

# How to use video marketing to drive traffic





# Contents Page

## Why Video Marketing?

1. How to Videos

2. Product/Unboxing Videos

3. Knowledge Videos

4. Online Video Ads

5. Customer testimonials

6. Homepage Explainer



Many business owners face the same problem; how do I drive more traffic to my site? With no traffic there's no leads, with no leads there's no sales and with no sales... well you get the picture.

The thing is it's not just about driving more traffic, it's about driving the right traffic. You need to reach your target audience and engage them using interesting content. This content then needs to lead them to your product or service.

It's no secret that video marketing is becoming increasingly popular. According to [Cisco](#), video traffic will be 82 percent of all consumer Internet traffic by 2020, up from 70 percent in 2015.

Video can also have a direct effect on organic traffic. We carried out a survey into the state of video marketing and discovered **62%** businesses believed video had increased the amount of organic traffic they receive.

So how can you attract the right traffic to your site using video marketing?

In this guide we'll explain more about why you should be using video marketing, the types of video to use and how best to use them to drive more traffic.





## Why Video Marketing?

### Visual Appeal

Compared to reading a page full of text video is much more appealing. 69% of users said where both text and video are available on the same web page, they would prefer to watch video to learn about the product or service.

Video also benefits a range of different learning styles. Some people prefer to read/look at content (visual), some people like to listen to information (auditory) and others prefer a combination of both (kinaesthetic). The good thing about video is it covers all of these, so you can appeal to a range of people.



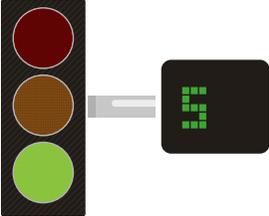


## Social Media

On social media, Videos are shared **1200%** more than links and text combined! So there's a huge potential to use video to draw users to your site.

Social sites also provide a huge opportunity for driving traffic. A report carried out in December 2014 found the top 8 social networks drove **31.24%** of traffic to sites. Today this is still something many businesses cite as one their key drivers of web traffic. Plus, last year, **Facebook** edged past Google in the traffic-referral race for media sites.





## SEO

Video can really increase the time people spend on your site which is proven to be a [ranking factor in Google's algorithm](#).

You've probably experienced it yourself when you land on a web-page and immediately leave because it isn't clear how to navigate or there's a huge wall of text. With video prominent on any homepage, landing page or blog it's [88% more likely](#) that people will stick around.





## Mobile

Video is made for mobile, consumers spent **39 minutes per day** in 2015 watching video on mobile devices. Plus, people increasingly use their mobiles to access websites, blogs and social media. So adding video to your site can only increase the chances of drawing more traffic to your site.

Just remember to make your site design responsive, on any device, to avoid people bouncing off your site when it doesn't load.

You can test how responsive your website design is by using one of the following tools:

[Screenfly](#) by Quirktools

[Am I Responsive?](#)

Chrome web browser [tool](#)





## Video types and how to use them to drive more traffic

[Click here for link to 25 Quotes to Inspire your Video Marketing](#)

Video is one of the most versatile media types in the world of online marketing, and can be leveraged in countless different ways.

So let's go through the selection of videos you can create and how to use them to drive more traffic.





## 1. How to Videos

Learning how to do things used to be time consuming. Scanning through instruction manuals, asking someone who may have more experience, or getting in touch with customer service. Not anymore. Now you can instantly find the answer in a web search.

In fact, “how to” searches on YouTube are growing **70%** year over year, and more than **100M** hours of how-to related content has been watched in North America.

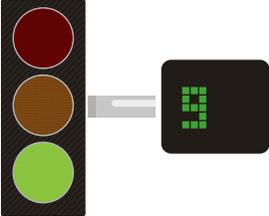
This type of video content is key to catching an audience with prime buyer intent. Nearly **1 in 3 Millennials** say they purchased a product as a direct result of watching a tutorial or how-to video about it.

So how do you use How-to videos to drive more traffic? More and more people use **YouTube** as a search engine, to help solve problems and answer questions. And because YouTube is the 2nd largest search engine on the web, putting your videos here is going to give you a better chance of getting found.

You don't necessarily have to sell your product outright instead, you can focus on instructing your audience.

For example, **Home Depot** make how to videos about solving problems and creative projects around the home.

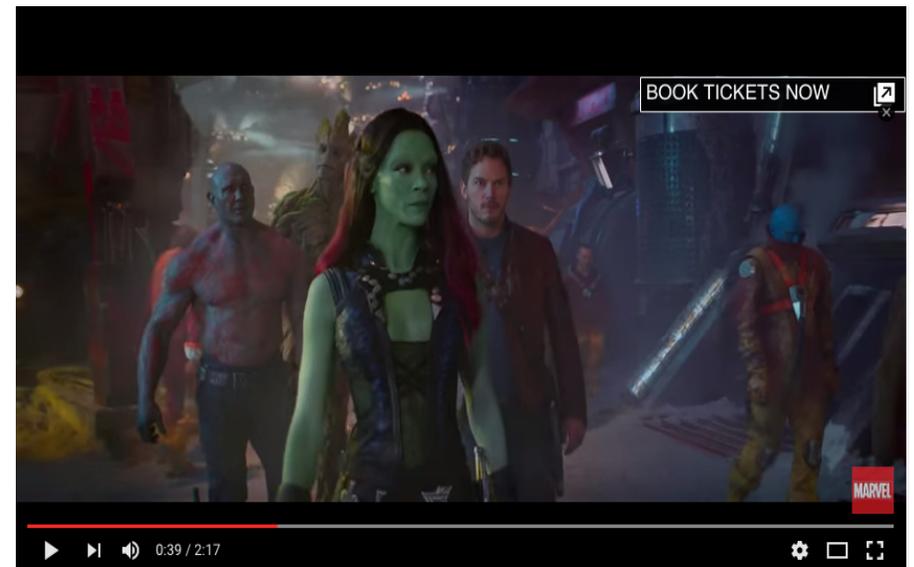




Once the customer's interest is caught, and they can see how the products will fit into their lives/home, a visit to the website to get the supplies will then be in order.

The key to redirecting to your site from YouTube is to include a very clear call to action (CTA). Below are a few ways to create a compelling CTA:

**Annotations** – This is a clear and targeted call to action so your viewers know exactly what to do, and what will happen, if they click away from the video. They add an interactive element to your video. You can see how to set up annotations [here](#). The example below, from Marvel, provides an external link to where you can purchase tickets for the film trailer you just watched. This acts on people's impulse from the excitement of watching the trailer.



Guardians of the Galaxy trailer 2 UK – Marvel | HD



9,944,786 views

+ Add to Share ... More

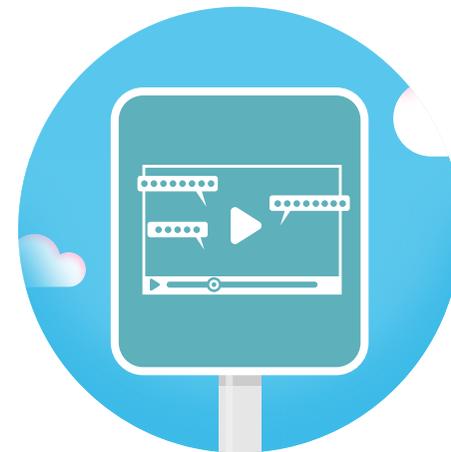
22,440 1,675





YouTube recommend formatting and using annotations in the following ways:

- Duration on screen 5-7 seconds.
- Keep them small so they don't distract from the main video.
- Use muted colours, again to avoid distraction.
- Position in the borders around the outside of the screen, avoid them popping up in the middle.
- For more tips check out this [YouTube help page](#).



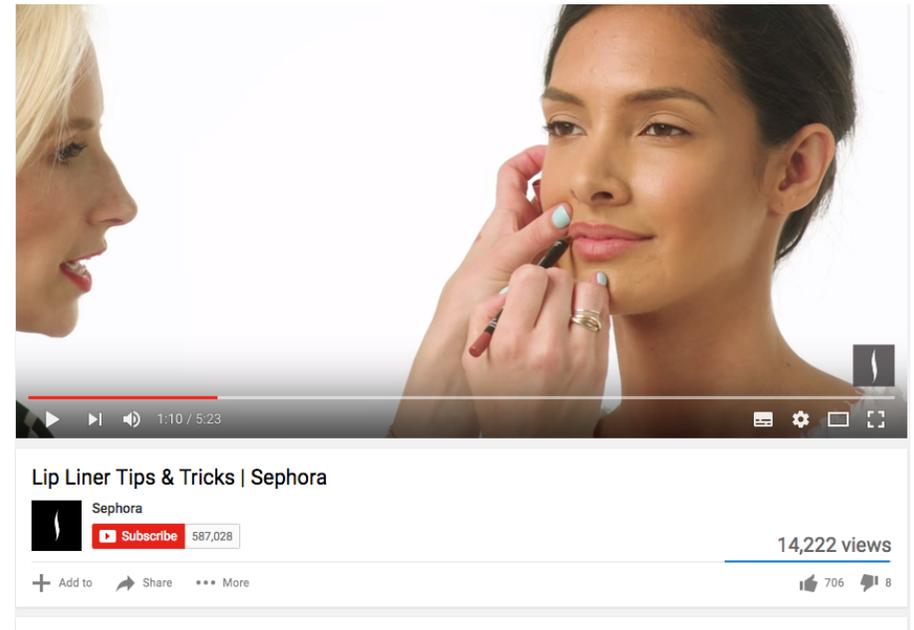


End cards – Combine end cards with annotations at the end of your video to add another cool way to interact with your viewers, creating a CTA that is more powerful than an annotation alone. At the moment YouTube doesn't provide end cards as a tool, so you'll need to design and add your own. But, there are plenty of free templates and tools to choose from online. Including this selection from Internet Marketing Ninjas.



Video description – It's good to include links within your video description on YouTube. The links need to be relevant to both the video and your brand as a whole. With each link include exactly where it will take your

viewer so they're not left guessing why that link is there. [Sephora](#) use this technique with their tutorials. The description includes links to all the products they've just used in the video.



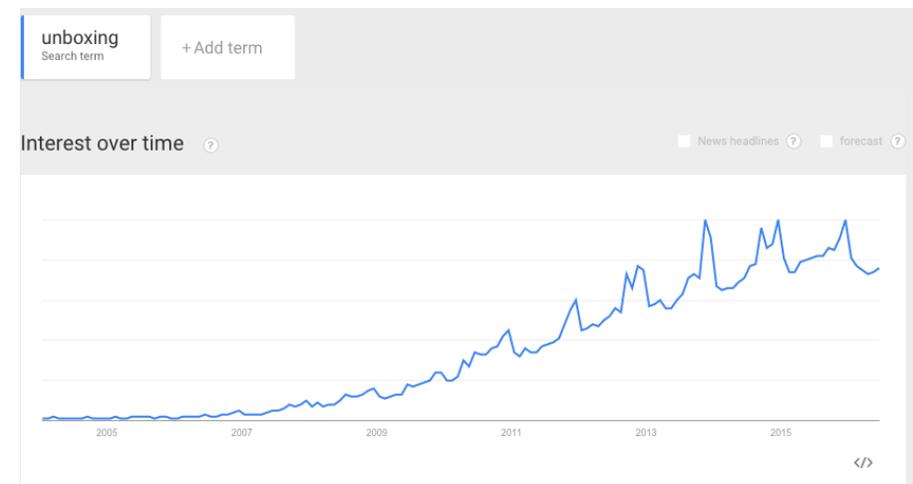


## 2. Product/Unboxing Videos

Video content is increasingly popular, with more and more consumers looking towards video to research potential purchases.

**4 times** as many consumers have said they would rather watch a video about a product than read about it. Plus, **77% of consumers** say they've been convinced to buy a product or service by watching a video.

One of the most popular types of product videos is the unboxing video. You can see from the screen shot below, taken from Google Trends, how the popularity has developed over the last 7 years. And those spikes you see are November/December time every year which indicates the best time to upload this type of video.

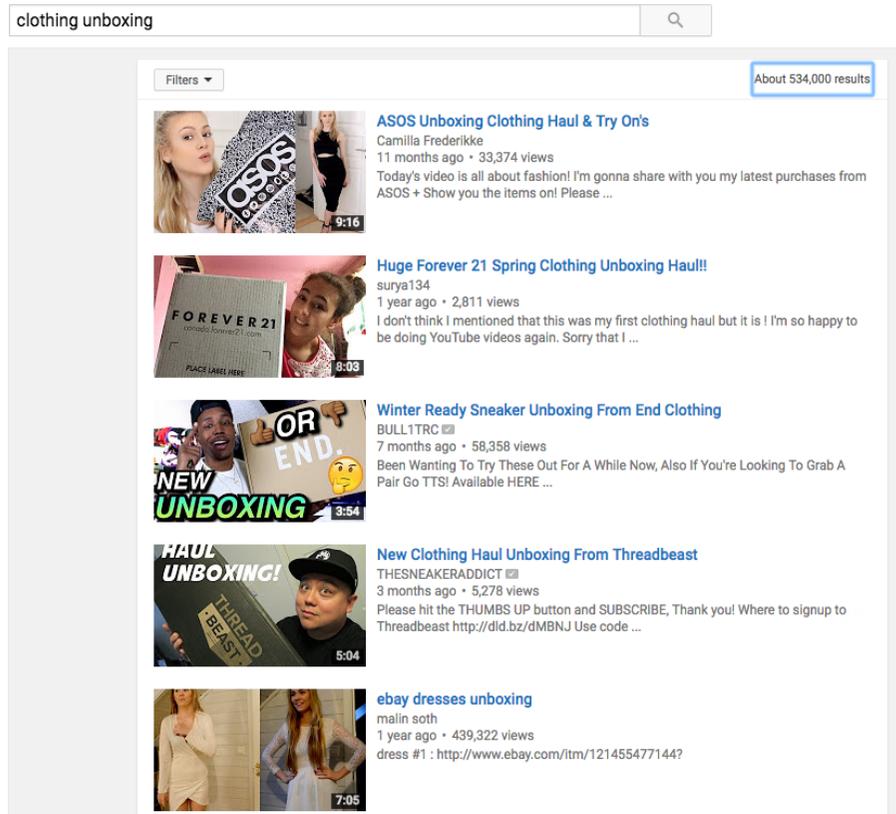




This type of video is particularly powerful because it's, more often than not, UGC (User Generated Content). UGC are videos produced and published by someone outside your business. This makes UGC particularly powerful and trustworthy because it's impartial, people know they're getting an honest, unbiased opinion.

A recent study found that **51% of consumers** trusted user-generated content over a company's website, or a news article. This type of content taps into the anticipation and excitement people feel when they open a gift. Acting as a source of research for many consumers who are looking to get an understanding of a product before they make a purchase.

There are loads of YouTube channels that specialise in this style, all with influencers ready to review your products. Your aim should be to find those relevant to your niche. All you have to do is type in a keyword related to your business along with the word 'unboxing' and you'll find plenty. I tried it myself, and there's literally an unboxing video for anything that comes in a box!

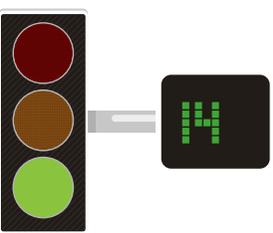


clothing unboxing

Filters About 534,000 results

- ASOS Unboxing Clothing Haul & Try On's**  
Camilla Frederikke  
11 months ago • 33,374 views  
Today's video is all about fashion! I'm gonna share with you my latest purchases from ASOS + Show you the items on! Please ...
- Huge Forever 21 Spring Clothing Unboxing Haul!!**  
surya134  
1 year ago • 2,811 views  
I don't think I mentioned that this was my first clothing haul but it is! I'm so happy to be doing YouTube videos again. Sorry that I ...
- Winter Ready Sneaker Unboxing From End Clothing**  
BULL1TRC  
7 months ago • 58,358 views  
Been Wanting To Try These Out For A While Now, Also If You're Looking To Grab A Pair Go TTS! Available HERE ...
- New Clothing Haul Unboxing From Threadbeast**  
THESNEAKERADDICT  
3 months ago • 5,278 views  
Please hit the THUMBS UP button and SUBSCRIBE, Thank you! Where to sign up to Threadbeast <http://dld.bz/dMBNJ> Use code ...
- ebay dresses unboxing**  
malin soth  
1 year ago • 439,322 views  
dress #1 : <http://www.ebay.com/itm/121455477144?>





There are a number of brands who have picked up on the hype surrounding this video style and capitalised on it.

For example, Walt Disney Company did an 18-hour unboxing marathon of all the Star Wars toy merchandise, tying in with the release of the new movie. YouTube stars from around the world took part opening the products, starting in Sydney and ending at Lucasfilm in San Francisco.

The video opposite is the young YouTube star [EvanTubeHD](#) opening a selection of toys at the ABC Studios in New York, as part of the event.

As well as contacting those people in your niche who make these videos you can create them yourself.



Sphero BB-8 and LEGO Star Wars Millennium Falcon – Star Wars: The Force Awakens Global Toy Unboxing

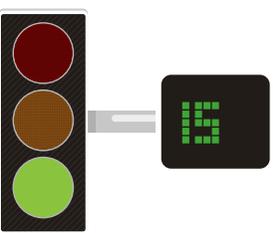


911,637 views

+ Add to Share ... More

5,591 691





For example, Toys”R”Us, created their own versions with stop-motion animation, where toys unbox toys. A clever way to subtly showcase the toys to engage the target audience. The first episode has had over 1 million views.

Check out these pointers for creating your own unboxing video:

- Select a decent camera – this can simply be your smartphone, iPhones have a pretty good camera these days. Alternatively, a good digital or sports video camera.
- Avoid the shaky camera shots – invest in a tripod suitable for whichever camera you’re shooting from.
- Pick the best angle for your product – showcase the product and the unboxing clearly. Either a point-of-view angle so the audience can see the hands unboxing (good for smaller products e.g. phones, toys, & smaller gadgets) or straight on, presentation style (good for larger items e.g. clothing, or make up hauls, & technology like TVs & game consoles).



Toys Unboxing Toys | Episode 1 | Journey Girls® 2015 Italy Holiday Doll

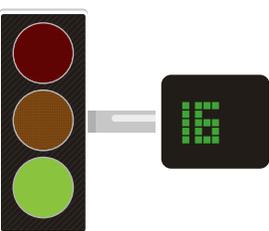


1,100,552 views

+ Add to Share ... More

517 277





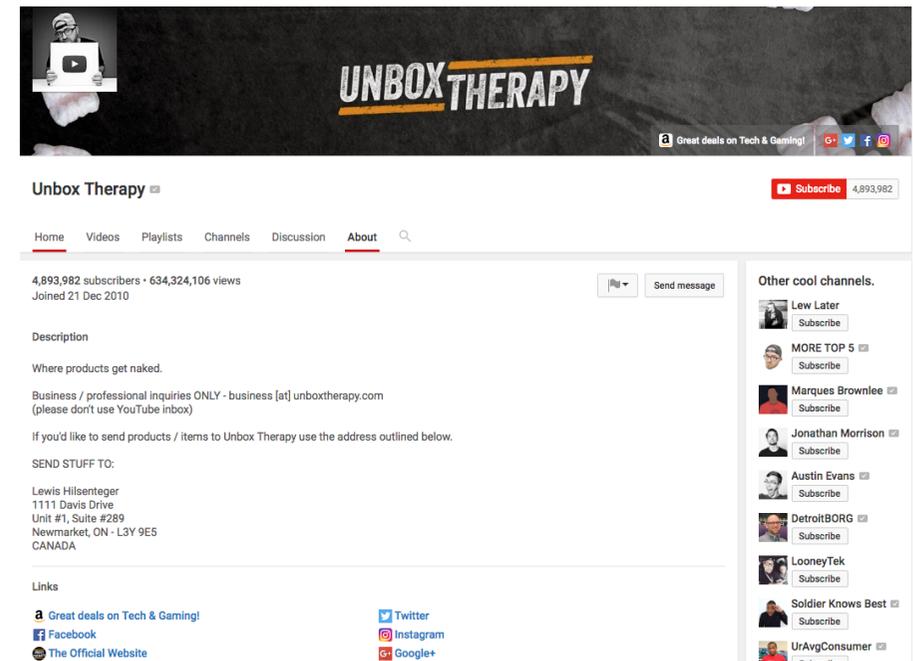
You could send your product to an online influencer or unboxing channel on YouTube. Most of these have 'Send Stuff To...' addresses on their 'about' page.

Using this method is a nice way to generate buzz about your product which can obviously translate into traffic. They usually post a link to where the product can be bought in the video description. And best of all, THEY take care of the video production and promotion etc. There are also niche review sites you can send your products to and ask for video reviews etc. if you'd prefer to have a more targeted audience.

You can also include a video on your product page to show off how the product will look or work. Add a transcript with the video to help with SEO, as this helps the search engines understand the content of your video. The other point which we touched on earlier is that people tend to stay on sites longer when video is present.

The added bonus of this is it could also increase conversions, encouraging a purchase that might otherwise have been missed.

For example, [StacksAndStacks.com](https://StacksAndStacks.com) found that the visitors who viewed product videos were **144%** more likely to purchase than those who did not.





### A couple of tips:

- Ensure the video appears above the fold, otherwise your audience may miss it.
- Give your audience the option to select to play the video. It can be quite annoying to land on a page and video play straightaway.



### 3. Knowledge Videos

This type of video content can be great as a series as it can set you a part as a leader in your industry. Knowledge videos are about improving your audiences' lives and educating them on your product or service, and how it can solve their problems. People like to learn, as long as it's about something they're interested in. So make your knowledge videos about something specifically relevant to your niche.

A popular example of this style of video is the series of knowledge videos from Moz, [Whiteboard Friday](#). This knowledge video series by Moz's own Rand Fishkin, covers everything you need to know about the complicated world of SEO. You'll learn a lot and find some fantastic examples of how consistent, exceptional content can build an audience.

It's important to make the content of these types of videos relevant to your intended audience. The best way to do this is with some keyword research to find out what people what to know.

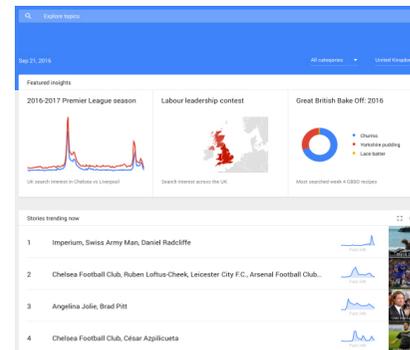
The following tools will be useful in helping you to achieve this:



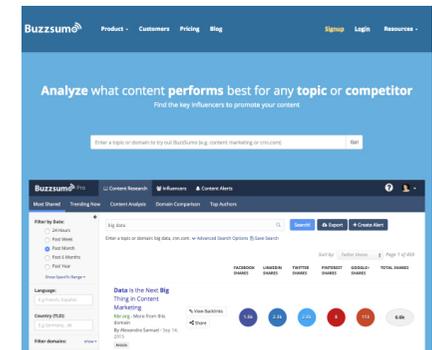
Google AdWords: Keyword Planner



Moz Keyword Difficulty Tool



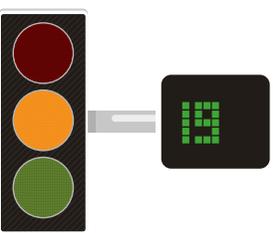
Google Trends



Buzzsumo

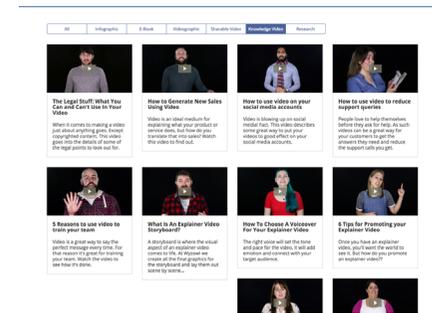
Also check out this amazing guide to [Keyword Research: The Definitive Guide](#), from BackLinko.





To create a to-camera knowledge video, it's important to make sure the shot is properly lit. Don't worry if you aren't a lighting expert, it's not too difficult to create an affordable lighting set-up. There are loads available online – we've used Wistia's 'Down and Dirty Lighting Kit' for our own videos, and it's really useful.

They go through all the steps to create a professional lighting set up for less than \$100, all with items you can pick up from your local hardware store. We used this set-up for our own selection of knowledge videos that answered common industry questions about video marketing.



As you can see above we had a dedicated resource area for this series, and each video had it's own landing page (see below).



Want To See How We Can Help You?

Whether you're just starting to look at video marketing, looking for some help and advice or know what you want, we can help. Our team of experts are happy to take with no obligation to buy. We can give you tips on direction, style, length, script, graphics, animation, voiceover, music and promotion. We'll be here there and done to make that magic, so do let us help you.

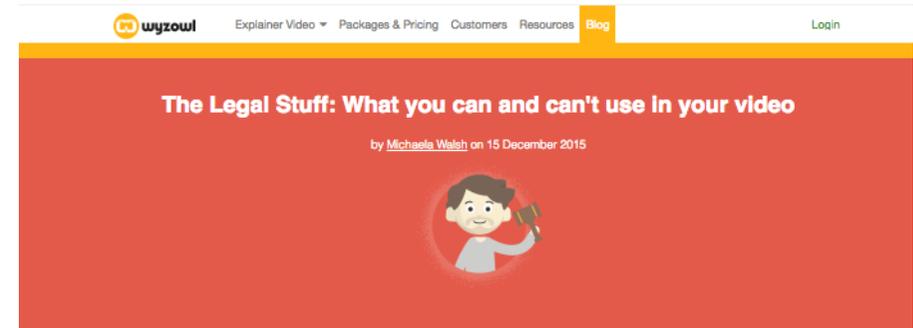
We also had a dedicated blog for each video which included a transcript to help the videos be found in the SERP. It's important to include the keyword of the video in the URL, meta description, and page heading so that the landing page is set up well for SEO.





The success of these videos rests a lot on whether you're able to find and optimise for phrases, questions and keywords your audience is looking for. To do this it would be a good idea to carry out some customer research by trying the following:

- Chatting directly to your customers to isolate their pain points. What problem were they having before they found you?
- Talk to your sales team, find out common objections and FAQs.
- Keyword research, which we went over earlier.



Oh Oh... legal stuff. It can be a bit daunting, and when you're creating a video there are a few legal bits and pieces you need to be aware of regarding music, images and brand assets.

But, don't fret our animator, Andy, is here to give you a run down of some of the most important things to be aware of...



### Full Transcript

Hi, I'm Andy from Wyzowl, today I'm going to talk to you about what you can and can't legally use in your video production. So let's get started...

### Music and Sound Effects

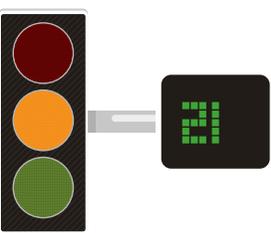
Music is a great way to set the tone for your video, now you might have just the song in mind, but you'll probably have to think again if it's the latest chart topper by Taylor Swift or Kanye West.

You can only use music and sound effects you have permission to use. So sure you can call up Kanye's record label but even if they take your call, which is unlikely, they're probably going to charge thousands of dollars for you to license that music, and that's being optimistic.

Using music without permission leaves you at risk of even bigger bills, and potentially a trip to the court room. It's much easier, quicker, and less expensive to use royalty free music and sound effects from a website like [audiojungle.net](http://audiojungle.net). This way you can make one small payment and can use that music in your video, royalty free for life, regardless of how many people watch it.

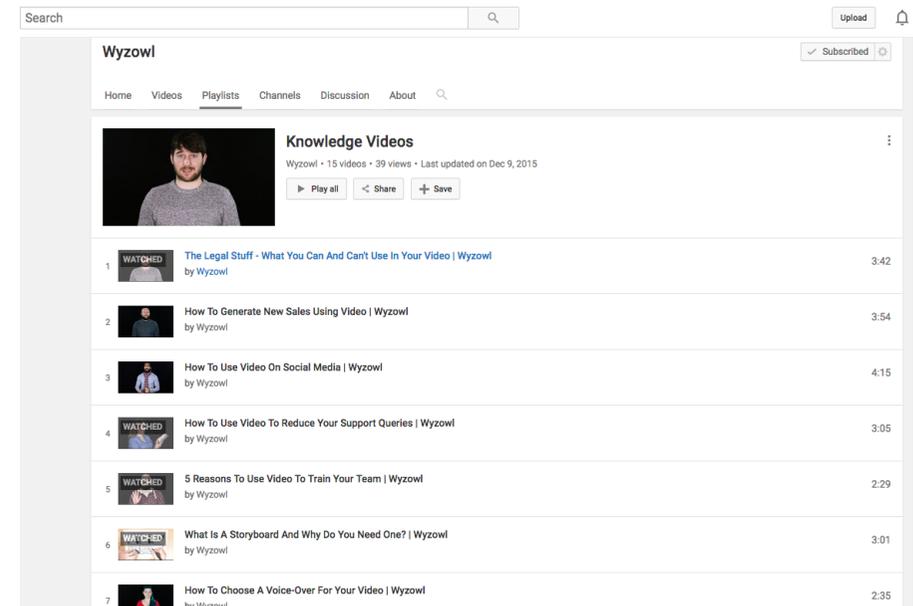
Alternatively, for a slightly higher fee, you can have custom made tracks for your video or you can license a track through a specialist music license agency. Ok, it's still not going to be the latest chart topper but it will be something a little more exclusive for your video.





YouTube is again going to be useful for driving more traffic with these types of video. So as well as uploading them directly on your site, create a dedicated playlist within your YouTube channel. That way when people enjoy one video from you they will be able to find more.

As we pointed out in the first section it's important to include CTAs using annotations, end cards or with links in the video description. This will give users the signposts they need to find their way back to your website.





## 4. Online Video Ads

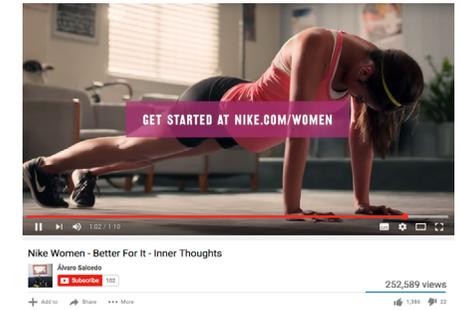
Online video ads have evolved out of the popularity of inbound marketing in place of the old interruptive advertising on TV. Since consumers are now going online to find out about products or services before purchasing, online ads provide a way to reach them with engaging video content.

In today's market, audiences are constantly engaging in online viewing. Last year alone the number of video views online was **213.2m** in the U.S. On top of this, **72% of ad agencies** say video advertising is as effective, if not more effective, than television.

Nike are one of the many brands that have taken advantage of this and they now create video content purely for use online, as well as some TV advertising. In fact, digital intelligence firm L2 found that the brand spend for online video advertising and platforms increased **43% in 2015**.

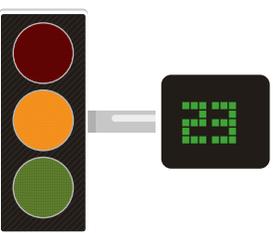


Check out this video they created for the online section of their ad campaign, Better For It.



To drive traffic to their site Nike include a clear call to action at the end.





The Dollar Shave Club is a great example of an online video ad. With the referral traffic from YouTube, these guys managed to crash their server within **48 hours** of releasing the video, but gained themselves 12,000 new customers.

Although, Dollar Shave Club uploaded their video to YouTube their viral success was largely due to the sharing power the video received on social sites.

Back when Dollar Shave club released their video Facebook's native video wasn't a priority on the platform, and a YouTube link was enough. Today, however, Facebook gives a higher priority to videos uploaded directly to the platform. As a result, these videos will tend to perform better and provide a better user experience. So if you want to increase your reach you should definitely upload to Facebook as well as on YouTube.



DollarShaveClub.com - Our Blades Are F\*\*\*ing Great



22,808,729 views

+ Add to Share ... More

111,248 2,059





You can also use Facebook video ads to encourage traffic back to your site by including a call to action. You can add a call to action when you upload your video, check out this [info](#) provided by Facebook in their 'Learn how' area.

The beauty with online video advertising, compared to TV advertising, is you can make it much more targeted. Pre-rolls are a great example of this because you can target exactly who your video reaches based on gender, location, age, interests, browsing habits and more.

Pre-rolls are the TV commercials of the online world and tend to be found on YouTube where they play before the video that was searched for.

Check out this example from Oscar health insurance:

Oscar Health Insurance: "You Never Know"

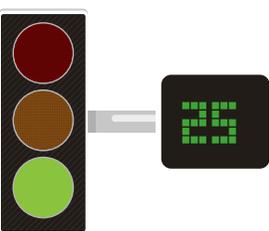
Oscar Health

Subscribe 716

1,066,767 views

+ Add to Share More 54 1

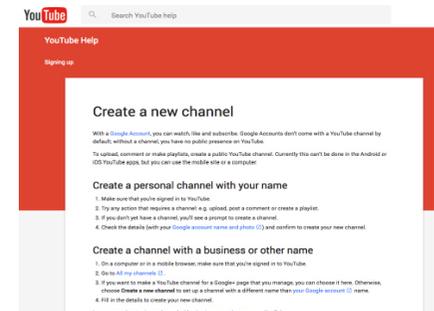




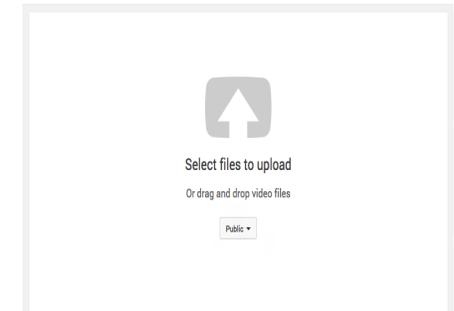
Although this example is only 15 seconds it is very effective, it grabs your attention in the first 5 seconds using humour. This makes it a fun addition to the audiences viewing experience.

It is a good idea to keep your pre-roll ads short, approx. 15-30 seconds long. A key reason for this is more than half of YouTube's views come from mobile devices. And consumers of mobile video ads are more likely to complete a video the shorter its length. Under YouTube's ad policy, you don't pay a penny unless the viewer watches the whole video, or 30 seconds – whichever comes first.

To set up a pre-roll ad campaign follow these steps:



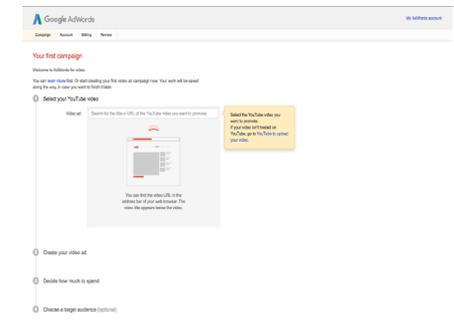
1. Set up your YouTube channel and Google Adwords Account.



2. Upload your video to your YouTube channel.

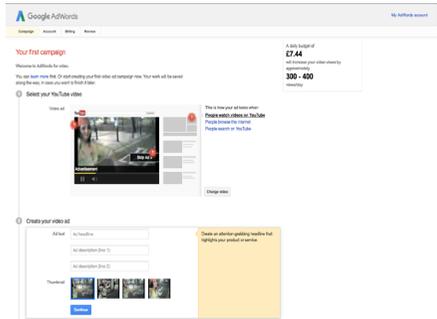
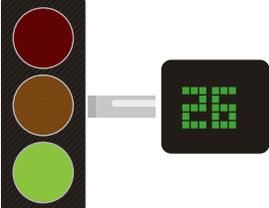


3. Head to [this page](#) to start creating your ad campaign.

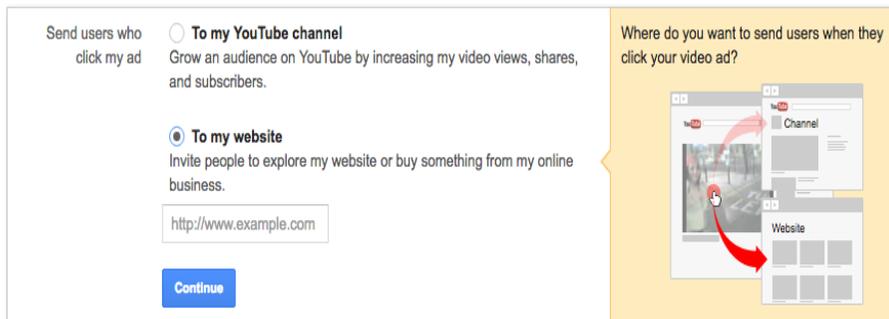


4. Copy your video URL from the YouTube page into the indicated bar.



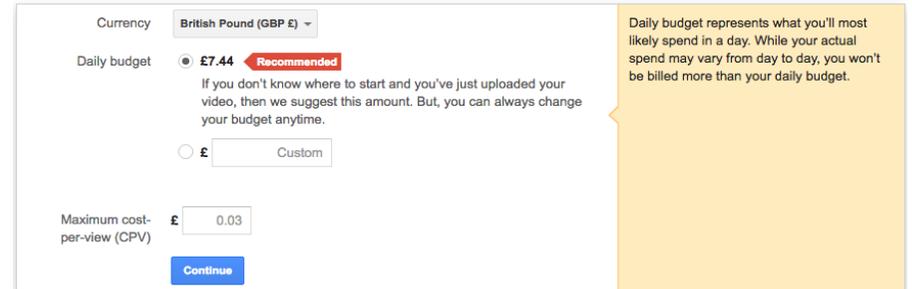


5. Add a title to your ad that describes your product or service, along with a two line description.

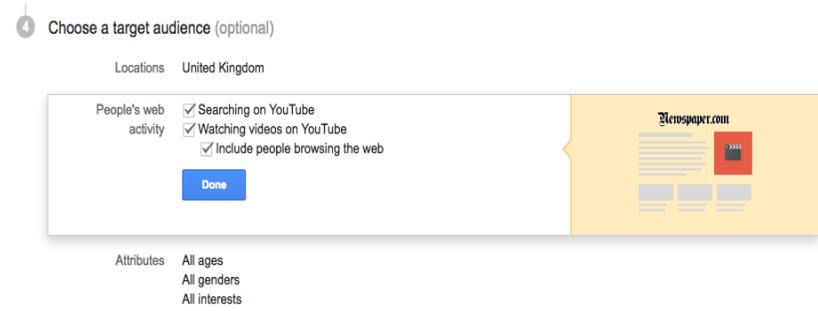


6. In order to use the video to drive traffic to your site make sure you select 'To my website' and input the page you want them to be redirected to.

Decide how much to spend

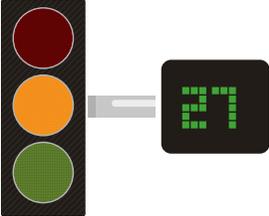


7. Set how much you want to run your campaign for, based on a maximum daily budget.



8. This is where you make your video ad really targeted to ensure it reaches the audience you're after. You can narrow down by location and indicate where you want the ad to appear. The 'Watching videos on YouTube' option is when the ad will appear as a pre-roll before a selected video.





Age  18 - 24  25 - 34  35 - 44  45 - 54  55 - 64  65+  Unknown\*

Gender  Male  Female  Unknown\*

\*Unknown: Target people whose age or gender AdWords does not know.

User interests  + Add interests

Target your video ad to people interested in specific topics. Your ad will appear to them even when they may be visiting pages about other topics.

9. Narrow down your target audience further, if required. Narrowing down by interests will mean the ad appears even when people visit pages about other topics. This is based on the videos they've shown interest in previously.

Age  18 - 24  25 - 34  35 - 44  45 - 54  55 - 64  65+  Unknown\*

Gender  Male  Female  Unknown\*

\*Unknown: Target people whose age or gender AdWords does not know.

User interests

- News Junkies & Avid Readers
- Nightlife Enthusiasts**
- Outdoor Enthusiasts
- Pet Lovers
- Political Junkies
- Shoppers
- Shutterbugs
- Social Media Enthusiasts

Target your video ad to people interested in specific topics. Your ad will appear to them even when they may be visiting pages about other topics.

10. Some interest categories have sub-categories to target your audience even more.

Google AdWords

Account Billing Review

Account time zone and currency

Time zone

Select a time zone for all your account reporting and billing.

Country or territory

Time zone

Time zone applies to your entire account and cannot be changed later.

Currency

Review the available payment options for local currencies before you decide. Not all currencies are available in all countries or territories.

Currency

11. Next you'll be asked to either sign into your Google account, if you have one, or sign up. You will then be able to set the account time zone and currency.

Google AdWords

Account Billing Review

Tax information

Tax status

Business

This service can only be used for business or commercial reasons. You are responsible for assessing and reporting VAT.

VAT ID (Optional)

GG -

Name and address \*

Business name

Name

Address line 1

City

County (optional)  Postal code

Primary contact ?

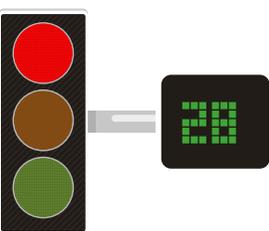
Name

Phone number

kayjemo@hotmail.com

12. Finally, you'll input your billing info, review your ad, and confirm it can go live!





## 5. Customer testimonials

According to research carried out by Bright Local, **80% of consumers** will trust reviews as much as personal recommendations.

Testimonial videos work as a great tool to attract customers because they build social proof by showcasing the clients you've worked with. Upload them to your social networks to attract new prospects and ask the client in the video to share it on their social sites too.

To really encourage your client to share on their social sites make the testimonials about them instead of you. A co-branded video that focuses on the collaboration between the two of you would make them more inclined to promote the video content themselves.

Our dedicated customer page shows the customers we've worked with and what they have to say about using video marketing for their business.

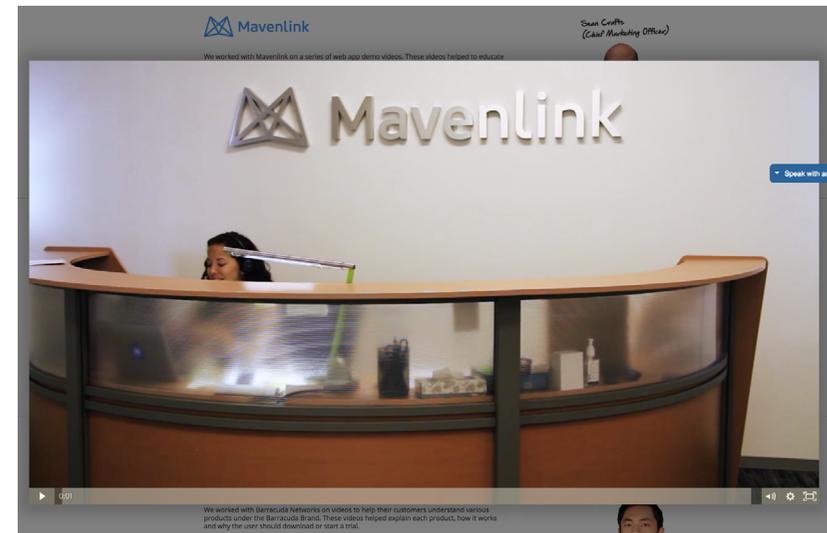
The screenshot displays two testimonial cards. The top card is for Mavenlink, featuring the company logo, a testimonial from Sean Crafts (Chief Marketing Officer) with a 'Save' icon, a 'Watch the video testimonial' link, and a 'Speak with an expert' button. The bottom card is for Überflip, featuring the company logo, a testimonial from Randy Frisch (COO & Co-Founder) with a photo of him wearing an 'H.U.S.T.L.E.' t-shirt, a 'Watch the video testimonial' link, and a 'Speak with an expert' button.





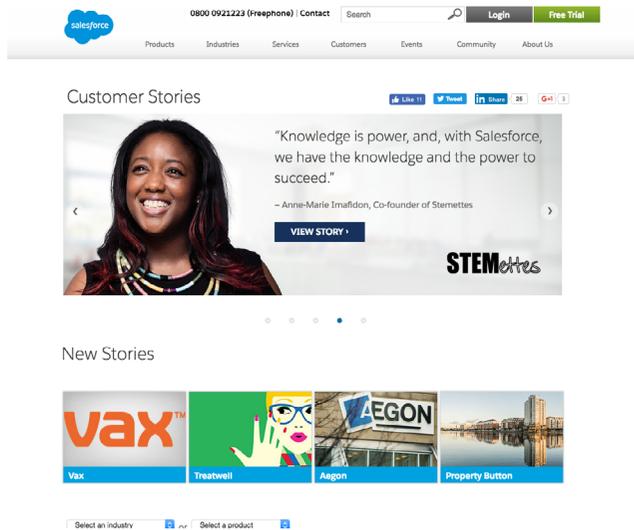
The video themselves focus on the customers experiences and what they do. They talk about their business and their needs, followed by why they needed video. Only then is the focus on how Wyzowl filled that need, meaning it becomes more about the customers instead of it being all about us.

To further encourage shares from your clients, film the testimonials at their location so you can show off their working environment.



**Salesforce** are another company who use customer testimonials in this way. They have an entire section on their website dedicated to their customer testimonials.

Almost every client story page has a testimonial video, along with a full write up of what that client's business is, what they



do and why. By including a write up Salesforce ensure these videos can be found in SERP. Numerous industries will then be able to see how Salesforce can benefit any business.

## Stemettes



Stemettes helps more girls realise their potential and their career dreams with apps and analytics

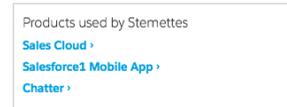
Biotechnology startup founder, Industrial designer, Analytical Chemist. Stemettes has opened up new career opportunities for thousands of girls in the male-dominated fields of science, technology, engineering and maths (STEM). With support from Salesforce, thousands more are set to follow in their footsteps. "Girls are often deterred from following STEM career paths, which needs to change," said Stemettes' Co-founder Anne-Marie Imafidon.

To inspire the next generation of scientists, technologists, engineers, and mathematicians, Stemettes runs panel events, hackathons, exhibitions, and mentoring schemes across the UK. The events are aimed at girls between the ages of five and 21. "We want to enable girls to make informed decisions about careers in STEM at the right point in their education," said Jacquelyn Guderley, Stemettes' co-founder. "In the UK, the proportion of women working in STEM industries is just 14%; by 2030, we'd like that to be 30%."

### Greater efficiency, smarter insights

Founded in 2013 with a team of volunteers, Stemettes has gone on to win the backing of the corporate and academic world. In 2015, it delivered 37 workshops and 8 public events across the UK. In the three years since its launch, almost 10,000 girls have attended Stemettes experiences. "We don't just want to preach to the choir; we want girls to tell us how we can support them," said Guderley. "With Salesforce, we can not only simplify how we manage events, but also how we measure their impact."

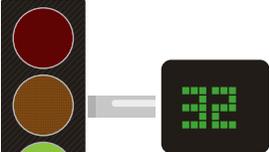
Stemettes asks participants to provide 'pre-back' and feedback to gauge how their interest in STEM as a career has been influenced by one of their events. For example, following a panel event in Chester in 2014, the number of participants interested in pursuing STEM subjects as a career increased from 35% to more than 50%.





It's unlikely that 100% of a partners audience will also be interested in your offering. But there's usually a crossover - a sweet spot - where your audiences overlap. These are the potential visitors you can acquire by running testimonials.





## 6. Homepage Explainer

With attention spans getting shorter, plus the fact people prefer to watch a video rather than read a page of text, an explainer video on your homepage is a useful tool to help educate visitors to your site. **83% of businesses** who have a homepage explainer video believe it to be effective

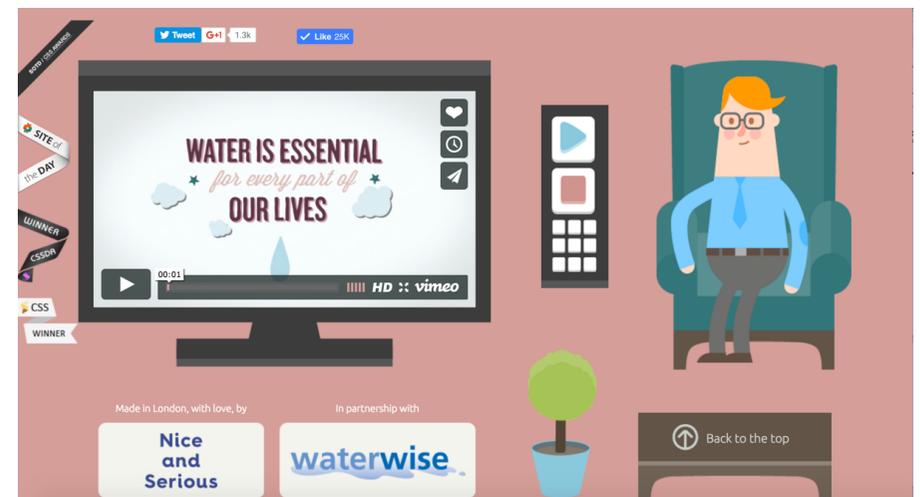
The added benefit of a video on your homepage is it holds people on your site longer. Studies have found that the average internet user spends **88%** more time on a website with video.

This can boost your SEO because a **Google ranking factor** is time spent on site. If people are arriving on your site and immediately leaving again this can harm your page ranking. So using a 1-2 minute explainer video is a good way to engage visitors and keep them on your site.

Below are a few great examples of videos used effectively on a homepage.

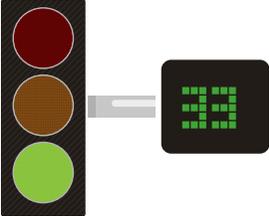
### Every Last Drop

This is an interactive website page for a charity who are trying to create awareness of water usage. Once you scroll through the interactive site you get an explainer video which goes through the ways you can save water on a daily basis-



Combining the video within an interactive website had a real impact and helped the charity spread their message. Since the **sites launch**, in 2013, it's had 1,000,000+ visitors and 20,000 social shares.





## SpeakOn Chat

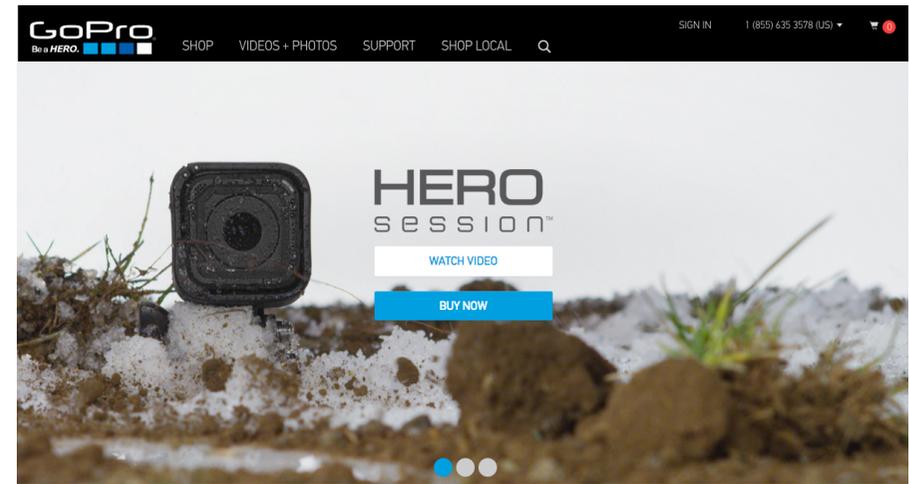
For this mobile messaging app they used a super quirky and fun explainer video to engage their website visitors



Animated videos work really well when trying to engage an audience. With animated videos you can use your imagination with the content in order to explain your product or service. Obviously, make sure it fits your brand but the more fun and interesting your video the more likely people are to stick around and watch it.

## GoPro

GoPro's homepage explainer video highlights how robust their cameras are in a very quick video.



This shows you don't have to create a very long video to get peoples attention and make your point. 30 seconds is all they need to grab their audience and show off their product.



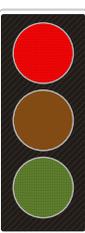


They've flipped their usual action shot videos, from the point-of-view of the camera, to showing the camera itself. It still works though because you fully understand how you can use the camera. Plus it highlights how simple it is to use, with a click of a button.

So what can we learn from these examples, about how to use a homepage explainer video?

- Make them informative
- Use humour where appropriate
- Don't make them too long.
- Link them to the customers needs.





## Closing thoughts

There's no denying it video marketing offers many benefits to all areas of your marketing strategy. Hopefully this guide has given you an insight into how it can help you drive more of the right traffic to your site. Research has shown, marketers who use video see 41% more traffic from search, and grow revenue 49% faster than non-video users.

The important thing to remember is you need to use each type of video in the right way in order to reap the traffic drawing benefits.

YouTube offers a wealth of traffic driving opportunities with the use of annotation, end cards and descriptions to link to the relevant pages in your website. Plus the use of Pre-roll ads which mean you can really target the audience you want to attract.

The new trend of unboxing videos is another area to really get your teeth into, to help draw more traffic. The great thing is these are easy to make yourself but also

a great way to start making connections. Find people in your niche with influence who specialise in this type of video.

Videos on your site are another traffic driving opportunity, whether you use a knowledge video, customer testimonial or homepage explainer video. The key is to make sure it can be found by including a transcript which in turn will improve your SEO.

Finally, just give it ago, see what works best for you and your brand. We'd love to hear your thoughts and find out what worked for you, so feel free to get in touch!



