

People remember...



20%

20% of what they hear



30%

30% of what they see



70%

An amazing 70% of
what they see & hear!

SAUCY HORSE SWIPE & DEPLOY GUIDES:

**VIDEO IN YOUR
DIGITAL MARKETING ARSENAL**



Do you have a campaign strategy for online video?

Do you know how you will harness the power of video marketing before your competitors beat you to it?

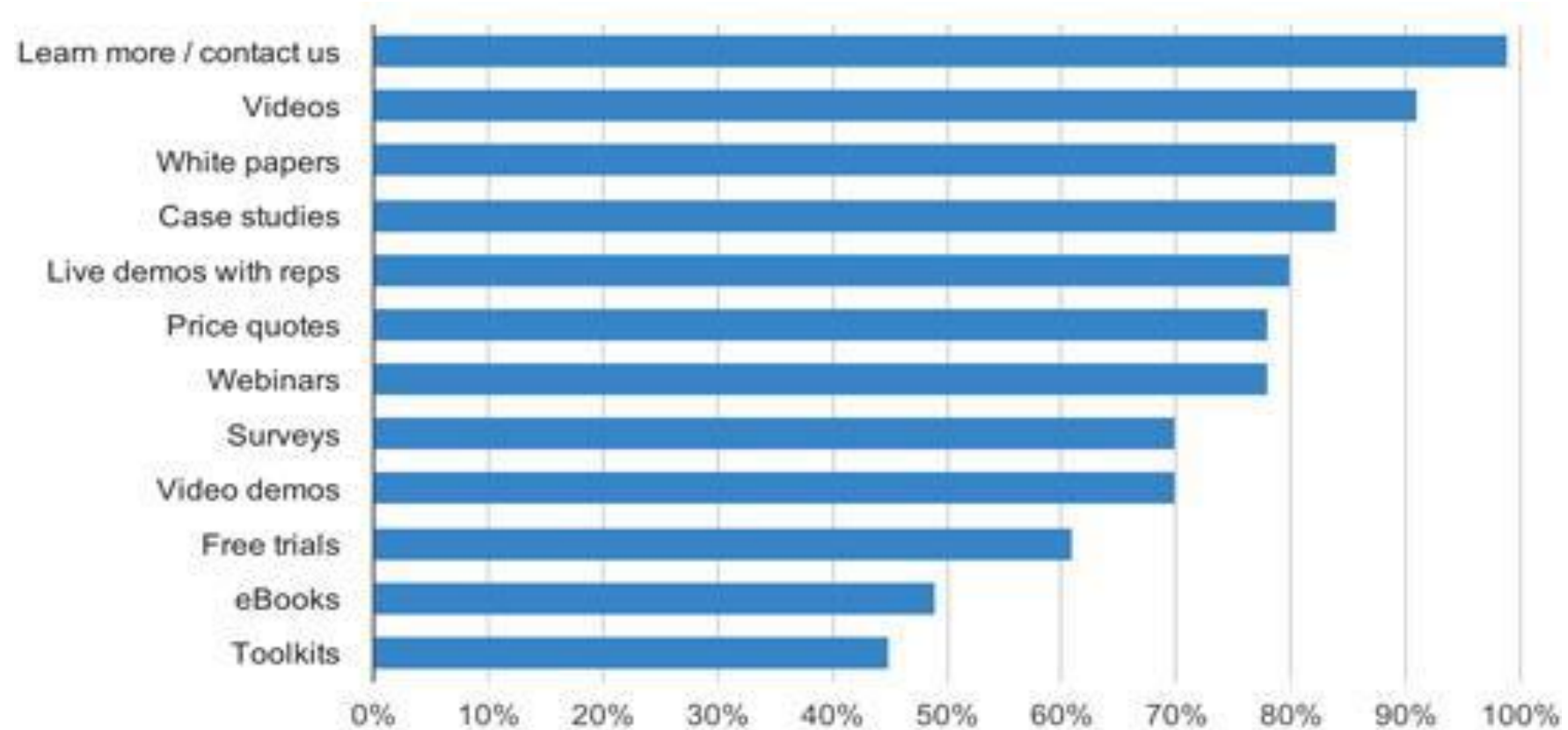
If you don't, and you're hoping that video is just another of the latest digital marketing fads, you're wrong.



Online video is becoming the number one source for content marketing, and it's growing fast.

The B2B Demand Generation Benchmark Survey compiled by Eloqua from 2013, looks at how visitors to websites are reacting to different types of offers on websites.

Take a look at this graph showing how website visitors chose to consume the content or offer:



What can we learn from content marketing research?

Most respondents chose video over white papers, case studies, even live demos so it's key that you build an intelligent use of video into your 2014 digital marketing strategy.

Why Video? Here's 4 very good reasons why...

YouTube is the number two search engine in the world. How has that happened, we ask? Does it simply mean we don't like to read anymore? The preference for video is more complex than that according to Susan Weinschenk, Ph.D. Dr. Weinschenk is a leading speaker, author and consultant to brands like Amazon, Disney, and Walmart and is also known as The "Brain Lady." She studies the psychology of customers and why they do what they do and highlights four core, very human reasons we are drawn to video:



1: The Fusiform Facial area makes us pay attention to faces – this is an actual brain function that hard-wires us to use the human face as a gathering point for information and credibility. Key to all of our businesses.

2: Voice conveys rich information – The simple sound of a human voice speaking to us converts information into meaningful content that we find easy to assimilate and understand. Easy to buy that!

3: Emotions are contagious – This is a subtle but powerful aspect that you may not be aware of. The body language of emotions appeals to how we were made to communicate – why not tap into that when you are delivering your business messages?

4: Movement grabs attention – Deep in our collective anthropological DNA is the power of peripheral motion. Since the Stone Age, we've survived by noticing things in motion – looks like we still do, so why wouldn't you leverage that in your marketing?

Social + Video: A marriage made in heaven.

As social media and online video continue to grow in influence and usage, 2014 is the year to pay attention to how these will marry into a powerful relationship that you can use to create more leads for your business.

Videos are the most shared type of content via social media. Thanks to new video applications, social sharing of videos is headed to a new level. With Instagram and Vine vying for our attention, who's going to give a look-in to plain old words & static images?

Attracted to each other: Social + Video = Engagement

As social connections, channels and opportunities grow, so does the sheer volume of video of content. The natural result of all this is that the good stuff rises to the top because it's either funny, shocking or simply a great story and emotionally heartfelt - it's authentic.



There's a powerful psychological factor in actually *seeing* someone make a concerned comment, critical review or deliver a passionate personal opinion. It's a living, breathing engagement because you get the holistic message – the subtle body language, the mild inflections and the look that brings true authenticity to the message. *Source : Forbes.com*

So how do you leverage video in your marketing?

Read on for the 5 Saucy Horse Swipe & Deploy Tips for those of you who want to make video an effective marketing tool that delivers impressive ROI:

1. Ensure you understand the message your video needs to deliver to your prospects.

2. On that basis, define the call to action before you decide on anything else. What do you want your viewer to do when they've watched your video?
3. [Watch other videos and identify the ones that appeal to you](#), or made you want to know more about the product or service.
4. Work with a professional scriptwriter and video production team to create the treatment for your video.
5. If you want to do this yourself, read our free guide to making your own video – <http://www.saucyhorse.co.uk/ec-resources>
6. Just as important, make sure you know the pitfalls... and avoid them! Our report, ["Making a Video For Your Business? 7 THINGS TO AVOID"](#) will steer you in the right direction.
7. Get a sound strategy in place for how you will distribute and deliver your video content to ensure a healthy pipeline of leads.

Video marketing helps you to increase awareness and visibility, generate more leads into your sales funnel, and build a relationship with your customers and prospects that gives you insight into how you can grow their custom. Importantly, video marketing also creates inbound links which boost your SEO rankings in Google and improve your search ranking. What's not to love?

For more ideas on how to turbo-charge your digital marketing results
[visit saucyhorse.co.uk](http://www.saucyhorse.co.uk)

