

**WORDCAMP  
2019**

# How To Easily Add Video into Your Content Mix and Reach A Bigger Audience



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Kim D. Snyder, Owner  
OnlineMarketingInABox.com  
[Ksnyder@onlinemarketinginbox.com](mailto:Ksnyder@onlinemarketinginbox.com)

# Who Is Kim D. Snyder?



KIM D. SNYDER IS A **BUSINESS GROWTH EXPERT.**



SPENT **20+ YEARS** AS A CONSULTANT FOR FORTUNE 500 COMPANIES IN BUSINESS GROWTH, STRATEGY, AND TRANSFORMATION.



FOUNDER OF [ONLINE MARKETING IN A BOX](#) AND [KIM D SNYDER](#), WHERE BOTH ORGANIZATIONS WORK WITH BUSINESS EXECUTIVES, LEADERS AND OWNERS TO CREATE MORE OPPORTUNITIES AND PROFITS FASTER.



KIM ENJOYS SPENDING TIME WITH HER HUSBAND ROB, FRIENDS AND FAMILY IN LAS VEGAS AND SAN DIEGO. YOU CAN CATCH KIM ENJOYING A GLASS OF RED WINE OR TAKING A WALK OR FINDING THE LATEST GADGET. SHE IS CURRENTLY WORKING ON A BOOK.

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# POLL: WHO IS ALREADY USING VIDEO?



# How To Add Video To Your Content Mix

- Align with Business Strategy
- The Power of Video
- How to Add Video
- How To Get More Views
- Know How To Say It



# ALIGN WITH BUSINESS STRATEGY



# Alignment

- Ensure that the use of videos, content and approaches align with the overall business strategy



# THE POWER OF VIDEO



Faster

Revenue

49%

- Marketers who use video grow revenue 49% faster than non-video users



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Make

Purchases

64%

- 64% of consumers make a purchase after watching branded social videos



# Retain Information 95%

- Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text.



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More  
Traffic

300%

- Videos attract 300% more traffic and help to nurture leads



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More  
shares 1200%

- Social video generates 1200% more shares than text and images combined



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# The Power Of Video



<https://biteable.com/blog/tips/video-marketing-statistics/>  
<https://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics>



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# HOW TO START USING VIDEO



# How This Works With New or Existing Content

## New Content

- Start with video/podcast
- Multiplier, or repurpose effect, to create to other formats (written, audio, video)

## Existing Content

- Repurpose or update blogs into video
  - Ex, add a video per point
- Take a different approach
  - Ex, opposite good/bad, what to/not do

# Types of Videos

*by level of effectiveness*



Recorded – light formatting (\*1-2 minute videos)



Live – LinkedIn, YouTube, Facebook, etc.



Recorded – fully formatted & produced



Recorded with your picture



Recorded



Cartoon, drawing, generic





# 21 Ideas For Content (#1-10)

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Best/worst project  
and why

What you wish your  
customers would  
stop/start doing

First/last employee  
success

Best/worst time in  
your industry to do  
X

Last 3 emails from  
clients or prospects

Last 3 phones calls  
from clients or  
prospects

Last 3 presentation  
questions form  
clients or prospects

What you shared  
with a colleague  
that was upset  
about X

The top 5 things  
you explain to  
every X (client,  
employee..)

What you wish you  
would have known  
when you started



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# 21 Ideas For Content (#11-21)

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7 truths about your industry

Your favorite quotes and how it relates

Behind the scenes / work in progress

Customer Service when you least expect it

How working with a global team taught you X

What my spouse taught me about leadership

What getting out of the office showed me about boundaries

What yoga taught me about discipline

What I discovered about risk management from my 9 year old son

How your daughter's baseball coach missed a valuable lesson

What I learned attending WordCamp Las Vegas that any business can utilize



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# HOW TO GET MORE VIDEO VIEWS



# Viewability Factors

- Consistently produce videos
  - Use a content calendar or plugin
  - Break into blocks – ideas, create, edit, post
- Consistency share on social media
  - Most have a daily post/engage algorithm
- YouTube settings\* – thumbnails and other settings
- Share them where your audience / prospects / customers spend time
- Have someone help while filming

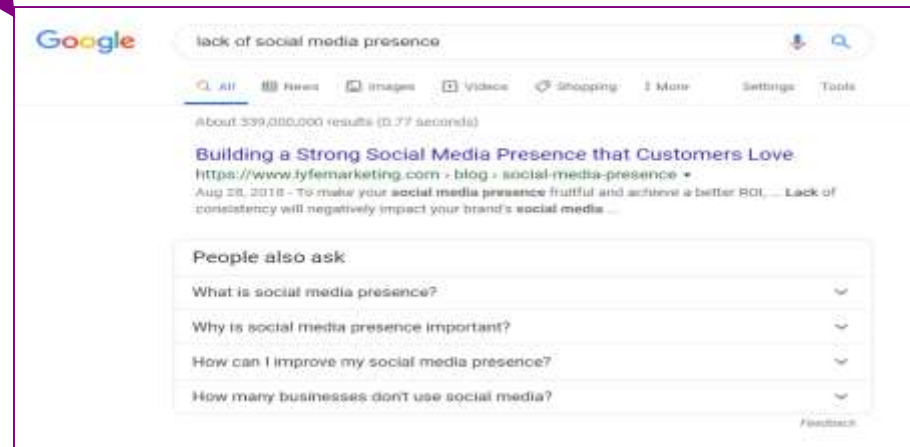
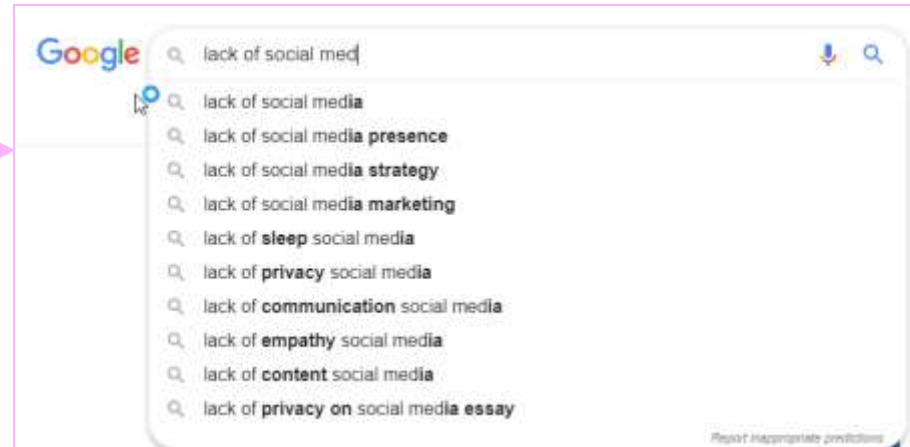


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# Create Content They Want

- Search analysis
  - Auto Fill
  - People Also Ask
  - Related Searches



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# Captioning

- The little-known secret to get up to 91% of your audience to watch your videos
- The words that are transcribed and show up at the bottom
  - Rev.com, \$1/minute by humans 😊



# KNOW HOW TO SAY IT



# Why Use A Script?

- Saves time because you know how to say it each time
- Gives you confidence because you have a template you can use
- Ensures a call to action will happen





# Get 'Em Done© Script

Question

Answer – short

Introduction – name and company

Answer – long & elaborate (if needed)

Call To Action (CTA)

- Call Me, Download, Complete Form



# NEXT STEPS



# Review: How To Add Video To Your Content Mix

- Align with Business Strategy
- The Power of Video
  - 72% of customers would rather learn about a product or service by way of video
- How to Add Video
- How To Get More Views
  - Always know what to say – ideas for 21 topics to get you started
  - A little-known secret to get up to 91% of your audience to watch your videos to the end
- Know How To Say It
  - You will learn a 5-step Get 'em Done script that makes it easy



# Questions



# Action

Take 30 seconds to write down how and when you will create your 1<sup>st</sup> video within the next 10 days:

- Decide on 1 video topic
- Date to record / live
- Date to post



# Thank You!



Kim D. Snyder

Schedule a 15-minute call now to see how this would work for you or your clients:

<https://OnlineMarketingInABox.com/discover>

Email: [Ksnyder@OnlineMarketingInABox.com](mailto:Ksnyder@OnlineMarketingInABox.com)

