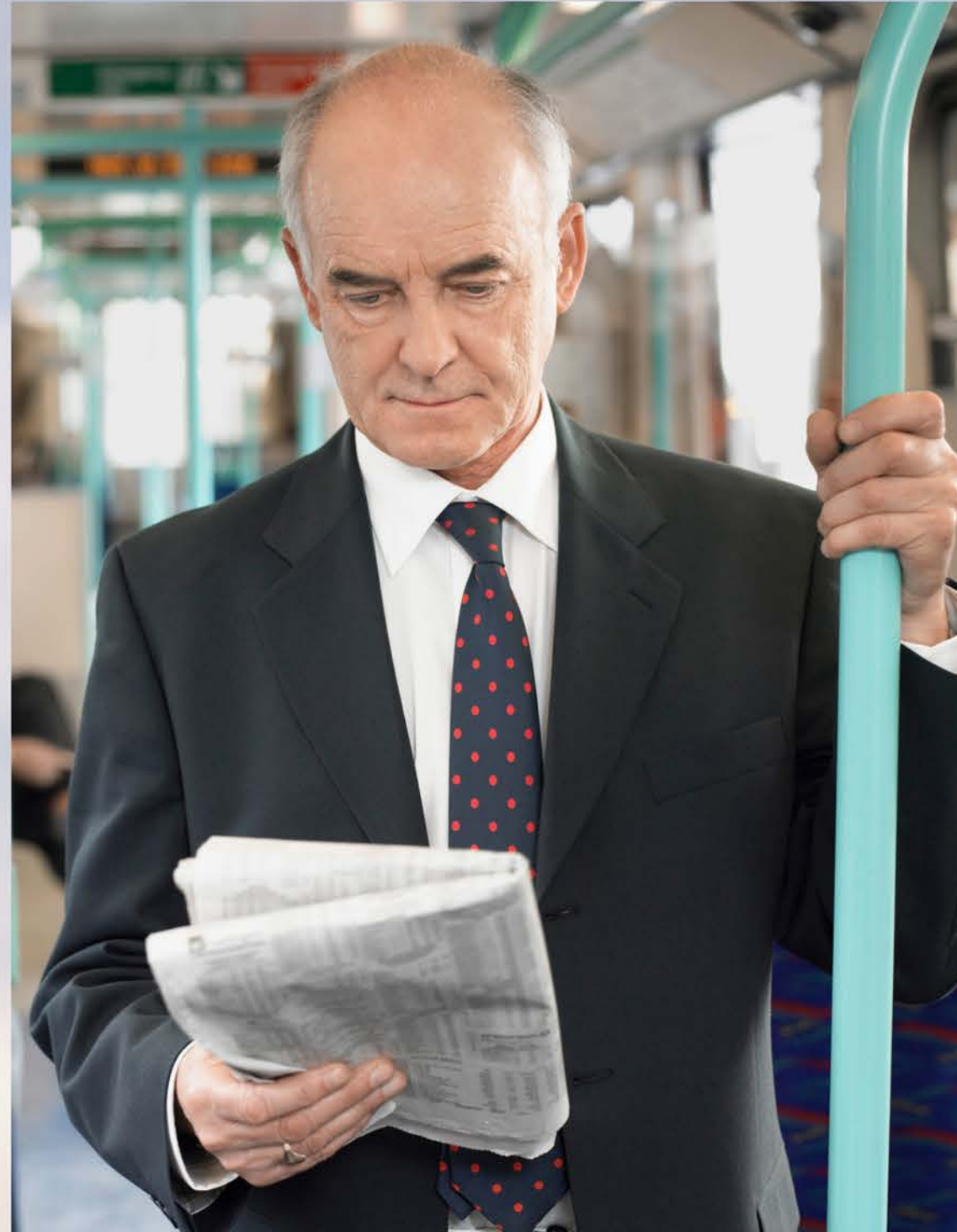
WE'RE TALKING ABOUT AN ECOSYSTEM HERE.
AND YOU CANNOT AFFORD TO BE QUIET!



WHY?

DIGITALLY SPEAKING

- Internet users spend 1/3rd of their time watching videos.
- YouTube says video consumption on mobile devices rises 100% every year.
- In just 30 days, more video content is uploaded to the 'net than the major US television networks have produced in 30 years.



WHY? REALLY, WHY?

ACCESSIBILITY

High-speed internet access and the proliferation of smartphones and tablets have made video content easily accessible to a broader audience. People can watch videos on their devices from virtually anywhere.

VISUAL APPEAL

Videos are inherently more engaging and visually appealing than text-based content. Combine audio, visuals, and often, motion, which captures and holds the viewer's attention more effectively.

INFORMATIONAL VALUE

Video is an efficient medium for conveying complex information or demonstrating products and services. Prospects often prefer watching videos to understand a concept or learn how something works.

LONGER SHELF LIFE - MORE INTERACTIONS - STAY IN DIGITAL ECOSYSTEM LONGER.

THAT'S 3 RIGHT THERE.



WHY? REALLY, WHY?

CONVENIENCE

Videos can be consumed passively, which makes them convenient for busy individuals. Prospects can watch videos while multitasking or during short breaks.

HUMAN CONNECTION

Videos allow businesses to establish a human connection with their audience. Seeing and hearing real people in videos can create a sense of trust and authenticity.

STORYTELLING

Businesses can use narratives and visual elements to create emotional connections with prospects, which can lead to stronger engagement.

BRANDED VIDEO CONTENT IS 22% MORE ENGAGING THAN STATIC ADS.

THAT'S 6 NOW.



WHY? REALLY, WHY?

SOCIAL MEDIA INTEGRATION

Social media platforms prioritize video content in their algorithms. As a result, videos tend to receive more visibility and engagement, encouraging businesses to create more video content to reach their audiences.

SEO DIGS IT

Video content can improve a website's SEO. Search engines like Google often display videos in search results, increasing the likelihood of attracting organic traffic.

MOBILE FRIENDLY

With the widespread use of mobile devices, video content is designed to be mobile-friendly, with responsive layouts and adaptive streaming, ensuring a seamless viewing experience.

USERS' PAST BEHAVIOR, CONTENT RELEVANCE, AND THE POPULARITY OF POSTS ARE SOME OF THE VITAL ALGORITHM FACTORS AMONG SOCIAL MEDIA PLATFORMS.

THAT'S 9...



WHY? REALLY, WHY?

LIVE STREAMING

The popularity of live streaming on platforms like Facebook, Instagram, and YouTube allows businesses to interact with prospects in real time, answering questions and building relationships.

SHORT FORM CONTENT

Short-form video content, such as TikTok and Instagram Reels, has gained popularity. These bite-sized videos cater to shorter attention spans and are easily shareable.

USER-GENERATED CONTENT

Many businesses encourage customers to create video reviews, testimonials, and user-generated content, which can be more persuasive and relatable than branded content.

PEOPLE PROCESS VISUALS FASTER THAN TEXT, MAKING VIDEOS MORE MEMORABLE.



THAT'S 12, 3 MORE!

WHY? REALLY, WHY?

ENTERTAINMENT VALUE

Entertainment-focused videos, including humor, storytelling, and creative content, tend to go viral and reach a broader audience.

EDUCATION & TUTORIALS

Educational videos, tutorials, and how-to guides are in high demand. Prospects often search for videos to learn new skills or solve problems.

VIRTUAL EVENTS

With the rise of virtual events, webinars, and conferences, more prospects are engaging with video-based events to gain industry insights and network.

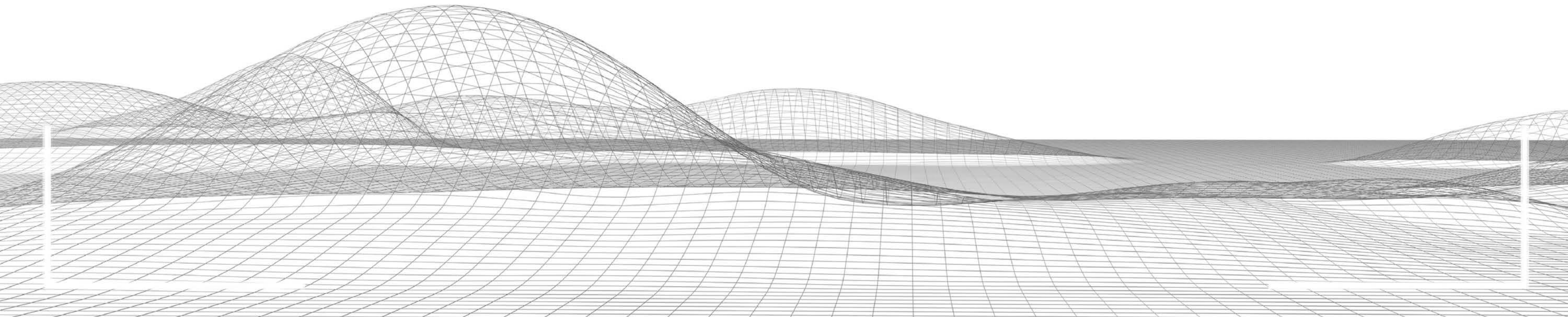
SHOWCASE YOUR EXPERTISE AND PROVIDE VALUE TO YOUR AUDIENCE.

THAT'S 15!



WHAT'D I JUST SAY?

In summary, the increasing popularity of video content among prospects can be attributed to its accessibility, visual appeal, convenience, and its effectiveness in conveying information and building connections. Businesses that incorporate video into their marketing strategies are better positioned to engage with their target audience in today's digital landscape.



REMEMBER THE JOURNEY.

Marketing is often referred to as a customer journey because it involves guiding potential customers through various stages of awareness, consideration, and decision-making. This concept recognizes that the process of attracting and retaining customers is not a linear path but a dynamic and evolving experience.



ALL YOU NEED REALLY...

A quiet office, conference room that can be "isolated" from noise, traffic and other distractions.

Decent lighting in front of you. Ring lights are very inexpensive.

Cameras are on every laptop, but go with a new HD for better resolution quality.

Microphones start around \$40. I like YETI or the Blue Snowball. USB compatible.

BARE BONES TO FULL BORE



ALL YOU NEED REALLY...

A Webinar Platform or Software

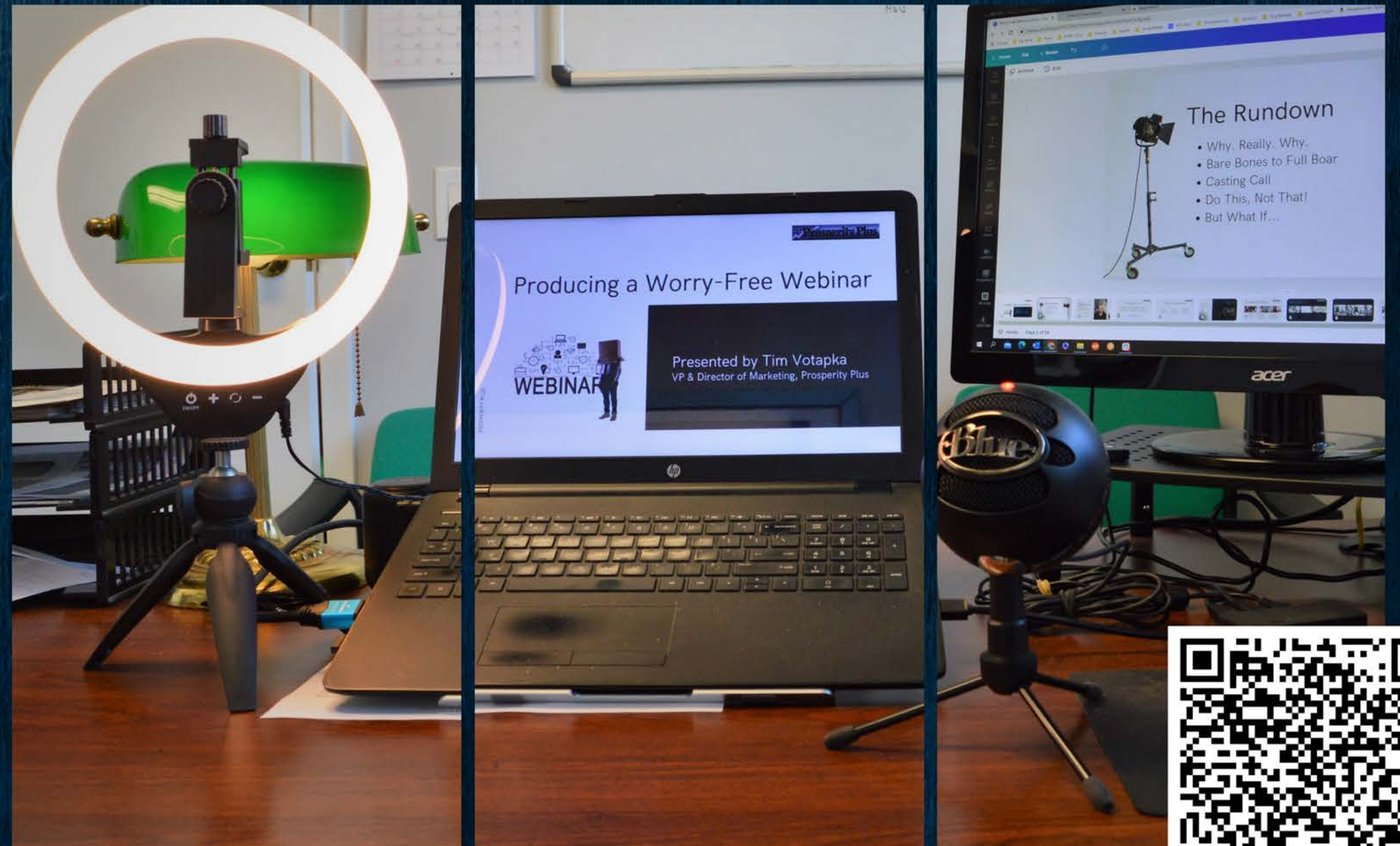
- GOTO Webinar
- ZOOM
- ON24

and so many others I can't even begin to tell you if they're any good or not!

Some provide integration with your CRM to greater or lesser degrees.

Some give you wider menu of branding, customization.

BARE BONES TO FULL BORE



SO, LET'S DO THIS...



631.382.7762
TVOTAPKA@PROSPERITYPLUS.COM





Happy
Thanksgiving

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by Jim Kahrs

WED, DEC 20

1 PM Eastern
That's a WEDNESDAY

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