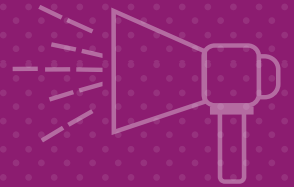


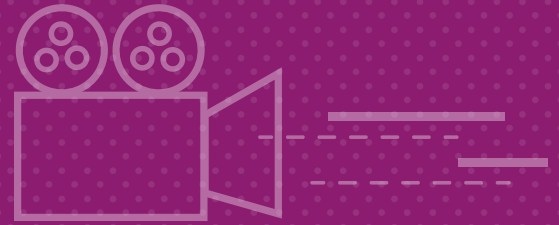
ESSENTIAL



LINKEDIN



VIDEO



MARKETING

PRIMER



Thought starters from a digital agency on how to use video on LinkedIn to get results.

AGENDA



Overview



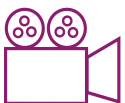
What is video marketing?



What are the use cases of video marketing?



What video styles are effective on LinkedIn?



Tips for using video effectively on LinkedIn



Organic posts vs. paid ads on LinkedIn.
What works best?

Overview

The pandemic changed everything.

It changed not only our quality of lives but also how we consumed information. With in-person channels gone, we relied exclusively on digital channels for updates on the virus, in addition to getting updates on new products, services, and special offers and making purchases.

Large companies were fully utilizing digital channels before the pandemic, but now smaller—or more traditional companies—now had to use digital channels as the singular means of communication. With all of this happening seemingly overnight, the playing field was leveled. This meant all the same companies—both large and global to small and local—were competing in the same rectangular square in the same feed, getting the same views on their posts.

The amount of campaigns and sponsored posts on LinkedIn significantly increased and the platform became a critical channel to market, advertise, and connect to people. So now, if everyone is utilizing the same space, how will companies differentiate themselves when

- 🔍 launching new products or services?
- 🔍 demonstrating the benefits of how a new product works?
- 🔍 creating buzz and excitement for an upcoming event?

Employing video marketing strategies can significantly help companies achieve these goals. Hubspot [data](#) reported that 93% of brands won customers using video, but it is important to have a clear understanding of the objectives of marketing on LinkedIn first and foremost. What are your goals? What milestones are you hoping to achieve? A solid strategy should be in place for the promotion of your products, services, and brand overall.

But first, let's take a step back...



What is video marketing?

Video marketing is a type of digital marketing that involves creating and sharing videos online in order to promote a brand, product, or service. It can be an effective way to reach and engage with a target audience, as video content is often more engaging and easier to consume than other forms of content.

There are many different ways to use video marketing, including creating promotional videos, educational videos, video advertisements, and video testimonials. Video marketing can be used on a variety of platforms, including social media, websites, and email marketing campaigns.

To create effective video marketing content, it's important to have a clear understanding of your target audience and the goals you want to achieve. You should also consider the length of your video, the tone and style of your content, and the specific call to action you want to include.

Video marketing can be a powerful tool for businesses of all sizes, and with the increasing popularity of platforms like YouTube and TikTok, it's easier than ever to create and share video content with a large audience.



What are the use cases of video marketing?


Video marketing can be a powerful tool for businesses of all sizes, and there are many different ways it can be used. Some common use cases and strategies for video marketing include:


- ▶ **Promoting products or services:** Companies can use video marketing to showcase their products or services in a way that is engaging and visually appealing.
- ▶ **Increasing brand awareness:** Video marketing can help to increase brand awareness by making it easier for people to understand what a company does and what makes it unique.
- ▶ **Product demonstrations:** Show off your products in action and demonstrate how they work.
- ▶ **Social media content:** Create short, shareable videos for social media platforms like Instagram, TikTok, and Twitter.
- ▶ **Educational content:** Create videos that teach your audience something new, whether it's a tutorial or an informative explainer.
- ▶ **Customer testimonials:** Use video to showcase what your customers have to say about your products or services.
- ▶ **Brand storytelling:** Use video to tell the story of your brand and what makes it unique.
- ▶ **Event coverage:** Use video to document and share events, conferences, or trade shows you attend or host.
- ▶ **Building trust:** By providing valuable, informative content through video marketing, companies can build trust with their customers and establish themselves as thought leaders in their industry.
- ▶ **Driving traffic and leads:** Video marketing can help to drive traffic to a company's website and generate leads for their sales team.
- ▶ **Improving customer engagement:** Video marketing can be a highly effective way to engage with customers and encourage them to take action, whether that's making a purchase or subscribing to a newsletter.
- ▶ **Enhancing customer retention:** By providing ongoing, valuable video content to customers, companies can help to increase customer retention and loyalty.





What video styles are effective on LinkedIn?


On LinkedIn, our analytics consistently reveal that video content outperforms static images hands down. To stop scrolling in the feed, the user has to be engaged, so the best bet is to always go bold, simple, and high impact to ensure the message doesn't get lost. Here are some thought starters on the video styles you can employ to present your content effectively:


 **Animated:** By using a wide range of animation styles, content can be simplified and presented to the end user in a creative, approachable, and unexpected manner.


 **Character-based:** A character or “narrator” to guide the viewer through a storyline is a creative way to set up scenes, interact with other characters, and create scenes and fun ways of interpreting product values and benefits to users.


 **Motion graphics:** If your content is complex, consider motion graphics as a means to elevate traditionally straightforward video content to a whole new level. Motion graphics can employ 2D or 3D footage and heighten the visual experience by exploring visual effects that would otherwise not have been considered.


 **Footage-based:** Take footage, either stock or filmed, and tell the story of the subject in a dynamic manner through a narrated storyline, setting a scene, showing people interacting, or compositing with motion graphics to create a multimedia experience.

 **3D-based:** No, not “coming at you” when you wear special glasses, but 3D software like Cinema4K can put your product or solution in a whole new 3D world and drive a fresh, creative user experience like never seen before.

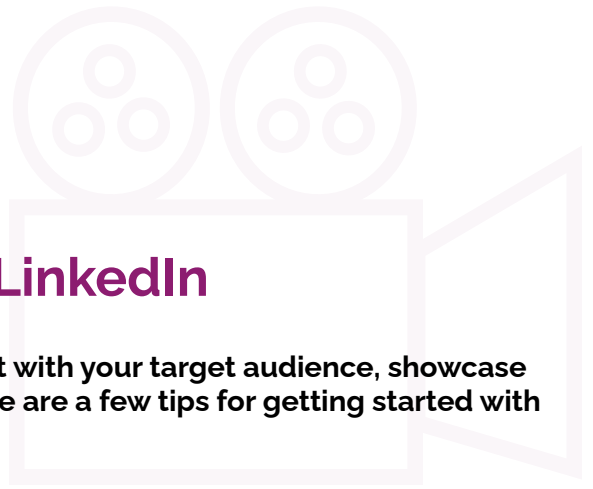
 **Interview or story:** You can conduct an interview with an industry expert or thought leader and share the video on LinkedIn.

 **“Motion-light”:** Sometimes you just need what I call a “bump” of motion—just enough to get the attention of a viewer. Using a loop of light motion graphics will be just enough to get eyeballs scrolling your way versus a static image that doesn't engage.

 **Screen capture:** If you want to communicate a process and show a screen recording, we highly encourage using the recording as the baseline but mixing in graphics to highlight key areas to ensure the audience is 100% clear on the product's value.


 **Slideshow:** Sometimes on LinkedIn, you may not need to use video at all but rather create a slideshow. You can create a slideshow by uploading a series of images that tell a story, showcase product details, highlight analytics, or depict any type of content that, when combined, engages and provides valuable information.


It's important to consider the purpose and audience of your video when deciding on the style and format. There are so many options to consider that having an idea up front is usually the best way so recommendations can be made that exceed your expectations.





Tips for using video effectively on LinkedIn


Video marketing on LinkedIn can be a powerful way to connect with your target audience, showcase your products or services, and drive traffic to your website. Here are a few tips for getting started with video marketing on LinkedIn:

 **Create a video that is relevant to your target audience.** Make sure the content is informative and valuable, and consider using data or case studies to back up your points.

 **Keep the video short and to the point.** LinkedIn users are busy professionals, so they don't have a lot of time to watch long videos. Aim for a video that is 1 to 2 minutes in length.

 **Use a strong call to action.** At the end of your video, ask viewers to visit your website, sign up for your email list, or follow you on LinkedIn.

 **Optimize your video for social media.** Use targeted keywords in the video title and description, consider adding closed captions to make your video more accessible to a wider audience, and make sure to create the video in a format size that is best viewed on mobile since that is how most people consume social media.

 **Work with the algorithm.** LinkedIn's algorithm favors videos that are high quality, relevant, and engaging. Make sure your videos meet these criteria to increase the chances of them being shown to a wider audience.

 **Share your video on your LinkedIn profile and in relevant LinkedIn groups.** This will help to increase the visibility of your video and reach more people.

By creating valuable and relevant content and using a strong call to action, you can effectively promote your business on LinkedIn.



Organic posts vs. paid ads on LinkedIn. What works best?

Organic posts and paid ads on LinkedIn are two different ways to promote your business or content.

Organic posts are a way for businesses to build their brand and engage with their audience on LinkedIn without paying for promotion. These posts can include updates, articles, and other content that is relevant and valuable to the target audience. Organic reach on LinkedIn can be increased by posting regularly and engaging with other users on the platform. Posting is free and can help you build relationships and establish your brand, but it may be harder to get your content seen by a large number of people or your specific target audience.

Video is essential to stand out but you can also use downloads as a conversion tool for your campaigns with LinkedIn Ads. For example, you can offer valuable resources such as an eBook, white paper, or case study in exchange for their contact info. This ensures you are reaching your target audience and creates a list of prospective leads to reach out to and follow up with. It also makes it easy to track the number of downloads and optimize your campaign to improve its overall performance.

What works best? Depending on your goals, budget, and target audience, the best bet is to use a combination of both organic posts and LinkedIn ads. This way, you are able to post to your network directly to get feedback and shares as well as test pilot the LinkedIn ad campaign for effectiveness.

LinkedIn Ads is a paid advertising platform that allows businesses to target and reach their audience on the LinkedIn network. Using the LinkedIn Ads dashboard, you can define your target audience using a variety of metrics including demographics and job title to create video ad content that resonates with their business objectives. This process can be done through the LinkedIn Ads Manager or a third-party advertising platform.



No matter what strategy is employed, always engage with your audience, analyze your analytics, and get ready to pivot if any single strategy isn't providing the results you are seeking. A pivot can be in the form of evaluating effectiveness and updating campaign assets alone or taking a step back and examining if the overall value proposition of the product or solution is presented in the best way to be most appealing to potential customers.

^adventurehouse

QUESTIONS?

If you have any questions on how to use video marketing effectively on LinkedIn, **schedule a meeting or email us directly.**

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