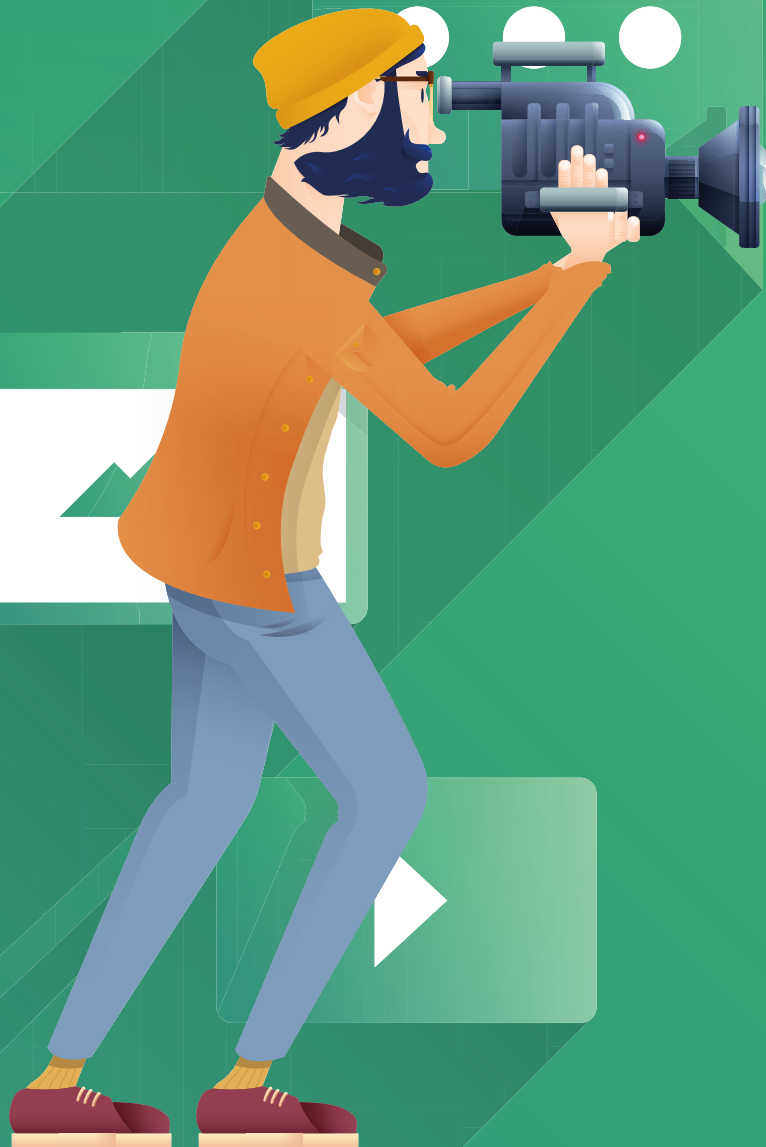


# *Crafting customer engagement:*

*Advanced video strategies for digital and creative agencies*



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# *Crafting customer engagement:*

## *Advanced video strategies for digital and creative agencies*

Video is the modern storytelling medium of choice. There is a role for video at every stage of the buyer's journey, including customer support, loyalty programs and cross-selling campaigns. Digital and creative agencies need to be at the forefront of customer engagement trends.

Social distancing has focused most sectors of the economy on digital-first sales strategies. This will only amplify the value of video to marketing and customer engagement. The ability to mimic face-to-face interactions at a distance and at scale has never been more important. When it comes to connecting with customers and, increasingly, meeting client demands, video should be front and center.

Choosing video might be easy, but executing a video strategy is far from simple. Video is technically challenging and creatively complex. This is why creative agencies that master video production are in such high demand. But that means you need to know what you are doing.

For video to deliver on its promises, a new set of storytelling techniques has to be learned and technologically empowered workflows constructed that will allow volume demands to be met without breaking the bank. 87% of digital marketers use video, and those who do grow revenue 49% faster. But what does it take to get this done?





## What this eBook will deliver

This eBook is a guide to the creative side of video marketing and customer experience. We will set out a series of best practices that will help you optimize your approach to video and take advantage of the creative shifts occurring across the customer engagement landscape.

We will also address the basics of building a video production workflow that can deliver. We will look at the value of MAM (media asset management) software, and how new technology can help you bypass some of the technical challenges of video and focus your effort where it belongs — telling great stories that attract, engage, delight and retain the customers your brand deserves.

Despite the fact that 64% of marketers rank video as the most difficult form of content to create, 51% rate video as the form of content with the highest ROI. We're going to help you focus on those returns and conquer the challenge of getting there.





# 1. *The heart of video's power*

If you are going to use video to effectively engage customers, you need to understand what makes video so compelling in the first place.

Video commands multiple primary senses at once, and when witnessing actual people move and speak, the empathy and emotions of viewers are engaged far more than by static images or text. It's also very easy to consume. But if there is a stand out point regarding the value of video, it has to be 'engagement'.

The power of video to engage is clearly laid out in the stats. Social media posts with video get far more reach than those without video. Consumers themselves report a preference for video over every other type of content. A video can increase landing page conversion by more than 80%. Even blog posts are incorporating more videos, and those that do get over three times the traffic from web searches than posts without videos. Companies that host video content on their websites experience a 41% increase in traffic.

And the popularity of video isn't limited to consumers. 59% of senior executives prefer to watch video than to read text. If you have B2B clients, this is something you need to consider when looking to connect with those key decision-makers. It's clear that people cannot get enough video — you need to be able to deliver.



# Movement, images and sound

Video is so engaging because it's a multifaceted communication tool. No matter what context in which video is deployed, it pulls together all of the resources of modern communication: attention-grabbing movement, affecting music, pictures, text, graphics, sounds, colors, and above all, the realistic portrayal of *actual people*.

Of all the resources available, video is the closest you have to mimic the power and persuasion of a personal, face-to-face meeting. But unlike a meeting, that video can be delivered through an email, blog post, advertisement or landing page. Moreover, that same video can be seen again and again, by different people, at little resource cost to you. Video delivers the engagement of in-person communication, at scale. The value of this is effectively limitless, but has four main areas of significant importance:

## 1. Marketing and outreach

According to a [2015 Nielsen study](#), even less than 10 seconds of viewing a video increases lasting brand awareness and purchasing intent. By displaying actual humans with movement and sound, videos offer the chance to impart a much more personal sensibility than other media. When it comes to finding new customers and making a memorable impact, video is a key tool for growth.

## 2. Customer loyalty

New customers are great, but customer retention is equally important to real growth. A lot of elements obviously need to go into creating an effective customer loyalty program. But what almost every customer loyalty program has in common are persistent efforts to stay in contact.

For the same reasons that video is so great for outreach, it's an invaluable tool for keeping in touch with existing customers. What's more, 70% of Twitter users say they have shared a brands' video with friends. That 'shareability' is not only helpful for outreach, it can foster a sense of community among customers that will build loyalty when effectively executed. More than half a billion people watch a video on Facebook at least every day.



### 3. Delivering a smooth customer experience

Critical to both customer loyalty and customer acquisition is a positive (and frictionless) customer experience. Video can help you do this simply because it's popular and easy to consume. A near-universal 98% of users say they have watched an explainer video to learn more about a product — and 74% of those people say they went on to buy that product.

Maybe even more relevant to CX, 68% of users say that they would prefer to watch a video that explains how to solve a problem over speaking with a support team. Increasingly, if you want to deliver the kind of customer experience that is expected, video needs to play a role.

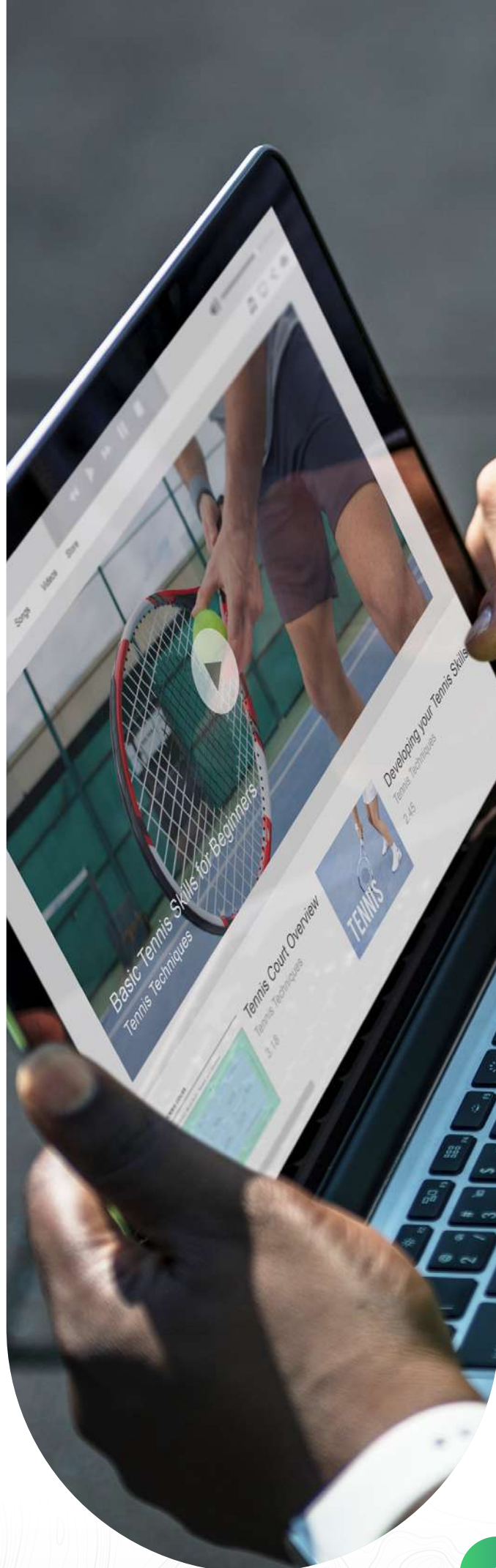
### 4. Training at scale

Video can also provide training material. This is only tangentially related to video's power to engage customers. However, professional and competent staff is directly related to the outcome of positive customer experiences and growth.

The challenge of remote-onboarding in the current climate may accelerate the adoption of video-based training material. 75% of employees prefer watching video over reading training material. It's very possible that clients will come to you looking for video-powered training resources — be prepared for this kind of project. It's also something worth suggesting, particularly if there is a repurposing opportunity based on footage you already have.

When it comes to training, Video combines the personality and enjoyability of in-person training sessions with the on-demand reference ability provided by text. Video allows your employees to get the very best training every single time, while eliminating travel expenses for experts and trainers.

Lastly, video-based training is a good thing for creative agencies to consider using in-house. Even if this isn't first on your list, it's something to keep in the back of your mind.





## 2. Principles of effective video marketing

The application of video to brand communication does not require re-inventing the wheel. Many of the principles that go into compelling copy, good visual design and clever UX will help you produce high-quality video content. The key to video production relies on pulling together elements of other mediums and executing the best practices of each simultaneously.

With that said, there are unique elements to video. For example, you will have access to visual elements (the timing of cuts, the length of the video and the incorporation of movement), along with extensive capabilities to play with sound design that just aren't present in other forms of communication.

The first element that we're going to explore is marketing and using video to communicate the value and 'attitude' of your brand. If you want to succeed with video marketing, there are six important principles that you should follow:

### 1. Keep it short

For online videos, one of the most important considerations is length. One-fifth of viewers abandon a video within the first 10 seconds. That's the amount of time you have to engage your audience. Your video should immediately address its viewer's first concern: "why should I watch this?" Whether because it will inspire them, make them laugh, or answer their burning question, give them the confidence that it's worth it from the first second.

Get to the substance of your video right away. Keep your opening logos and theme music as short as possible — think in terms of microseconds. This is important to grab your viewer's attention, and if you want them to watch a number of your videos in a row, the longer your opening matter is, the more they will resent its repetition.





## 2. Match the pacing with the audience

Related to length is the question of pacing. This will, of course, depend on the amount and type of information being covered, but the proper pace is always a major consideration. Effective videos move quickly, but not so quickly as to be confusing.

Usually, you'll want to prioritize speed. Your videos should never bore the viewer, and a slow pace or dragged-out opening is the surest way to make that happen. If you can't move through the material quickly enough without it feeling cluttered, you probably have too much in there and should try to streamline it.

## 3. Engage with all senses

The major strength of video is its ability to engage multiple senses at once. Don't miss any opportunity to do so. Movement, light, color, sound, music, and the speed and rhythms of editing are all assets to be considered for every video project.

Audio, text, and graphics should be used to provide incidental information without interrupting the flow of the video. For example, rather than having a character recite a statistic, which consumes valuable screen time and often sounds unwieldy, that statistic can be superimposed as text or an infographic. This allows you to streamline what the viewer is supposed to be paying the most attention to, and leave the asides where they belong: on the side.

## 4. Make it feel real

With few exceptions, allow your characters' natural speech to be used as much as possible. Video excels at showing real people, realistically. Especially today, as we encounter more and more candid video material, viewers can spot when dialogue is overly written or heavy-handed. What looks natural on the page often sounds wrong when spoken, especially if you're using non-professional actors. Today's consumers are savvy, and especially dislike disingenuous or fake-seeming material. Very often, it's a good principal to let people speak for themselves.

## 5. Never be boring

Not every subject is most effectively handled with a light touch, but remember: people typically want nothing more than to be entertained, and are constantly on the lookout for ways they can achieve that satisfaction. There are many varieties of entertainment, and you should ensure that your videos always contain at least one of them. In a plugged-in world with thousands of choices vying for attention, to be boring is to go unheard.

## 6. Tell a story

Storytelling is key to not being boring, and it's also key to connecting on an emotional level. Contemporary marketing psychology understands that it is stories, far more than facts or figures, that influence buyers' decisions.

The basic elements of a story will be familiar to you: a person with a desire or goal must overcome a conflict to achieve it. The most mundane scenarios can be made interesting by embedding them into this structure. Whenever possible, tell a story in your video. Video is perfectly optimized for storytelling.



## *A story and its parts: brand storytelling explained*

Brand storytelling is a way of marketing that uses the art of narrative to reach your audiences and give your brand a recognizable, relatable character. Obviously, video excels above other forms of communication for telling stories in the modern age, as attested historically by the gradual dominance of first film, then television, and now online videos over competing media.

Besides the possibility of showing a literal “plot” for customers to relate to on-screen, video offers a variety of subtler storytelling techniques geared towards expressing mood, atmosphere, feelings, and the all-important aesthetic sensibilities for your audience to recognize and relate to.

Light, color, sound, music, and the speed and rhythms of editing combine into a multi-sensory experience, and each of these various components of the video medium is an opportunity to strengthen your client’s brand. Moving the viewer to recognize your brand in the essence of the video is key, and every design decision involved in your videos — from shot composition, colors, fonts, voices, music, actors, the general sensibility or aesthetic — contributes to driving a ‘brand’ home for the viewer, making it a name they’ll remember.

Whenever possible, take the opportunity to subtly remind viewers whose video they’re enjoying.

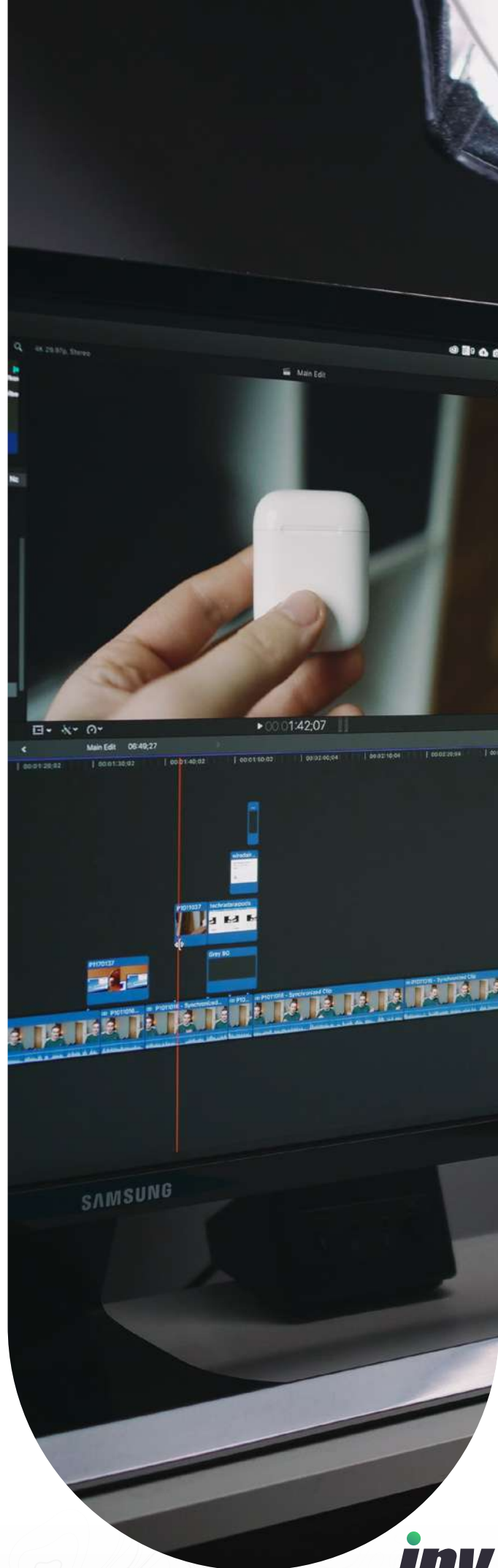
### **Building the right narrative**

Picking all of the lighting and tempo choices required to convey a brand is an evolving process. A lot of those choices come down to the narrative and story that you want to tell — it comes down to deciding what that brand stands for and who it serves. Consult with you clients about the image they want to portray.

Use these questions as a starting point:

1. What is your brand offering?
2. What need does that fulfill? / What problem does it solve?
3. Who has this problem/need?

Having answered those questions, you have, in reverse order, the crucial elements of a story: a person, problem, and solution.





## Step 1: Who is your customer?

The "hero" of your story represents the customer, and you must offer a character your audience can identify with. In a short piece such as a marketing video, a group of people can stand-in for the individual just as well. The important thing is that they look, sound, or act in ways that your audience can relate to.

This isn't limited to mirroring your audience in superficial details like age or clothing style (although this can be important). Any likeable traits can make a character engaging, even an outlandish one. Humorousness is especially effective. So, your characters should appeal to your audience as being either like them, or unlike them in a pleasing way.

## Step 2: What do they want?

This is where you address your customers' desires and challenges. Of course, the desire of your characters could simply be whatever it is the product offers. Or, their goal could be something more abstract but still relatable, such as fitting in with a certain group, or having a lifestyle they'd prefer.

Simplicity is key to video marketing, so companies offering a product with more complicated or specialized uses might be advised not to lean on this straightforward story approach. The actual conflict of your video's story doesn't have to relate to your product in a literal way. It should, however, be relatable to your audience.

## Step 3: How do they get it?

By showing your character trying to achieve their goal, you strengthen the audience's emotional connection to your character as they become invested in the outcome. In other words, it becomes *their own* desired outcome.

It goes without saying that a positive outcome is crucial to a successful marketing video. So, the story comes to an end when the character either achieves their goal or has an unexpected gain as a result of their journey — in which case, the original goal has

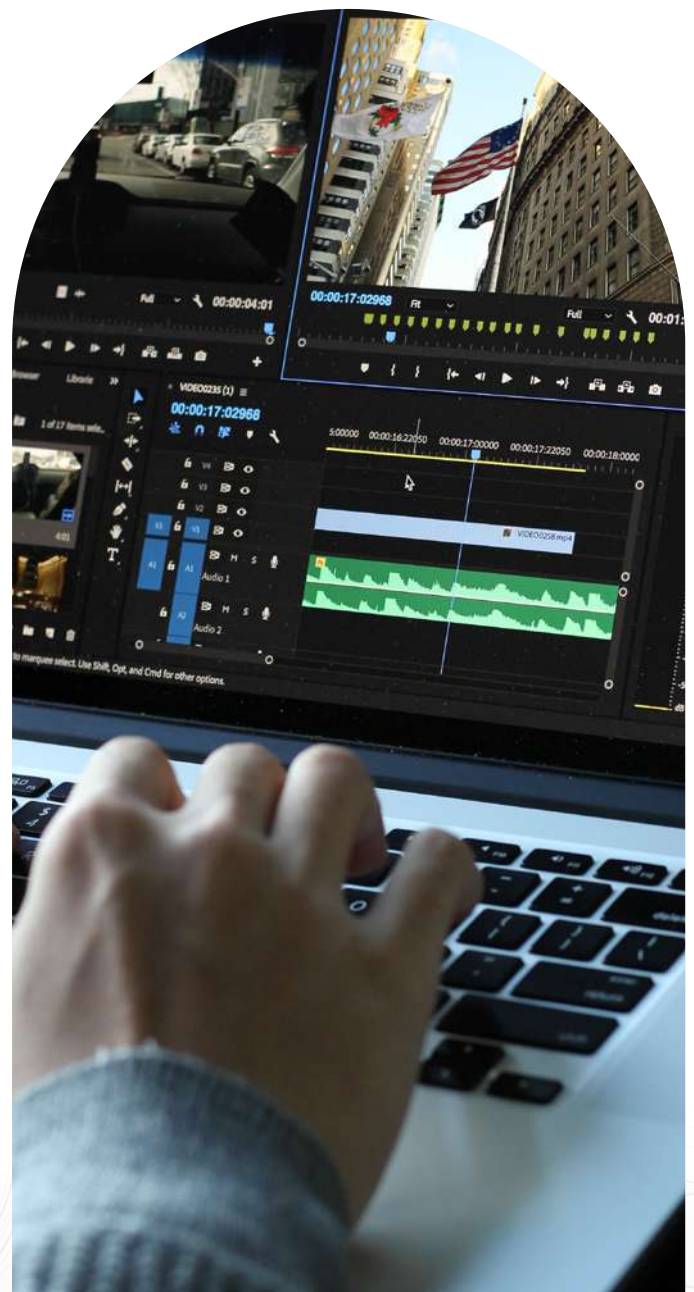
become irrelevant. The latter is an effective way to resolve a narrative in a surprising way.

## What is possible with a good story

There are an inexhaustible variety of ways to incorporate these story fundamentals into your video content. Even a video of a person simply speaking to the camera can be structured in such a way as to suggest a narrative, and become more engaging because of it.

For example, a representative from the company can explain why the company was founded in the first place: to address a need not currently being met. Similarly, consider a video where in a customer explains a problem they were having and the solution they found: your client's product. In both cases we have a character/problem/solution story built-in, and with the right choice of details, this structure can be emphasized.

People want stories. Use your marketing content to provide them.



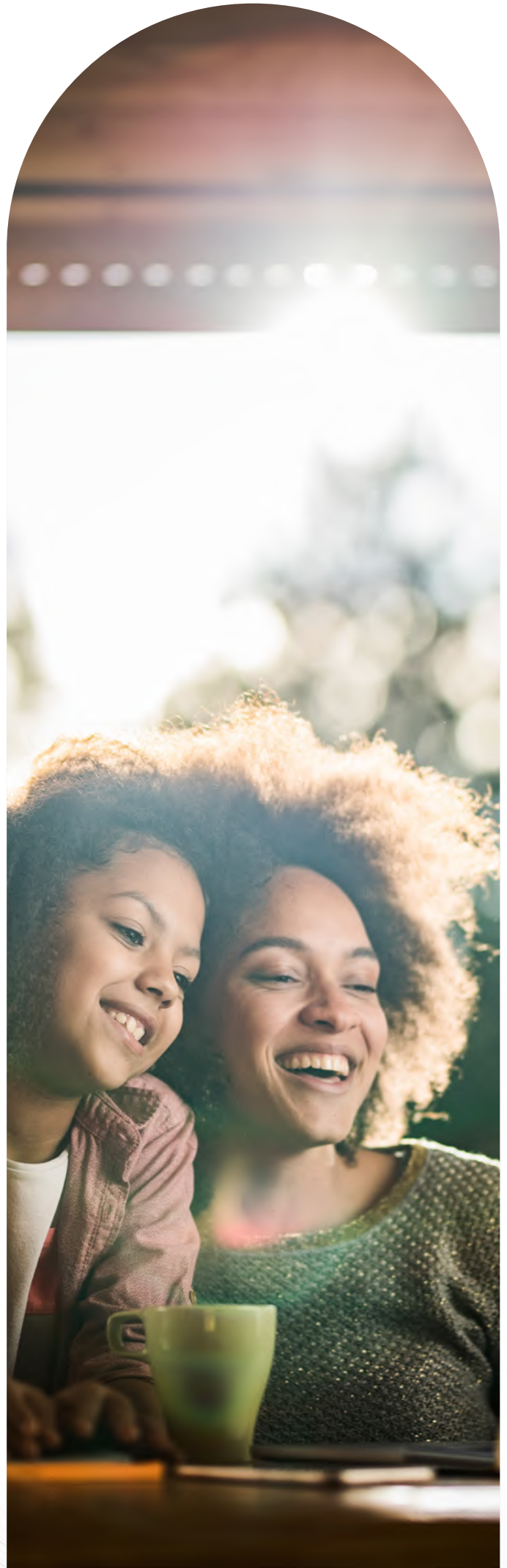
# 3. *Using video to improve customer experience*

Customer experience is the field of understanding and managing the perception customers have of a brand through how they interact with it. The foundation of customer experience is the recognition that the customer's subjective experience of a brand constitutes their reality, and the only reality that matters is the reality of the customer.

Every way in which customers interact with a brand forms a part of their experience, beginning with their response to marketing and their engagement with your client's website, to their use of the product, and how the company follows up. Video can play a leading role in each of these stages.

## **Person to person — at scale**

The personal touch at scale is one of video's greatest assets, and the most important idea in customer experience: that they are ultimately interacting with another person. Anything that reminds the customer of this is good. Depending on the product, target customer, and brand image, it may be more or less appropriate to incorporate humor and entertainment into your videos. In any case, make these interactions feel personal.





# How to make customer experience videos

Make a list of the key pain points that customers have using your client's product: renewing, changing services, finding the answers to their questions, etc. Each of these points can be the subject of one or more videos.

By providing customers with a video for every one of their concerns, you reduce the burden on customer service staff immeasurably. You also conform to the expectations of customers. As we have addressed, 68% of customers would actually rather watch a video than speak with customer service teams. [Home Depot](#), for example, has had tremendous success using video to creatively improve customer experiences.

## Stage 1: How to use your product

Make a video demonstrating the customer's first steps after purchasing your product. The days of printed instructions are numbered, as people often go straight to an instructional video online without even looking at them.

As anyone who has assembled a product from printed instructions knows, a slightly complicated procedure can be extremely difficult to describe in words, even with graphic aids. A video, however, can demonstrate exactly how to do something with no ambiguity, whether it's physical assembly or installation, a process done on a computer, or exactly how to use the product.

A strong approach to the instructional video is to show clear video footage of each individual step, perhaps from multiple different angles in particularly complicated cases, accompanied by narration explaining the action. You should also include asides for additional clarity if needed. This combination of narration and video demonstration is proven to be effective for imparting a thorough understanding of the instruction.

Always present each step in the exact order that your customer would be experiencing them. This should go without saying, but is often overlooked by designers who are experts regarding the product. Assume little to no prior knowledge on the part of the viewer. The bottom line concern must always be that the viewer can follow the instructions to the end with no confusion or unanswered questions.



## Stage 2: Further assistance

Addressing Frequently Asked Questions (FAQs) is a perfect candidate for the video approach. Many companies now post answers to questions written in by customers as a regular feature of their website. This is a great way to stay in constant touch with customers, as well as impart a sense of your company's responsibility to them — the sense that their questions and concerns will be addressed.

Any questions a customer might have are good topics for a video, including how to find more help if they need it. An affable person simply answering the questions can be perfectly adequate, but you might look for opportunities to add graphics and animation or other visual aids to make the video more engaging.

Having an array of videos that answer questions and demonstrate troubleshooting can drastically cut down the amount of direct support customers require. One video can be used in place of potentially thousands of help calls, allowing your client's business to vastly scale its customer support.

## Stage 3: The next level

Another topic particularly suitable for regular video posts is business and product information that goes beyond the standard details. Features of a product that are not immediately apparent, or uses for it that are not obvious, are great subjects for 'next level' or 'power user' videos.

Then there are informative, 'did you know' style videos. These could be in the form of factoids, history, or anecdotes relating to your company or product. Interesting details can appeal to people's desire to learn new things, and stories about your company and products go a long way to help customers relate to your client's brand. The key, in any case, is to focus on people above all else.

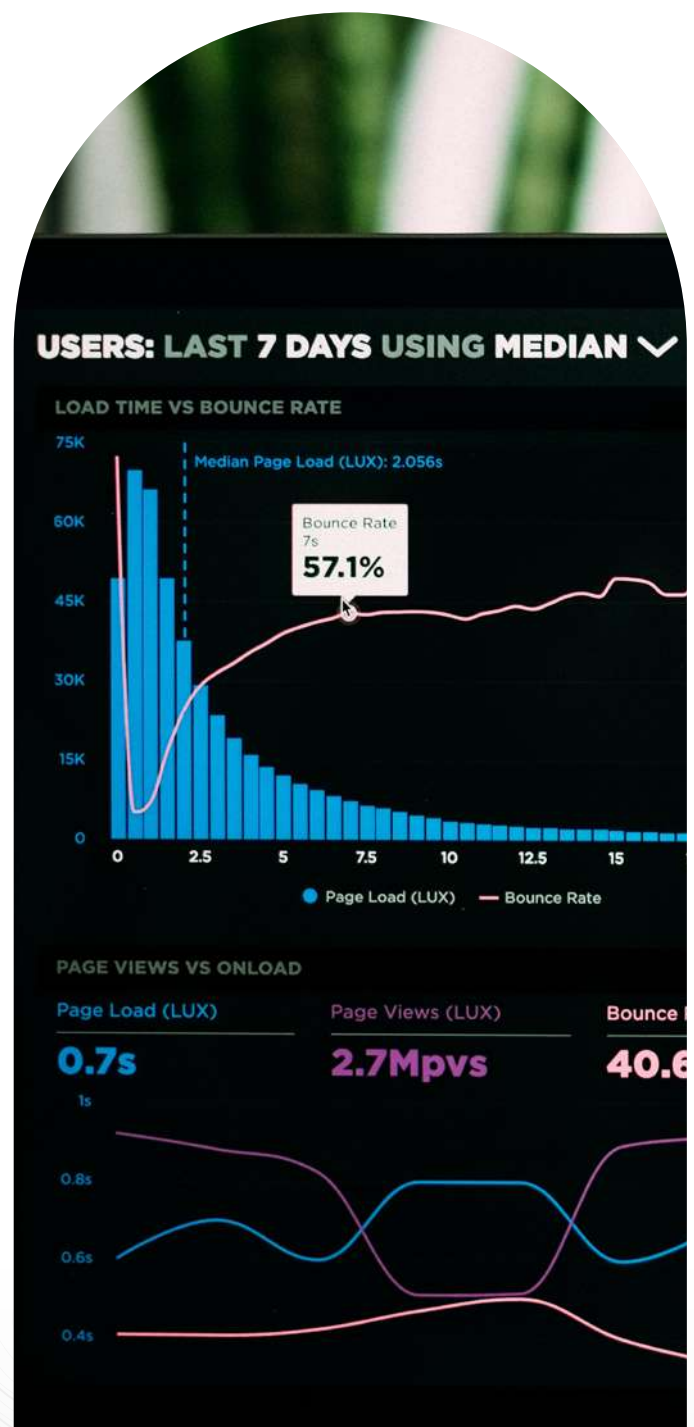
This kind of video content is not only great for new customers, it can be a valuable asset within a **customer loyalty program**. If you make quality, helpful content, you can use that to stay in touch with customers and add value to that interaction.

## Using your video library to deliver

The key to quickly churning out a large number of customer experience videos is to have a substantial library of material to draw from. These videos will normally be very short, and can often utilize some of the same material. With enough footage in your back catalog, it will be possible to address customers' concerns as they become apparent to you without having to shoot anything new at all.

Having your current video repository and archives be transparent and easily searchable is necessary for this. You'll also want your archives to be fully integrated with your editing software. Your ability to do this will be impacted by some of the technical choices you make, and how these impact the workflows you can build. Specifically, you need to make sure you invest in a quality MAM system — something we're going to address in detail in the next section.

Remember, as an agency, you need to keep the archive material for your different clients separate. Your client's own the rights to the footage, so you can't repurpose between clients. But, the more you can put to use any given client archive, the better results you will be able to achieve.





# 4. *The technical challenges and solutions to video at scale*



Video production provides a range of creative opportunities, but brings almost as many technical challenges. Storage, access and file sizes are front and center. You'll need help and cooperation from your IT team to address and resolve these challenges. However, don't abandon all control over the decision-making process.

The technical solutions that are chosen will impact the workflows you can deploy to achieve those creative ends. Ultimately, it will impact the degree to which you can engage with video to aid your marketing and CX strategy. This section will give you a primer on the technical side of what will make your use of video possible.

## **The size of video files**

High-quality video takes up a lot of digital space. For example, a standard ProRes 422 HQ file at 1080p and 30fps is around 1.7GB per minute of footage. To make matters worse, video files are dense. Compared to other media assets, they have a high 'bitrate' (the number of bits per second required to transmit a file in real-time).

## **On-premise, cloud and hybrid video storage**

If you're going to expand your use of video, you're going to need to expand your IT infrastructure — it's as simple as that. This can be done on-premise, in the cloud, or using some combination of the two. Likely, a hybrid approach will be the most flexible and effective. But what that actually looks like will highly depend on what your IT system looks like today.

Building IT infrastructure able to match the demands of video at scale should be a conversation you have with your IT team. You need to understand the need for this conversation and investment. However, they will ultimately be responsible for parsing the distinctions between different cloud providers, and how they interface with your existing architecture.

The value you can bring to this conversation resides far more with the kinds of video-specific software tools that will improve your team's interactions with the storage solution built by your IT department.

## Media asset management (MAM): simplifying access

The issue of sorting, filtering, ingesting and managing video files is not new, and multiple generations of purpose-built tools exist to augment and improve the workflows that are possible. If you want to master video, you need MAM. So, what is MAM?

Evolving out of older DAM (digital asset management) tools, MAM (media asset management) has been upgraded to meet the demands of video. Critical to the interests of your IT infrastructure, quality **MAM can compress video files down to just 2% of their original size** — greatly reducing storage demands, and enabling workflows that include remote editing and collaboration.

In reality, there are a wide range of software solutions on the market called MAM, DAM, VAM, PAM, CAM and a whole host of additional acronyms. There are significant differences when it comes to functionality. However, these differences are not uniformly captured by what the software is called. When looking at video asset management tools, you should be looking for any type of software that has these three main things to help you:

1. **Centralized access to video assets:** A good MAM will centralize the access to your distributed network of video assets. Generally, this is delivered through a web browser or integrated features within editing tools, such as a Panel within Adobe Premiere Pro or After Effects.

For more basic MAM tools, centralized access will be limited in focus to either archive or production environments. The leading-edge of MAM creates dynamic archives — an interface that merges both production and archive environments — allowing you easy access to whatever material you need. This is critical if you want to optimize your workflows and easily repurpose older video files for new projects.

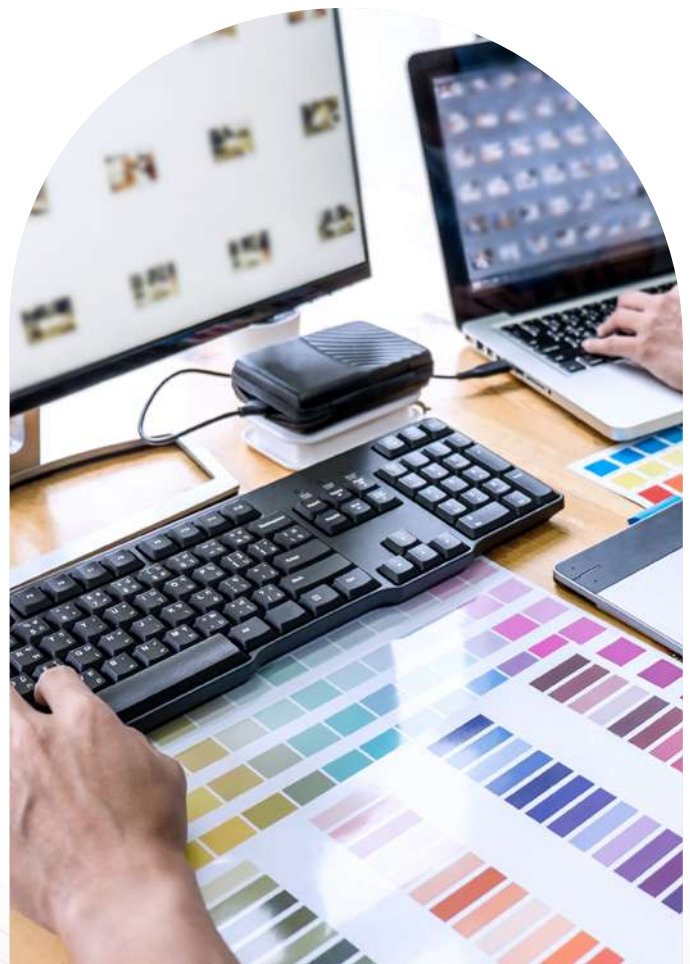
2. **Metadata management and creation:** One out of every ten hours spent at work by editors and other creatives is wasted looking for assets. Metadata is key to accessing the right file when it's needed. The problem is standardization and time.

MAM can automate the creation of basic metadata, standardize the creation of advanced descriptive metadata, and even deploy cutting-edge object detection and natural voice recognition technology to augment manual processes.

Using detection algorithms and AI-enhanced review processes, a good MAM can deliver such detailed metadata tags that video files can be searched with the same level of transparency that 'Ctrl + F' provides to text documents. For example, it allows users to search for things like "brick building with fire escape", "two people with a cat", "Lion in jungle", "girl using phone" etc. The kinds of efficiency and workflow changes this makes possible are hard to overstate.

3. **Streamlined and secure collaboration:** The centralization of access combined with compression technology allows MAM to transform your approach to remote access and collaboration. The size and bitrate of video has slowed the adoption of collaborative cloud access to editable video files. However, when properly compressed as proxies, this is no longer the case.

Proxy editing can be achieved using in-built tools within standard editing software. What MAM brings to the equation is two-fold. First, it allows multiple editors to access the same proxy simultaneously, transforming remote access into collaborative access. Second, centralizing access makes the process far more secure, allowing you to set permissions, watermark video files, and review access and edits.





## Technologically enabled creativity

Getting technology right is critical to the practical success of your video engagement plan. However, the real reason it's worth addressing here are the workflow possibilities created that can unlock creativity within your video marketing and customer experience strategy. There are three basic elements to your workflow success:

1. **Remote access and collaboration:** Creativity blossoms when experimentation is allowed. What's more, high-skilled employees expect opportunities to work from home, and the best talent may not reside within an easy commute distance of your offices. For both of these reasons, you need collaborative access to cloud-based proxies in order to maximize your access to talent and allow that talent to deliver to the best of their abilities.

It should be noted that the current situation demands the need to deploy WFH capabilities. However, the ability to accommodate WFH workflows should have already been on your list of video production priorities, and an end to social distancing shouldn't change that.

2. **Repurposing of assets:** The larger your archive of video assets, the more likely you'll be able to reuse or repurpose material you already made or purchased in the past, rather than paying for new material. Some footage you have can be used again and again, and client's will thank you for bringing this level of efficiency into their system.

For example, if you start a project by creating longer, multifaceted videos, material from those videos or their outtakes can be utilized again to make unique but related shorter videos.

Additionally, an older video can later be tweaked for reuse on different platforms. For example, Instagram only allows videos of 60 seconds or less, and on Twitter, the max is just over double that at 2 minutes and 20 seconds. Facebook users enjoy longer videos but are much less likely to watch lengthy videos than visitors to YouTube are. With a different optimal length for each platform, it's sensible to adapt your videos to multiple versions of different lengths.

Being able to monetize client archives and put them to good use again and again comes down to metadata and archive access — both things delivered by investment in high-quality MAM.

3. **Efficiency and automation:** The more elements of your workflow that can be automated, the more you'll be able to focus on creativity. You want to make it quick and easy to share projects, remove manual steps in ingest, reduce the number of copies created and simplify communication. By doing this, you'll reduce costs, increase how effective people are and free them to focus on adding value where it's most needed.

Centralizing your access to assets is, again, key to simplicity. The less movement between different environments, the more efficient the system. Deploy technology to automate ingest, metadata creation and more. Make sure tools integrate wherever possible and deliver end-to-end simplicity. A good MAM is the central element of this kind of efficient, streamlined workflow that will really let you scale your operations when needed.



# Conclusion: Engaged storytelling at scale



The power of video is its ability to duplicate the emotional connection of a face-to-face interaction at scale. However, even that understates the value from a branding perspective. A video allows you to go further — augmenting that human-to-human empathy with cuts, sound design, color grading and more. The subtleties and artistic choices available to editors are huge, and you need to focus your efforts on using them to communicate the ‘feeling’ of your client’s brand.

Technology sits at the center of your practical ability to deliver on the demands for video. It also allows you to optimize the creative capabilities of your team, and avoid wasting time on administrative tasks. MAM delivers advanced metadata, collaborative workflows, remote access and centralized access to archives and production environments. This combination provides the ability to build up an archive of valuable video assets and re-deploy them to create a wide-ranging customer engagement strategy for clients.

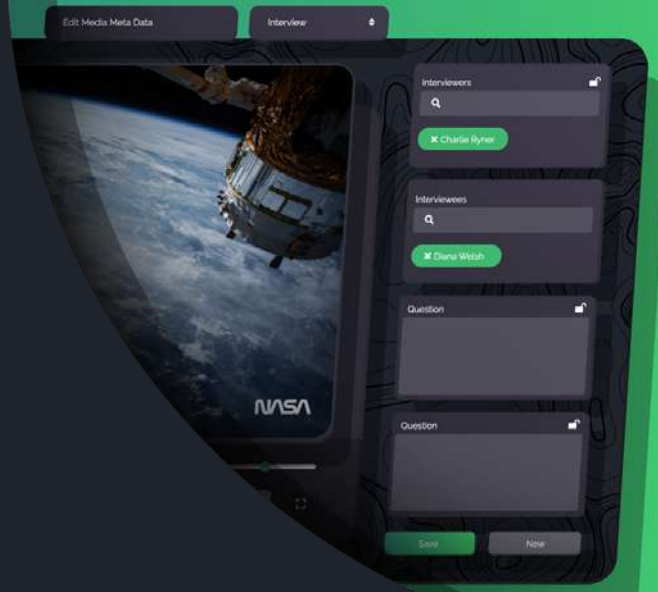
Your success deploying video starts with technology but goes far beyond it. Ultimately, you need to make the right creative choices and encourage a culture that is willing to experiment and learn. Video’s role in marketing and customer experience strategies is still evolving. By doubling down on the right technology, you will be in a position to become a trendsetter. The challenges of growth through video are actually an advantage. You and your competitors face the same hurdles. Solve them today and grow tomorrow.

As you grow your video production capabilities, remember the central value of video — telling great stories. The ability to evoke emotions, grab attention and deliver on customer expectations is all wrapped together in what makes video so compelling. Use those tools to craft brand consistency, reach new customers and maintain customer loyalty for your clients. Get planning and good luck!





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## About IPV & Curator

At IPV, we are committed to creating simple, secure and analytics-enhanced video production workflows. Curator is our flagship media asset management solution, bringing dynamic archive control, cloud-enabled collaboration and partnerships with leading-edge detection technology.

Curator delivers asset visibility, centralized security and automated ingest. End-to-end integrations mean that Curator works with your editing software and can upload straight to OTT. With secure collaboration built-in, Curator can transform your video production and archive management. We are serious about video — Curator is the content platform trusted by the best in the world ... and beyond!

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