



MARKETING IN UNCERTAIN TIMES

Vlog Marketing

Fifth in a series of marketing strategy briefs from Fig Street Marketing Group to help ensure success in an uncertain future.

Take Your Audience Connections to the Next Level

There are currently some 3 billion digital video viewers worldwide who average nearly an hour a day watching video content online. And the most popular and highly consumed format is the video blog, or Vlog.

Globally, 44% of all internet users watch a vlog each month. As a result, what started a decade ago as a fun social activity has become a really big business. Brands have recognized it as a way to break through the ad clutter and an attractive option for reaching a younger, more affluent and digitally-savvy audience.



What is Vlogging?

Vlogging generally features a charismatic personality who candidly captures and shares their life experiences and their reactions to products or services in a conversational, up-close and personal way. Watching a talented vlogger makes viewers feel like they're just having lunch with a friend who's recapping their day or dishing about a great new product they've discovered. And with many people's social lives being disrupted during the pandemic, that sense of personal connection is more appealing than ever.



Vlogging develops a sense of familiarity and trust between your brand and the viewer, amplifying your persuasion power by:



Creating a personalized experience

Historically, the only behind-the-scenes insight customers received into the brands they were considering came from dry “about us” web pages featuring staged headshots of the company’s staff.

Vlogs can increase the personalization of your brand by letting viewers get a glimpse of your day-to-day office life, business operations and other content you’d like to share to humanize your company and foster the kind of connections that will set your company apart when your targets are deciding where to spend their money.



Turning Customers into Fans

Every quantifiable engagement and conversion comes from an actual person and no one wants to feel like a number on a view counter or in a revenue goal.

Vlogging reminds your viewers that you celebrate them as individuals, not statistics, and lets them know that you want to nurture more than just a supplier-buyer relationship – you want them to become enthusiasts. Because while customers simply purchase, fans go a step further by sharing content and advocating for your brand through conversations with circles of friends who may have otherwise never engaged with your content.



Promoting your product

Although the goal of any targeted marketing plan is to produce conversions, vlogging is a great way to market to consumers without making it feel like a sales pitch. In fact, the more you avoid sales talk and pushy messaging, the more effective vlog marketing is proven to be.

Video allows you to go far beyond simply listing the features of a product or service; it allows you to articulate how your content resolves viewers’ issues, offers solutions to their problems and caters to their interests.

Incorporating video product promotion is also proven to boost website traffic, sales and user engagement. They give us a better way to inform and educate viewers about new and existing products, as well as offering a deep dive into your technology so your audience can make purchasing decisions they feel confident about.



Driving Action

In an online environment that’s already ad-saturated, consumers are increasingly turned off by outright promotional content and traditional advertisements. Vlogging changes the way consumers perceive your brand while still allowing you to strategically place calls to action throughout your message.

As you guide your viewers through the videos, you can let them know how to stay in touch with your business, sign up to receive similar content and request customized solutions to their problems.

Make your CTA’s visible by combining creative, eye-catching graphics with strong action words to increase engagement, conversions and, ultimately, sales.

Vlogging – 5 Easy Tips

A vlog done right will seem effortless by the time it's published, but as with any successful marketing campaign, strategy is everything.

Here are a few tips for creating the quality content that engages your audience:

1 Create comprehensive buyer personas

Who are you talking to? Where do they live?
What do they like to see, do, listen to and buy?

Use these profiles to consider what the concept of each video should be and how to best convey it to those buyers. As your campaign evolves, you can begin to analyze your results and hone what buyers responded to and what they didn't.

3 Script, then improvise

Today's most consistently successful vloggers stress the importance of abandoning pretense and being completely authentic with your audience, pointing out that if you don't tell the truth about your brand or your product, someone else eventually will. That takes a complex blend of scripting and improvisation.

Write down what you want to say to ensure that you stay on message and incorporate essential key words and phrases, but your viewers should never sense that you're reciting lines. The use of candor and spontaneity is encouraged to keep your audience engrossed.

And, unless the topic requires solemnity, adding levity to your vlogs with a well-placed joke or wisecrack is sure to score engagement points. If comedy isn't your thing, just relax and smile to set the tone for viewers to do the same.

4 Optimize your optics

As you're setting up your recording, think about ways to use novel camera angles, creative lighting or an off-center perspective to create additional interest. Front and center isn't always best, but no matter what slant you take, make sure that your camera remains steady by using a tripod or solid surface from which to film.

2 Prioritize quality over quantity

Vlogs should be "small plate" servings of your message – just long enough to get your point across without losing viewers' attention. And they should be issued at a frequency that keeps viewers looking for the next one rather than feeling like they're being bombarded with your content.

But quality is key, especially in an era where videos that get shared can live on the internet forever – for positive or negative reasons. Featuring a few brief but well-done pieces will build trust in your brand, but a portfolio full of quickly and cheaply done bits or one or two long, drawn-out video "marathons" can destroy interest – and your reputation.

5 Work your social circles

With buyers online more often and in more places than ever, that means using social media to your advantage by taking a multi-faceted approach. Making sure that each of your vlogs incorporates a mention of your social channels, as well as direct links and buttons for quick and easy social sharing will ensure that your brand is visible, accessible and conversational in the topics that interest your audience most.



Vlogging increases in popularity and views by the day as more consumers prefer the sense of intimacy and personalized interaction it offers.

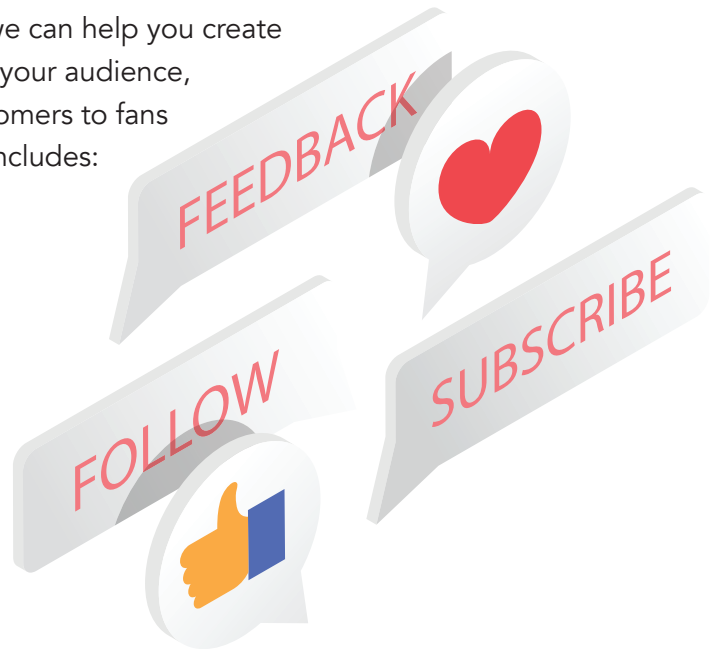
Earn engagement that's encore-worthy

A certain level of personalization is expected in the marketplace today, and brands who get ahead of the curve by offering that level of consideration to their buyers will stand out from their competition.

Whether or not you decide to use vlogs as part of your overall marketing plan, these strategies for maintaining a successful video program can be applied to almost any area in which your company needs to consider audience engagement. Vloggers have to be engaging above all else, so if you're ever at a loss for how to deepen your connections with your audience, watch a few videos from a popular vlogger and ask yourself what they're doing that can be incorporated into aspects of your promotion plan that may be lacking.

At Fig Street Marketing Group, we can help you create a vlog strategy that will speak to your audience, turning them from potential customers to fans and advocates. A strategy that includes:

- Developing a strategy, plan and call to action
- Curating content and developing scripts
- Producing and editing video content
- Distributing and promoting your digital media
- Tracking and reporting your reach and influence



Contact us today to get the conversation started!