



Leveraging Digital Video for audience and revenue growth

February 2014
Las Vegas

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Are you currently
leveraging video in the newsroom?
For your advertisers?



60,000x

The human brain processes
visuals faster than text

The Stats on Video



86%

of the Internet audience is
watching video



100m

Internet users watch online
video each day



53x

Video content is 53x more likely
to end up on the front page of
Google

41%

Higher click through rates
with video

80%

Conversion rates increase
with video



400%

Higher engagement rates
with video



60%

of people would rather watch
video than read text

And it continues to grow...

- 3 Billion videos are viewed on YouTube every day
- 20 million videos are uploaded to Facebook each month
- Online listings with video receive 70% more views (Angie's List)
- By 2014, its expected that 90% of internet traffic and 66% of all mobile data will be video



Photos & Video key to viral sharing

- On Facebook, videos are shared 12X more than links and text posts combined
- On Facebook, photos are liked 2X more than text updates
- On YouTube, 100 million users are taking a social action on videos every week
- Photo and video posts on Pinterest are referring more traffic than Twitter, StumbleUpon, LinkedIn, and Google+



And, it extends to Mobile as well

- Engagement with mobile video is three times higher than desktop
- Online video viewers are almost three times more likely to click through to a brand's website from their smartphone than their laptop or desktop computer
- Average CTR for mobile is 13.64% compared to 5.45% on desktop
- Similarly, interaction rates for mobile have more than doubled in the last year



Impact of Video on SEO

- **Video results appear in about 70% of the top 100 listings**, the type of content most often displayed in universal or blended search results
- Posts with videos attract 3 times more inbound links than plain text posts, 65% more lift on social
- Only 10% of users look past the first page of search results; 5% past the third

Facebook vs. YouTube

- Facebook videos achieve 40% higher engagement
- Can be added to Fan Page video gallery and viewed any time
- Perform better on mobile
- Your Facebook fans can be tagged in the video
- Your Facebook videos suggest that users Like your Page via a button directly in the video

Facebook vs. YouTube

- YouTube is the most popular video-sharing website that can aggregate, not only your videos, but also data concerning its views and shares
- You can share the YouTube link anywhere that supports your online exposure, unlike Facebook videos which cannot be shared outside of the social network.
- 700 YouTube videos are shared on Twitter every minute

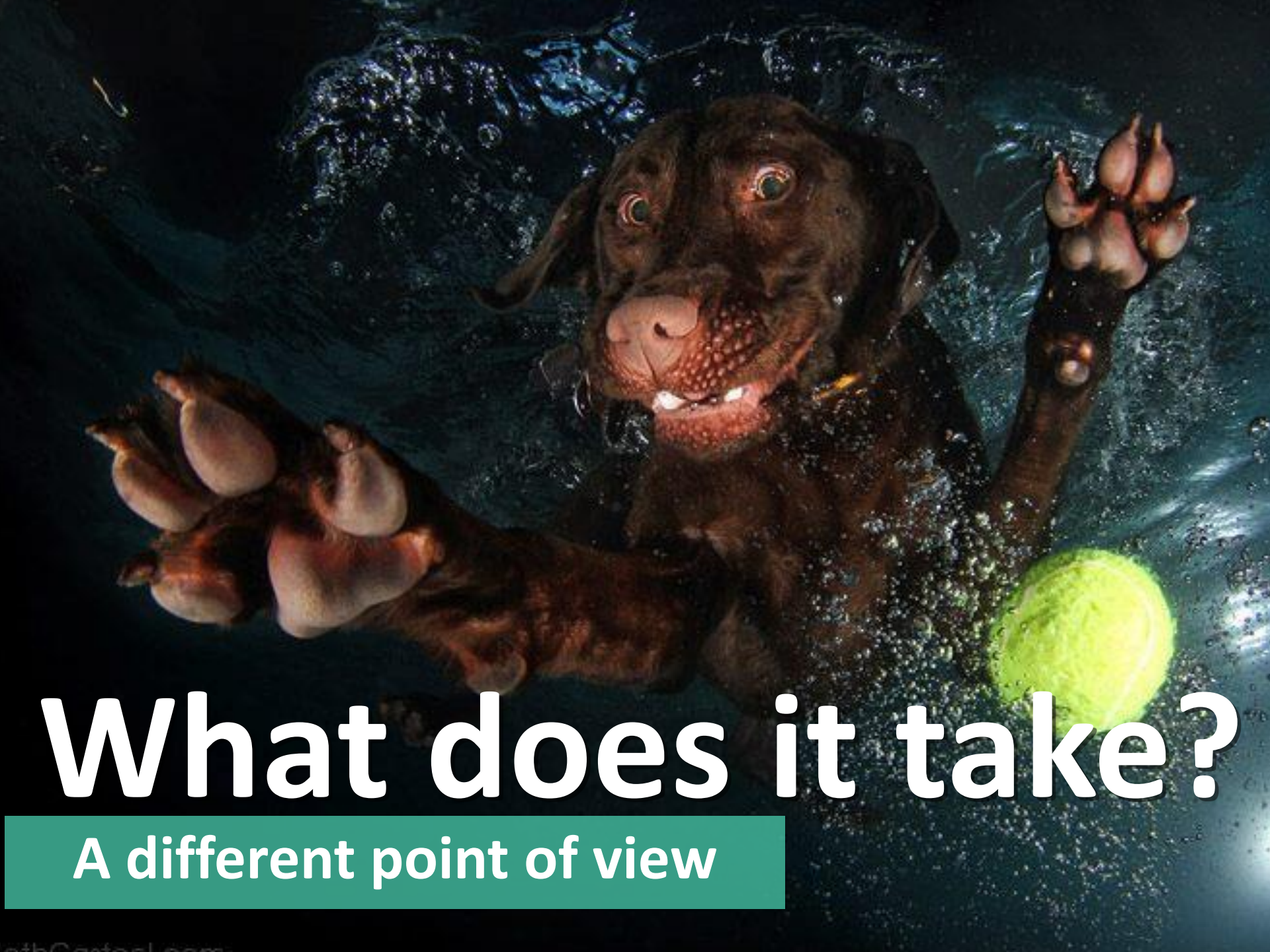


For Content and Audience Engagement



The importance of STORYTELLING





What does it take?

A different point of view

The Washington Post

PostTV

Politics

Opinions

Local

Sports

National

World

Business

The Washington Post

In the News Ukraine 'El Chapo' Maria Von Trapp Notre Dame 'War on men'

Advertisement



The Platinum Card from American Express

with up to \$200 in Airline Fee Credits annually

Plus, earn

25,000 Membership Rewards® points

washingtonpost.com > Print Edition > Washington Post Magazine

Audio: Listen to Joshua Bell's Complete Metro Station Performance.

Pearls Before Breakfast

Can one of the nation's great musicians cut through the fog of a D.C. rush hour? Let's find out.

By Gene Weingarten

Washington Post Staff Writer

Sunday, April 8, 2007

HE EMERGED FROM THE METRO AT THE L'ENFANT PLAZA STATION AND POSITIONED HIMSELF AGAINST A WALL BESIDE A TRASH BASKET. By most measures, he was nondescript: a youngish white man in jeans, a long-sleeved T-shirt and a Washington Nationals baseball cap. From a small

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AAA Resize

Print

E-mail

COMMENT

0 Comments

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UPGRADE OUR SYSTEMS

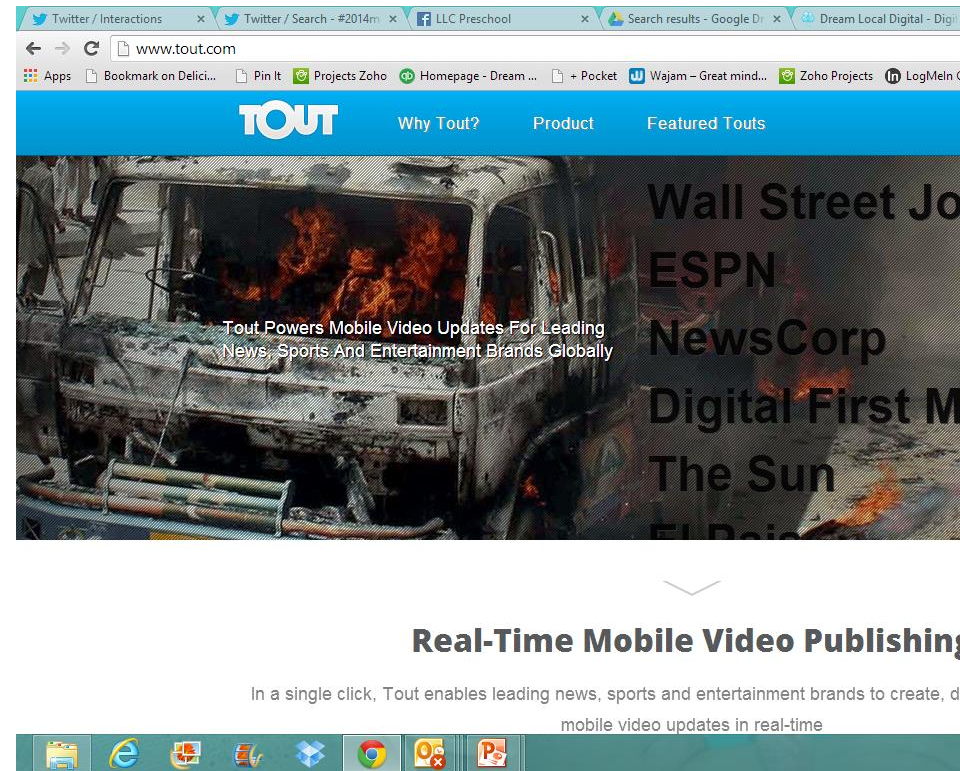
Advertise



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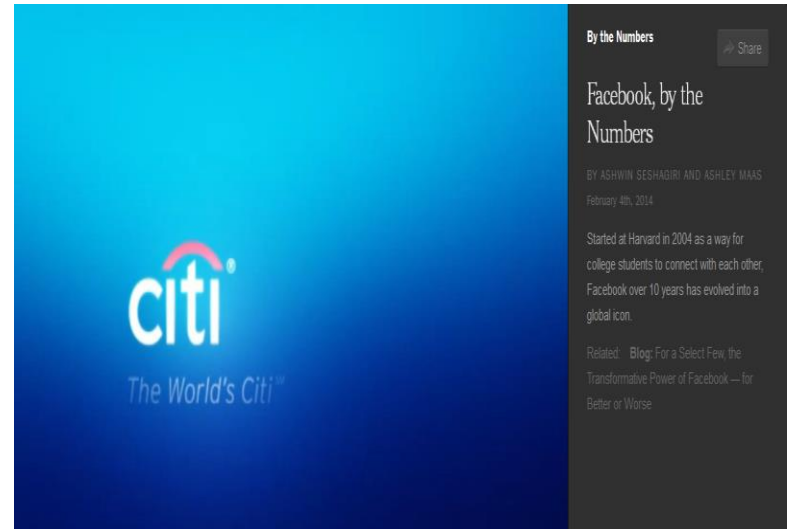
Digital First Media

- Strategic partnership with Tout (www.tout.com)
- Journalists capture quick videos with cell phones and upload for instant publication
- Network wide solution
- “Tout’s real-time video reporting platform gives Digital First Media the ability to show , not just tell, our audience what is happening in real time” – John Payton



The New York Times

- Section of nytimes.com website is dedicated to videos
- Includes some news stories from website, entertainment news, and tech news
- Each short video begins with a 15 second ad that can not be skipped



Daily Tribune

- Included on the newspapers website is “video news feed”
- Includes stories that are more directed towards local community news than national news
- 15 second ads play prior to the news story
- All reporters equipped with flip cameras



Daily Tribune

“I think it's absolutely vital for us to offer video, that is one area that newspapers haven't been able to fully tap into.”

– Jonathan Cooper, VP of Content

Associated Press

- AP provides video of news content to other news platforms through several different products
- Direct - live videos that supply breaking news as it happens
- U. S. News – provides ready to edit and use broadcast quality video for U.S. customers
- AP also is also one of the most comprehensive video collections in the world
- AP also uses their videos on the first page of their website



Private-Label News Networks: Forbes Magazine

- Extended reach with Forbes Video Network
- Video automatically rolls upon loading page
- 15-second pre-roll ad, followed by site content
- Additional shorter ads are embedded between promo footage
- Targeting younger audience



Book Publishers: HarperCollins

- Created an online video channel
- Features short videos or trailers of authors promoting their new releases
- Includes an embedded “start reading now” link. Here the viewer can read the book online, order the print version or purchase the E-book
- Attempting to engage younger audiences through the use of these movie-type trailers



Common Mistakes to Overcome

- Be sure to optimize for SEO and image embedding
- Lack of structure (storyboarding helps)
- Proper editing, narration
- Storytelling: Leverage the medium, think outside the box
 - Do you remember Pearls before Breakfast by the Washington Post?
 - <http://www.washingtonpost.com/wp-dyn/content/article/2007/04/04/AR2007040401721.html>

Getting Started

- Get equipment in the hands of the team
 - A phone can be OK!
 - Don't forget photographers
- Develop your voice – how can you leverage the medium for storytelling?
- Develop set process for optimizing, submission
- Workflows are important
- Inspire your team!



As a service to Advertisers



1.8m

According to Forrester, ***one minute*** of video is worth 1.8 million words
(that's 3,600 pages of web copy)

90%

Of Online Consumers find video
immensely helpful when
making buying decisions



85%

People who watch product videos are more likely to buy the product

52%

Of consumers are less likely to
return a product that they
watched an online product
video about



Native Video Ads

- The Huffington Post has been investing in native video ads that feel more like content than regular brand ads
- “It’s really organic to our site,” said Jorge Urrutia, Huffington Post's VP of operations. "It will definitely get higher engagement because it’s content.”

The Basic Types of Small Business Video

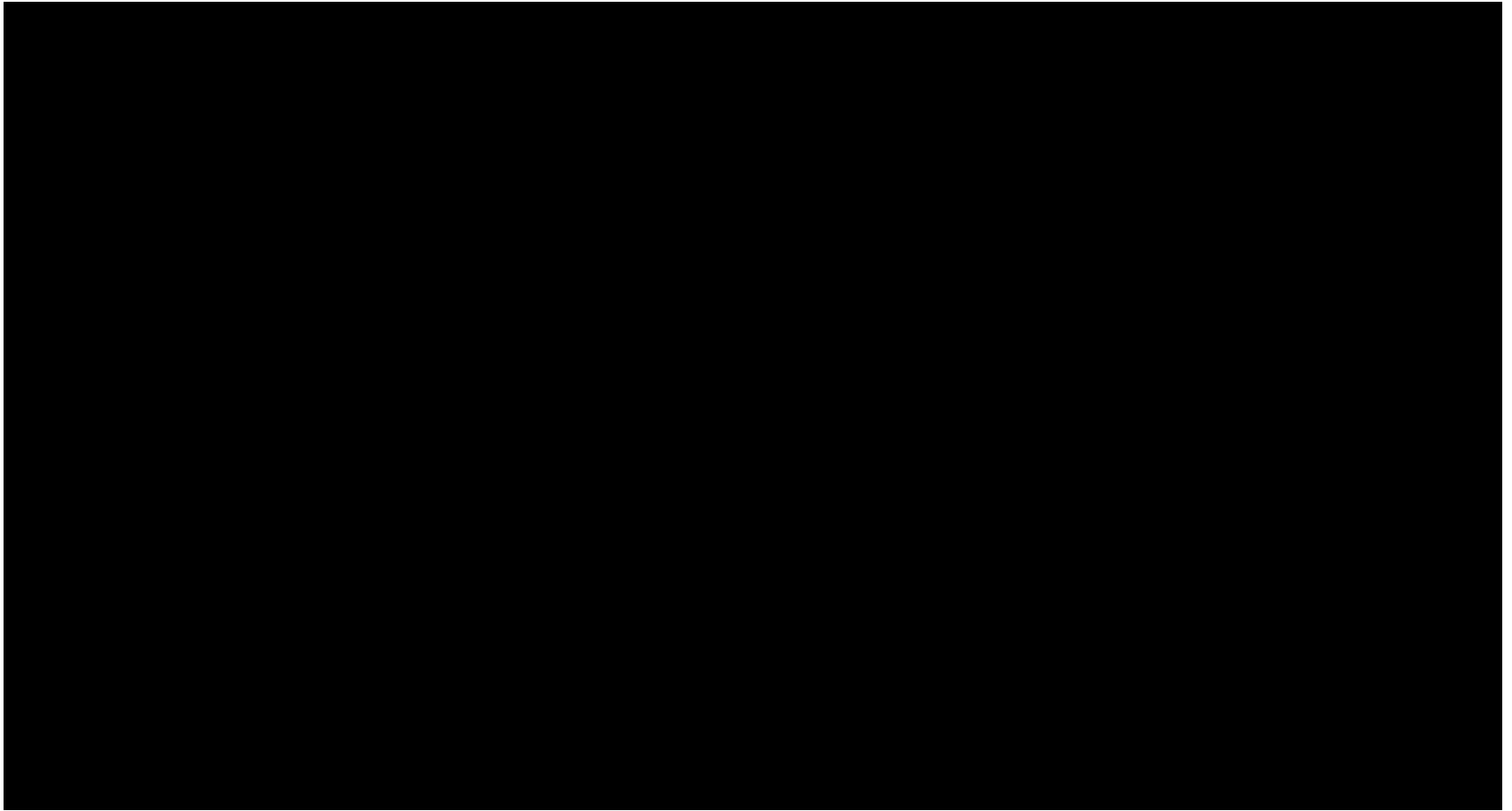
- Video Slide Show -- (Tom's Car Care)
<http://www.youtube.com/watch?v=-l0eRWvmQjg>
- The Profile (GoldieBlox)
<http://youtu.be/y-AtZfNU3zw>
- The Commercial or feature selling
<https://www.youtube.com/watch?v=q6TSy-YbrYg>
- Storytelling <http://www.youtube.com/watch?v=MY-2Z9zbi40>
- Quick Vine or Instagram shots

The Basic Types of Small Business Video

- The Talking Head -
<https://www.youtube.com/watch?v=Rh8js1StfsQ>
- The Demonstration (early GoPro video) --
<http://www.youtube.com/watch?v=Jaoh2hro9no>
- The Testimonial --
<http://www.altimatepainting.com/painting-services/exterior-painting-contractor-mn>
- The Life Saver -- Google “How to change a flat tire”.
<http://www.youtube.com/watch?v=joBmbh0AGSQ>
- The Recruitment Video -- Come work with us! We’re cool!
Seriously!http://www.youtube.com/watch?v=CUrLIOa_AQc



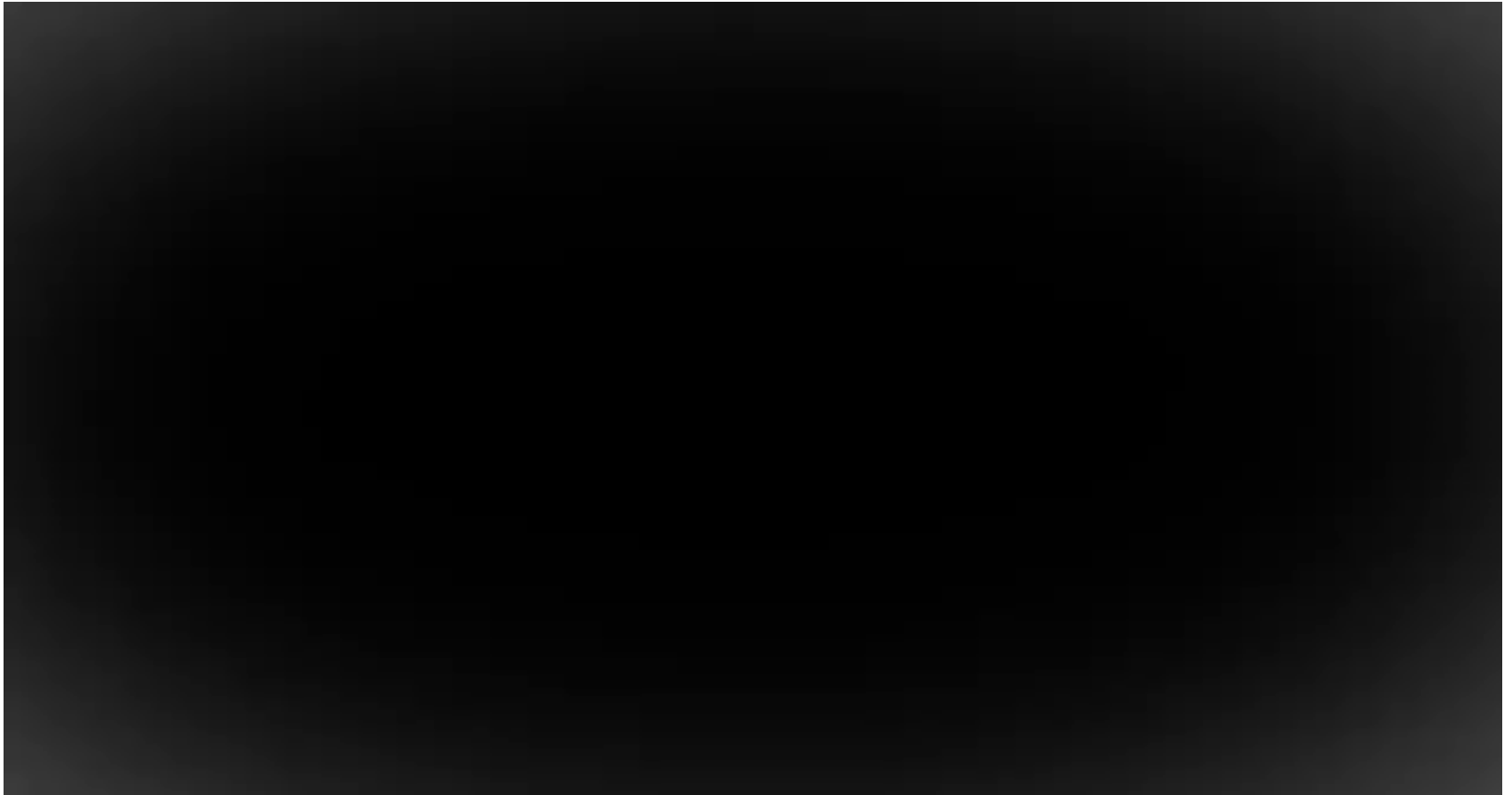
It's about Storytelling



<http://www.youtube.com/watch?v=MY-2Z9zbi40>



Establish Expertise



<http://youtu.be/AAanolxaWKw>



Getting Started

- Determine your resources:
 - In house or outsource?
 - If in house, source equipment
- Break down the process, and the costs
 - For each type of video, understand length, needed steps to prepare, shoot, edit and produce the video
- Pricing
 - Anything is possible, but understand what is efficient and profitable
 - Biggest cost drivers: length of time, complexity in editing, lighting, number of people
- Setting client expectations

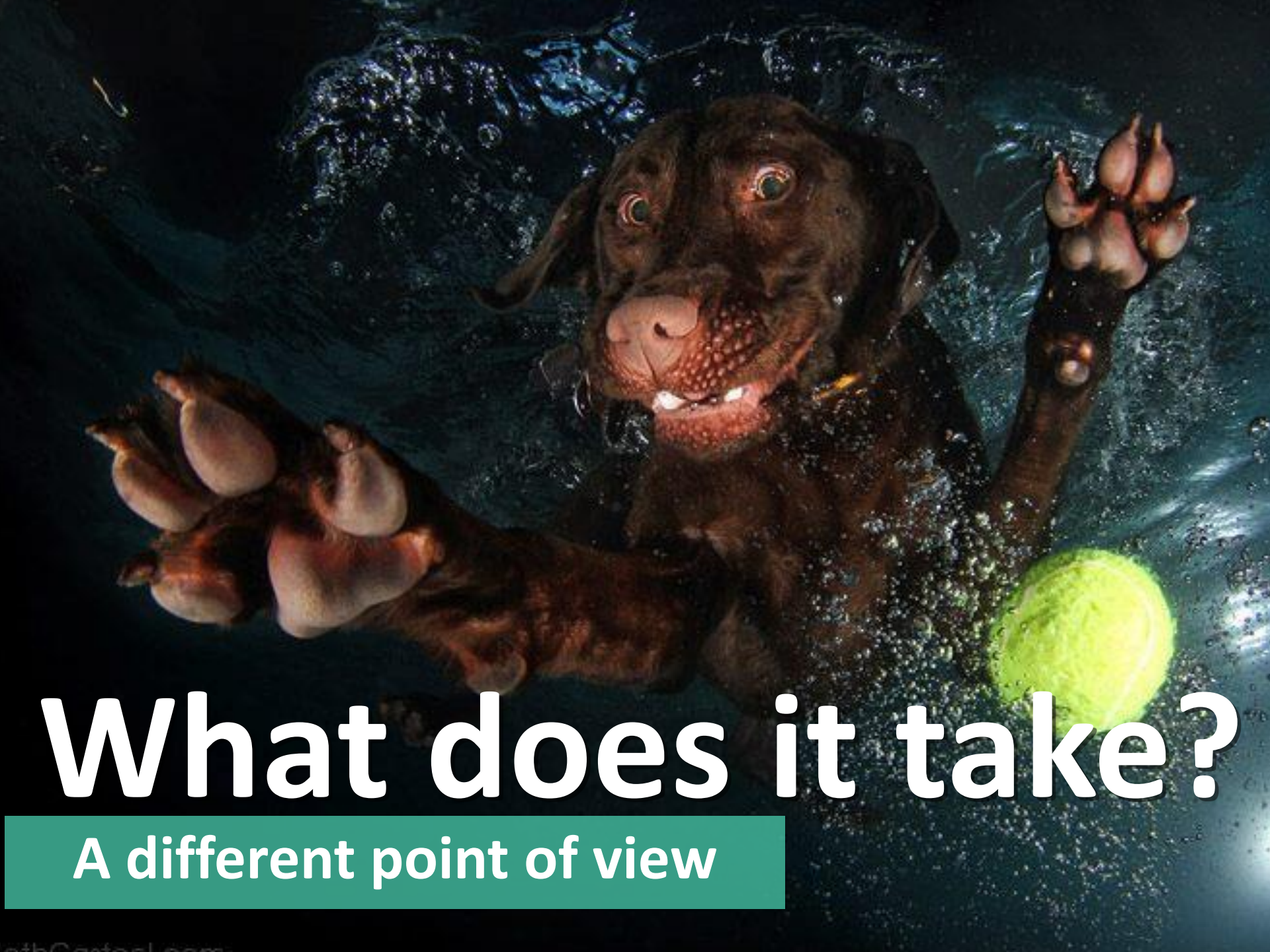


Plan, Plan, Plan

We can do A LOT of different types. It mostly comes down to length and complexity.						
Tier 1 -- Basic stuff						
Type	Desc	Length	Needs	Hours?	Cost	Comp. Cost?
Video Slide Show	Basic videos & transitions w/ a V.O. & music. Little to no motion graphics or animation	0:30	10-15 high-res photos, high-res logo, script, music	2-2.5	\$	
Video Slide Show w/ Motion Graphics	Basic videos & transitions w/ a V.O. & music, but with motion graphics to add that extra wow factor. Can also feature more images	0:30	25-30 high-res photos, high-res logo, script, music	5?	\$	
Tier 2 -- Not-so-Basic stuff						
Type	Desc	Length	Needs	Hours?	Cost	Comp. Cost?
The Profile	Basic video and editing giving an overview of what your company does, with VO	1:00	2 hours of shooting, high-res logo, script, music			
The Pitch	A short commercial for pre-roll stuff.	0:15-0:30				
The Commercial	Like those local commercials on TV, only better and on the internet. Or also on TV, I guess.	0:30-1:00	At least a couple of hours shooting on-site, high-res logo, script, music			

Plan, Plan, Plan

YouTube Optimization Sub-tasks							
Thing	Who?	Special Program?	How long?	Rate	\$\$	DLD RATE	DLD COST
Upload Video to YouTube					\$0.00		\$0.00
Create custom Thumbnail			0:30:00		\$0.00		\$0.00
Type out Transcript			0:05:00		\$0.00	\$0	\$0.00
Sync & Check Transcript			0:05:00		\$0.00	\$0	\$0.00
Upload Custom Thumbnail			0:02:00		\$0.00	\$0	\$0.00
Annotate			0:10:00		\$0.00	\$0	\$0.00
					\$0.00	\$0	\$0.00
Keyword search			0:15:00		\$0.00	\$0	\$0.00
Set up keywords			0:05:00		\$0.00	\$0	\$0.00
Write out main text			0:15:00		\$0.00		\$0.00
Share			0:02:00		\$0.00	\$0	\$0.00
			1:29:00		\$0.00		\$0.00
						DLD Margin	\$0.00



What does it take?

A different point of view

Questions?

Thank you!

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