

ORACLE

Making Sense of Video Creation, Management, and Delivery



Spark Series



A NINE-MINUTE READ



What is video creation, management, and delivery?

Make video an integral piece of your customer experience and content strategy.

When successfully implemented and executed, video can influence buying decisions, increase brand loyalty, and show customers—current and potential—the true value of your products and services. It also helps drive visitors to your website and reach audiences across a variety of digital and social channels. A connected strategy for video creation, management, and delivery can help you realize the full potential of video across your organization, train and motivate members of your internal team, and engage customers with dynamic content.

Video creation, management, and delivery is typically managed by sales, commerce, service, marketing, and back-office teams. Each team uses video differently and experiences its own unique set of benefits.

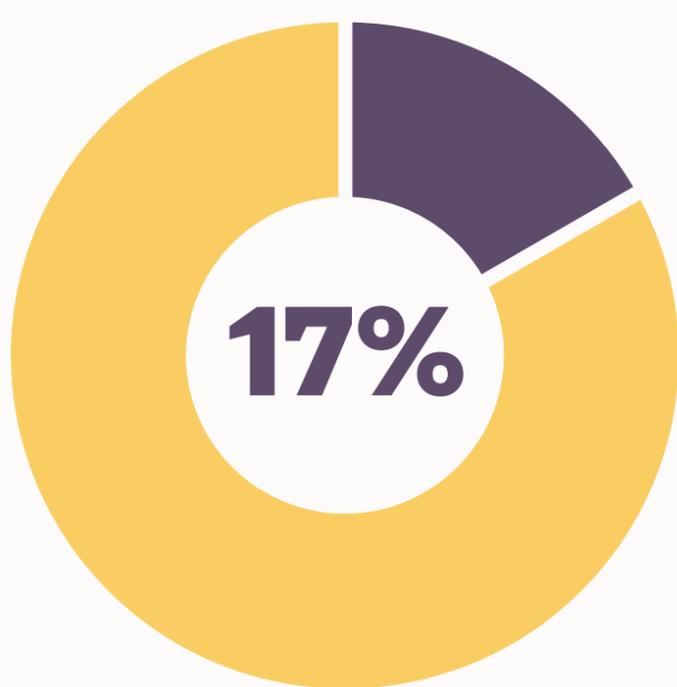




- **Sales may use video to train and enable sales teams** to ensure they're using consistent, on-brand messaging. It's also an attention-grabbing way to connect with prospects and track their engagement.
- **By using product catalog videos to highlight product functionality and features,** commerce organizations can influence buying decisions and reduce product returns.
- **By placing product explainer videos on brand web pages,** marketing can help answer basic customer product questions and nurture prospects in the buying cycle.
- **Brands are leveraging influencer videos** to create more authentic relationships with their customers.



- **Service professionals rely on video** to develop and optimize staff resources, reduce ticket time, and improve customer communication.
- **Creating personalized videos for leads** helps increase return on investment (ROI), accelerate lead generation, and improve lead quality for your marketing team.



17% of marketers who don't currently use video say it's because they don't know where to start.¹

You may already understand the value video can bring to your business. Perhaps you're already considering implementing video into your content strategy. But for many companies knowing where to begin is the most challenging part. This guide covers the basics of video creation, management, and delivery and how to use video to drive business goals and enhance your customers' experience.



Why it matters today

Today's consumers are more technologically savvy, mobile, and social than ever, making video the perfect tool to catch and hold their attention.

Videos are easily shared and viewed on mobile devices. And when customers see products and services in action, they're more likely to trust your brand and purchase your offerings.

The building blocks of video may seem simple—visuals, audio, imagery, motion, and special effects. But, to assemble those building blocks into something memorable, it's important to think of video holistically—from how it's created, to how it's managed within your organization, to how it will be delivered. Plus, video can enhance the overall customer experience through

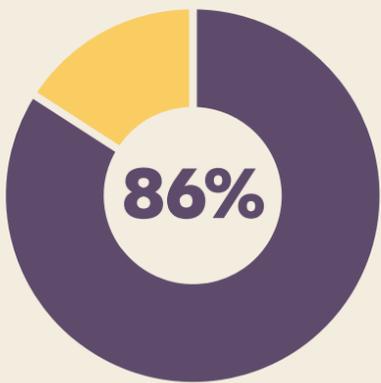
- **Immersive, engaging experiences** that keep customers watching
- **Personalized and authentic** customer education
- **Emotional connections** that make viewers want to share



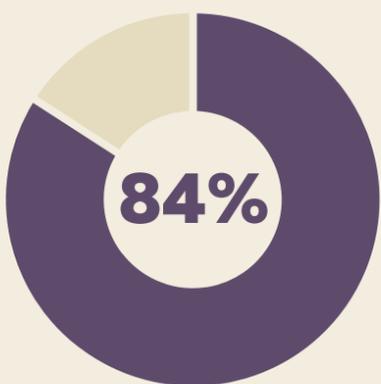


84% of people say that they've been convinced to buy a product or service by watching a brand's video.¹

Most business-to-business and business-to-consumer companies today are using video marketing. There's a reason for that. Video can be used at every stage of the buyer's journey—from awareness to consideration to decision. Video has also been shown to help drive conversions and sales and provide favorable ROI.



86% of businesses use video as a marketing tool.¹



84% of video marketers say video has helped them generate leads.¹



78% of video marketers say video has directly helped increase sales.¹

The basics

Video has become one of the most impactful forms of online content.

To effectively manage video as part of your overall content strategy, it's important to understand the different types of videos, what they offer, and if they're a right fit for your business.

- **Webinars**—live, web-based video conferences that connect hosts with audiences anywhere in the world—are a cost-effective way to reach, engage, and educate customers and prospects.
- **Interview or question-and-answer videos** are ideal for capturing insight from subject matter experts.
- **User-generated product review videos and testimonials** allow users to share their experiences, helping provide authentic, relatable education to other customers.
- **Product demos** give a detailed view into key features and benefits and show how the product can help solve customer challenges.
- **For brands selling complex solutions, explainer videos help** to tell a simplified story of how their products work.





- **Newsworthy announcements using video** are a great way for a brand to offer an engaging catalog of past announcements for re-current events, such as product innovations and customer awards.
- **Product tutorials** are a great way for brands to address frequently asked ‘how do I...’ questions and provide customers with a faster way to get help without needing to contact customer service.

Other types of video include event promotions, personalized sales videos, and company culture and training videos.





Make the most of video

Video creation, management, and delivery doesn't need to be complicated or costly. Here are some tools, tips, and tricks to optimize your video marketing strategy.

- **Organize and manage videos** in a single repository that allows for uploading, file conversion, editing, and easy distribution across all channels.
- **Dig into analytics** on video playback for insights into engagement.
- **Define a central system** for facilitating tasks related to video creation, reviews, and approvals to ensure collaboration among internal and external teams.



Measure and optimize

Your videos have been created, organized, managed, and distributed. Now what? Measure their success. It's important to understand which videos customers are or are not viewing so future video content will be relevant and engaging. Here are key performance indicators to consider.



Clicks: the number of clicks indicates how many times a video has been viewed.



Viewer duration/bounce rate: indicates how much time the viewer spent watching video.



View through rate: indicates how many viewers watched the entire video.



Engagement/interaction: shares and viewer comments help reveal how well your video resonates with viewers.



Conversion rates: tracks how effective the video is for converting viewers based on increased newsletter subscriptions, website traffic, or purchases.



What's next?

Video marketing could be your biggest opportunity this year—and beyond.

Companies who realize the impact video has on customers and the value it brings to their business are dedicating more budget to create, manage, and distribute videos. According to Social Media Week, 88% of marketers are committed to devoting more dollars to future video campaigns.² There are a few trends that continue to pop up—trends to consider as you develop your future video strategy.

- **Viewers want a better mobile experience.** Consider this: More than half (60%) of users film horizontally compared to 40% who film vertically. However, from a viewer's standpoint, 75% prefer watching videos horizontally, while only 25% prefer watching vertically.² Viewers have little patience for watching videos not optimized for their preferred orientation.
- **Viewers don't care about high production value or celebrities.** This is especially true when it comes to millennials and Gen Z. They want authentic, genuine, believable video content that provides an opportunity for them to learn something new or relates to their interests.³



A view toward practical solutions

Video is the most engaging type of content.

Video gives your brand a face and a voice, which in turn helps build trust and loyalty with your customers. That's why video content creation, management, and delivery can and should be part of your overall content strategy.

Help improve customer experiences by



Ensuring videos are optimized for the best viewing experience on any device and network across all digital channels.



Adding interactive elements to videos to keep viewers' attention and create memorable and personalized experiences for them.



Using analytics to track effectiveness and engagement so you can continue to provide customers with relevant video content.





To the experience-maker who's always moving forward

At Oracle, we know great experiences come from great inspiration, and we're providing the spark for your next idea. Packed with powerful info, the Spark Series will get you up to speed on core CX concepts—such as video creation, management, and delivery—quickly.

Think of it as a way to hone your understanding before turning your eyes toward a new strategy. Because if anyone's going to create CX gold, it's you.

What will you discover next?

- [eBook: Essential Strategies for Content Marketing](#)
- [Demo: New Capabilities for Content Authoring, Publishing, and Delivery](#)
- [Blog: 3 Smartphone Filming Tips Digital Marketers Should Know](#)



About Oracle Advertising and CX

Make every customer interaction matter by connecting all your business data across advertising, marketing, sales, commerce, and service. Oracle Advertising and Customer Experience. (CX) is a connected suite of applications that goes beyond traditional [CRM](#) to help you create and nurture lasting customer relationships. Build a complete view of every interaction and every customer, no matter how and when they engage. Empower your entire business to deliver exceptional customer experiences—from acquisition to retention—and everything in between.

Sources

1. [“Video Marketing Statistics 2021, The State of Video Marketing.” Wyzowl, accessed May 18, 2021. Complete the form to download](#)
2. [“2020 Video Marketing and Statistics: What Brands Need to Know,” Social Media Week, accessed on May 18, 2021](#)
3. [“Your Consumer Wants Video,” by Kayla Maneen, updated March 2021](#)



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