

LIGHTS, CAMERA, ACTION

How to create, distribute and manage video content to drive ecommerce



EDITOR'S INTRODUCTION



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Video is undeniably one of the most powerful tools available to retailers in the internet age. YouTube has more than 1.9 billion users¹ – a third of all the users of the web – and more than 500 million hours of video are watched on it alone each day. Similarly, 45% of Facebook or YouTube users watch at least an hour of video online each day and 82% of Twitter users watch videos².

In fact, more video is uploaded in the US alone to YouTube in 30 days than major US TV networks have made in the previous 30 years³.

Half of all this video content is consumed on mobile devices and 92% of those are shared with other mobile users and socially delivered mobile is shared up to six times per clip⁴. Video is today the most compelling content on the web.

With this in mind, it is now vital for all retailers to look at how they leverage the power of video, not just in their marketing and branding, but also in how they engage with consumers and influencers and how they portray their own brand values and image.

From simple product galleries to in-depth demonstrations of how products work, from webinars and brand awareness content to customer testimonials, video is increasingly key to driving how shoppers interact with brands and products, how those brands and products are found and how to make the brand and products stand out from the crowd.

With this in mind, it is easy to see why some 51% of marketers believe that video has the best ROI of all content⁵. Yet how to create, edit, manage and distribute video across devices – and across a whole retail business – at the scale needed to satisfy the massive and growing hunger for video content is a real challenge.

Among these challenges are a number of resource, time and technology issues that many retailers look at and bite their lips. Cost of video conceptualisation, the cost and complexity of production – especially relative to images – are two obvious issues, but so too are bandwidth considerations, particularly with your audience reaching you across many diverse networks. And compatibility with those devices allowing users to consume those various video streams that might be produced is also something that needs to be borne in mind when creating a video strategy.

For many, these challenges are placing a barrier in the way of creating an effective video strategy – at a time when a video strategy is most needed. However, it need not be the preventative that many see it as. Today there are solutions to help manage all these complexities.

In this white paper we shall look not only at how retailers can use video content for marketing, brand and image building, but also at how technology can democratise the creation, distribution, storage, management and reuse of that video content – efficiently and cost effectively, with real ROI goals.

The white paper will outline the familiar ideas of the power of video and why it is important, but will focus on how to create, manage and distribute this content at scale and across channels and platforms, avoiding a siloed approach to video storage.

So, pull up your director's chair and cry "Lights. Camera. Action!" and find out how to make video work for your business.

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SPONSOR'S INTRODUCTION

The amount of video content used on web sites and applications has greatly increased over the past few years. From bringing products to life with video previews to building trust through video testimonials and reviews, video is becoming the new norm for visual storytelling.

Video is also one of the most effective ways to replicate a hands-on experience and drive sales.

However, while video offers an effective method of capturing and engaging buyers, the technical challenges it presents have created a high barrier to entry for many brands.

Launching video content in today's competitive and omnichannel marketplaces means complex technical challenges for those needing to manage and deliver videos in their web sites and mobile apps.

It is an extremely varied medium and, until recently, required a number of inefficient processes to get to market. Managing all the intricacies, from optimal encoding, reframing, resizing, and enhancing often resulted in significant overhead from creative, marketing and technical teams.

However, as demand increases and technologies evolve, the barrier to entry for leveraging video content is diminishing. The ability to record and edit video content is now available at our fingertips, and advancements in AI (artificial intelligence) are providing options for brands to streamline video workflows through automation. You can now easily manage, optimize and deliver engaging video experiences to your customers everywhere, at scale.

As video technology continues to evolve, now is the time for brands looking to capitalize on video content before they find themselves behind the curve. ■



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ABOUT CLOUDINARY

Cloudinary empowers the world's top brands to deliver visual-first experiences that engage and convert. Founded in 2012 and with offices in the US, UK and Israel, Cloudinary's cloud-based solutions for image and video management and digital asset management (DAM) harness AI-based technologies to remove traditional media management pain-points and allow brands to focus on delivering optimal digital experiences faster, no matter where their customers are engaging. Cloudinary has more than 30 billion assets under management and 5,500 customers worldwide, including Apartment Therapy, Bleacher Report, Conde Nast, DoorDash, Forbes, HelloFresh, Hinge, Lululemon Athletica, NTT Resonant, Procter & Gamble, StubHub, trivago, Under Armour, Walmart Labs and more. For more information, visit www.cloudinary.com.



THE COMMERCIAL DRIVERS OF VIDEO

Mobile and the rise of social media is fuelling consumer love of video and turning it from something found on some websites, into something that should be on all websites: outlining how to use products, what people think of items to live stream interaction and more. And all of it is shareable.

In fact, internet video traffic accounts for 69% of all traffic in 2017 and hit 80% in 2019⁶ while the average consumer is estimated to spend as much as 88% more time of a website with video rather than one without⁷.

Equally, messaging for marketing and engagement is also proving to be more sticky when it incorporates video. Viewers tested retain 95% of the messaging in a video compared to just 10% in a text⁸.

These sorts of numbers should be business case enough to compel retail marketers to direct much of their attention to delivering a video strategy. However, whilst there is a huge groundswell towards video, what kinds of video content and how to create, manage and distribute it all have their own commercial drivers and can shape just how a brand or retailer needs to approach video content and video marketing.

TYPES OF VIDEO CONTENT

Video, while hugely popular online and on social, is a broad term. The type of video content created and used needs to be looked at in terms of just what it is being used for. As such, there are many different kinds of video content that can be used by retailers across their channels.

- **Adverts** – probably the kind of video most familiar to everyone or any generation, straightforward adverts for products and services – where the goods are explained and ‘sold’ in a traditional way – are one of the simplest forms of video that can be used anywhere from TV (if you have the money) through to affiliate marketing or popping up in the pre-roll on YouTube.

YouTube – and other video sites – pre-roll and inter-roll advertising is big business. With more than 1 billion people watching YouTube it is a great place to be noticed. These sorts of adverts need to be specifically short (usually 15, 20 or 30 seconds long) and must meet all the advertising standards requirements of all advertising. They are a chance to promote a product, service or brand, in your own words.

The downside is that they can be skipped and are rarely shared – unless you can get creative.

- **Product videos** – Videos that showcase your products in a more natural way, such as unboxing videos and user videos – offer a great second tier of interaction around your brand and a way to share knowledge, build engagement and create interaction.

Videos that show how your product solves a problem and then how to set up and use that product can be not only an interesting way to engage consumers, but also vital information that can help users choose your product and get the most out of it. These can be a combination of an advert and an explainer (see below), that allows the retailer or brand to outline in more detail what their goods or services do and how to get them to do it.

Again, these videos are ideal for helping to sell the product.

- **Explainers, tutorials and FAQs** – Building on the product video, explainers, tutorials and FAQs videos are increasingly popular with consumers as they are often what they turn to when setting up new items once they have purchased them and so are an interesting area for building brand engagement.

In fact, 65% of people use YouTube to help them solve a problem⁹. Want to build a house or remove a splinter from your finger? YouTube might have the answer.

Such videos are created to show how to set up, install, repair and enhance

products. They are, not least with increasingly sophisticated home-based technology items such as smart assistants and IoT devices such as video doorbells, becoming a vital enhancement to and replacement of the old-fashioned instructions manual.

These videos are increasingly where consumers turn to when they want to get the most out of what they have bought and can cover anything from how to put up your new tent, to how to install your new doorbell to creating a full home VPN (just three things this author has used video for in the past three months).

While this video content is often a vital part of the after-sales service, it is also worth noting that many people look at the explainers before buying, as a guide to how easy it will be to use.

- **Webinars, live streams and interviews** – To build brand authority while producing shareable and useful content, many brands and retailers are turning to content such as webinars, live streams and interviews to promote their goods. Sitting between advertising and explainers, these videos are a useful way to answer questions, address issues, talk about updates and promotions and push out thought leadership.

They are also excellent for welcoming and onboarding new customers, training and as an cool way to upsell and further engage.

While these types of video content are typically found in the B2B world, they are increasingly starting to become part of the B2C ecommerce mix too, with high-end and luxury brands looking to offer interviews and live streams of famous people endorsing their products.

In fact, 45% of Twitter users want to see more videos from celebrities¹⁰.

- **Customer testimonials** – What better endorsement for goods, services, products or brand than to hear from, in person, the people who have bought these things? Customer testimonials have always been a powerful marketing tool, but combining them with video makes them compelling.

Hearing how well a product or services has done once in the customer hands can be useful to prospective customers – combining that with customers giving explainers, tutorials and more on how to get the most out of your offerings can be a vital part of the sales process.

Bringing together how to use things with someone saying how good it is – and with the whiff of independence about it – makes for compelling and interesting video.

- **User generated content** – UGC has been a strong part of the growth of video online over the years, with many seeing it as what made YouTube what it is today and what has inspired brands and retailers to get involved in video. Getting users to make content about your brand, goods or services – creating their own versions of all the above types of video – not only reduces production costs, but creates content that is at once both useful and compelling and independent. Done correctly it can combine the usefulness of explainers and product demos, advertising and customer testimonials.

It also makes not only content that is eminently share-able, but also which is attached to people who can share it too with their own network.

Finding the right brand-advocates who are going to create their own content about your brand can be a very powerful combination indeed.

- **Previews** – Whatever kind of video you are producing, it is expedient to create previews of those videos so that you can list them more broadly on your site (see below) and act as a way to use video to direct visitors to the relevant part of your site.

Creating previews seems like a no-brainer, but as we shall see further on in the report, it requires skill and judgement to make it work properly.

WHERE VIDEO CAN BE USED

We have explored some of the kinds of video content and its value to the business, but where that video appears is also a vital part of a video strategy. It also impacts how you make the video content in the first place and, as we shall see further on in this white paper, how to manage that content. Understanding where the video is going to be used determines how you make it – so consider which of the following platforms you are designing content for.

- **Home page** – The obvious place is on the homepage, where your brand story can be told, values outlined and even some suggestions of the products covered. The homepage should really be used to guide people to where they want to go and, often, visitors to the home page have come organically by typing in your company name. The video they hit here should outline who you are and what you do – and where to go on your site to learn more.

Interviews and broader testimonials, as well as links to webinars are also useful here, so long as they are telling the brand story and helping outline what the whole site that lies beyond the home page has to offer. It is also the key place to use preview video content.

- **Landing pages** – The pages that visitors arrive at from search or promo links are a much more valuable commodity and the visitor hitting here has come looking for something very specific: usually a particular product.

Video on landing pages needs to match this need, covering that product or range. Nike use videos on product range landing pages to outline what the visitor can expect and help guide the visitor through to where they more specifically want to go.

Here you can use interviews, product videos – particularly product range videos – and even webinars and other previews.

- **Product pages** – Videos on product pages should be product videos. These pages may well be first-hit landing pages, but they are specific to the product and should feature video specific to that product.

This can be your own ‘ad’ content, your own product videos, as well as being a place to also put explainers, tutorials and customer testimonials. It can also be a place to have product specific interviews if that is relevant. These can be delivered as previews if needs be.

- **Messaging** – Video content produced isn’t only going to be used statically on the website, it also forms a key part of email and mobile marketing as well.

Video content to be sent out in this way has to do several things at once. It needs to ‘tell the right story’, so has to be created partly as advertising and partly as product video. That said, if you have a top celebrity talking about your products or your brand or indeed if you have some excellent testimonials, that can also be worthy of being produced for messaging content.

The quality and size also has to be dynamically managed so that it can be delivered over a vast array of networks – from strong wifi down to 2G Edge networks – and to a range of device codecs.

Alongside this, the video content has to be appropriately sized so that it can be viewed on the vast array of devices – and as either landscape or portrait – that it is going to be seen on.

Here we get into the nuts and bolts of video – and this white paper – and that is the need to be able to ‘slice and dice’ the video content you have to create the marketing messages you want.

- **Social media** – Similar device, screen and bandwidth considerations also apply to content created with the express purpose of being shared on social media. Content for social media has to not only be ‘brand aware’, but also be short, sharp and compelling.

Here, the very best bits need to be used from the growing cabal of video content you produce, as well as drawing on the UGC that your advocates, followers and fans are making themselves.

Depending on which social network you use – and that typically includes YouTube, Facebook, Instagram and Snapchat – video needs to be created and managed differently.

The different social networks have different audiences with different priorities, so if you’ve got longer content that features sound, it might work well on YouTube, but can fall flat on Facebook where shorter, sound-off content reigns – so think sub-titles as well as short and sweet.

Typically: YouTube is about looking to learn and sharing something educational; Facebook is about looking for updates and sharing what’s new; Twitter is about looking for trends and sharing what’s happening; and Instagrammers are looking for something inspiring and sharing what’s interesting.

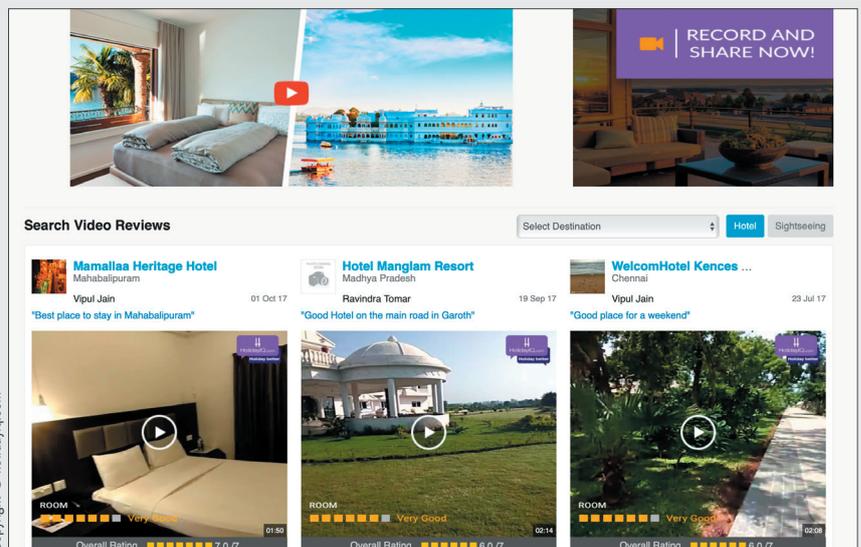
CASE STUDY: HolidayIQ turns UGC into valuable information

HolidayIQ.com is India's first and largest holiday information portal servicing the thriving Indian traveller community and its attendant experts. It is designed as a site to enable travellers to discover, plan holidays and share holiday experiences, though a highly customised, information-rich site driven by user generated video insights on places, hotels, sightseeing and transport made uniquely relevant for you through what we call the science of holidays.

HolidayIQ.com is not a Travel Agent and does not do any bookings directly, instead it is all about garnering reviews from Indian travellers to offer to the traveller community at large to help them make informed booking decisions.

The company was born in 2004, but over the years, it has grown into a large community of more than 11 million travellers planning their holidays every month and the site now information on more than 60,000 Indian hotels and 2500 Indian destinations.

It truly is, as it claims, the Voice of the Indian Traveller.



The site is built around content from travellers and these days that means video. The site features literally countless thousands of video reviews and footage, all curated so that it is ways to locate and search by location, destination and more.

The site also features a really useful film and up-load section, where users can up-load their own reviews. It is a testament to how video can be

commoditised and form the backbone of a whole business, especially if users generate the content for you.

The site is also testament to how, with excellent management and curation at the back end, these videos can be sliced and diced and deliver a truly useful package. What better way to choose a hotel than to see if and hear from people staying there – from the lobby right through to individual rooms.

IN SUMMARY

The commercial drivers for video are clear – it is the easiest and most popular forms of consumer content online, on mobile and lends itself to social. It is a great way to tell your brand story, dispense advice and help, showcase your products, outline what your customers think and big-up celebrity endorsements.

But each of these requires the right content to be created and curated and it needs to be sliced and diced appropriately for the message, the medium and the place it is being used. And this creates a number of challenges for brands and retailers looking to produce video content. How to overcome these challenges is what the next chapter takes a look at. ■

PRODUCING THE RIGHT CONTENT

We live in a digital world that is dominated by content marketing. And the key challenge that generates is one of complexity: to properly represent all the things a brand or retailer makes or sells requires a huge number of varied images and videos.

The growing need to produce video adds to this complexity. Witness Nike: it has video content of each and every one of its range of shoes – in every colour and from a range of angles. For Nike and all other retailers and brands this means producing and managing a vast amount of content.

Add to this the need to tweak the content depending on how and where it is going to be used – social media, product description et al – across a range of networks and devices, and many content creators and brands are left scratching their chins and looking anxious.

While we shall come to the managing of the content in the next section, we first need to look at how to create the right video content.

WHAT TO FILM

What sort of things to film largely depends on what you are selling – if you are a shoe retailer you need to shoot shoes alone and with feet inserted, possibly in different settings as appropriate; if you sell pens, show them writing – but in essence there are three main kinds of video content that you need to create.

- **Hero content** – Hero content is brand-focused promo content driven by emotion and with high-quality production. Depending on the size of your company and budget, hero content is usually created between once to four times per year. However, very small companies might publish it less often than this, and huge companies more often.

Here content is often seasonal and is usually focused around a big ‘event’ such as a new product launch or some other ‘red letter day’ for your company or brand.

- **Hub content** – Hub content is created far more regularly and is there to tell your on-going brand story, increase your brand’s profile and to drive trust and engagement. It can also be used to drive people to the next stage of the sales process, often on to the product range or product pages.

Interviews, webinars, customer testimonials and, to some extent, explainer videos are ideal hub content and can be used to build brand and help direct people.

Production values are less crucial, but as with all video content, the better it is the more likely it is to be watched and shared, so don’t skimp on quality.

- **Hygiene content** – Hygiene content is often overlooked, but in many ways is becoming the most important content type as everyone gets more video on their sites. The purpose of hygiene content is simply to get your brand as high up the Google and YouTube search rankings based on your industry’s key words.

For example, if you specialise in selling landscape gardening products and services and one of the top Google searches is ‘How do I lay a garden patio?’, make a brand video entitled ‘How to lay a garden patio’ that answers the question in detail, with character, and without being salesy. People landing on the page are already in the market to buy your products – because that is what they have searched for – so this video is your chance to land them as a sale.

WHO SHOULD FILM IT

Creating the content itself is also something that needs to be addressed. While we all have video cameras on our phones and editing software on our laptops, not everyone is a budding Fellini or Spielberg. So how do you produce the video?

- **Do it yourself** – If you are a small company or you are the only person in the marketing department – or you are a budding Fellini or Spielberg – they you can do it yourself. But be warned: it is complicated and time consuming and can be hard to get professional looking results.

For best results, invest in a good digital camera, some good editing software and plan in detail what you are going to shoot and then practice.

- **Hire someone** – If you are a larger company or have the budget the best approach is to hire someone to make the videos for you. There are many companies that specialise in making this sort of content and will manage the direction, filming and production of the content you want and need.

Once again, while they can help make the content, the vision comes down to you and your brand team, so it needs careful planning. It may be worth hiring in some dedicated to managing the video process in its entirety, including hiring a third party to do the filming and production work.

- **Outsource it entirely** – the ultimate solution is to outsource the filming to a third-party that will handle the campaign and messaging development, the content creation and the use of that content on an ongoing basis.

The brand or retailer needs to be aware of what they are trying to achieve, but then the rest of the video content process can be handed over to those with the expertise to deliver on an ongoing basis.

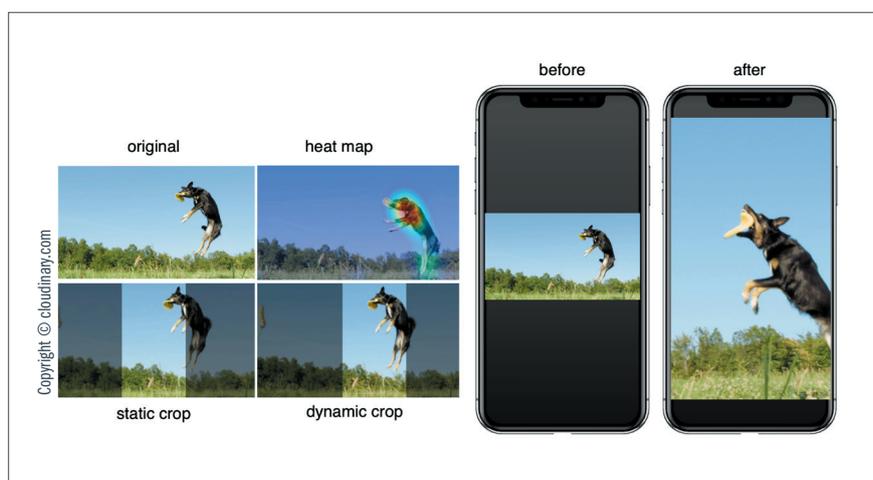
MAKING IT WORK ON DEVICES AND CHANNELS

The video produced has a job to do for the brand, but it also has to do that job on a variety of devices and on a variety of different platforms – and that requires processing of the video so that it fits the devices and suits the demands of those different platforms.

- **Cropping** – Video content is going to be viewed on desktops, tablets and smartphones – the latter two as landscape or portrait. Video is also going to be watched on social media sites on these devices, websites on browsers and potentially on apps. Each device and site will require the content to ‘adapt’ to the site and device it is being viewed on. This is done dynamically, but the content needs to be created and then curated so that this works most effectively for most people.

For example, 57% of video traffic comes from mobile and 94% of that video is viewed with the phone in portrait (vertical) mode so content needs to be cropped to work with this.

The answer lies in AI, which today can analyse the video using deep learning algorithms and, done on the fly, can mask the video to create a dynamic crop that tells the story of the video accurately [see image].



For longer videos, to increase performance, these transformations can be performed “eagerly” – or in advance of the customer request – to make sure the transformation is available instantly.

- **Subtitles** – As mentioned in the previous chapter, most viewers of YouTube videos

do so with the sound on, but when it comes to videos on social media sites and, to some extent websites, don't always have or want the sound on. In fact, 85% of videos are played with no sound.

This means each video needs to have subtitles that tie in with what is being said on the video. It also aids SEO as well – so is a must for anyone producing video content.

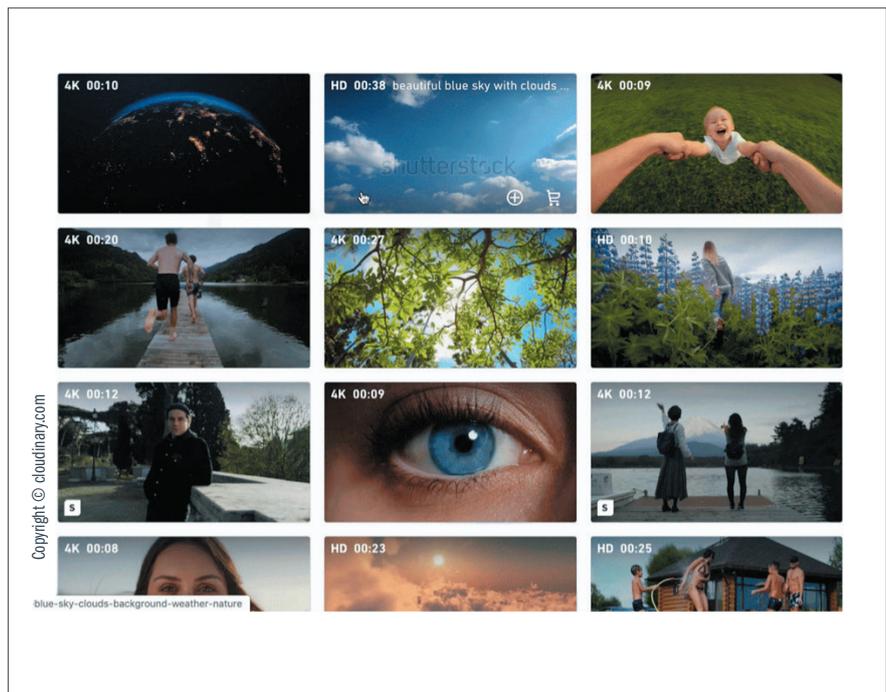
Transcribing videos can be a difficult and lengthy process and one that slows down production.

Once again, AI holds the key, offering the ability to automatically produce a transcript and overlay it on to the video.



- **Auto previews** – Keeping up with the Joneses: YouTube, and Netflix have made consumers expect short previews before they consume anything. And it can lead to a 90% increase in watch-time, according to YouTube. Much like boomerang videos were the hot trend on Snapchat, previewing is today's hot trend. How do you keep up?

AI generated short previews can support this requirement by using start offset and end offset parameters to transform the original length and create previews that show just what visitors needs to see to whet their appetite and stick with your site – hopefully then going on to purchase.



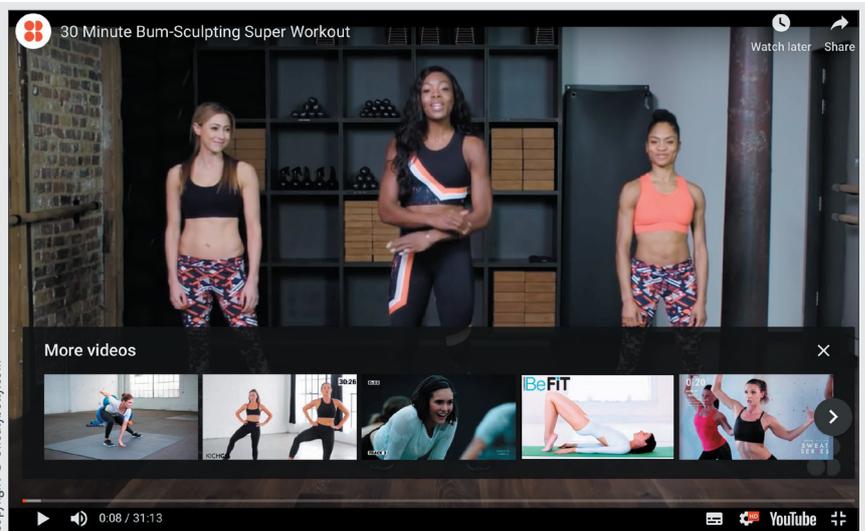
CASE STUDY: Sweaty Betty uses video to inform and raise brand awareness

Women's workout wear brand Sweaty Betty is a keen user of YouTube's longer, more informative format to stylishly address not only questions and details about its goods, but also to raise brand awareness and, perhaps most importantly, inspire its customers and prospects to achieve.

Its latest round of videos in 2019 delved into its workout classes that it runs in its stores and through video not only showed what the live class experience is like – potentially driving footfall – but also how its gear performs in action.

Instructors talk you through the workout, but also seamlessly reference what they are wearing and the benefits that it brings to that workout and more.

These videos are a prime example of how to instruct, inform, tell the



brand story and drive sales – as well as potentially drive footfall to the classes too – and show how investment in good video can achieve a wide range of outcomes for the brand. It Sweaty

Betty's case it isn't about quantity of videos it is about getting the most out of each one, which plays back to how the videos are strategized and conceived in the first place.

IN SUMMARY

Producing the right video content is a challenge – a challenge that is made all the more difficult by that content having to be distributed across a vast array of devices, via a range of networks and on a range of platforms. This granulation of distribution makes the production of video hard to manage unless you use technology.

Today, AI can help do many of the task typically handled manually and which now mean that video content can be prepped and distributed at scale – making it ideal for brand and retail marketing use.

It also help future-proof the organisation against the exponential increase in video content that is going to be seen in coming years, as well as making sure that the video content produced can be 'sliced and diced' to suit the wide range of uses and platforms that today's brand marketing and, indeed, consumers, demand.

Managing all this is also something that technology needs to play a growing hand in, as we shall see in the next section. ■

MANAGING VIDEO ACROSS THE ORGANISATION

Having the content is just part of the puzzle, as we have touched on in the previous section. How to store and manage that content, how to avoid silo-ing it so that all departments have access to it and how to repurpose that content for different departments, campaigns and channels as needed – and often on the fly – is perhaps the most pressing part of developing an effective video marketing strategy.

Asset management in the world of video is an even more daunting problem than for images and static assets. Each video is large and storing multiple derived variants can easily become cumbersome and expensive. Manual tagging can also be an impossible task given the number of minutes of video.

This where AI-based auto-tagging, structured metadata, advanced search and real-time collaboration can really help streamline your media workflow between all internal teams – creative, marketing and technical.

Using such technology, only the original video needs to be uploaded and variants can be then generated on the fly. This means less storage, better search and classification, no version confusion, and ensuring everything always gets generated from the high quality original. So how can this work in practice?

HOW IS VIDEO USED

The first port of call needs to be to look in more detail at how your video content is going to be used and what you need it to achieve. How to use the content you have created will dictate to a large degree what you need to do with it and how to manage it across your business.

- **Personalisation** – Today's marketing – and brand messaging – works on personalisation. Every consumer wants to feel that the brands they like are talking to them, personally, and this has to come across in how video content is delivered.

Of course, content can't be created and appropriated on a truly one-to-one basis (not yet, anyway), but applying AI and deep learning to the content you do have and combining it with the data you hold on your customers will allow for the creation of content that is 'personalised at scale'.

Because users want a more personal online experience¹¹, personalised marketing brings higher levels of engagement and interaction between businesses and consumers – and shows the consumer you know what they're looking for. This gives you a higher chance of converting these customers who feel you're relating to them on a closer level.

You can use video to send personalised messages to your customers, offer them discounts on their favourite items or services, and create an emotional connection that will make them feel personally tied to your brand.

- **Personalised suggestions** – One of YouTube's key features is that it suggests what the viewer might want to watch next – in fact that is how most of the videos on YouTube are watched. YouTube uses AI and 'secret' algorithms to drive this – and you can too.

Recommended videos increase the time a viewer watches your content and content similar to it, allowing for a higher chance of conversion. It also continues their engagement and willingness to interact with a brand once they have a better idea of what it's about.

Video is one of the best methods of getting to know your consumers and understanding what they're interested in and what they're willing to spend time on. The best way to get your videos noticed is to use SEO everywhere: in the title, tags, and description. Stick to your keywords and use long-tail keywords when possible.

- **Drive engagement with AI** – AI can also be applied to the content to make it as engaging as possible. While AI can be used to great effect to format and caption videos, this process can be taken a step further, with deep learning algorithms being applied to crop and cut the content to make it as engaging as possible for the audience it is intended for.

Cuts and crops can be made dynamically to the original content so that it is

uniquely tailored to social sites, email marketing, different web pages and so on.

One way to understand what video content is going to deliver is to look at how previous videos have performed. Again, however, as the volume of video – and video versions – you have grows, so too does understanding what bits of which videos works and why.

Here, too, AI can assess what works and start to use that information to create new versions of existing content, as well as informing the creation of new content.

MANAGING CONTENT

With this in mind, how the content is then managed across the business is key. As we have touched on in the previous section, the main challenge with all media content is the complexity that comes with it.

There are multiple versions needed for multiple uses on many devices and a plethora of platforms. To meet these demands the content needs to be analysed, re-appropriated as needed and tracked – often by different departments across your business.

This throws up two key issues: how to streamline the immense – and growing – workflow and how to manage it all.

- **Streamlined workflow** – The aim of developing a workable video strategy is to avoid the complexity of having to accommodate multiple versions for multiple devices, channels and increasingly across the organisation, for all your departments. This means that retailers and their video creatives need to create once, publish anywhere – and to do it at scale.

The key to this is to automate tedious, manual workflows so that you are uploading a raw video once, organising and sharing it, dynamically creating variants for different campaigns and then publishing them with automatic performance optimisation to engage users everywhere.

As we have seen in the previous section, AI can be applied to manage the dynamic cropping to suit the device and platform, to close caption and subtitle the footage and even to help create the previews and playlists that can be used across your site.

- **One system to manage it all** – To make this work in practice – especially across an organisation – it makes sense to integrate it all into a centralised system.

Leverage UI, API, or widgets to enable every function to work with images and videos, as well as asset management, allows the organisation to manage images, videos, and all rich media with a single platform that's constantly evolving to meet customer expectations and trends.

Such a system can deliver all the key aspects of creating and managing video, dynamically preparing it to whatever use the company needs. These include:

- ◆ **Video Transcoding** – Dynamically transcode videos to any format, optimized for different browsers, devices, and channels;
- ◆ **Dynamic Manipulation** – Manipulate videos in the cloud to create variants for campaigns across the customer journey;
- ◆ **API-based Management** – Do it all, on the fly, through URL-based APIs and SDKs that simplify development and integrations;
- ◆ **Smooth Streaming** – Start videos faster with fewer interruptions using adaptive streaming and delivery via multiple CDNs;
- ◆ **Custom Video Player** – Embed videos into your website or app with a customizable player for a tailored experience;
- ◆ **Live Streaming** – Broadcast live events from any device and share the stream on mobile and social channels.

The benefits of such a system is that it delivers better streamlining and organisation across the whole business, as well as the whole process of producing, using and managing the content.

It can streamline the entire lifecycle of images, videos and rich media – from upload to manipulation and delivery. It also allows for the maintenance of a 'single source of truth' with all your assets organised in a central library to make it easy to browse, tag, search, share and distribute assets.

CASE STUDY: Asos takes video in its stride

Online fashion retailer Asos has long been a strong proponent of video and has incorporated it into its product descriptions so routinely that it now an accepted part of its site.

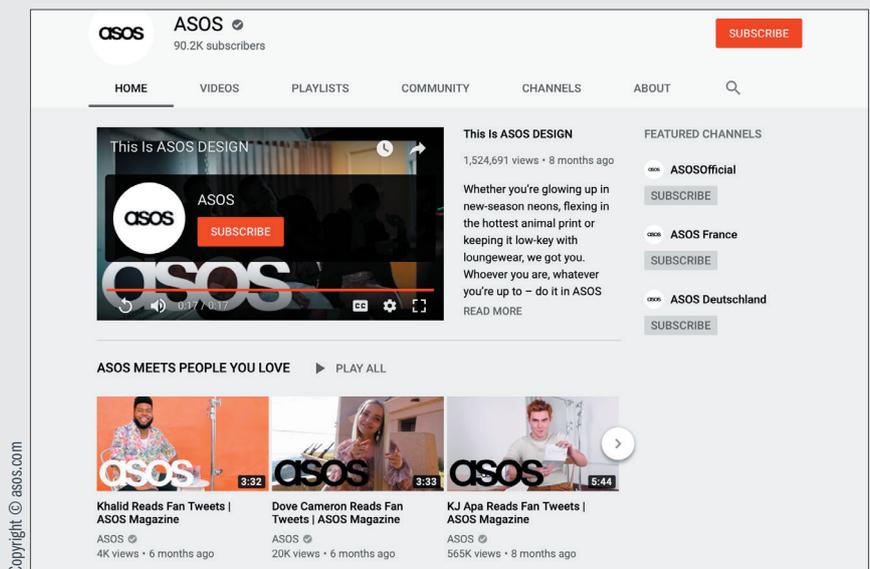
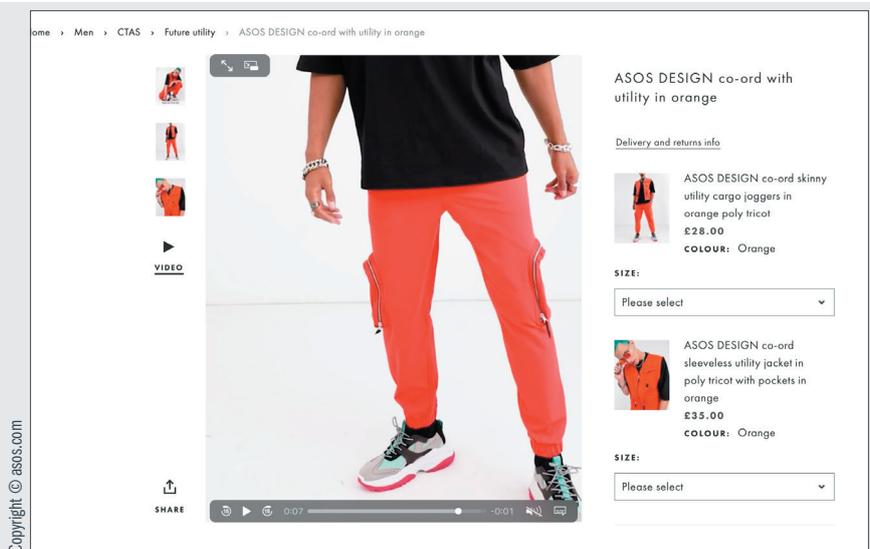
The retailer uses video to showcase how items actually look 'in action', allowing potential shoppers to see not only what things look like on, but how they flow, move and hang.

To this end, the company shoots the usual hero shots of the goods from all angles and then films the same model, on the same set, striding around and, it has to be admitted, 'striking a pose' here and there.

The over-all impact is a great one for helping to not only 'explain' all those questions online clothes shoppers have – what does it look and feel like on. While a video can't answer all of that, it can help show how things hang and what the material looks like on and as such this is a boon to how Asos sells.

The retailer also uses these videos and many more 'arty' ones as hero content on its YouTube channel, which it uses new season videos to kick off sales, celebrity interviews and mashups, as well as content based around its successful fashion magazine to driver subscriptions.

Asos manages its diverse range of videos well and has 90,000 subscribers to its UK YouTube channel alone.



Using a SaaS approach also enabled you to effortlessly adopt evolving trends driven by cutting-edge technologies and customer expectations.

IN SUMMARY

Content, especially video, needs to be adapted and developed to meet a range of needs across the organisation and, hence, needs to be managed and curated. The demands of personalised marketing, recommended views and driving engagement all require that video be tagged and assessed to find the best content for the application.

Couple this with the need for the content to meet the disparate demands of the wide range of platforms and devices on which personalised content is being distributed and managing it becomes a time consuming and labour-intensive practice.

The key lies in using a centralised content management platform that can not only host the content and aid in its distribution, but also which can, using embedded AI and deep learning, do much of the grunt work. Such systems can find the best bits and can dynamically crop them for each use case, on the fly and at scale.

With a burgeoning quantity of video and image content driving most retailer and brand businesses' marketing and engagement, such systems are key to making a success of video. And how you measure that success is what the next section takes a look at. ■

MEASURING EFFECTIVENESS AND IMPROVING ROI

Building on how to implement the video strategy across the organisation, how can you understand how effective your video strategy is, where to improve ROI and what you should be measuring to help create new versions of your content and, on an on-going basis, your next round of content.

WHAT TO MEASURE

The key metrics you need to measure range from the obvious to the not-so clear. Each will help inform your on-going strategy and guide where future investment needs to go, as well as helping constantly refine both your creative and marketing strategies.

So what should you be measuring?

- **View count** – The obvious place to start is with how many people are watching your video. This most generic of KPIs merely counts all the people who have watched your video from a second up to all the way through and everything in between. It is basic, but useful to know.
- **Engagement** – This more interesting take on views is a more useful metric, counting how many people watch for how long. You may have a video that is getting a view count of the hundreds of thousands, or even millions, but if they only stay for a few seconds then there is something very wrong with your content.

Equally, you can use engagement measurement to see what kinds of viewers are watching for how long to find out who is watching to the end, the middle or the beginning to get a better idea of who is being engaged – and even perhaps why, if you look more granularly at who is watching what parts of the video.

- **Conversion rate** – Another useful metric is measuring how many – and who – is actively doing something as a result of your video. It may be a simple call to action to click on something and buy, but it is also worth assessing what other things they do having left the video (and correlate that against where they left) and where they then go. All data you can glean about how far they got with the video and what they then went on to do is really useful.
- **Where did they come from** – While it is useful to see where they went, you can also learn some useful things about your customers, your videos and your broader marketing strategy by looking at how they ended up on your video in the first place.
- **Social sharing** – One of the main reasons to invest in video content in the first place is to drive social sharing and engagement and so a measure of how many likes and shares your videos get is a good indicator of how well that is doing. It will also help tell you which videos work best on which social media channels.

Live monitoring of what your video is doing across social channels – and then subjecting the data to the all-seeing eye of AI – can help future optimisation and production of videos going forward. If a particular video worked well in the past, data can now show exactly how, where in the video, and how much increase in click-rate was achieved.

AI is also providing a boost to advertising opportunities within videos on social media. For instance, video creators can leave space in videos to easily incorporate an inserted image or message that is automatically generated based on a viewer's location, language, and other demographics. This new form of video advertising enabled by AI will allow marketers to create powerful, personalized messages in a whole new way.

- **Feedback** – What viewers are saying about your videos – in the comments section, or, on social media post that feature or link to your video – is a good indication of what they like and don't like about it. It will give insight into what does and doesn't perform and why. The comments section tends to give anecdotal data, but it pays to consider the human side of how people watch and react to video and that too should inform what content you produce.

- **Cost** – All of the above have to be weighed against how much the process of producing and distributing the content cost and what it produces. This isn't a hard-and-fast bottomline game – you can't put a price on brand awareness – but outlining the costs against what it is bringing in and how it is being perceived will give some indication of how well or not your video strategy is going – and what to change to make it work even better.

HOW TO IMPROVE ROI

While measuring the performance of your video content is vital to understanding how well you are doing, how to improve your content and even what content to produce, any retailer or brand engaged in video needs to also look at how to improve the impact of its video and in turn its ROI.

So how can you make that happen?

- **Have clear goals** – Measuring how successful your video content is – and how to improve it – relies on setting out knowing what you want it to achieve. As with any business undertaking it pays to set 'smart' goals – Specific, Measurable, Achievable, Relevant, and Timely.

What specifically these cover depends on your specific business objectives, but typically they are things like improve brand awareness, grow sales, grow sales of specific products or generating more leads, more feedback or more social shares. It can also be used to drive database/customer base, or open up new audiences and demographics.

- **Know your audience** – You will also need to know your audience, what they like and don't like and what their values are. Tapping into this will help shape your video strategy and understanding it on an on-going basis will help refine the content that you then go on to create, how you repurpose what you have and how you promote it.
- **Captivating content** – Great – and improving – content is what your video strategy rules or falls by. Whatever your budget, you need to create as high-quality and as compelling content as possible that entertainingly and succinctly satisfy the need they set out to address.

So, if you are making explainers, make sure they explain; if you are making FAQs, answer the question.

As we have seen, adding captions, subtitles and cropping are vital, so when creating the content bear in mind how these elements are going to play out on the screen(s) on which the content is going to be viewed on and keep refining it as you analyse the data as to what is and isn't working.

- **Repurpose captivating content** – It costs a lot to make a piece of good content, so you want to get the most out of it. Based on what your metrics are telling you – including anecdotal 'human' feedback, trends and more – you can reuse your content to increase its ROI.

While you can recut the video, perhaps making it into shorter chunks depending on the channel you want to use it (see below), you can also turn it into blog posts or other pieces of written content. You can make longer videos into shorter segments or teasers/trailers and use them across different channels.

If you have spent money on good content, it pays to get as much use out of it as possible – and this is something you should work into your initial plan when looking at your 'smart' goals.

- **Content duration** – The length of the content is crucial too – and run length is dependent on where that content is going to be used. According to research by HubSpot¹², the ideal lengths for content are:
 - ◇ Maximum engagement happens with videos that are about 26 seconds long;
 - ◇ The best videos on Twitter average 43 seconds;
 - ◇ Facebook audiences engage most with videos that are 1-minute long;
 - ◇ YouTube videos of around 2-minutes long garner the most engagement;
 - ◇ Instagram and Twitter require short videos that deliver information quickly, with slightly more time to play with on Facebook;
 - ◇ YouTube lends itself to videos created to give in-depth information to viewers.

CASE STUDY: Harley Davidson brings its Instagram stylishly to life

Harley Davidson is a great example of how to use video on social media – let's face it, it has the open road, the rugged riders and, of course, the photogenic motorbikes. But Harley Davidson's Instagram content stands out for another reason: it isn't salesy.

With the winding mountain roads, the chrome close ups and seamless use in action of all the new features the bikes have to offer, when you get to the



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end of what is essentially an Instagram ad for Harley Davidson, you don't feel like you have just watched an ad.

This content is created to entertain and enthrall and to show off the bikes. It also does a brilliant job of capturing the ethos of motorbiking – freedom, the open road, no limits – and does so in a short, beautifully filmed package that is perfect for watching on Instagram.

Assuming The Gram's algos serve this up to you as you like bikes, you won't be sorry you watched it while waiting for the main event that you went to Instagram for in the first place.

This gives you a chance to be more creative with your content as well.

- **Calls to action** – It is crucial that you add a call to action to your videos to make sure that it is working for you, as well as entertaining your customers and prospects. This can be as simple as “share this with your friends”, or even just “subscribe”, right through to directing them to actually buy something.

If you recommend what you think people should do next, there is a higher chance that they will compared to leaving them to their own devices. If you have a clear objective in mind when setting out on creating the content, make sure you tell the viewer what you want them to do.

When it comes to improving ROI, it is worth looking at how you can repurpose content to push other calls to action on other channels where appropriate.

- **Distribution strategy** – Making the content is just part of the process: you need to be aiming to get the right content to the right people on the right platform(s), so you need to analyse where your audience and/or target audience are to be found and what they are looking for. This will inform your goals, what content you create and what formats and platforms you need to target.

Continued analysis of where your audience is and what they are looking at will drive the on-going refinement of your content and distribution strategy.

- **Track and optimise** – As with all marketing, it is important to keep constantly tracking what is happening to your video content and refining it to improve those metrics. Understanding play rate – the ratio of plays to clicks – average viewing duration, shares, click throughs and feedback will give you a guide as to how well your content is doing and what your optimisations then achieve.

IN SUMMARY

Understanding where your audience is and what they want to watch shapes your video content, but within that you have to create content that is not only compelling, but also that can be repurposed to work on different platforms and in different campaigns.

Constantly monitoring and optimising this content – based against key metrics such as plays, engagement and shares – is an on-going task and one that can lead to a huge amount of work.

Here, again, AI can lend a hand, offering the ability to do much of the analysis and to learn what does and doesn't work within the parameters and metrics set by the retailer or the brand.

Centralised management of content certainly makes this easier to achieve and helps to make the lengthy and labour intensive processes associated with managing an ever-increasing volume of content easier and can help future proof your video strategy. ■

FUTURE-PROOFING VIDEO STRATEGY

Things move fast in the world of digital retail and in the world of online video – so what's next; what do retailers and brands need to have on their radar with regards to video and how does that change what they are doing in terms of content creation, distribution and management?

SHOPPABLE VIDEO

According to a report by DemandGen, 91% of buyers now prefer interactive, visual content that can be accessed on demand¹³ – and one of the stand-out formats for that are shoppable videos.

Shoppable videos are pretty much self-explanatory: they are video content that the viewer can click and buy instantly while watching – crucially, without leaving the video. They work really well for making social media and other non-brand websites shoppable, since they enable brands to replicate the experience of visiting the website without the consumer having to leave the social platform they're enjoying.

The advantages of shoppable video are clear: a simplified path to purchase, driven by engaging content, that allows shoppers to buy 'in the moment'. It is also a proven driver of conversions, with 9% of the marketers across the world saying that videos have the best ROI, and shoppers who view a video in the pre-purchase stages are 1.81 times more likely to make a purchase than non-viewers¹⁴.

It also extends the reach of the brand or retailer across a wider variety of platforms, leading to more engagement and sales.

Shoppable videos also provide a whole new layer of shopper behavioural data to gather, analyse and use to reshape the content, messaging and even products produced by the brand.

While the concept is simple, making it happen is less so. It is tempting to just add shoppable links to existing videos – and this may well work – but it is worth looking at how to create content that will withstand the change, as shoppable videos need to be slightly different in concept and run-length to the kind of brand story videos you may be creating at the moment.

To achieve this, there are several steps that need to be followed:

- **Make it clear it is shoppable** — include a clear message at the beginning of the video saying 'this video is interactive', as well as using voiceover/narration, or have a presenter talk directly to your audience to outline the same.
- **Have a shoppable link within the first few seconds** — now the audience knows the video is interactive they'll want to interact, so let them as soon as possible/practical;
- **Longer shots** — where you want viewers to interact let shots run longer than you may normally. Between three to six seconds is good, as it gives them time to take in what they can do and then do it;
- **Focus** — don't overcrowd a shot and focus in on a single item or perhaps two items per interactive shot;
- **Clear images** — the best interaction rates come from items that are full frame, not abstracted or too close up or too 'arty';
- **Get creative** — try out ways of displaying items and calls to action around the interactive frames of the video. Shoppable video is in its infancy, so experiment and see what works best.

Does it work? With shoppable video being a new game in town, it is hard to prove it, but there are some examples where it has produced results, most notably:

- ◆ **Pepperidge Farm** experimented with its video content engagement and saw add-to-cart rates and checkout grow 8 times above the average CPG engagement benchmark of 1.4% when they introduced shoppable videos to their marketing strategy;
- ◆ **Under Armour** saw a 15% decrease in drop rates and increased product consideration by 18%.
- ◆ **Marks & Spencer's** enjoyed 400 video views, 6500 product clicks and a clickthrough rate of 11.4%.

◆ **Dr. Brandt Skincare** reported a 500% lift in direct sales conversions in June 2017 after beta-testing third-party social shoppable video since April 2017.¹⁵

3D VIDEO

Three-dimensional product imaging is already becoming an established facet of product videos, allowing the shopper to get an 'all-round' look at the goods. With 3D video, the shopper can rotate the item in all planes, as well as zooming in at any point to have a closer look.

The idea is that, for ecommerce, it brings a large element of the 'touch, feel and look' experience of real-world shopping to the online world and, so, aids conversion.

While product demos are great for showcasing products in action, 95% of shoppers say they prefer an interactive 3D representation to video playback¹⁶. Engagement levels and interactivity are not the only metrics to be positively affected by 3D product imaging as it also boosts metrics that directly influence sales, with conversion rate being a prime example.

For example, using 3D product imaging, TSUM, one of Eastern Europe's largest luxury goods department stores, increased its conversion rate by almost 40% for products in the shoes and bags categories. TSUM is the first company to have digitized over 40,000 products in 3D, proving it is possible to visualize large numbers of stock keeping units (SKUs) in a reasonable timeframe.¹⁷

This goes to show just how the technology needed to create 3D video content has, over the past five years, been commoditised and now makes 3D a much more commercially viable add on to video content production.

So how does it work? 3D video requires a special camera that surrounds the items and essentially takes many stills of that item in all planes. This data is then stitched together to create a piece of content that is then essentially put together as the user moves around the object 'image' on their device.

The issue is that it typically has to be created by a 3D imaging specialist and the data has to be stored and managed as part of the retailer or brand's repository of content. For brands or retailers with many products, having 3D video of them all can be a creation, storage and management challenge as it requires a vast amount of data.

That said, with cloud storage and SaaS systems, this too is becoming commoditised and ever-more affordable that it is slowly becoming essential to all retailers.

360 DEGREE VIDEOS AND AUGMENTED REALITY

The next 'next generation' of video for marketing that is likely to start to gain headway in 2020 and beyond are around fully immersive videos that are either 'real' footage that is filmed with a 360-degree camera, or which is delivered as either virtual, augmented or mixed reality content¹⁸.

360-degree video allows the shopper to journey fully into and through an environment, turning to see what is around them and behind, as well as what lies ahead. Making this interactive and shoppable is also possible and changes the experience completely for many shoppers.

Add to this an overlay augmented reality – where further data and content from information to animation – is laid on top of either 360-degree content or even just the 'real world', and suddenly the very world around each shopper becomes a place to add shoppable links.

Games company Reality Clash, which has produced an interactive mobile game that overlays a 'shoot em up' style game over the real world is looking to add 'virtual billboards' to the overlay that will allow players to buy items for the game – and eventually just items from in-game advertisers – from the virtual overlay on the real world.

This really does mix realities: pulling in real reality and augmented reality to offer the ability to buy real things from virtual adverts shown laid over the real world. Confused? Don't be – this is the future of interactive and video marketing, not to mention of gaming, retail and branding.

CASE STUDY: Ted Baker leading the way in shoppable video

While shoppable video is at the cutting edge of retail marketing, high-end fashion brand Ted Baker is something of an old hand at it. Starting as far back as 2016 and then following up seasonally since then, it has surpassed itself in producing a range of shoppable videos.

#CURIOSITIES and 'TedPresents', Mission Impeccable, and Keeping up with the Bakers are four of them and each has built on the success of the previous, using the data gleaned from how the one before was interacted with to generate an even better video the next time round.

For example, the most recent videos are shorter than the previous ones and include fewer product-centric scenes. According to brand communication director Craig Smith, this allows people to focus more easily and take time to make decisions¹⁹.

The promos focus on just one set of products are, as such, hero content – but they are shoppable.

The Winter 2016 spy spoof Mission Impeccable²⁰ was written and directed by Guy Ritchie and traded on being entertaining and novel, as well as classy and high-end, as a result.

The Spring/Summer 2017 effort – Keeping up with the Bakers²¹ – instead focussed on using the latest technology to get noticed, focussing in on 360-degree



immersive and 3D video techniques, with on-screen shoppable content.

The videos, now no longer available to shop as the ranges are gone, can still

be seen on YouTube and have garnered views in the millions. They are both early tastes of what is soon to become mainstream in video marketing.

IN SUMMARY

Video content is already proving itself to be the most engaging form of content across devices and channels and that isn't going to stop anytime soon. In fact, video is only going to become more central to brand storytelling, marketing and sales and as it develops and evolves it is going to become richer and more expressive.

To future-proof your business you need to look at how to make video content shoppable, as well as immersive and engaging.

And don't stop at that: when planning video strategy look too at how you can interact your videos with the real world and turn video into something that sits over the top of something else.

It is also worth noting that UGC video is only going to grow in influence and complexity as the tools to create content become ever more democratized and fall into the hands of ordinary consumers. This is something that all brands and retailers need to factor in.

So too is that games and gaming are increasingly becoming part of the way consumers interact and it offers huge potential branding opportunities – the challenge being to create the right kind of video content to tap into these audiences.

So, while technological awareness of what lies around the corner helps to future-proof your video ideas, so too does a healthy view on new platforms that video will make an appearance on. Games are just one, there will be others still yet to be thought of. ■

CONCLUSION AND KEY LEARNINGS

Video is a vital part of the retail and brand marketing mix and is only going to become more central. As we have seen, it has many needs to fulfil and many roles to play. So how can you make it work for your company?

KNOW WHAT YOU WANT VIDEO TO DO

The starting point lies in understanding what your goals with video are. As with any project in any business, it pays to apply smart (Specific, Measurable, Achievable, Relevant, Timely) goals, as well as to understand who your target audience is – and moreover what they like to watch.

Within this you need to assess what sort of video you need: are you looking to build only brand awareness, or do you want to offer explainers, how to guides, or answer FAQs. Will you be live streaming, or running webinars? Can you produce celebrity interviews, or are you going to use user generated content (UGC)?

The best bet is to look at how to use all of these across your site and your social media channel, not to mention YouTube and beyond.

CREATE THE RIGHT KINDS OF VIDEO

Once you know what you are trying to achieve with your video content and the channels, devices and platforms that you are going to be achieving it through, then you need to make the right video content.

As we have seen, this covers the kinds of content you want to produce – product videos, explainers, interviews, UGC – but it also covers how you produce it. For Twitter and Instagram, for example, require shorter and to the point content that people will want to share. Facebook needs to be slightly longer and interesting enough, again, to share. YouTube, on the other hand, often needs to be lengthier, more in-depth and solve a problem. Your own website will need content that fits with the place on the site that it sits – hero content on the home page or product information on a product page, say – as well as having to be shareable.

USE AI TO MAKE IT BETTER

Part of formatting your content for a range of devices, device modes (portrait or landscape) and even for platforms (remember, Instagram is square), requires cropping and changing the content to suit.

These days, to get the best out of video within all these myriad permutations of devices and platforms, the only real way to make this happen is to use live cropping. Powered by AI, live cropping will take the best bit of the video and make sure that it is always the focus of the clip no matter where it is shown.

CAPTIONING AND SUBTITLES – AGAIN WITH AI

Depending on where the video is going to be consumed, it may or may not need sound. Most videos these days are, in fact, watched with the sound off, so subtitling and captioning are essential.

Again, this can be a hugely labour-intensive process if done manually, so increasingly AI is again being used to automatically subtitle and caption content as the point of distribution – meaning it can be done on the fly at the point of streaming, so that whatever version is being watched gets captioned there and then, be it the long one for YouTube or a 30 second version on Twitter.

One of the oft-overlooked aspect of captioning and subtitling is that the subtitles sit across the bottom of the screen, so make your original video content with this in mind: leave space for the subtitles.

MANAGE YOUR VIDEO CENTRALLY

To make best use of AI-driven live cropping and live captioning, among other things, it is becoming increasingly expedient to host and manage video content centrally

– oftentimes in the cloud – using a platform that will host the main content and then slice and dice, format, crop and caption as it is needed.

This makes it easier to produce content once and use repeatedly and it also allows the whole business to access and use video content from a central location, making investment in that content go further.

Also, as video increasingly becomes the norm, the sheer volume of storage space needed for it all grows exponentially and so handing it off to a third-party system to host it, as well as make the best use of it, makes much more sense.

MEASURE AND OPTIMISE

As with all marketing projects, video content needs to be continuously monitored, measured and optimised to see how effective it is being. While you should start out with smart goals as to what you want to achieve, it pays to continually monitor who is watching, what they are watching, when and for how long.

Such measurement can be more granular still, delving into exact dwell times and interaction with specific parts of the video, as well as what is and isn't being shared and where it is being shared to.

This will help refine, enhance and optimise the content you have and the content you go on to create in the future as it gives an ever-growing insight into what people want to watch and what they want to do with what they watch. All of this feeds back into the starting point of knowing what you want to achieve that we started with.

LOOK TO THE FUTURE

While the previous six points make a nice closed loop system, it is always important to keep an eye on what new video trends are coming down the pipe – and that isn't just limited to content.

Already, video is morphing into something that can be directly shoppable, turning what someone shares on Twitter into a point of sale for you. Soon, all product videos will also have to feature some elements of 3D video, while increasingly we will see interesting footage from drones, robots and 360-degree cameras.

There is also a move towards much more immersive experiences and augmented and virtual reality that will combine video, computer generated graphics that are indistinguishable from the real thing and information over-lays to make some truly astounding ways to use 'video' to engage and enhance what users are doing.

There is also set to be a shift in where your video is seen, moving to also include in games and other digital experiences that lie outside of social media.

And let's not forget, 10 years ago we wouldn't have been thinking so much about video on social media – in the next 10 we are set to see things that we yet to even dream of. ■

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SUMMARY

Video is increasingly the content format of choice for consumers. Driven by rapidly increasing bandwidth – both fixed and mobile – and falling data prices, it is now almost unthinkable to not look at videos as part of the marketing mix.

However, this drive to video not only presents a great opportunity for brands and retailers, it also presents a challenge: the huge amount of video needed for the many channels, devices and platforms out there – not to mention the different needs video may need to fulfil from educational to brand building to entertainment – and anyone trying to manage their video content either needs many, many staff members or automation.

Using AI and deep learning, alongside SaaS systems and storage, however, it is more possible than ever today to build an on-going repository of video material and content that can be sliced, diced, captioned and cropped to order that will be optimised for any message on any platform at any time.

In this white paper we have looked not only at how retailers and brands can use video content for marketing, alongside brand and image building, but also at how technology can democratise the creation, distribution, storage, management and reuse of that video content – efficiently and cost effectively, with real ROI goals.

We have outlined the familiar ideas of the power of video and why it is important, and focussed on how to create, manage and distribute that content at scale and across channels and platforms, avoiding a siloed approach to video storage. We have also helped future-proof you against changing technology and social and platform mores. ■



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