



TURN VIEWERS INTO BUYERS
TAKING VIDEO MARKETING
INTO REAL TIME, RIGHT NOW



A man with a shaved head, wearing a white dress shirt and a dark tie, is speaking into a silver microphone. He is pointing his right hand towards the left. The background is blurred, suggesting a stage or conference setting.

SECTION 1

MORE THAN HYPE – THE BUSINESS OF VIDEO MARKETING

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You read the articles, you follow the blogs, you know video marketing is big news. From viral smashes to corporate channels, video is everywhere.

Everyone is doing it

It's not surprising then that over 50% of marketers are currently using some form of video in their campaigns. And what are they hoping to achieve? Research by Ascend2 found that the top four most important objectives for marketers using video are:

- Increasing brand awareness (47%)
- Increasing lead generation (40%)
- Increasing online engagement (40%)
- Improving customer education (38%)

Core to success

So when you look at it, video is being used with unprecedented results for pretty much all the most important activities today's marketers undertake. What's more, video budgets are steadily increasing year-on-year as marketers see the returns they can achieve. It's time to step up and reap the rewards for your company too.

But first, to take full advantage, you need to overcome two of the biggest barriers to success...



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SECTION 2

TAKES TOO LONG,
COSTS TOO MUCH

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If you've been involved in any kind of video marketing, you'll know that while the results are great, the time it takes to achieve them can be a drag. And the cost? Don't even go there.

Take an interactive webinar for example. Traditionally, to add video (with an increase in audience engagement of 20%, who wouldn't want to add video?), you'd need to hire a production company and book the studio space (not just for the day of production but for rehearsal time too). You'd need to spend time blocking all the shots because the crew isn't as familiar with your demo sequence as you are. You'd shoot multiple takes and angles to be cut together later and the whole thing would go into post-production to be edited and mixed. Finally, the production company would overlay the on-screen graphics you need and, once your webinar is beaming live to the internet, make sure there are no playback glitches so your audience can feel like it's happening in real-time and you won't lose them before the live Q&A.

Great results, tedious process, limited value

Sure, you end up with a killer webinar that gets your message across and supports your brand, but because of the time and money involved, you can only produce this kind of content for big budget projects with long lead times. And how many of those do you get?

Ultimately, this means you leave a lot of value on the table. You don't get the leads you want. You can't maximize your brand awareness. And you don't get the level of engagement you need.

Fortunately, it doesn't have to be this way.

“**LIVE VIDEO WEBINAR
EVENTS ARE WATCHED
FOR 20% LONGER
ON AVERAGE THAN
AUDIO EVENTS.**”



SECTION 3

GOING IN-HOUSE. GOING LIVE. GOING LARGE.

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Just think what you could do if you didn't have to go to a third-party every time you wanted to create some professional video content. How much more could you achieve? Of course, traditionally, this just wasn't possible. The equipment was too expensive. The skills too specialized. The whole thing was simply too out of reach.

The good news is: Times have changed.

A faster, better way to create video

Now, whether you want to stream a live event in real time or quickly record material to be viewed later, using live multi-camera production significantly accelerates the process, delivering higher quality content at lower cost. And today, shooting and editing in real time is easier than ever—you can get up and running fast and move step-by-step towards increasingly sophisticated productions.

With live production, you can make all the key decisions here and now, creating a near-finished video with all the transitions and on-screen graphics ready to go in the time it took to do the demo or make the presentation.

Total freedom, total flexibility

Importantly, with multi-camera production, because you can record and store all the raw footage from every camera, you're always free to change your mind (or produce additional variants) at a later stage. You're not even restricted to finding a great location—with today's virtual sets, you can simply green-screen your talent and build a custom environment around them. And even if you need to go into post-production, with most of the hard work already done during the shooting, the time, effort, and cost can be drastically reduced.

The result? You get a high quality, professional production in less time and for less money.

Which means you can do more and react faster. Which means you can drive greater results and higher leads from your video marketing. (All with a lot higher ROI.)

And you thought live video was going to be too hard...

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”



SECTION 4

THE SOCIAL ANGLE

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Today, no one in marketing can afford to ignore social media. It enables you to develop deeper engagement with customers and massively amplify reach across your fans' and followers' networks. And video is the real deal. Year after year, video viewing on all the major social networks continues to rise steadily.

It's good to share

Consider this: Research by Pew Internet has shown that 25% of adult internet users share videos online. And when it comes to sharing, an Ascend2 study found:

- 70% of people share via video sharing sites
- 65% via email
- 55% via social networks such as Facebook
- 25% via Twitter

So it's clear: video is a major force in social marketing.

The challenge of immediacy

Of course, today, most video is pre-recorded and edited in post-production. While this can and does deliver great results, the time it takes to produce means all too often by the time it goes online, it's yesterday's news. In a social world that thrives on what's happening right now, long production cycles severely restrict the potential of any video marketing campaign.

The answer? Use live production techniques to quickly and easily create the video content your followers and fans will love. What's more, you can save time and money by doing it all in house. And you can share it with your social audience immediately.



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SECTION 5

NEXT-GENERATION VIDEO MARKETING IN THE REAL WORLD



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Ok, you get it: Live, multi-camera video can take your marketing into a whole new place. So how can you put this powerful new tool to work for your brand?

While the opportunities are pretty much endless, let's look at five possible scenarios to get you thinking.

1 Turn your webinars into talk shows

Webinars are good. But, when it comes to the usual slide decks with bullets and disembodied voice, they can be (how can we put this?)... boring. Why not use video to create a series of video talk shows instead?

You can still have presentation slides of course, but now you can better engage your audience by letting them see presenters in real time. You can build a virtual set to add some additional polish. You can even bring in additional guests over Zoom or Teams.

After all, video webcasting has been shown to deliver over 40% higher engagement, almost 30% increased viewership, and over 10% improved retention than the traditional static presentation and voiceover combination.

2 Take your launch events global

Nothing sets a new product or service up for success like a powerful launch. It drives excitement and gets customers, employees, and the media talking. But physical launches are complex and expensive (especially with today's global audiences). Flying in key execs, customers, press, and other influencers can be a logistical nightmare.

Recording and streaming your launches in real time opens them up to a far wider audience. You can do simultaneous videocasts in multiple countries. You can bring execs into the program, virtually. And you can make the videos available for download and embedding almost immediately after the event. It means you can get a super-slick launch video, a global audience, and higher online engagement.

3 Give potential recruits a better view of life in the business with a culture video

The war for talent never lets up. While business success is driven in no small part by getting the best people on board, the best people are always in demand. While other companies may be able to outspend you in salary terms, that's not always the determining factor for the best people.

To put it simply: Culture counts. But even a great culture can be difficult to convey in words on your website.

This is where video comes into its own. Video can help you bring your culture alive in a way your competitors will struggle to match. It can show what it's like to work with you and what other employees love about your firm. And candidates can watch it all from the comfort of their favorite WiFi hotspot.

NEXT-GENERATION VIDEO MARKETING IN THE REAL WORLD

4 **Rethink the way you produce explainer videos**

At one time, explainer and instructional videos were viewed solely as customer support material. Then, smart marketers realized that customers were viewing them as part of their presales research. They were using them to judge fundamental aspects such as build quality and ease of use.

But here's the thing: The traditional explainer video often demanded a lot of pre- and post-production to get right. As such, it was often difficult to react quickly to customer needs (eg when you suddenly notice that searches on your support pages have gone through the roof for a particular topic). With a live production approach, new explainer videos—think screen-sharing some software or an app—can be created quickly and easily. This means you can deliver better customer service, increase product satisfaction, and reduce calls to your aftersales team.

5 **Let customers tell your story for you with video testimonials**

Many businesses use testimonial quotes and case studies as part of their sales and marketing. But how much more compelling is it for prospective buyers to see and hear other customers just like them talk about problems they also faced and describing how your product solved them?

All too often, even on video, testimonials fail to realize their full potential—there's only so many people talking in front of a potted plant anyone really wants to sit through. What's more, because these videos are traditionally produced through a third party, you can end up spending more than you should.

With a live, multi-camera video approach, you can deliver additional impact with real-time cutaways, alternative views, and on-screen supers—and of course, bring in the interview footage you've

already acquired. You can put more people in front of the camera, giving them the scope to discuss the issues they faced and your solution to their problems. You can do it far more quickly. And, of course, you can do it all in house.

And, by keeping all the raw footage, you can re-cut and re-edit to quickly create new content as and when you need it—even tweeted as short microclips directly to your followers.



SECTION 6

**GETTING STARTED.
GETTING RESULTS.**



GETTING STARTED. GETTING RESULTS.

So you're sold—next-generation video marketing can deliver more engaging content, higher viewership, and greater click-throughs. What's more, you really can do it in-house. So how do you actually get started?

Fortunately, with today's equipment it's easier than ever. For example, with Vizrt multi-camera production systems, you can use the basic software for live editing, making all your creative decisions as the demo, interview, testimonial, or explanation is taking place. (Don't worry, you'll still be able to re-edit later if you want.)

Then, as your needs change and you get more confident, you can add in new features to produce even more sophisticated output. And, if you need some help, simply get in touch with one of the many Vizrt-certified video pros—they'll help ensure you get the results you need.

3 things to do right now

Run an audit—look at your existing video output and that of your competitors. How quickly are you getting quality video in front of your customers? Are you ahead or are you being beaten to the punch by competitors?

Identify new opportunities—what would be possible if you adopted a live multi-camera approach, knowing there are fewer barriers—in time, cost, and expertise—to taking this on in-house? What discussions have your people had that could spark an idea for live and online video? What could you do if you had the ability to create virtually any kind of video content in hours and days rather than weeks and months?

Check out our Corporate Video Workbook

You'll find getting kitted up is easier and simpler than you may think. Armed with this, talk to your tech specialist about the equipment you'll need to move forward. Get your copy at Vizrt.com

Video marketing is already working for thousands of companies the world over— isn't it time it worked even harder for yours?



VIZRT TODAY

Vizrt is the leader in real-time graphics and live production solutions for content creators.

With a 25-year history of inventing new simplified workflows for storytelling whether it is in the news, sports, broadcast, education, entertainment, live events, digital media, advertising, or anywhere else video lives, Vizrt has helped define and reshape the way video is created and shared with the world.

Dedicated to delivering ground-breaking solutions for customers across graphics, cloud, remote and live production, live streaming, sports productions, virtual reality and virtual studios, and infrastructure – Vizrt enables more stories, better told.

Billions of people watch stories or video powered by Vizrt everyday including from media companies such as Al Arabiya, Al Jazeera, BBC, CNN, CBS, ESPN, FOX, NBC, NHL, NFL, NRK, Sky Group, The Supreme Court of the United Kingdom, New York Giants, Nickelodeon, CBS Radio, ESPN Radio, MTV, USA TODAY, U.S. Department of Homeland Security (DHS), NASA, PWC, and more than 80% of the U.S. Fortune 100.

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