

OFFICIAL 2018 GUIDE TO



# REVENUE PRODUCING VIDEO



# WELCOME

to the Official Guide to Revenue Producing Video for 2018. As you plan out your social marketing strategy for the new year, one thing you'll want to include is regular, branded video content. As you know, video is more successful than any other form of content at holding a viewer's attention and inspiring purchase decisions. In fact, viewers retain 95% of a message when watching a video, compared to only 10% when reading text. However, it's no longer enough to simply have a promotional video embedded on your website, and hope your customers stumble upon it. In this ebook, we'll discuss a few ways to use video on your social media channels to stand out from your competition, and consistently drive traffic to your business.

# CONSISTENT

In order to get the most out of social media, it's best to cultivate a consistent stream of video content to your feeds. Content; whether it be photos, blog posts, or videos is, in a sense, becoming "disposable".

People see a post, engage with it (or not), and then scroll onto the next one. That's why it no longer works to spend several thousand dollars on a glamour video that you post once and then let sit on your website.

It's more cost effective to devote a portion of your marketing budget to the production of several snappy, effective videos that can be posted throughout the month (perhaps once a week).

*Consistent video quickly becomes a fantastic form of brand recognition.*

Your followers will come to expect and look forward to your video content, and remember it when they make purchasing decisions.

# EXCELLENT

A study by in the Harvard Business Review demonstrates that people who are more captivated by an ad in the first couple of seconds are more likely to watch the rest of the video. That's why posted videos should be engaging and technically excellent.

Viewers will quickly be able to tell the difference between a video your nephew shot on his iPhone, and one that has been produced with care, experience, and the latest technology.

*With recent rapid advancements in camera technology, great videos no longer have to be an costly expenditure.*

Content that looks pleasing and fits your budget is increasingly available...and necessary.





# SHARE-ABILITY

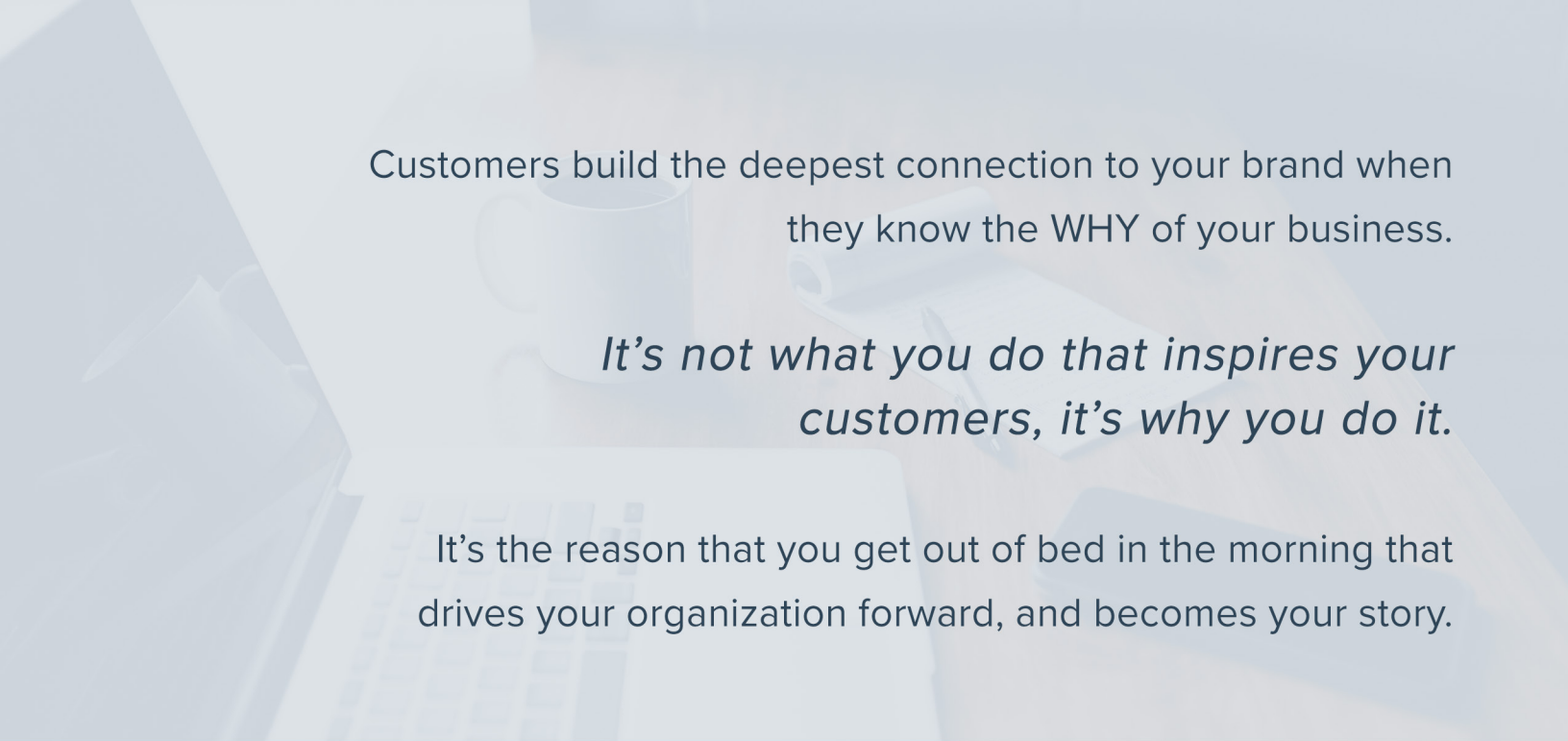
The easiest, affordable way to grow your social media following is by encouraging your existing followers to share your content with your friends.

**That's why it's important to make your videos as "Share-able" as possible.**

By "Share-able", we mean a video that is entertaining, educational, inspiring, or useful. Something that makes the viewer think "Oh that's cool! (or funny, or interesting, or cute...you get the idea).

Think of it this way: would you be more likely to share a video titled: "JJ's Paninis: Located in San Diego" OR "10 Awesome, Unique Paninis to Try Today!" The second video looks a lot more interesting, is a lot likelier to get someone excited about paninis, and sounds like something you would want to share with a friend online.

**That's Share-ability.**

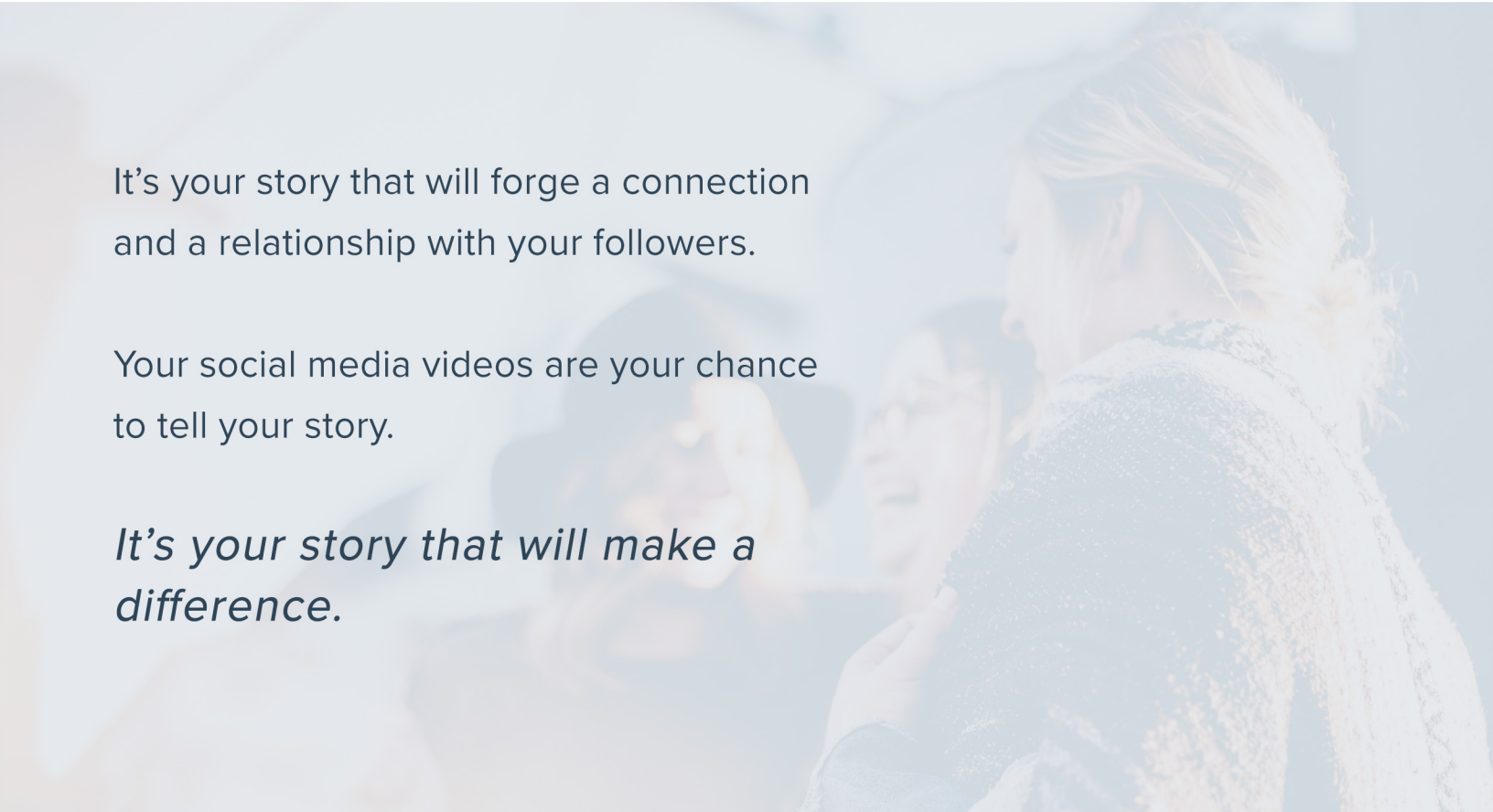


Customers build the deepest connection to your brand when they know the WHY of your business.

*It's not what you do that inspires your customers, it's why you do it.*

It's the reason that you get out of bed in the morning that drives your organization forward, and becomes your story.

# STORY



It's your story that will forge a connection and a relationship with your followers.

Your social media videos are your chance to tell your story.

*It's your story that will make a difference.*

# WE

at Zen Garden Productions believe in video, and we believe in your story. We wish you the best of luck in 2018 as you share your story with your customers.

To hear our story, head to [www.zengardenproductions.com](http://www.zengardenproductions.com)

# HAPPY NEW YEAR!

