

# How to Create Online Video That Generates Traffic and Drives Sales

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The Quick and Dirty Guide



AJI MEDIA

# Table of Contents

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3	Introduction	11	How To: Strategic Video Content Planning
4	Getting Started: Choosing the Right Team	12	A Full Funnel Approach
5	The Problem: Struggling to Reach Your Audience	13	How To: Storytelling Structure
6	Get to Know Your Audience	14	How To: Quick Tip Video Structure
8	Create a Customer Avatar	17	Use Data to Improve Results
9	Make Videos They Want to Watch	22	How To: Data-Driven Video Strategy
		23	Conclusion: Dominating Online Video

# Introduction

As renowned author Simon Sinek says, "People don't buy what you do, they buy why you do it." In other words, people do business with companies they know, like, trust, and who they believe can help them achieve their goals.

In today's digital landscape, proving that YOU are that company is more important than ever. That's precisely why your social presence is so crucial. In addition to helping you connect with customers, your social presence makes it possible to position yourself as a thought leader and trusted industry advisor, without coming off as pushy or overly sales-y.

That last part is especially important.

Here's why: the modern buyer has different purchasing habits from buyers of the past. Today, nobody wants a sales pitch. Instead, they want to work with companies that provide value through inspirational, motivational, and educational content. The company that does this best wins.

At the end of the day, embracing social media is one of the most natural, most effective, and most accessible ways to communicate and connect with the modern customer. Fortunately, there are dozens of practical ways to do this.

Video content, for example, is the new rising star for digital marketers. In fact, 95% of markers say video has helped increase user understanding of their product or service, and 84% of consumers say that watching videos helps convince them to buy a product. Additionally, videos are consumers' favorite type of branded content to see on social media.

Combine the widespread demand for video content with recent social distancing challenges, and it's clear that video is - hands down - the best way to connect with customers.

In this document, we'll discuss why video has emerged as such a leader in the social environment, and how you can use it to scale your company. Let's dive in.



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# Getting Started: Choosing The Right Team

## **As you might imagine, creating effective online video is not easy.**

Making video is time-consuming, and you've got a business to run. Video requires technical skills to operate camera equipment and editing software, and you probably don't have any training in this area. It takes years of practice to become a visual storyteller, and you might not be sure where to even start.

Don't worry, though - you're not alone. Most businesses understand they need video to compete in today's market but struggle to create compelling content designed to cut through the social noise and reach the right audience.

## **Luckily, hard isn't the same as impossible.**

We understand it's easy to feel overwhelmed. Our team has spent years learning our craft and identifying what works and what doesn't. Today, we're active members of several communities that specialize in effective video communication.

We have completed online training courses such as The Science of Storytelling, How to Build a Storybrand, and Engage Video Marketing. We've also spent a day with Gary Vaynerchuk at his headquarters in NYC, participating in the 4Ds (Digital Discovery Deep Dive) workshop.

Combine all that training with the real-world experience of creating over 2,000 online business videos since 2014, and **we are your ideal partner in online video - here to help you sidestep the learning curve and cut right to the good stuff.**



# The Problem: You're Struggling to Reach Your Audience

## The Problem

**You're struggling to reach your audience.** You see many other businesses (perhaps even your competition) using video successfully. This makes you feel like you can't keep up, or you are missing out on a huge opportunity.

You feel your business may become irrelevant in today's digital market if you don't start soon. You may have tried using video in the past but found it was too hard to keep up with while also doing everything else that's required to run a business.

You know video can help your business reach a larger audience, though, and you're committed to finding a way to weave it into your digital marketing.

**However, without a well-informed strategy and production plan, most videos will simply miss the mark.**



## The Solution

Today, it's easy to get confused with all of the different info about video marketing on the web. To combat this, **we have broken down the three most important steps to creating effective online video.**

This is based on years of personal experience and training with industry leaders, and we know these approaches are effective.

In this guide, we are going to share our favorite, proven tips to help you create the **right video**, for the **right person**, at the **right time**.

We hope you are able to achieve success by implementing these tips and we are here to support you if needed.

Tip # 1

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# GET TO KNOW YOUR AUDIENCE

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# Get to Know Your Audience

Pretty is as pretty does, and that's as true for video as it is for anything else. If your video is going to be effective, it needs to speak directly to your [target audience](#). This is where a well-defined audience persona comes in. If you have one, revisit it now to make sure it's still relevant and up-to-date. If you've never created one, get started by collecting the following information about your ideal customer:

**Who they are:** You want to understand their general demographics, including age, gender, location, occupation, and annual income.

**What they do online:** This includes understanding their favorite platforms, blogs, search engines, and more.

**What their goals are:** Why do they purchase a product? What problem or pain point are they hoping to address?

**What are their challenges?** Are they struggling with time management? A lack of education or information? A lack of qualified team members? Understanding their challenges allows you to cater more effectively to their needs.

**What would prevent them from buying from you?** It's essential to understand whether your customers are price-sensitive or not. Maybe they hesitate to work with a company they're not familiar with. Perhaps they've never used a service like yours before, and they're not sure where to start. Having this information in your back pocket makes it easier to target your offerings.

**What experiences have they had with your product?** You can use their expertise (or lack thereof) with your merchandise to direct them to other products or solutions that could be valuable for them.





# Create a Customer Avatar

The way you speak to various audience segments will naturally vary. What appeals to one audience segment won't appeal to the next. With that in mind, it's essential to make sure you're speaking to the right customer at the right time. Otherwise, your video content is just a shot in the dark.

To help you organize the information above, here's an example of a customer avatar template.

Feel free to adapt it for your purposes:



**Age:** 48

**Gender:** Male

**Relationship / Family Status:** Married with 2 young children

**Household Income:** \$250k annually

**Employment:** Dental Practice Owner (20 + years in industry)

**Online habits:** Tech-savvy. Tends to search for information online. He also relies on recommendations from peers. Comfortable using FB, Instagram, and other social channels. Relies on Twitter as a primary news source. Spends time online scrolling the newsfeed, reading relevant articles, and watching videos.

**Current Goals:** Wants to use online video to grow his practice and build trust within his local community.

**Challenges:** Does not have an in-house video team or the personal time required to create consistent and effective video content.

**Objections he might raise to using a video service:** He has never outsourced video production before. Thinks it might be too expensive. Unsure if he will get results.



Tip # 2

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# **MAKE VIDEOS THEY WANT TO WATCH**

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# Make Videos They Want to Watch

Creating video content takes a lot of work, so you can't take a random approach. Instead, you've got to be strategic. This means defining your target audience and then coming up with a documented method to reach them. Here are a few tips to help you speak right to the heart of your audience:



## **Gather Your Data.**

This may mean conducting an audience survey, doing some keyword research, and conducting a trend analysis - anything to help you get inside their heads more effectively.



## **Inspire. Educate. Motivate.**

Once you have a solid understanding of what your audience is interested in, become their go-to source for information. Make this your primary mission and sales will follow.



## **Use Tools.**

Tools like Google's [Keyword Planner](#) and [Keywords Everywhere](#) are excellent ways to leverage information and build your marketing muscle. You can also use [YouTube](#), [Google Trends](#), and [Quora](#) to find out what your target audience is talking about.



## **Make It About Them, Not You.**

Your customer is the hero, and everything you do should focus on educating them and lifting them up. Today's customers are savvy, and they'll sniff out BS quickly. By focusing on adding value, you keep your content competitive and unique.

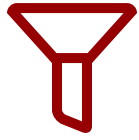
# How To: Strategic Video Content Planning

For best results, your content should align with the goals of each video, and support that goal entirely. When this happens, it's easier to be clear about what each video should do and be.

**Here are five steps to make it happen:**

- 1 Learn as much as you can about your target audience.
- 2 Determine the goal of every video before you create it.
- 3 Think about video concepts that can support your message.
- 4 Consider how distribution methods will impact production techniques.
- 5 Lastly, create a production plan based on this information.

Create content specifically for the primary platform you will be using. Videos are consumed differently on each social channel and you must consider that during your strategic planning process.



# A Full Funnel Approach

Align your video content with your customer's journey.

## Awareness



Brand  
Positioning

## Consideration



Social  
Engagement

## Purchase



Lead  
Conversion

## Advocate



Delight



Every video has a job to do.

# Brand Positioning

**The goal of brand positioning is to create an emotional connection through effective storytelling.**

When your audience first discovers your brand they ask, "what's in it for me?" Your job as a company is to create an emotional connection with them by telling a compelling story. **Emotion is a large part of the human decision-making process.** By connecting with the audience emotionally, you increase the chances they will take action after watching your story.

The only way to truly capture the audience's attention is by making the story about them. The viewer should be able to easily relate to the content in the story and feel emotionally connected to the outcome. You really want to speak to their desire and show them how your product or service can make their life better.

Keep in mind, though, that this isn't the time to sell. After all, you've only just met. Instead, encourage them to engage further with your brand. You might ask them to "follow" or "like" your brand on social media or perhaps "learn more" on your website.

How To:

## Storytelling Structure

Great stories don't happen randomly. Instead, they rely on a defined structure. To create a compelling video, you'll need to incorporate the seven following structural pillars:

1. Explicitly state what your audience wants
2. Identify the problem that will prevent them from getting it
3. Let them know you understand what they are up against
4. Position your brand as the guide to their transformational journey
5. Prove you're an authority and give them a plan to move forward
6. Paint a picture of what success or failure will look like
7. Invite them to begin their journey with your product or service

By allowing your audience to experience a product or service through story, you can connect with them on a much deeper level and inspire them to make a decision they believe in.

# Social Engagement

**Provide maximum value and position yourself as a trusted industry advisor.**

Many companies use social media to promote their products and services without providing any real value in return, and this is a huge mistake. The goal here is to generate engagement through helpful content that your audience will find useful. When done correctly, this can solidify your brand as an industry leader and help you create an online community of loyal followers.

One of the best methods to create social engagement is by producing a series of **“Quick Tip”** videos, otherwise known as video blogs (vlogs). Essentially, these are "bite-sized" thought leadership videos intended for frequent social sharing.

Each video should aim to educate, inform, or inspire your audience about topics that matter to them. More informative and less produced than Brand Positioning videos, they should provide valuable insights for your audience and keep you top of mind.

How To:

## Quick Tip Video Structure

Remember these videos should educate, inspire or even entertain (not sell). Here is a basic seven step outline you can follow to create an effective Quick Tip video:

- 1. Hook** - A cold opener designed to grab the viewer's attention
- 2. Intro** - Introduce your subject matter expert and establish credibility
- 3. Promise** - Communicate what the viewer can expect to learn in the video
- 4. Problem** - Identify the problem the viewer may be experiencing
- 5. Solution** - Present the valuable information they need to solve it
- 6. Summarize** - Remind the viewer what they just learned and why
- 7. Call to action** - Tell the audience what you want them to do after watching the video

By providing value and building a strong online reputation you will increase your chances of converting leads into buying customers.

# Lead Conversion

## Overcome objections and convert prospects into buying customers.

Now that you have made it through the courtship stage of this new relationship, it's time to go in for the kiss - AKA the sale! You've done a good job of engaging your prospect thus far, but they may still have some questions. Your job as a business is to present rational information that removes barriers to sale.

In other words, now it's time to convince them to make a purchase.

While conversion may be the most important part of your strategy, these videos do NOT need to be overly-produced. Instead, they NEED to be direct and clear and reduce any friction that may stand in the way of your prospect taking action. You will want to move away from storytelling and value-based content here and focus solely on telling the audience more about the details / benefits of your product or service.

Here are some of the best types of videos you can use to close a sale:

- Product Demos
- Walk-through Videos
- Service Details
- How To / FAQs
- Customer Testimonials
- 1:1 Sales Videos

## **Pro Tip:** Make it Personal

Next to an actual phone call or live video chat, there is no better way to engage a prospect than with a personalized 1:1 sales video. Think about it: video does a great job of creating a personal connection, right? So what better way to utilize video than during the sales process, when creating that personal connection is most important.

1:1 video means sending a personalized video message to your prospect, addressing them by name, and speaking directly to their unique situation. These videos make people feel special and more open to what you have to say.

If you need some help with the technical aspect of these videos, check out [Bonjoro](#), [Loom](#), [Vidyard](#), or [Wistia Soapbox](#).



# Customer Advocacy

## **Deepen the relationship to drive repeat business and customer referrals.**

You have a new customer! Congratulations! Now what? You need to continue to add value and keep them engaged with your brand. Your number one goal here is to deepen the customer relationship to drive repeat business and referrals.

When done correctly, advocacy videos can produce long-term brand evangelists and increase the lifetime value of your customer. Advocacy videos should surprise and delight your customers and aim to make a personal connection.

I think we can all agree that if there is one thing better than a new customer, it's a repeat customer. So how do you keep your customer coming back? Or, better yet, get them SO excited about your product that they're willing to tell their peers? It's all a continuation of the value you started to build with your social engagement videos.

Here are some **ideas** on how you can use video **to delight your customers:**

- Create a post-purchase video to thank them for their business
- Set them up for success with a detailed on-boarding video
- Send a personalized video response for a customer support inquiry
- Create videos that celebrate customer success or key milestones
- Send a personalized Happy Birthday video message
- Turn your top 10 customer service issues into a series of FAQ videos
- Give them direct access to you or your staff by offering a live Q&A session
- Use an employee spotlight video to give your customers a sense of whom they are working with
- Share event videos for those who couldn't attend in-person
- Create a funny behind-the-scenes video around the office
- Set up a contest that encourages your customers to share their own videos

These videos are underutilized by most businesses today. If done correctly, you'll realize precisely how important they can be to your overall video marketing strategy. It's all about staying at the top of your customer's mind and reminding them why they love you so much!

Tip # 3

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# USE DATA TO IMPROVE RESULTS

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# Use Data to Improve Results

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When you start diving into data, one thing you'll notice is that data is everywhere. In fact, there's so much it's easy to drown in it.

**Fortunately, not every bit of data matters. Instead, you only have to focus on what's most important to your goals.**

There are hard metrics like view count, play rate, and retention, as well as soft metrics like brand capital, audience sentiment, and likability. So let's look at the different types of metric categories.



## Reach Metrics

**Reach metrics measure the overall exposure of your video.**

This can be page traffic, impressions, or views. But don't get too excited if your video has a high number of views, this metric can be misleading.

On Facebook, Instagram, and LinkedIn, a view is counted when a video is watched for 3 seconds or more. Whereas YouTube requires approximately 30 seconds to be counted as a view. In addition, most social media channels auto-play video content, which can further skew the view counts.

Hence, these metrics are often thought of as "vanity metrics" - they can look good but have little value. On the bright side, chances are someone was exposed to your brand, even if for only a few seconds.

**i Pro Tip:** If you have a low view count, consider some additional promotion for the video or take a look at which days / times produced the highest view counts and post future videos at the same times.

**Key Metric:** Views

**ROI measurement:** CPV (cost per view)

## Engagement Metrics

**Engagement metrics measure retention, which refers to how long your audience watched your video.**

This can help you determine their overall interest in your content. As a general rule - the higher the engagement, the more effective the video.

Other engagement metrics can include follows, likes, shares, comments and "sound on" viewing.



**i Pro Tip:** Aim to keep at least 50% of your audience engaged until the end of the video so they can see your CTA (call to action). If you notice viewers dropping off sooner, peak their curiosity within the first few seconds of the video to keep them hanging on until the end.

**Key Metric:** Retention

**ROI measurement:** CPE / CPC (cost per engagement or cost per click)

## Conversion Metrics

**Conversion metrics measure when a viewer takes a desired action.**

This data can be critical to determining if your video strategy is generating the intended results.

From a business perspective, the main conversion goal is typically sales, but can also be subscriptions, number of new leads, clicks, site traffic or any other action you want a viewer to take.



**i Pro Tip:** Once you determine which videos are converting the most viewers, you can boost those videos with a bit of ad spend to reach even more people. You can also maximize organic reach by featuring them on your website, social channels, and email campaigns.

**Key Metric:** Sales

**ROI measurement:** CPA / CPL (cost per acquisition or cost per lead)

## Retention Metrics

**Retention metrics measure how well a business retains a customer after the initial sale.**

This may not be as exciting as measuring new conversions, but customer retention is vital to any business and this data should be tracked.

Here, you can look at things like repeat purchase rate, referrals, time between sales, customer complaints, churn rate, and most importantly lifetime value, which measures how much revenue is generated by a single customer.

**i Pro Tip:** The cost of acquiring a new customer is much higher than maximizing an existing account, so this data should not be overlooked.

**Key Metric:** Customer Lifetime Value

**ROI measurement:** CLV (customer lifetime value)

# Audience Metrics

**Audience metrics measure who is watching your videos.**

This data includes general demographics such as age, gender, geographical location, playback devices and the traffic source that brought a viewer to your videos.

This information can help you determine who your best audiences are and if you are drawing in any unexpected audiences.



This is an excellent way to know if you are reaching the right people to support your intended strategy.

# Align Metrics with Strategy Goals

Video goals may differ for every business and campaign, but now that you have a basic understanding of how the data works you can begin to measure success at each stage of your content strategy.



## Brand Positioning

Metrics: Reach & Engagement  
Views, impressions, likes, follows, likability, page traffic, email open rates



## Social Engagement

Metrics: Engagement  
Minutes watched, subscribers, likes, shares, follows, comments



## Lead Conversion

Metrics: Conversion  
Sales, leads, subscribers, form fills, click throughs



## Customer Advocacy

Metrics: Retention  
Lifetime value, churn rate, repeat purchases, referrals



**Pro Tip:** Audience Metrics should be considered in all stages of your content strategy.

How To:

# 4 Steps to a Data-Driven Video Strategy:

It's easy to get lost with the amount of data that's available online today. However, if you focus on what's most important to your goals and put a simple plan in place, you will be on your way to creating strategic video content designed to resonate with your intended audience.

**Here are four steps to keep you focused:**

- ① Identify what metrics matter most for your video.  
→ If you're trying to go viral, then view count might matter most.
- ② Create a system to collect your video metrics for easy reference.  
→ This can be as easy as creating an excel spreadsheet.
- ③ Analyze your data to understand what videos performed best.  
→ Look for trends and similarities across your best-performing videos.
- ④ Use the data to improve your video strategy moving forward.  
→ Give your audience more of what they engage with most.

The key takeaway here is you can use viewer data to not only measure the success of your existing videos, but also to inform new video content based on your findings.



# Conclusion: Dominating Online Video

**We get it - creating effective video content is tough, and you don't feel like you can undertake the process on your own.**

Without it, though, you'll struggle to find new clients, find yourself unable to convert leads that do come in, and quickly start falling behind your competition. It's a lose-lose situation, and you don't want to wind up there.

**Luckily, you don't have to.**

Here at AJI Media, we specialize in helping companies create the right video, for the right person, at the right time. Our team will help you establish brand awareness and generate leads, close more business, and stand out as a thought leader in your industry.

So, what are you waiting for? Don't wade into video marketing on your own. Head to [ajimedia.com](http://ajimedia.com) and schedule a free discovery call today!

## About Us

AJI Media is a strategy-first video production agency that primarily serves Greater Philadelphia.

We help small businesses, corporations, and educational institutions create purposeful video content to support their business goals.

Unlike most video production companies who just create video, we provide a comprehensive solution that includes strategic planning, full-service production, and targeted distribution.

We believe video is an essential part of how today's businesses must communicate. Our goal is to maximize ROI by creating results-driven video that elevates brand awareness and continues to drive new business.

