

# VIDEO MARKETING BEST PRACTICES

Your Guide to Getting Started with **Video Marketing**

*YouTube Is an Approved Video Hosting Platform at Osaic*



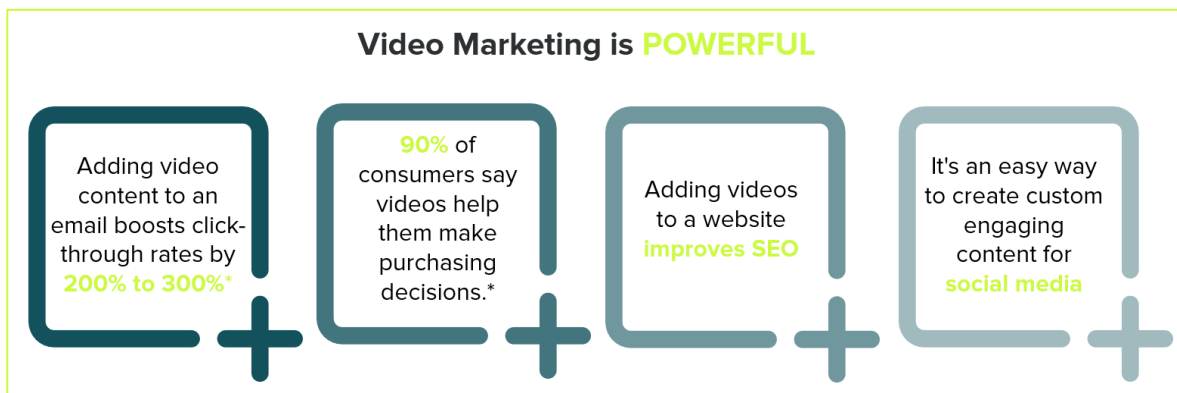
YouTube channels and subsequent videos need to be reviewed and approved by Advertising Supervision.

## WHAT IS VIDEO MARKETING:

Videos can be used to market your services, increase brand awareness, increase website traffic, and boost client/prospect engagement.

## Financial Professionals are using this platform to create:

- Short educational videos
- Detailed tutorials
- Website greetings
- Social media content
- Email marketing campaigns
- 1:1 Email follow-up videos
- 1:1 Email touch-base videos
- 1:1 Upcoming annual review reminder videos



\*According to RenderForest.com

## GETTING STARTED



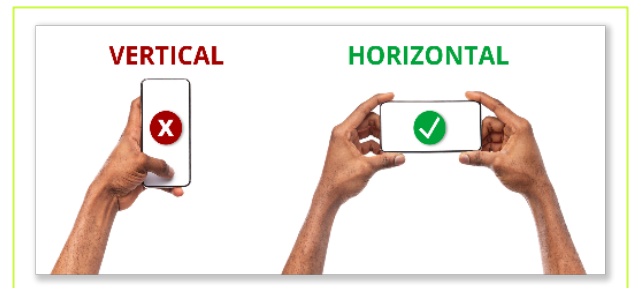
- ✓ Get established on an approved hosting platform [Link to YouTube](#)
- ✓ Have a plan BEFORE you start recording
- ✓ Write a script
- ✓ Think about branding and messaging consistency
- ✓ Think about audio and visual consistency: *Make sure you look and sound “the same” in every video – you want to be a recognizable figure when clients or prospects come across your videos.*

## TIPS FOR FILMING YOUR MARKETING VIDEOS

- **Keep the videos short and sweet** (Between 90 seconds and 2 minutes)
  - *For longer videos – try to stay on point and deliver only the necessary information.*
- **Record in a quiet room and declutter your background**
- **Keep your light source in front of you, or from the side so it’s not as harsh**
- **Practice your script in the mirror and with someone you trust before you start filming**

- **If using a phone:**

- Set to airplane mode to avoid notification sounds.
- Use a tripod to hold your phone in place.
- Position phone in horizontal position.



- **Make sure your camera is at eye level and an arm’s length from your face**
- **Center yourself in the frame:**
  - *Keep some space between the top of your head and the top of your frame.*
  - *Careful not to make it “all head/all face”*



## CREATE PROFESSIONAL LOOKING CONTENT

A **Tripod Ring-Light** can be used when filming videos on a computer or on your phone.



\$20 - \$30

If filming on a computer or in a large room, consider purchasing a **Condenser Microphone**.



\$30 - \$50

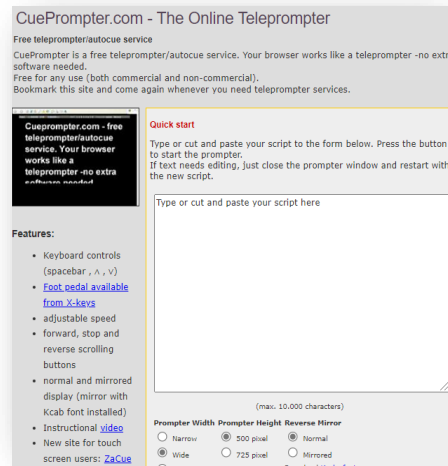
**Teleprompters** make it easy to input your text – hit play, and as you are filming your video, the text will scroll on screen so you can read your script at your desired pace.

### Filming on a computer?

Use a free online teleprompter  
<http://cueprompter.com>

### Filming on a smartphone?

Search for free teleprompter Apps in The Google Play Store for Android and the Apple App Store for iOS



### Pro Tip: Add captions to your videos



Captioned videos receive **40% more views**

Viewers are **80% more likely** to watch a video to completion when closed captions were available

Facebook found that captions **increased video views by 12%** compared with uncaptioned videos

All approved video hosting platforms provide auto captioning or give you the option to manually edit your video captions after uploading a video.

## CREATE PROFESSIONAL LOOKING CONTENT

- Add titles, captions, and a description to every video you create.
- Utilize video editing software to trim your video, remove unwanted content or add transitions.

The Osaic approved video platforms provide simple editing programs that can be used after you upload the video file. There are a variety other video editing tools available online if using your computer. If you prefer to edit videos on your smartphone, you can find options in the Google Play Store for Android and the Apple App Store for iOS.

Click [HERE](#) to learn about **YouTube** editing tools



### Pro Tip: Disable ads on your YouTube Channel

You can change this within you channel by clicking on settings – and checking the box that says “Disable interest-based ads”

The screenshot shows the YouTube channel settings page. On the left is a navigation menu with categories: General, Channel, Upload defaults, Permissions, Community, Creator demographics, and Agreements. The 'Channel' category is selected. On the right, there are three tabs: 'Basic info', 'Advanced settings' (which is active and underlined), and 'Feature eligibility'. Under 'Advanced settings', there is a checked box for 'Display the number of people subscribed to my channel'. Below that is the 'Advertisements' section with a help icon. The 'Disable interest-based ads' option is unchecked, and a red arrow points to it. Below this option is a paragraph of explanatory text: 'If you select this option, personalized ads will not be shown on videos on your channel, such as ads based on a viewer's interests or remarketing ads. This may significantly reduce your channel's revenue. In addition, earned action reports and remarketing lists will stop working for your channel.' At the bottom of the settings page, there are two links: 'Manage YouTube account' and 'Remove YouTube content'.



## VIDEO MESSAGING

Develop a video marketing plan and decide how you want to share the videos. This will help you narrow down and create your messaging strategy.

### Timely Content:

- Bi-Monthly “update” videos
- Monthly Newsletters
- 1:1 client / prospect videos
- Lifestyle videos
- Holiday Videos

### Evergreen Videos Topics:

- Website introduction
- “About Us” video
- Services We Offer
- Frequently Asked Questions
- Client Portal Tutorials

## Creating Timely Content?

Select a “theme” or “topic” and create a series of videos that tie into that theme. Examples include:

- ✓ Planning for Inflation
- ✓ RMD Mistakes to Avoid
- ✓ Social Security Optimization
- ✓ Office introduction video: *A monthly video where you highlight or introduce a member of your team.*

You can also create monthly newsletters – this monthly content will follow the same theme, and you can follow up on topics you addressed in the previous month.

Select your theme and create a few marketing videos around that topic. Try changing the theme every 60 – 90 days.

See how your audience responds to different content and use that feedback when selecting topics in the future.

## Creating Evergreen Content?

Evergreen content remains relevant for a very long time. Videos that are evergreen should have the highest quality production value, and only include information that will not change.

How and where to use evergreen videos:

- ✓ Individual videos can be used on specific pages of your website.
- ✓ Videos can be added to the content library of your YouTube channel.
- ✓ A generic new client onboarding process video can be sent through email to new clients.

The key to finding evergreen topics is to ask, “What questions do my clients always have?” Then, create videos around those questions.

These questions will always be asked by your clients, so it’s important to have resources readily available.

### Sharing Frequency:

It is important to keep your video marketing campaign consistent. **Recommended strategy to start video marketing:** post video content weekly on social media and send video content bi-weekly through email.

## SHARING & LEVERAGING YOUR VIDEOS

Think about using your videos within a cross-channel marketing strategy. Here's how you can use the same video across multiple channels:

1. Create a video that ties into a blog post and post it on your blog.
2. Use the video as email content to stay in front of your clients.
3. Post that same video on social media and cross promote your original blog post.



By using this strategy, you can leverage the same video to create a **blog** an **email**, and a custom **social media post**.