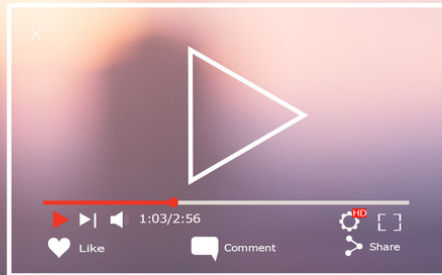


Content Production

# Marketing Videos

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The ultimate guide to getting your marketing video strategy kick-started.



Marketing has evolved tremendously over the past few years. The basic idea has shifted from selling products or services to connecting with your customer. 'Storytelling' has never been more relevant.



**"MARKETING IS NO  
LONGER ABOUT THE STUFF  
THAT YOU MAKE BUT  
ABOUT THE STORIES THAT  
YOU TELL."**

- Seth Godin

The most preferred and arguably most powerful medium of storytelling is audio-visual.

Videos have gradually grown to become a huge 'go-to' factor in our lifestyle. Successful marketers have realized the massive reach a video can potentially achieve. Not only are they using video marketing as a tool for 'special' events but are including it in almost all their campaigns.

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## Disclaimer

The videos referenced in this eGuide are used only for concept illustration, and we claim no intellectual copyright on the same.

# THE STATS

**82%**

As per a recent Cisco annual report, by 2022, 82% of consumer traffic on the web will be via videos.

According to Forrester Research, websites that include videos to promote their services are 50 times more likely to achieve first-page search results.

**50x**

**54%**

In a 2018 HubSpot survey, 54% of consumers wanted to see more video content from a brand or business they support.

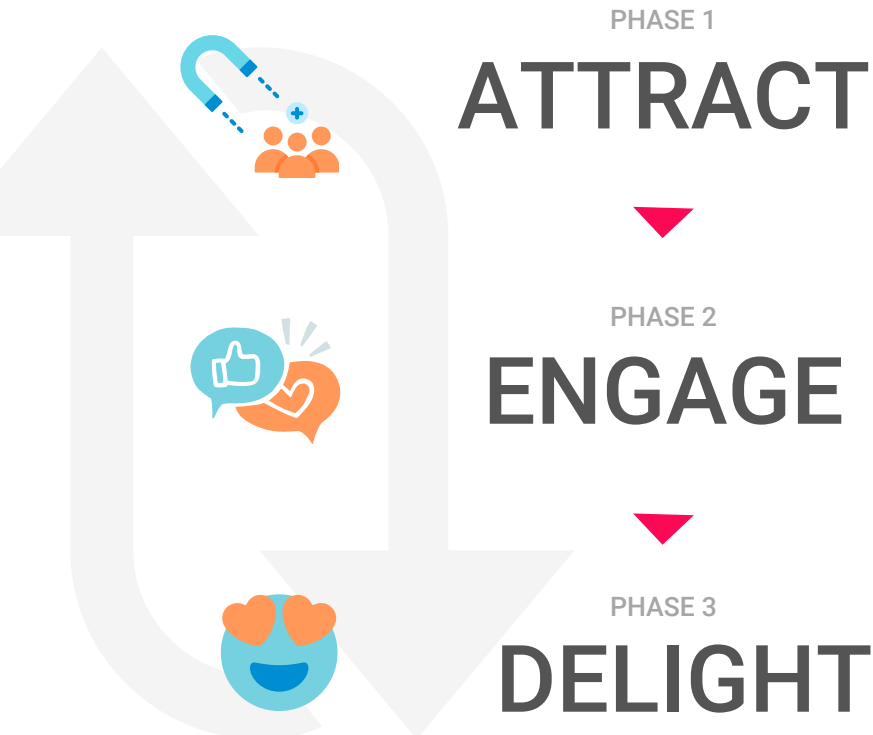
As per Wyzowl - The State of Video Marketing 2021 report, 99% of people using video marketing say that they'll continue doing so after 2021.

**99%**

**It cannot be ignored that traditional means of marketing, i.e blog posts, ad placements, etc. still have their hold on the system. However, including video marketing in the campaigns can elevate the desired message even higher. A well-rounded marketing plan is what you need to aim for, where videos are of prime importance in your strategy.**

# WHERE TO USE VIDEO IN YOUR MARKETING STRATEGY

As precisely mentioned by our partner, [HubSpot](#), video marketing can be categorized into 3 phases:



## PHASE 1

# ATTRACT

The attract phase is a lot like fishing and to do it right, you'll need a bait. This phase of video marketing is where you don't overwhelm your visitors by giving out too much information. Choose the best 2 or 3 features that make your brand stand out and let people get introduced to it. Detailed explanations and information in the introduction may result in people leaving your website when they're trying to learn about your company/products/services. Too much content in one go can drive your potential consumers away!

To cast a wide net, start thinking about SEO and Paid Promotion of the video. The most cost-effective place to reach your audience is Facebook and Instagram, as they have the most sophisticated targeting systems for paid ads. If you want to go for it, consider square video for News Feed placement. YouTube is good for pre-roll ads, and the 16:9 format is the friendliest version in this case. And for those in the B2B world, LinkedIn can be impactful, and the 16:9 format is also well suited here. All these videos, regardless of which platform you pick, should be less than 1.5 minutes.

Less is better!

## PHASE 1

## ATTRACT

# TYPE OF VIDEOS



## Intro Videos

Tell people about your product or service and how you can help them.

### Examples:



### Where to use:

Website | Landing Page

Got any questions? We are happy to help.



2

## Product Explainer Videos

A short video (1 - 1.5 mins) that breaks down what your product or service does.

**Examples:**



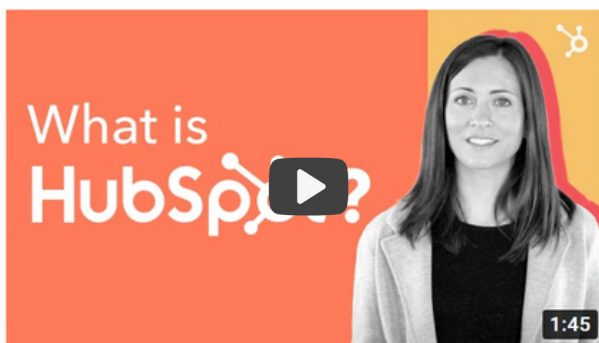
**Where to use:** On your website - it usually takes up some real estate on your homepage.

3

## Vlogs (Video Blogs)

Connect with your audience with a vlog and take your social media presence to the next level.

**Examples:**



**Where to use:** Website | YouTube

Got any questions? We are happy to help.





4

## Testimonial Videos

Let your customers do the talking, with video.

Examples:



**Where to use:**

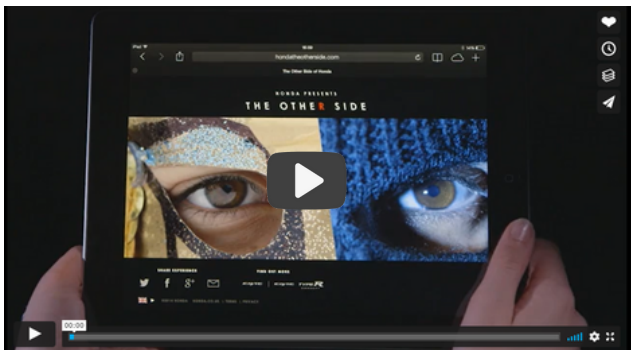
Website, Social media.

5

## Interactive Videos

Use interactive video to create interest in your product/service.

Examples:



**Where to use:** Website | Landing Page

Got any questions? We are happy to help.



## PHASE 2

# ENGAGE

This phase is where the magic happens and is usually the favorite for marketers. If your potential buyer has gone through the video content in the Attract phase, they would most likely need to take a deeper look at your offerings. To meet them where they're at during the Engage phase, you should:

## Step 1

Post videos on your social media channels like YouTube, LinkedIn, Facebook, etc., to drive traffic to your website.

## Step 2

Use conversion tactics—CTAs, forms, and lead flows—to capture prospect information while they're visiting your site. Then, plug that information right back into your CRM to personalize and add context to future communication.

## Step 3

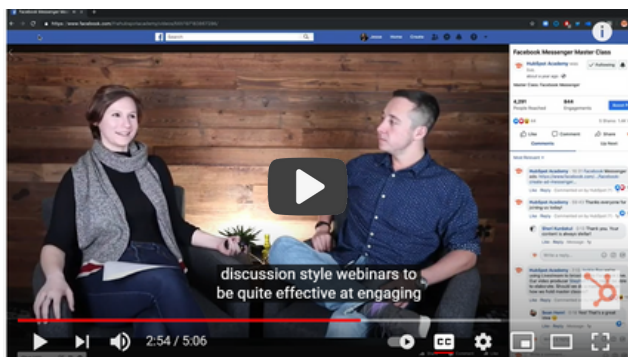
Make it easy for people to book a time slot with you by dropping a calendar link in your videos. Although harmless, deviating from the video to fill out a contact form on another page gives people an opportunity to bounce. Our advice? Don't take a chance here.

1

## Webinar

Give your audience value and position yourself as an expert with a presentation or seminar.

**Examples:**



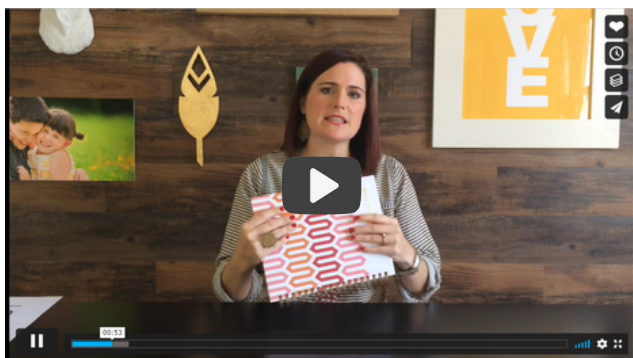
**Where to use:** Website, Social media.

2

## Q&A Videos

Creating videos that cover people's most common questions at each stage of the buying process is an effective way to ensure you're putting your video "traffic hooks" into the right ponds.

**Examples:**



**Where to use:** Website | YouTube

Got any questions? We are happy to help.

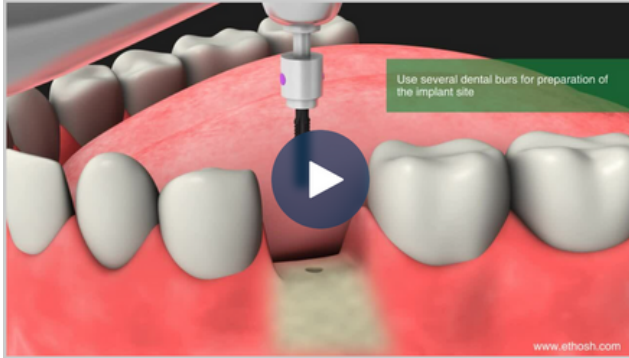


3

## How-to Videos (Tutorial)

Teach your audience using how-to videos.

**Examples:**



**Where to use:**

Website | YouTube.

4

## Reels/Stories

Engage with your audience on a more frequent basis.

**Examples:**



**Where to use:**

Social media. [ YouTube shorts, LI, FB, IG stories, WhatsApp ]

Got any questions? We are happy to help.

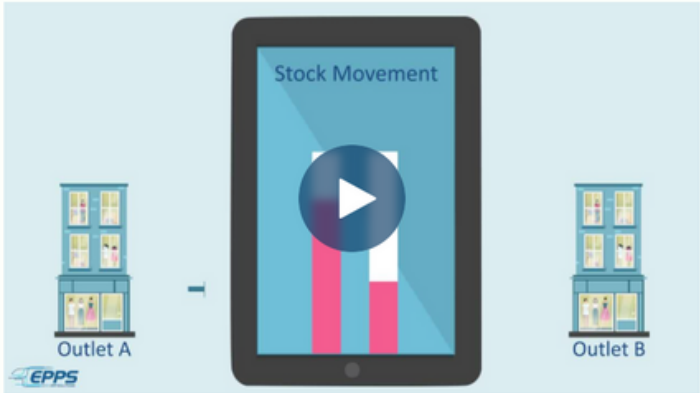




## Case Study Videos

Case study video helps potential buyers get a clear idea and confidence in the products / services before purchasing them.

**Examples:**



**Where to use:**

Website | YouTube | Social Media

Got any questions? We are happy to help.



## PHASE 3

# DELIGHT

This is the phase where your efforts from the past two phases usually start to pay off. Follow-up with your buyers and let them know that they have been heard.

Invest in video content that the consumers feel connected with, as there's a high chance of them sharing this with their loved ones. Follow-up and let people know that their feedback counts.

Show them that you mean business.

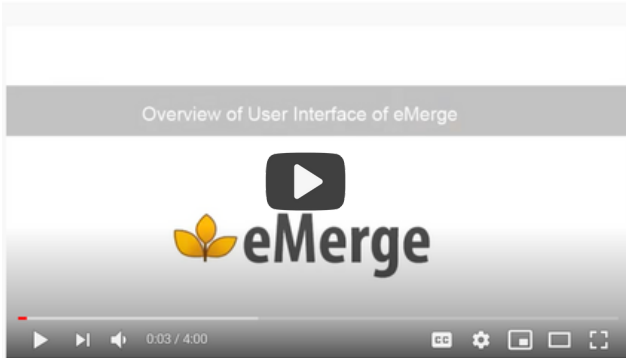


1

## Onboarding Videos

Walk through your product or service for new customers.

**Examples:**



**Where to use:** Within your product/service.

2

## Customer Support Videos

Assist customers in planning, installation, training, troubleshooting, maintenance, upgrading, and disposal of a product / solution.

**Examples:**



**Where to use:** Within your product/service. | Website

Got any questions? We are happy to help.



3

## Thank You Videos

Take the time to show your customers how much they mean to you and your business.

**Examples:**



**Where to use:** Within your product/service. | Social Media  
| YouTube

4

## Behind The Scenes Videos

Give an insight into what happens behind the camera.

**Examples:**



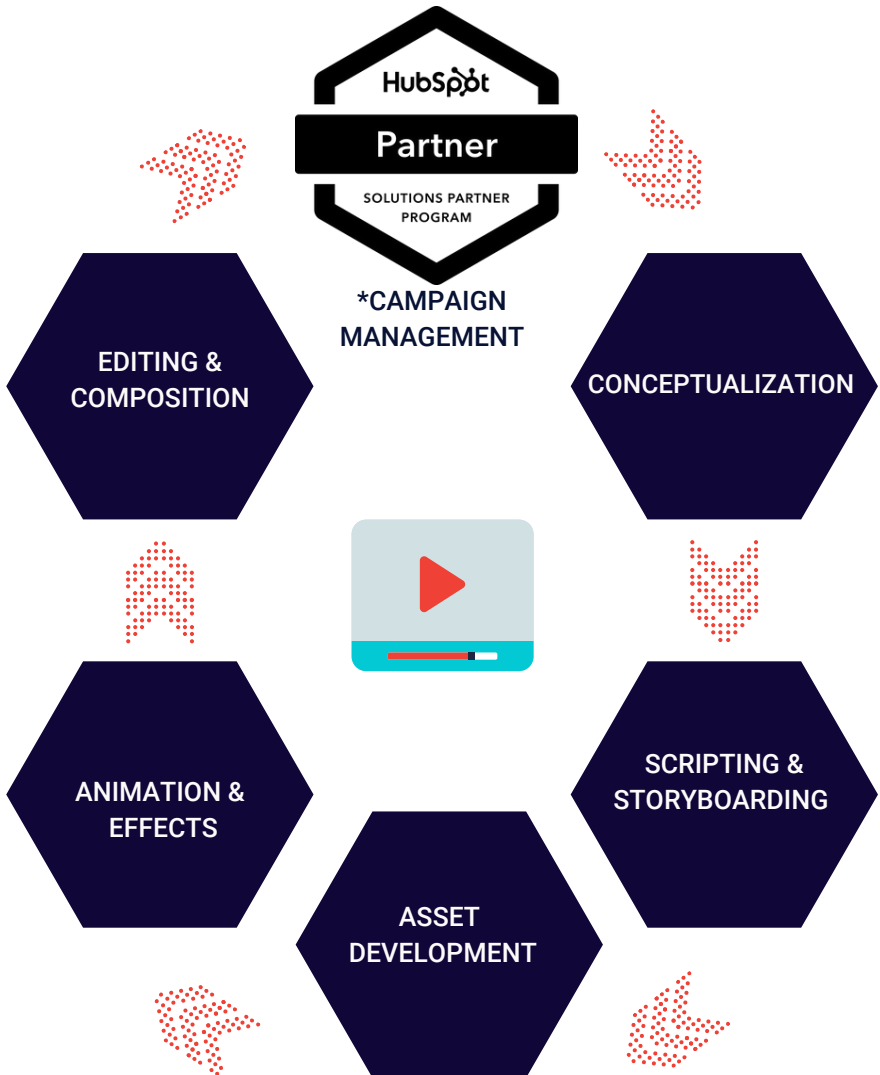
**Where to use:** Social Media | YouTube

Got any questions? We are happy to help.





# HOW ETHOSH CAN HELP



\*Ethosh is an Official HubSpot Solution Implementation partner. HubSpot provides software products for inbound marketing (Marketing Automation), sales, and customer service.

# TO SUM IT UP

The growth and speed at which video marketing is evolving shouldn't scare but excite you! Make the most of this opportunity by strategizing your marketing plans in a way that video content is given immense value.

Video marketing is not just ready to make its own mark but fully capable to rule. This means you can take full advantage of this consumer trend and reap all the benefits it offers. It's plain and simple; "The later you jump onto video marketing, the more consumers you're likely to lose."

# ABOUT ETHOSH

## CONTENT

## PRODUCTION

Ethosh offers a wide gamut of content production services which include 3D videos, 2D videos, VR and AR platforms, among many more. We have collaborated with top brands across the globe and helped them achieve their desired goals by providing them high-quality video content.

At Ethosh, we understand that every brand has a unique offering and hence needs a unique voice of storytelling. We create customized, personalized videos for your brand that not only help you connect with your consumers but also engage them, making them excited to know more.

Ethosh takes care of every step of the video-making process, from initial ideation to final edits, saving you all the hassles of video production.

Get in touch with us.





## Video Development Price List

### 3D Animated Video

Up to first 60 seconds	\$8,500
Every 10 seconds between 61 to 180 seconds	\$1,000 per 10 seconds
Every 10 seconds post 180 seconds	\$700 per 10 seconds

### 2D Animated Video

Up to first 60 seconds	\$6,000
Every 10 seconds between 61 to 180 seconds	\$750 per 10 seconds
Every 10 seconds post 180 seconds	\$400 per 10 seconds

#### Price includes:

- Conceptualization
- Script writing
- Storyboarding
- Custom graphics and asset creation
- Video production
- Post production
- VO recording & editing
- Up to 3 revisions at each stage before finalization

### Video Shoot

This type of video development involves a number of variables like types of camera, equipment, crew, actors, travel, etc. We request you to get in touch with our video production experts to know more about your customized price.

Please contact our video marketing experts to know more about special pricing for larger or retainer engagements & agency partnerships.

Got any questions? We are happy to help.



Disclaimer: 'Above mentioned pricing is only indicative and subject to change without any notice. For your personalized quote, you can also contact us at [marketing@ethosh.com](mailto:marketing@ethosh.com)