



Quick Takes

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You Tube and You
Comm 336
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Things to Know....

- What is [The Modern Connection?](#)
 - A B2B digital marketing firm (founded in 2009)
 - Helps small businesses that don't know how to use social media- or want to step up their efforts and success in this area
- TMC's services include:
 - Building websites
 - Writing blogs
 - Handling text messaging campaigns
 - Day-to-day social media management for clients
 - Google advertising (AdSense, etc.)
- Turner maintains that while social media networks come and go, there will never not be social networking
- Social networking has "completely switched the power from business to consumers" and has "shrunk the world like never before"

How and Why To Use Video

- Why did Turner caution against “creating video for the sake of creating video”?
- Have a purpose to it and a desired outcome
- Have a “call to action”
- Ways to use video:
 - Showcase new products
 - Demonstrate products
 - Introduce new teammates
 - Hold a contest
 - Testimonials

Things To Consider Re: Video

- Hire a spokesperson
- Be funny- try to anyway-don't be afraid to show humor
- Don't be afraid to show personal, human side and personality
- Link and share videos via websites, email, social networks
- "Optimization" is the key on YouTube- effectively use titles, descriptions, tag words, and link URL to related, appropriate sites

TMC Video Case Studies

- Alyssa Bags- strives to enforce brand recognition by showing the name a lot
- Chef Robin Rhea- cooking demonstration that showed her personality and humor
- Costello Construction- stressed “building at the speed of light” and never missing deadlines

Other Video Tactics

- Use of Vine and Instagram for marketing is growing as public use grows
- “Crowdsourcing” is ways to engage public and customers by seeking video and photography input in contests and projects
 - [airbnb](#) video [example](#) (article and submission rules)
 - See completed [video](#)
 - Did this project expand awareness of airbnb?

Video “Do and Don’t” List

DO:

- Make sure your message is clear
- Have a “call to action”- something you want viewers to do and/or take away from the video
- Include where people can find you
- Stress name of the brand
- Have way for people to connect, to “opt in”

DON'T:

- Let video be overly long- keep it tight and focused
- Let background noise or music overwhelm voice-over or narrative
- Have poor lighting
- Have excessive zooming, panning
- Over produce- don't let special effects supersede shooting quality

Additional Thoughts and Tips

- “Never quit traditional marketing,” Turner advised. “Never put everything online.”
- The key to YouTube success is “optimization”
- TMC clients pay for the staff’s expertise, experience and time
- Yes, the tools of social media are free, but the time put into it is not free- especially to bring in pros who really know how to market digitally
- Viral videos cannot be made- you can make a great video, the people will decide if it goes viral
- Trying to make a viral video will only look like you tried to make a viral video