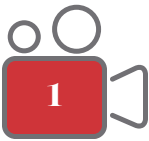


Powerful Promotion: Using Video Marketing Effectively



1 Include both paid ad campaigns and free opportunities in your video marketing strategy.

Paid platforms include Google ads/YouTube, emerging and established social media sites, DOOH and OTT ads. Utilize your website, YouTube channel, and social media pages to share video content with interested audiences for free.

2

WHAT VIDEO MARKETING CHANNELS ARE AVAILABLE?

Established Media

YouTube

A leading online destination for millions of users from around the world. Saw approximately 75 billion visits as of November 2022.

Facebook

With roughly 2.96 billion monthly active users, Facebook is the biggest social media network worldwide.

Instagram

Has 2 billion monthly active users. 60% are between the ages of 18 and 35.

Twitter

As of the second quarter of 2022, Twitter had 237.8 million monetizable daily active users.

LinkedIn

Video marketing is key to getting the most out of LinkedIn. Post video content or try LinkedIn Live.

SOURCE: STATISTA

3

Established social media platforms still have plenty of traffic,

but teens and young adults are increasingly turning to emerging platforms like Snapchat and TikTok. The most popular social media sites among teenagers in 2022 were TikTok, Instagram and Snapchat.

SOURCE: PEW RESEARCH

4

Digital OOH (Out-of-Home) advertising

advertising uses physical screens to display electronic messages which can be changed quickly and easily.

5

OTT (Over-the-Top) ads

allow marketers to present commercials directly to viewers through streaming video services, smart TVs, etc.

6

Consider where your audience spends their time.

Focus your video marketing efforts on the platforms your ideal customers are known to frequent most often.

7

Share “snackable” video content.

Short videos are more likely to grab and hold your audience’s attention.



WAYS TO USE VIDEO MARKETING:

- Video advertising
- Social media marketing
- Live stream company news
- How to videos
- New product and service introductions
- Brand building
- Webinars and video seminars
- Virtual open houses
- Share job postings and provide a window into corporate culture
- Give updates on local involvement and charitable efforts
- Share student life snippets, campus tours, school news, application instructions, and orientation information (educational institutions)
- Provide property showcases and virtual tours (real estate and property management companies)