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# Social Video Marketing

A TOTAL INTERNET MARKETING SOLUTION

**How to use video, social media, and SEO to drive web traffic and convert visitors to clients.**

*A Case Study by Skillman Video Group*

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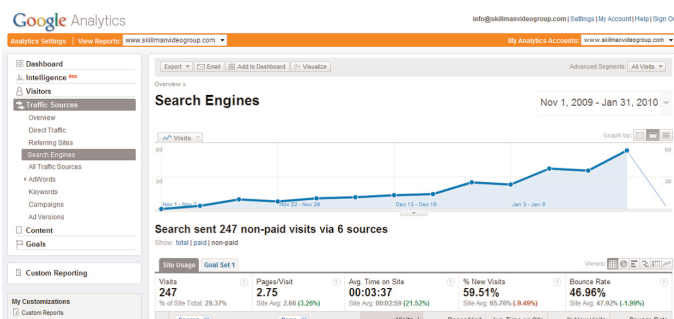
## Overview

One of the greatest challenges companies face today is how to communicate the messages they want about their products and services in the most effective and cost efficient way possible. How can they offer something for potential customers and clients that can tell the company's story while helping to bring in new prospects at the same time?

At Skillman Video Group we believe the answer to the question is to have an effectively marketed video that is distributed over the company website and through search engines and social media. At Skillman Video Group we have developed a video marketing service and approach that we call SVM (Social Video Marketing.) Utilizing our own web designers, Internet Marketing specialists and video producers, SVG was able to increase site traffic through this new service by 150 % in the three month period beginning October 6, 2009 and ending January 6, 2010.

## What is Social Media?

The term "Social Media" is defined as "media created to be shared freely" and is usually disseminated over the web via social networking sites such as YouTube or Face Book. What is "Social Video Marketing" or SVM? Social Video Marketing is a new service offered by Skillman Video Group that incorporates the power of the video medium with the marketing power of the Internet to both bring in new leads through a company's web site, and then convert those new leads into customers at a much higher rate than conventional outbound marketing. SVM not only enables an organization to sell or market a product or service in the highest quality medium possible – video - but also to reach out to prospects utilizing the latest Internet Marketing techniques. This is done by tagging and optimizing the video and respective areas of a website such as blogs and links from other websites and social media sites (such as Face Book or YouTube). The goal of this process is to drive visitors to a video conversion point, where they can actually sample and experience the product or service by watching the client's professionally produced marketing or product video.



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## Challenge

At Skillman Video Group we face the same challenges that other service companies face; how do we develop a steady pipeline of leads and new business using the best available web technology and marketing tactics? What is the best allocation of our resources? How do we get more people to our site and when they do come – how do we convert those visitors into viable leads? To answer these questions we needed to look at where we stood from the web perspective. The previous version of [www.skillmanvideogroup.com](http://www.skillmanvideogroup.com) contained videos, accolades and service descriptions, but was more of a static html site with little flash, or animation to draw viewers in. There was also not a mechanism in place to add articles and blog posts to keep the site fresh and active for both the search engines and new users. Up until that time, most of our new business came from networking and client referrals but we were looking to expand our client base. We were not reaching out to the online audiences who were unaware of our services, but needed them and were looking for them on the web.

## Solution & Strategy

The first step was to develop a new web site with better functionality and design. We developed a plan and worked closely with our internal designers and Internet Marketing specialists to launch a new content managed Website and apply our own principles and processes of Social Video Marketing to the new site. We needed a site that was not only visually appealing, but one that was easy for multiple staff members to update on their own and whenever we needed to add

more videos or text content. While a complete site overhaul was not mandatory to utilize the service, it was essential to the ultimate success of the project to have a site that was not only easy to update with new content, but visually engaging and informative.

The new site would have more video, more content and be linked with social networking features and capabilities (based on the Wordpress Platform.) One of the main areas of focus for the new Website would be the Skillman Video Group Blog as our main channel for marketing and communication.

A key pillar of our social video marketing strategy was to drive users the site using the principles of search engine optimization or SEO. With SEO it's possible to target very specific populations of visitors. To do this we structured the pages and framework of the site around our core keywords including title and Meta tags, body copy, page headings and footers along with internal and external links. We used landing pages for specific topics and then added video conversion points where we would drive new visitors to watch videos related to our services. The key to understanding this part of the process is that we were deliberate in the topics and keywords that we chose so they would resonate with new prospects.

Early on we developed a keyword list focusing on regional terms along with services that were in the most demand. This broke down into a list of primary and secondary keywords. Some terms were primary like "Video" and "Production" and "Corporate" but others were secondary such as "Boston" or "Training" or

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“Editing” “Captions.” For Skillman Video Group the terms broke down along the lines of the types of services, Primary - “Marketing Video Boston” and the types of videos, Secondary - “Yoga Videos,” “Legal Marketing Videos” etc.

Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
skillman video group	57	3.56	00:05:55	40.35%	20.32%
boston video production company	22	3.36	00:08:51	0.00%	22.73%
skillmanvideogroup	11	4.27	00:04:41	9.09%	36.36%
80% of web users have watched a video ad online yello...	9	2.22	00:03:44	11.11%	66.67%
professional marketing video production boston	6	4.00	00:09:50	0.00%	16.67%
skillman video	6	4.00	00:03:59	50.00%	33.33%
skillmanvideogroup	5	2.00	00:00:54	80.00%	40.00%
barbara kossovsk	4	1.00	00:00:00	75.00%	100.00%
feeney brothers excavation	3	1.67	00:00:42	100.00%	66.67%
skillman video group ma	3	1.33	00:00:06	0.00%	66.67%

We also spent a significant amount of time and thought developing a strategy and vision for the new blog. We knew that we didn't want to put out a blog and then have it go stale by lack of relevant content. We wanted it to be dynamic and energetic and serve as a reflection of the way we work for clients. We decided to post about what we did for clients but also to offer strategic guidance regarding questions that people might have when they were considering embarking on video projects. On average we posted one to two new blog postings every week on subjects relating to professional video production and the role it plays with Internet Marketing. What makes our social video marketing approach unique is that we were focused on the video conversion point. We needed to have original quality video targeted to video production prospects. For example, we produced a training video on “how to prepare to be on camera.” Since this is a very important concern for potential clients, we decided it was a good first topic to be covered in a video. The video was successful and we received great feedback from clients.



An important part of our Social Video Marketing effort, was connecting what we did with other social media sites, uploading and tagging videos on You Tube, and using Twitter and Facebook to develop a following while using strategic linking from external sites.



## Results

The first and most important result was that we created a much fuller and dynamic experience for new visitors to the Website that set an expectation that things are happening and projects get completed at Skillman Video Group. Our goal was that when prospective customers land on the site or the blog, they can see right away what we do (types of services), how well we do it (qual-

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ity), and that we finish it on time (professionalism). This was done through the production of our own social media videos, through blogs posts (over a two month time frame we developed close to thirty blog posts) and through our portfolio of previous work.

Our organic search engine traffic increased over ten-fold and many more types of potential visitors were finding [www.skillmanvideogroup.com](http://www.skillmanvideogroup.com) online as the amount of keywords increased that were bringing new visitors to the site. We went from positions in the 70's and 80's, the 8th and 9th page for terms that we had started to target down to the first page to position #10, and #9 for terms like "Boston video production company" and "Boston corporate video" and even to #1 for terms like "marketing video Boston." The project had a direct result on new business and landing us two new clients from the work that we put in the program, in just over 2 months time.

## Summary

### What We Learned

- Collaboration is Key
- Build the Proper Web Foundation
- Social Video Marketing Takes Time
- Leverage a Blog & Social Media Tactics
- Stay Focused on Target Keywords
- Show Your Expertise in Video
- Remember Your Video Conversion Points

Social Video Marketing is a collaborative effort that requires someone from within an organization who understands the business and someone who has an expertise in these video marketing techniques, such as Skillman Video Group. First you need make a realistic

evaluation of your website. Do you have a strong foundation for social video marketing? Is the site designed effectively? Will it engage visitors? Can you keep it updated frequently and can it be integrated with social media technology? If not then you need to consider a revamp or overhaul of your site's infrastructure.

Then as you proceed with the video marketing techniques outline in this case study, you will have to make sure they are aligned with the target prospects who you want to bring into your website. You must determine the tactics you will choose to pursue such as: SEO, social media, video marketing, ongoing content and linking and then keep focused on keywords and key phrases that align with your prospects. This is something that takes time to develop so it is important to plan out a strategy of how your team will effectively manage and support the tactics you choose over a given period of time. Social video marketing will produce better results if a program is consistently maintained.

Most of all remember your video conversion point and the quality of your video does matter to the ultimate success of your Internet marketing program. All of these outlined techniques can work to drive people to the site but if your video lacks polish and falls short, then that's ultimately how your business will be evaluated by the viewers. However if your video clearly conveys the value and quality of the work you do, you will be far more successful at converting web leads into new clients and customers. By incorporating the social video marketing system developed by Skillman Video Group into your new or existing Internet marketing plan, you will be harnessing the power of video with the power of the internet, and will ultimately receive a much higher rate of return on your investment.