

Introducing 6 Video Marketing Trends That You, Your Company, or Brand Can Capitalize On!



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by Copy/Scriptwriter Peter Fogel

There is no getting around it --- Video of all genres has exploded as a marketing tool due to consumer's appetites.

All-sized companies are jumping on the virtual bandwagon. In fact, many well-known brands are strategically using Video marketing to increase their market share!

Of course, in our ever-changing marketplace -- trends come and go, and one size does not fit all.

That said, marketers know for their best ROI, their goal is to use the right Video -- at the right time -- to the right audience. Their goal is to craft the best Video that will resonate with their targeted present and future customers

According to market research, millennials prefer Instagram and YouTube. In fact, last year, 70% of them watched YouTube to learn how to **do** something new or learn more about something they're interested in. 45% say a YouTuber influencer inspired them to make a personal change in their life.

It's The Demographics Stupid!

Of course, Boomers have different wants and needs from Gen X and Millennials. For instance, with Millennials audiences --- your copy and scriptwriter might have to craft your Video with a specific design that resonates deeper with that particular audience.



Crafting the right Video is an art as well as a science. Once you've done it-- you do a test with your audience, take the data and tweak it if necessary. Savvy marketers and Marcom manager's best practices dictate that you crunch your click-thru and open rates -- then tweak your Video to deliver better results.

How Viewers Best Absorb Your Message and Content

Studies reveal that there are three ways in which your prospects will absorb your message and content.

1. **Visual Learners:** those that need to see pictures and graphs to visualize.
2. **Auditory Learners:** those who need to hear the information.
3. **Kinesthetic Learners:** those who need to engage in an activity to grasp a concept.

Putting our early schooling aside, no matter what occupation you are in--- the above learning characteristics are with you for the rest of your life.

And the beauty of Video is that it nails two out of three right out of the gate (and depending upon how interactive your Video is – it can also engage your prospect kinesthetically as well).

That said, Video delivers a rich audio-visual experience that engages with your prospect's multiple senses.



With a properly written and crafted Video -- viewers will pay more attention than ever to your promotion, your message, which can make a longer-lasting impression on them. Even young children remember tag lines in consumer ads, thus showing how effective video advertising is for various

demographics.

And now, Ladies and Gentlemen, here are the video trends that will dominate this year and years to come...

1. Live Videos

Fans LOVE to interact with their favorite star or personality on social media platforms, primarily when their favorite celebrity responds and acknowledges them...

As you probably know, Facebook and Instagram use live streaming options, and -- even now, youtube offers it as well. No doubt, during the PANDEMIC, Influencers (art, music, theater) live-streamed UNFILTERED content from the comfort of their homes.



There is nothing like real-time interaction between audiences and the people that represent a brand for true effectiveness.

Remember, in real-time -- there is (usually) no CGI or special effects. Audiences love to experience their influencer/brand up close and personal. This interaction makes the viewer want to know the genuine side of the Influencer, company, or brand more.



Your present or future customer wants to see how the Influencer (with warts and all) reacts in real-time. This interaction can undoubtedly help drive your channel's engagement and makes you, your company, or your brand more approachable.

It bears mentioning again: spontaneous live videos are IN the moment, which drives even more interaction and boosts brand awareness!

2. "They'rrrrrrrrrrre back" 360-Degree Videos

The idea behind a 360-degree video is to place the user in the Video's environment. These niche videos were the rage years ago, and like the Phoenix, they have arisen again while making a comeback this year.

Savvy marketers realize their potential in keeping their brand and message in the hearts and minds of adventure sports enthusiasts, real estate buyers, and travelers who gravitate towards watching them.



Again, think outside the box. Brainstorm with your marketing team and discover how to best highlight your product or *service using a 36-degree Video*.



It is worth noting, a 360-degree Video delivers a different view of your product and distorts it just enough to make it enjoyable and very interesting.

As Ad Man Great David Olgivy once said (while still alive), "Always tell the truth – but in an interesting way..." A 360' video will accomplish this goal for you. And best of all, this trend combined with action cameras like Go pro will help dominate the market this year and beyond.

Now, let's examine the trend in video marketing, which is

3) Embedded Video Links

Embedded links have shown to be quite effective on social media, and studies show they will be effective for videos. For example, a prospect's call to action will allow them to navigate a company's website from the Video directly.



Say goodbye to ONLY using the caption link in the video description. The future of the embedded URL links in Videos will make the landing page much easier to get to. With the embedded video link (no more cut and paste) ... you are taking control of your visitor's experience and directing them to where YOU want them to go.

3) Vlogging

The Vlogging format is trendy and fun-filled for the end-user and will be for years. If you don't know, a **Vlog** is a video blog or video log. It is a "Digital Blog" where most or all content is in a video format.



You might even call it a Video Podcast where a talking head is speaking directly into the camera and giving their perspective on a particular topic.

You find them resonating a lot with audiences that want to hear a specific geopolitical point of view. Vloggers are seen every day on MSNBC, Ring of Fire Show... even former Special Prosecutor Glenn Kirschner is a Vlogger.

You see Vlogging at work with an Influencer or a Specialist (Doctor, Lawyer, Trainer) giving information to an audience to help them solve a problem – then morphing into a solution which is usually their product or service. I like to call them Video Advertorials.

Watch and study V-loggers, and you'll notice these Videos are effortless (and inexpensive to produce).

And, in some cases, not delivering much production value to the viewer, as well. (Simple camera set up, chair, and backdrop with your Vlogger simply talking directly into the camera.)

Non-Commerical Vloggers usually discuss travel, fashion, makeup, lifestyle, health, education, and... pretty much everything.

Nevertheless, they do the job of engaging a targeted audience with their content and rants. Thus, the Vlogger knows what his or her audience wants to hear and focuses on delivering it to them.



Remember, the more potent and unadulterated the content is, the more audience engagement the Vlogger will get with building a fan base of subscribers. (This is why you always hear the Vlogger's call to action to hit the subscribe button at the bottom of the screen.)

3) Collab Videos "Let's Work Together."

According to Google...

*"A **"Collab"** video is short for **"collaboration."** where two (or more) YouTubers who usually work on different channels create a **video** together. This can take on various forms. For example, if the YouTubers can meet up, they might make a **video** where both are in front of the camera.*

Throughout a television season, some programs deliver cross-over episodes with their sister shows. For instance, if you are of a "certain age," then no doubt you remember the show "Greenacres" was always doing cross-over episodes with "Petticoat Junction!"

"Seinfeld" had cross-over episodes with "Mad About You!" (Both shows took place in NY) ... then there was "Everybody Loves Raymond!" cross-promoting with the hilarious "King of Queens!"

Audiences love these sitcom episodes because the producers are taking two beloved main characters and having them interact.



However, when it comes to Collab Video marketing and attracting customers, it's the same concept only with brand allegiance (or with an Influencer).

Thankfully, with **brand allegiance**, many people follow a particular brand or personality. And because they do – they gravitate and follow similar accounts.



When you strategically collaborate with other niche accounts, you are helping both your businesses organically grow your brand and subscriber base. For example, cross-pollinating your brands allows you to split costs by live streaming together or to make videos together. Try and test it; I am sure the result will help boost your video advertising game in the future.

4) Product Video Demos

The perfect example of a product demo is to watch those 30-second television ads with the ultimate late-night TV pitchman – the late Billy Mayes.



He presents the problem – then comes up with the solution in less than thirty seconds with the product he is hawking.

Billy illustrates how it works wonders. And seeing is believing, right?! Billy hones his craft by quickly getting people's attention and then hawking products to them on the Atlantic City Boardwalk. He took this skill to the late-night **demonstration videos of his client's product with succinct ACTION!**



In closing, action SELLS, and people want to see how a product (or service) does the job before opening their wallets.

There is power in the demonstration of any product, especially when there is lots of action involved. Your customer wants a solution to his problem quickly and easily. Best of all, even the

most demanding and fickle customers will gain your trust if you show them how your product works and how it can improve their lives (and it's the right price point.)

Product Video demos are here to stay, and they absolutely should be a part of your Video Marketing Arsenal. You can craft product demos in either 2D, 3D, 360-degree, even WhiteBoard animation, as well.

Test, tweak... and try different Video Marketing formats to see which bests resonate with your audience and gives you the best results. Because in the end, measurement has no argument.

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