

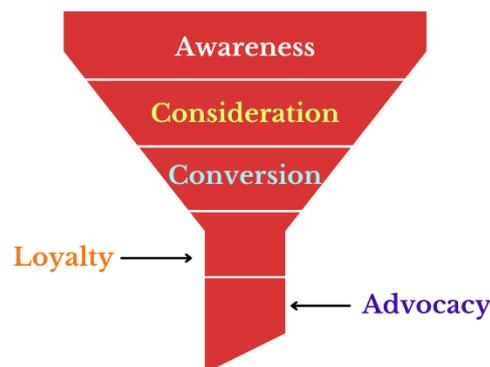
Building video marketing strategies

Countless videos are being streamed everyday on many different social media platforms. What makes people watch it is the content being shown, which has to be both entertaining, informative and engaging in order for people to stay interested. This is why building video marketing strategies is important. Videos are able to reach out new audiences, impact a buyer's journey and help build more personal relationships between a brand and their audience. It's important to plan ahead as there are different approaches in video for a brand to choose from that can help achieve their marketing objectives. As videos can serve different kinds of marketing approaches, it is important to plan ahead in order to stay on the right path to achieve campaign objectives.

What are some video marketing strategies?

When building a video marketing strategy, the first step is always to define what the goals are. This allows the brand to always reflect on the goals in every step of making the video and ensuring the correct path is being taken. Brands can start with this question: What objectives does my brand wish to achieve with this video? Brands are also able to use SMART in order to help define their goals.

Using a marketing funnel may help identify what videos to make and help brands see if they are missing any gaps. From there, they are able to narrow down what they should do. Three different goals call for different video usage which is why having a video marketing strategy is important.



When producing a video, it is important for brands to know who they are making their video for. Knowing what the target audience likes, what kind of content they are looking for and what solutions they seek. Building a buyer persona can help guide what content should be included in the video. The content should speak to the buyer persona and should aim to connect with it. Also, this does not mean a

brand should just stick to one buyer persona as these personas may evolve over time, leading to multiple personas being built which is why it is important to keep up with this in order to make sure the video is aligned with what they are looking for at that time.

Building a video marketing strategy also includes knowing what kind of videos to produce. Brands have the freedom to play with their ideas and creativity to see what fits their brand style. After learning what the target audience likes, it will help guide what type of videos to lean towards as it will impact how engaged the audience will be. But apart from creativity, brands also need to decide based on their budget. Each type of video has a different budget. By using the right strategies, brands are still able to reach their objectives even with limited budgets.



Other than deciding what video to create, it is also important to think about the platforms. Brands need to ensure their videos are able to maximize reach and hit the right people too. If brands decide to use multiple platforms, they should make sure it is organized in a way customers are able to locate each content.

After the video is officially launched, brands should track whether they successfully reached their goals. There are different metrics to use for different goals and brands need to look out for the correct measure to know if they reached their target. Keeping up to date with these metrics can allow brands to identify what kind of content works for their brand, making more room for success with future videos.



Conclusion

It is important to have video marketing strategies in place as it helps make the best use of resources. Brands should:-

1. Define what their business and campaign objective is.
2. Identify the target audience.
3. Decide what kind of videos to make and whether it caters to the buyer persona.
4. Take note of the budget.
5. Decide what platform is best for the video content and ensure the organization of it.
6. Analyse the correct metrics of the end result as this will point brands in the right direction of what content to produce in the future.

Video content creating is not as easy as just hiring a production team and shooting the video. A plan needs to be put in place before the execution so that the vision is clear, resources do not go to waste and that everything is in order.

Discover how you can achieve your goals efficiently using video marketing strategies with [RTV Malaysia](#) now!

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