



How to attract your audience with video



Attract

verb /ə'trækt/

To make people want to visit a place or find out more about something.

To interest someone and make them want to do something.

Cambridge Dictionary

Welcome!

In business, we often talk about the **customer journey**. And every journey, however long, begins with a single step.

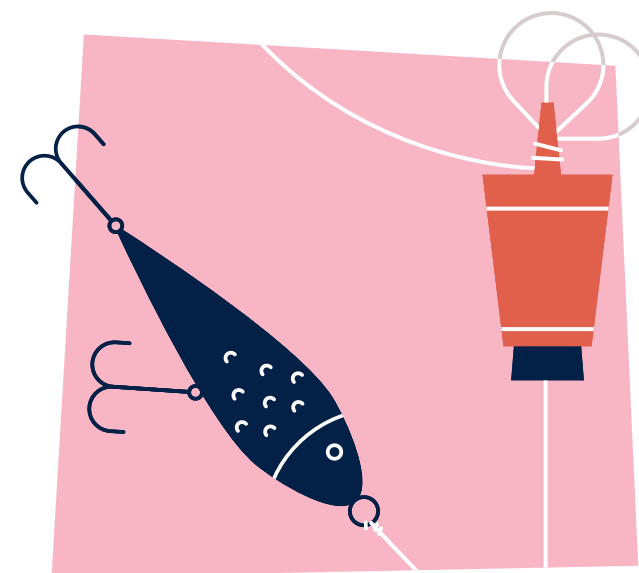
In an ideal world, your audience would make that step all by themselves. Unfortunately, life isn't quite that simple!

Today's businesses, perhaps more than ever before, need to reach out **beyond their own platforms** to find and engage an audience.

In a noisy, easily-distracted world, successful brands need to grab attention, share information, and generate enough interest and excitement so that their audience **can't wait** to find out more.

By successfully attracting your audience, you'll **build brand awareness** and **generate traffic** to your website and other online channels.

But, most importantly, you'll take that first single step: you'll **kick-start an audience journey** that can lead to big things for your business!



Why video?

The world is full of content - but, of course, that's one big label for a variety of different things. From blog articles and infographics to webinars, podcasts and social media posts, 'content' can mean a million different things to a million different people.

Each type of content comes with its own strengths and weaknesses, but the data proves time and time again that video is one of the best.

- **It's memorable** - No other media type mixes learning styles quite like video. The combination of visual, auditory and kinesthetic elements packs a potent learning punch. The net result of this is that video content tends to live long in the memory. Studies suggest viewers are 95% more likely to remember a call to action after watching a video, compared to text.

- **It grabs attention and inspires** - these same qualities make video an incredible storytelling tool. By controlling every aspect of your video, from the look and feel down to the messaging and soundtrack, you can generate emotion with video in a way that's incredibly difficult for other content types.
- **It builds brands** - equally, these creative choices give you the power to deliver consistent, memorable brand experiences that enhance the narrative around what you do and why it's so special.
- **Customers love it** - where both video and text are available, 72% of people would rather use video to learn about a product or service.
- **It opens up different channels** - YouTube is a content marketer's dream. It's not just a place to watch cool videos - it's a place we go to learn.

According to [Google research](#), 65% of people use YouTube to help them solve a problem, and 86% of viewers say they use YouTube to learn new things. If you can create video content that helps and educates your audience, you open up new opportunities that don't exist for non-video marketers.

- **It overcomes banner blindness** - banner blindness is a thing, and it can be costly for businesses. This is the phenomenon whereby web users have become subconsciously conditioned to ignoring classic banner/display ads. Throw in the fact that nearly half (47%) of internet users, globally, run an ad-blocking tool, and you can see that display advertising and even paid search are increasingly limited in their impact. Video is less vulnerable to ad-blocking and can cut through better, making it a great advertising option.

How to attract your audience with video

So, let's take a look at some of the actual ways you can go about using video as a tool to reach, engage and attract your audience...

Video ads

Organic reach on social channels has been declining for many years. It's impossible to know what the actual number is, but most studies tend to estimate that it's around the 5-6% mark - and that's perhaps being generous.

As organic reach continues to shrink, and it becomes harder to even get through to your own audience, paid promotion becomes increasingly necessary.

But it's not all bad news. Because another way of looking at this is that it means you **aren't limited to your existing audience.**

Most social media channels offer highly granular targeting options, giving you unprecedented power to get your message through to the **exact right person**, including people who've never heard of you before.

There are many different platforms and networks for video advertisers to be aware of, but the big three are widely regarded as **YouTube, Facebook and Instagram.**

YouTube

Everyone knows YouTube is the go-to place for video content. That also makes it a brilliant platform for video advertising.

There are, of course, a variety of different options and formats available - and which one you choose depends very much on your content and your objectives.

First up, there are your classic **skippable video ads** - which can be skipped by the viewer after 5 seconds. You only pay if someone chooses to watch at least 30 seconds or clicks your ad to, say, visit your website. There's no upper limit on video length but - like with any video - it's always a good idea to be as concise as possible.

We also have **non-skippable pre-roll ads** which can be up to 15-20 seconds long (depending on where the viewer is based) and - as you might expect from the name - can't be skipped!

If you want to keep things short and sweet, you might consider using **bumper ads**. These are a maximum of 6 seconds and can't be skipped by the viewer. It's a great way to jump in front of your audience, get your main value proposition across as quickly as possible, without being overly disruptive or irritating to their overall experience.

Video ads

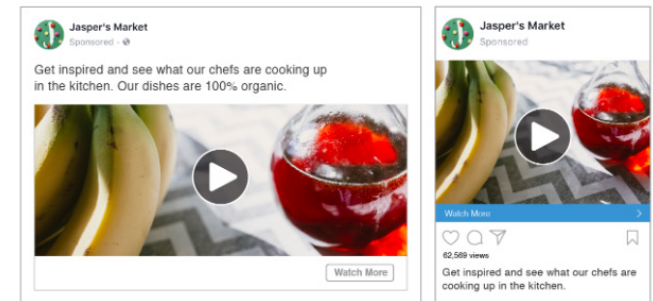
Facebook & Instagram

While Facebook and Instagram are clearly two distinct channels, we've grouped them together since they're both owned by Facebook Inc! As such, placing a video ad on either channel has to be done through the [Facebook Ads Manager](#) platform.

But, as you can see, that's no bad thing - you can quickly and powerfully build audiences based on age, gender, languages, demographics, interests and behaviours.

The image shows the targeting options in Facebook Ads Manager. It includes sections for 'Locations' (set to 'Everyone in this location' with 'United Kingdom' selected), 'Age' (18 to 65+), 'Gender' (All, Men, Women), and 'Languages' (Enter a language...). Below these is the 'Detailed Targeting' section, which includes an input field for demographics, interests, or behaviors, and a checkbox for 'Expand your detailed targeting to reach more people when it's likely to improve performance.' There are also 'Exclude People' options and a 'Learn more about detailed targeting expansion' link.

Ads, once running, can be displayed on either Facebook or Instagram...



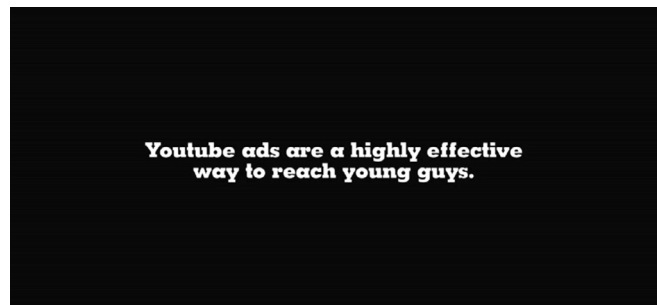
On Facebook and Instagram, Video ads and video content in general play, by default, with muted audio. Actually, [up to 85% of Facebook video](#) is watched without audio. It's important, therefore, to make sure that your video content makes sense with and without sound.

Video ads

Top tips

It's always tempting to concentrate on casting the net wide with ads. However, that negates one of the key strengths we've talked about - the depth of targeting options available.

Video ads work best when they **speak directly to the target audience**. A good example of this approach was [Burger King's](#) situational pre-roll series, which actually featured 64 different variations and, where applicable, directly called out the content of the video that the viewer was waiting to begin.



Another top tip with any video ad campaign is to **keep things short and sweet**.

Concentrate on giving your audience the broad strokes of the information you need, like this fun Oscar Health Insurance pre-roll video. It doesn't try to cover too much ground, it simply touches on what it needs to cover, and gets the message across with simplicity and humour in just 15 seconds. If you share a message that's compelling enough, your audience will want to find out more.

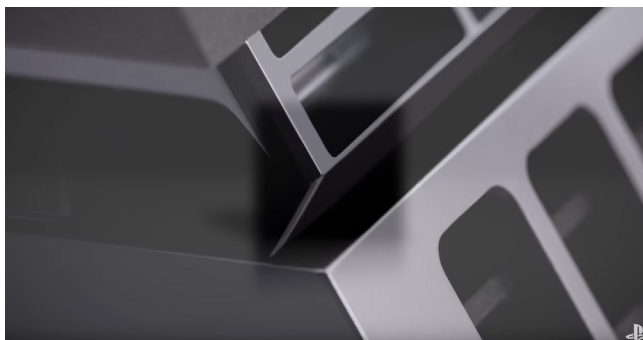


Teaser videos

The human brain is a funny thing; it really doesn't like incomplete information. We see a little snippet of a picture, and we can't help but use our imagination to fill in the blanks. We're **desperate** to find out more.

This is, essentially, the science behind **teaser videos**. It's the idea that you show a tantalising glimpse of a product, service or brand - and then offer the viewer a way to get the complete information.

Sony used this approach to great effect when previewing the upcoming **PS4** back in 2013. Aware that speculation about what the latest iteration of the PlayStation would look like, they fed the rumour mill with a slow-zoom, blurred video of the console, interspersed with tantalising close-ups. It **clocked up millions of views** and sparked enormous interest in the full reveal of the console. And the ultimate result? Sony has sold **over 100 million** PS4 consoles and counting.



The same logic applies with film and television trailers, which build hype and anticipation for upcoming releases by showing small parts of the completed product.

The beauty of creating teaser videos that build anticipation around upcoming products and features is that they can build hype, buzz and anticipation WELL ahead of launch - and often even before product itself is complete. The product doesn't need to be ready to launch - just to preview.

This means brands can gauge consumer response and build feedback into the way your product is developed and launched - allowing you to pre-empt objections within your messaging.



Event videos

Whatever your niche or industry - exhibitions, events and conferences are busy, crowded places.

Exhibition stands are busy. Attendee time and resources are limited.

And that all means that attendees simply can't talk to everyone.

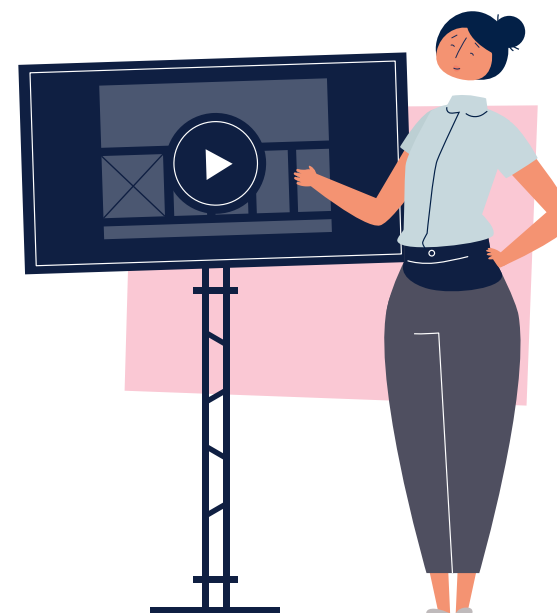
As an exhibitor, this means that potential customers are filtering past your stand without as much as a second glance. **It's a huge missed opportunity.**

Video is a great way to minimise the impact of people just walking past you. It lets you engage them, grab their attention and explain a little about what you do and what makes you special.

Having a video that plays on loop is a really smart investment.

Whenever we visit events, where possible, we have our showreel playing behind us. It means people can see what we do and evaluate our work even if we're busy talking to somebody else.

It's important to keep in mind that, given the background noise at events like this, your video should make sense with or without audio.



Shareable/viral video

We've already discussed the fact that organic reach is on a downward trajectory.

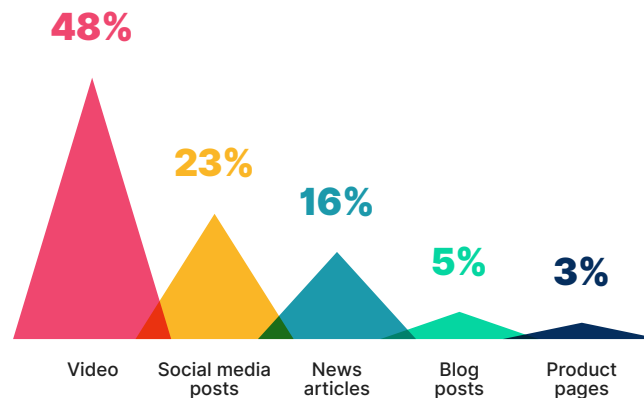
One interesting way to potentially overcome this is to create content that **your audience themselves will want to share**. Clearly, this can massively amplify the reach of a piece of content, meaning more people see it.

So, how to create content that they'll share?

Well, first things first: **video is a great start**. Our research shows that 48% of people would be most likely to share video content with their friends, **ahead of any other type of content** - including social media posts (23%), news articles (16%), blog posts (5%) and product pages (3%).

Beyond this, though, things get slightly muddier. People often talk about **viral content** - defined as 'circulated rapidly and widely from one Internet user to another.'

What type of content are you likely to share with friends?



But actually setting out to create 'viral' content isn't always the best idea, because, quite simply - nobody can decide what goes viral. With no guarantee of virality, brands must simply experiment to see what resonates with their audience.

Of course, on the flip side, if you do manage to tap into the cultural zeitgeist and create something **truly viral**, the rewards are incredible.

Perhaps the best example of the potential impact of viral video is **Dumb Ways to Die**. Back in 2012, Metro Trains in Melbourne, Australia were looking to promote railway safety.

Rather than create a traditional public safety announcement, which probably wouldn't cut through the noise, they decided to go in a different direction. The solution was an offbeat, quirky animated video which amusingly highlighted various 'dumb ways to die.'

Shareable/viral video

The results were unbelievable. Not only did it achieve millions of social views - becoming the most shared PSA in history, and the 3rd most viral ad of all time. It was shared more than 3 million times and, most importantly, led to a 21% reduction in accidents and deaths on the Metro system.



Incredible results like these are clearly the exception rather than the rule.

But if you focus on adding value to your audience - and craft a video that packages your message into something entertaining, fun and shareable - you stand a great chance of optimising your reach.

Recruitment video

Attracting an audience isn't just about bringing customers to your business. You can also use video in your recruitment efforts to help attract the best talent.

Anyone involved in recruitment would surely agree that the best talent is always in high demand. It's not just about the right candidates convincing you of their value - you often have to sell your brand to them, too. Indeed, it's been reported that [80% of talent acquisition managers](#) believe that employer branding has a significant impact on the ability to hire great talent.

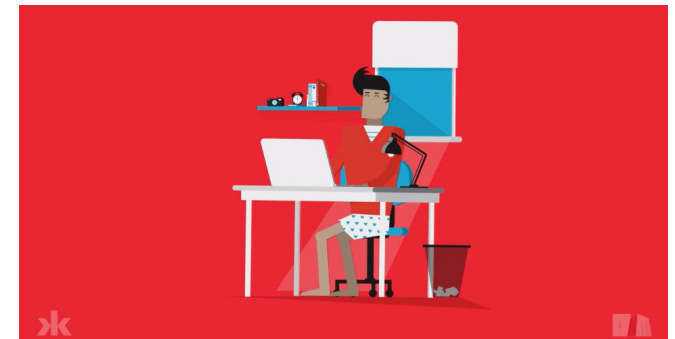
With today's young talent increasingly keen to find meaning and mission in their work, video is a great way to demonstrate that you offer these things.

You can also use video to illustrate your values as a business, or give a flavour of what it's like to work in your office. This was best exemplified by Dropbox, who created this brilliant video...



There can be an instructional element here, too. Increasingly, brands are using technology such as video interviews during the recruitment process. Indeed, [video technology is being used](#) by 60% of hiring managers and recruiters.

This isn't such a big deal for everyone, but people who aren't as comfortable with technology might need a little gentle instruction and encouragement. This video for Virgin Mobile demonstrates how the video interview process works, which - as well as making the process easier to understand for candidates - could well encourage would-be applicants to take the plunge and apply.



Types of video

So, having covered a few ways you can attract your audience using video, let's look at a few of the different types of video you can use to achieve this goal...

Animated video

Animated video is one of the most versatile media types available, and we reckon it belongs in every business' marketing toolkit.

The beauty of animated video is that you can basically control every aspect of what's on screen.. You have total control over the look and feel of your video – the scenery, character design, colours, timings, transitions, soundtrack and more. No worrying about hiring the right actors, or finding the right shoot locations – it's all up to you.

And, unlike other video types where every slight tweak means a re-shoot, you can tweak and refine an animated video until it's just right.



Demo video

Demo videos are a brilliant way to show off exactly how a website, mobile app or piece of software works.

They're great tools that help build realistic expectations among your audience about what can and can't be done.

Because they show the product itself in action, they help underscore the benefits of what you're offering in a way that's so much more potent than text alone – after all, seeing is believing!

This also makes them powerful educational tools. Why tell your audience how to do something, when you can show them?



Interactive video

Traditionally, video has been a linear thing. You can pause, play, rewind and fast-forward.

Interactive video is a new and exciting tool that changes that, putting the viewer on the edge of their seat and actively involving them in video like never before.

They can choose their own adventure, complete forms, buy products, answer questions – and that's just the start.

It all gives you the power to create unique, exciting video experiences that can attract your audience, explain what you do and give support to your leads, customers and team.



Live action video

Live action video is a great way to put a face to your brand – showcasing yourself, your team or your customers.

This all helps build credibility, win trust and help show the world that you're real people with passion and expertise!

Live action video is great if you're looking to create video with that personal touch, or if you want to create high volumes of content for output on social media.

It's quick to film and edit, which makes it easier to create in volume compared to other video types.



Animated graphics

The eye is naturally drawn towards movement and motion.

Adding movement to your graphics on your website, social media or email is a brilliant way to grab attention and create impactful, memorable experiences for your audience.

They're particularly powerful when used where you wouldn't normally expect – micro interactions, for example, are a great way to turn boring, mundane actions into fun, creative moments that deeply enhance your audience's experience with your brand.



About Wyzowl

Since 2011, we've been helping people achieve amazing things with video.

About Wyzowl

It all started with the (not so) crazy idea that creating an explainer video should be clear, simple and affordable. We pioneered a process to make that happen; fixed turnarounds, fixed pricing, unlimited revisions and great communication throughout.

We've used these simple foundations to help literally thousands of businesses explain what they do, with flair, passion and style. Clients all over the globe, in every niche and industry you could possibly imagine, have trusted us to tell their story.

These days, we do more than just explain products, services and ideas. We've realised that that's only one of the many amazing ways to harness the power of video.

So we create all sorts of extraordinary video content - animated videos, demo videos, live action videos, interactive videos and animated graphics - that help you attract, explain and support your customers throughout their entire journey with your brand.

At the heart of our success is a brilliant, multi-skilled team of creatives - writers, illustrators, animators and marketing experts - based in the heart of North West England.

We've built our business around their creativity, an unconditional commitment to our clients, and a series of systems and processes - working in the background - to ensure we always offer the clarity, simplicity and quality that's been our calling card since day one.

So, whatever your goal, whoever your audience, visit us online at wyzowl.com to find out more about us and get started with **your** next video.



