How to incorporate video into your digital marketing strategy

Videos can influence buying decisions, increase brand loyalty, and show customers the value of your products and services. But marketers worry that creating videos requires more resources than the value they will provide. Is the juice worth the squeeze?

93% of consumers say a product video convinced them to buy.

51% of marketers say video is now easier to create in-house.

39% of marketers make videos in-house; only 17% outsource it.

17% of marketers still say they don’t use videos because they don’t know where to start. We can help with that.

Steps to crafting a video marketing strategy

1. Identify your audience. What type of video will appeal to them and where are they most likely to access it—YouTube, social media, or your website?
2. Set goals. Do you want to increase awareness, build pipeline, or drive website traffic? These goals will determine video content and format.
3. Establish a publishing calendar. An editorial calendar will help you publish regularly and stay on message.

Five video content ideas to get you started

Spotlight an industry or internal thought leader.
Interview happy customers.
Create how-to videos to help customers solve a problem.
Highlight the personality behind your brand with employee interviews.
Build an animated or whiteboard explainer video.

Measure and optimize

Here are the fundamental key performance indicators to monitor.

- **Play rate:** The percentage of videos who clicked play and began to watch.
- **Viewer duration:** The amount of time viewers spent watching the video.
- **View through rate:** The percentage of viewers who watched the entire video.
- **Engagement/interaction:** Shares and viewer comments show how your video resonates with viewers.
- **Conversion rates:** The percentage of video viewers who converted to subscribers or customers, or who completed the intended conversion activity.

Do more with video

Learn more about the advanced video creation capabilities in Oracle Content Management.

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