



THE POWER OF VIDEO MARKETING

Introductory slide on using video marketing to grow your business and engage customers.

INTRODUCTION

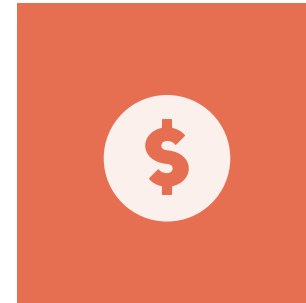
Views = Revenue

Here is a brief statistic from one of our campaigns which we will go into more detail in the following slides.



3 million video views

The video marketing campaign generated over 3 million views



£150,000 revenue

The 3 million video views led to £150,000 in revenue

This shows the power of video marketing to generate views and revenue.



VIDEO MARKETING REACH

Video marketing can reach a massive audience across platforms like YouTube, Facebook and Instagram. Short, engaging videos capture attention and inspire viewers to take action.

How do we do this? We take your brands unique story and create a visual narrative that speaks to its audience in more ways than one. This creates a 'feeling' for the viewers, ultimately leading to curiosity.

DRIVING BRAND AWARENESS

Tell a Story

Use video to tell an engaging story that connects emotionally with your audience and builds brand affinity.

Showcase Products

Feature your products in use through video to build familiarity and show real-life applications.

Highlight Values

Convey your brand values and mission through video to build trust and likability.

Be Behind-the-Scenes

Give an inside look at your company culture and team to humanize your brand.

Partner with Influencers

Work with influencers to expand your reach and leverage their audiences.

Run Video Ads

Use video ads on social media and streaming platforms to increase visibility.

ENGAGING CUSTOMERS



Happy customer smiling

A smiling customer watching a product video demonstrates an emotional connection.



Customers laughing together

People laughing together while watching a funny video shows community building through shared experience.



Person crying watching video

A video that elicits strong emotions like crying creates an empathetic bond between viewer and content.

CONVERTING VIEWERS TO CUSTOMERS



Viewers who click CTA



Viewers who purchase



Repeat customers



Customer lifetime value

BOOSTING SEO

- **Increased Time on Site**

Videos keep visitors engaged on your site for longer periods, which signals to search engines that your content is interesting.

- **Transcript Content**

Video transcripts provide search engines with additional text content to analyze and index, boosting page rankings.

GENERATING LEADS

1

Create compelling video content with strong calls-to-action

2

Drive traffic to optimized landing pages through videos

3

Use forms on landing pages to capture lead information

4

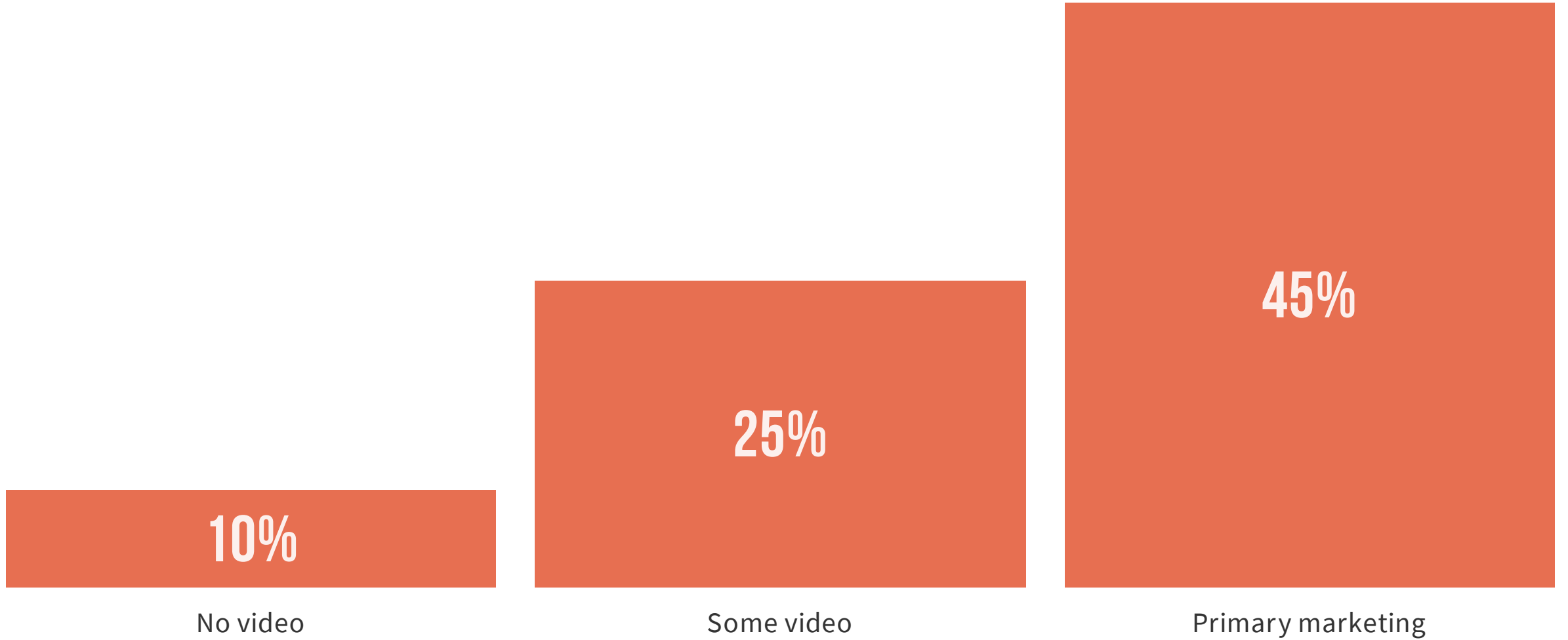
Follow up with leads via email and phone to convert them

5

Analyze conversion rates to refine funnel and improve lead gen

DRIVING SALES

Conversion rate increases with video marketing



FAST MEASURABLE RESULTS FROM OUR RUKA HAIR CAMPAIGN ON ITV

● June 2023

Conceptualised the idea of the campaign.

● Early July 2023

We began casting and planning the shoot itself.

● Mid July 2023

We began our two day shoot of the campaign in a studio.

● Late July 2023

Editing began and ended on the commercial and was approved by ITV for television.

● August 2023

The TV campaign was live on air, it gained a total of over 3 million views in 1 month.

● Onwards

Through 1 month of video marketing, sales hit the roof at over £150,000 in sales from one campaign.



CONCLUSION

Video marketing has proven very effective at converting viewers into customers for brands.

Brands that want to see higher conversion rates should start implementing video marketing campaigns. We have done this time and time again through social media, TV and website content for brands such as Gordon's Gin, RUKA hair, HTC and more.

Schedule a call to talk about how we can provide this for your brand or business.