

BORD BIA
IRISH FOOD BOARD

BRAND FORUM

Video Optimisation & Distribution for Social Media

Thursday, 26th June '24

Why: Reasons to believe in video

Communication Online IS Video

82%

Of Internet Traffic Is Video

Source: Cisco, 2023

Huge Appetite for FOOD related Video in Ireland

44%

Of Irish Internet users
purchase food online

90%

prefer researching food products
online before making a purchase

#

FoodTok on TikTok and
Food on Instagram
demonstrate a vibrant
community around food
online

Video Generates Positive ROI

88%

Positive ROI

95%

message retention with
video versus only 10% in
Text

Video Delivers Real ROI across platforms

37%

Purchased a product having discovered it on TikTok's platform

70%

Purchased a product after seeing it in a YouTube ad

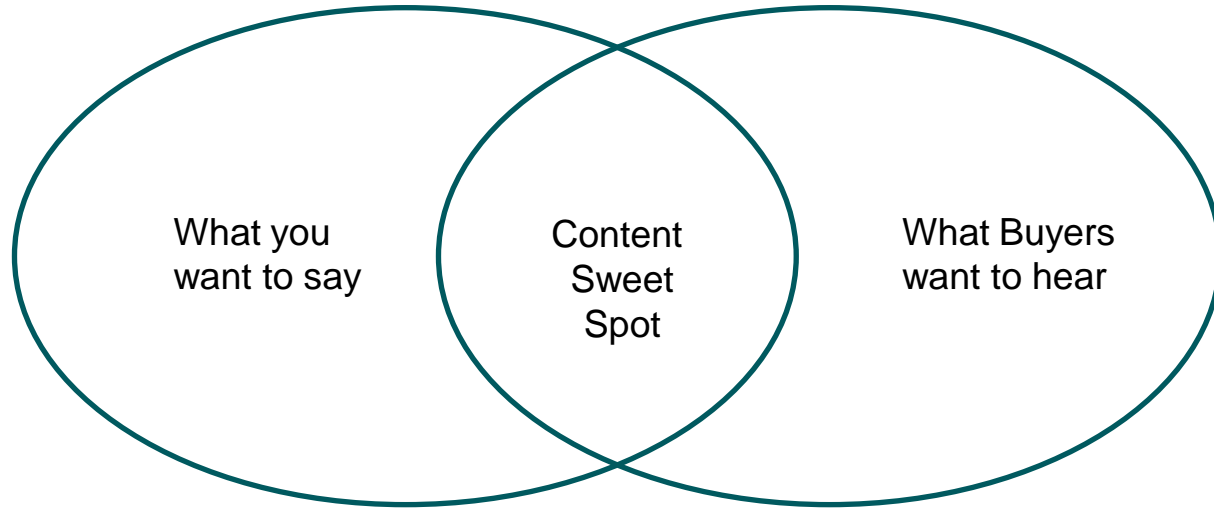
92%

Took some form of action after watching a TikTok video

80%

Increase in ad recall for a product seen a YouTube ad vs. other non-video ads.

Think About Your Content Sweet Spot



What: Business objectives & measurement

P L T
A N
X



April

Monday Tuesday Wednesday Thursday Friday



12

13

14

15

16

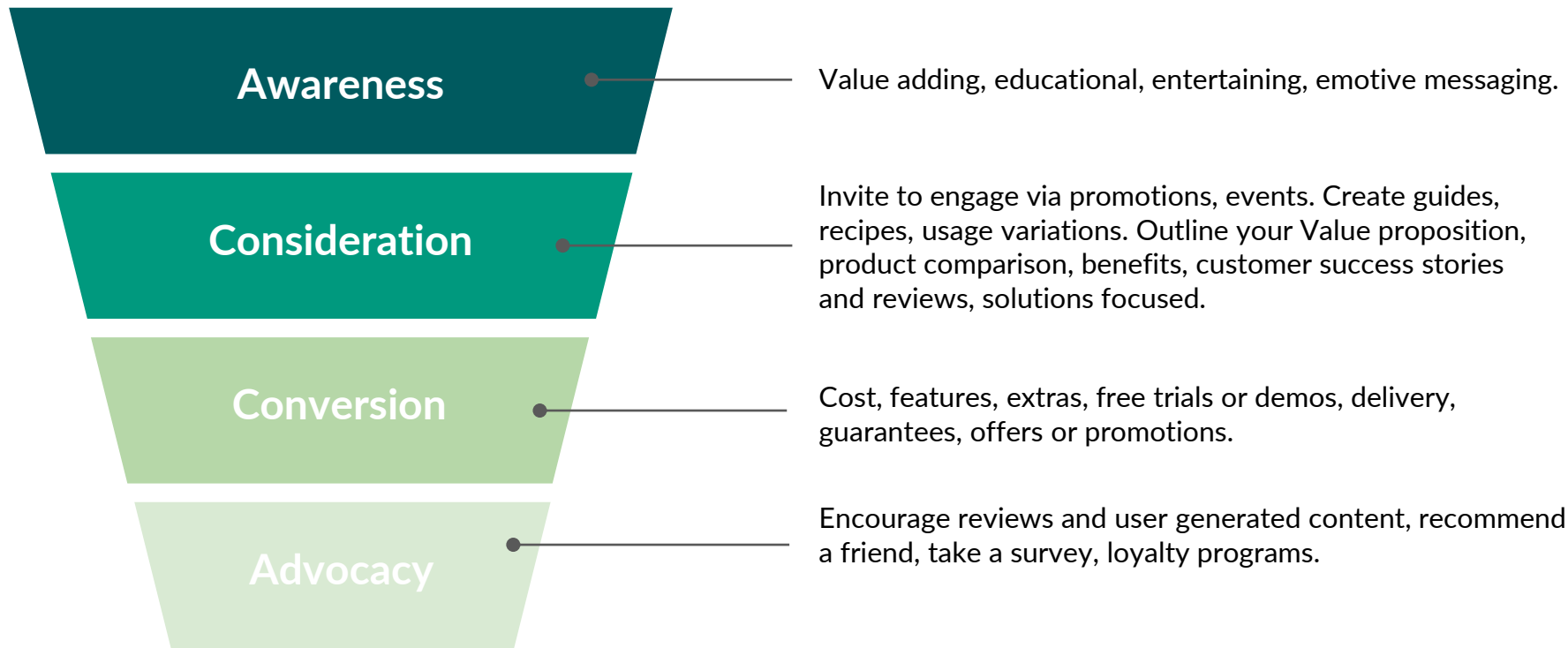
Defining your objectives for your video marketing

Business Objective	Goal	KPI's	Target
Define the core purpose of your campaign.	<p>Goals support business objectives and are (S.M.A.R.T.).</p> <ul style="list-style-type: none">•Specific: Clearly defined.•Measurable: Quantifiable outcomes.•Attainable: Realistic and achievable.•Relevant: Align with business objectives.•Time-bound: Set within a timeframe.	<p>KPIs are metrics that track progress toward goals.</p> <p>They provide measurable evidence of success.</p>	<p>Targets are specific numerical benchmarks for KPIs.</p> <p>They help determine the success or failure of your efforts.</p>

Defining your objectives informs what you do next

Business Objective	Goal	KPI's	Target
Increase Brand Awareness	Boost video views on YouTube	Number of video views	Achieve 100,000 views within the first 3 months
Enhance Customer Engagement	Grow engagement on social media platforms	Number of comments, likes, shares	Gain 5,000 engagements (comments, likes, shares) per month on Instagram videos
Drive Offline Sales	Increase consideration through video ads	No. Of customers who ask for us in store	Get 50 pieces of confirmation and feedback from buyers and customers that they asked for our product in a local store per month.
Drive Online Sales	Increase website traffic through video ads	Conversion rate (Impressions/conversions)	Attain a conversion rate (from impressions to sales) of 3% for performance video ads

Tool: Use the Audience funnel to think about content





The Audience Funnel - Awareness

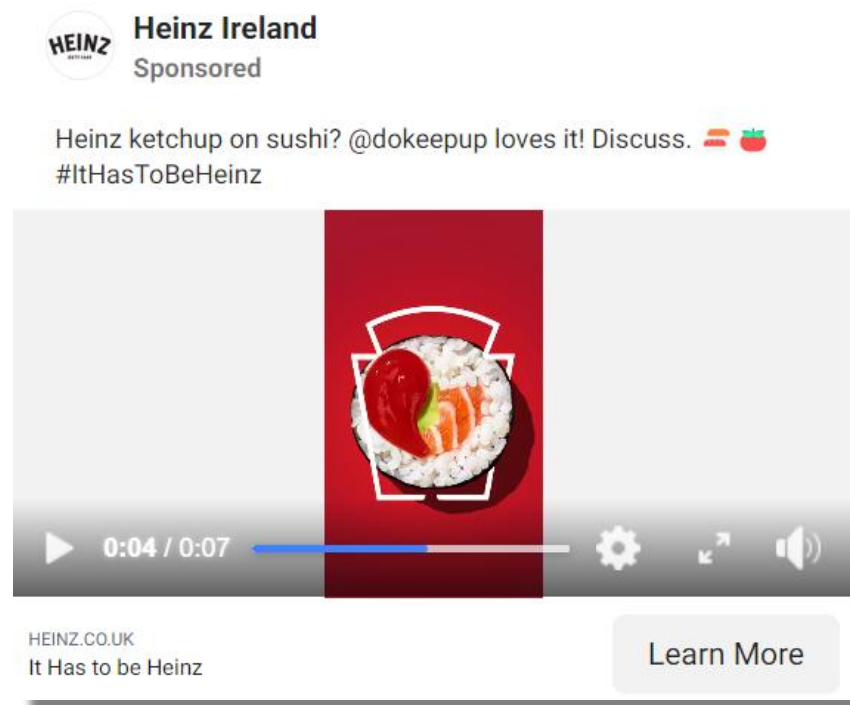
- Tik Tok
- Inspiring
- 55k video views
- First Touch Point
- Reach & Impressions
- Introduce Your Brand
- Who You Are & What You Do





The Audience Funnel - Consideration


- Facebook and Instagram
- Entertaining
- Content series created from user engagement, building momentum creating more engagement
- Sparks debate
- Reinforces brand






The Audience Funnel - Conversion

- Facebook & Instagram
- Rationale messaging
- Showcases products
- Price information
- Clear Call to Action
- Link to website

 **Lidl Ireland**
Sponsored

Suns out, buns out for our BBQ meats which are sizzling, smokey and sooo tasty. Go on, Go Full Lidl this summer.



LIDL.IE
Lidl's history goes back to the 1930s, when the company was founded in Germany as a grocery wholesaler. Today, Lidl is one of the largest grocery...

[Learn More](#)

Tool: Use the Audience funnel to think about measurement

UPPER



BRAND

Objective	KPI / Benchmarks
Reach/Impression	CPM
Video Views	View Thru Rate
Frequency	Avg. Freq

MIDDLE



BRAND PRODUCT

Objective	KPI / Benchmarks
Traffic	Cost Per Click
Engagement	Engagement Rate
Sentiment	Positive Sentiment %

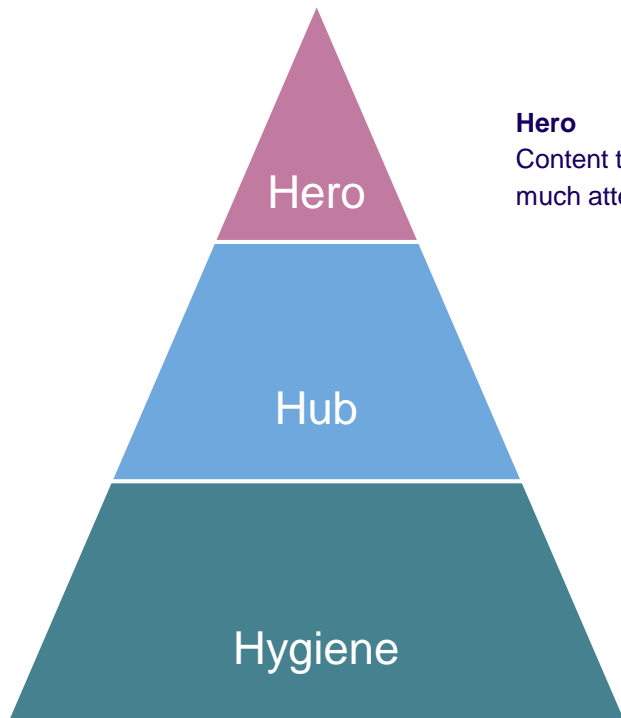
LOWER



PERFORMANCE

Objective	KPI / Benchmarks
Conversions	Cost per Conversion
Leads	Cost Per Lead
Call ads / DM ads	Cost per Call / Message

HOW: Distribution plan & strategy for video content



Hero

Content that targets a big, broad audience to attract as much attention to your brand or company as possible.

Hub

Content that takes the form of regular content that loyal customers expect, such as weekly or monthly updates.

Hygiene

Content that aims to answer the questions from prospective and current customers seeking information or inspiration.



Hero Content

Emotive Storytelling: The campaign tells a heartwarming family story.

Brand-Centric: Aligns with Denny's brand identity and values.

Broad Reach: Designed to connect with over 36 million people.



Denny

20 subscribers



Denny's 'Grand Dad' Campaign



Hub Content

Consistent: Regular and predictable posting schedule.

Audience-Centric: Tailored to the interests and needs of the audience.

Engagement: Encourages audience interaction and participation.

Value: Provides useful or entertaining content to the audience.

Brand Alignment: Reflects the brand's voice and values.



Hub



Hygiene Content



Educational: Provides instructional recipe videos.

Evergreen: Content remains relevant for reuse.

Engagement: Increased online orders and social media sales.

Value: Showcased product versatility and leveraged a respected chef.

Problem-Solving: The recipe videos solve a problem for users by providing them with new ways to use smoked mackerel in their cooking.



Atlantic Treasures
9 subscribers



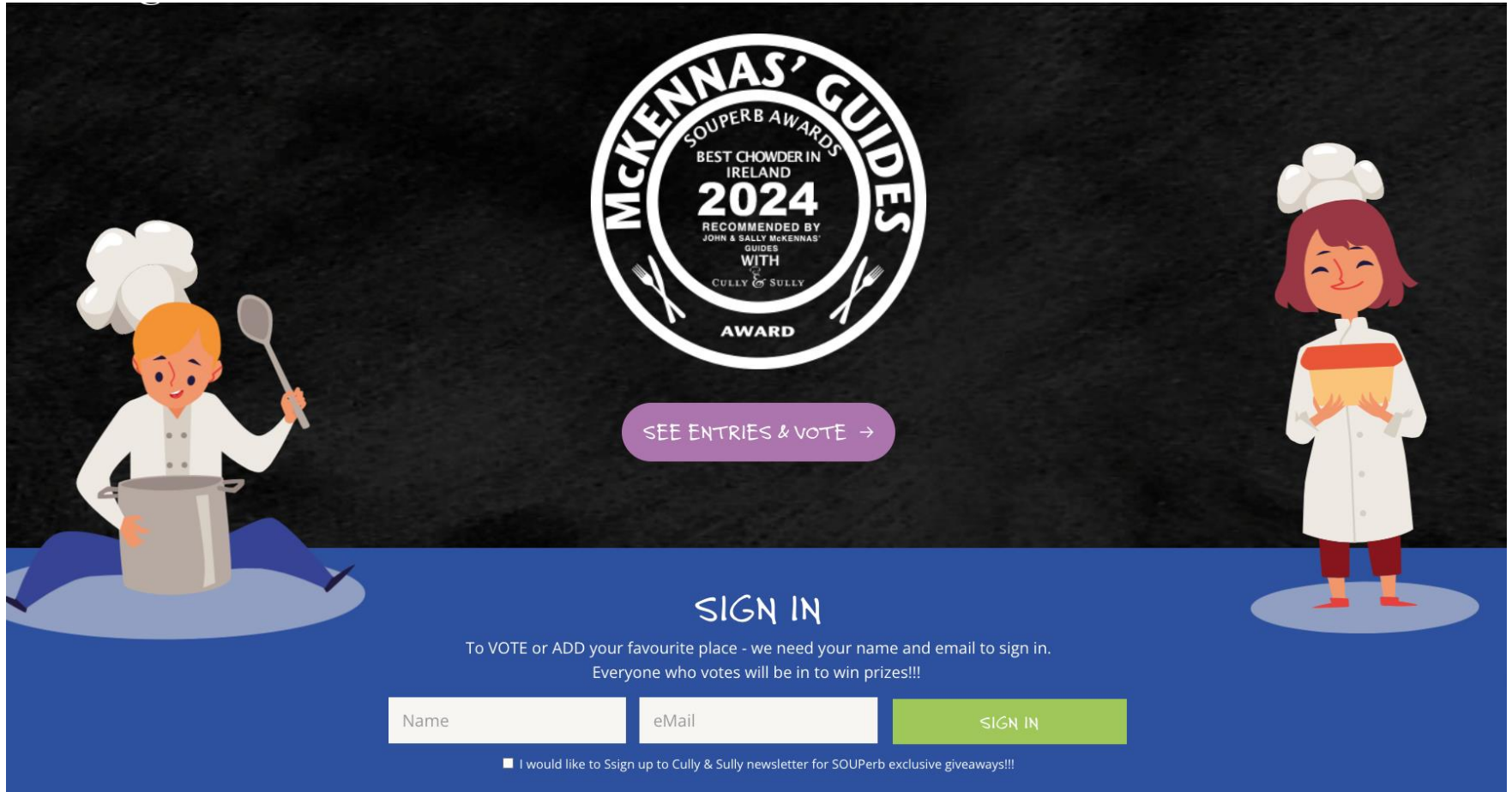
Penne Mackerel Bake Recipe By Chef Brian McDermott

Marry Online & Offline engagement where possible



Leverage **QR Codes** on pack or on promotional material directing to your website, to a newsletter sign up or to social.

Marry Online & Offline engagement where possible



A promotional banner for the Mckennas' Guides Souperb Awards 2024. The background is dark blue with a subtle pattern. In the center is a large circular award logo. To the left is an illustration of a male chef with orange hair, wearing a white chef's hat and coat, holding a large metal pot and a spoon. To the right is an illustration of a female chef with red hair, wearing a white chef's hat and coat, holding a large bowl. Below the logo is a purple button with white text. At the bottom, there is a 'SIGN IN' section with a blue background, containing text, two input fields, a green 'SIGN IN' button, and a checkbox.

MCKENNAS' GUIDES
SOUPERB AWARDS
BEST CHOWDER IN IRELAND
2024
RECOMMENDED BY
JOHN & SALLY MCKENNAS'
GUIDES
WITH
CULLY & SULLY
AWARD

SEE ENTRIES & VOTE →

SIGN IN

To VOTE or ADD your favourite place - we need your name and email to sign in.
Everyone who votes will be in to win prizes!!!

Name

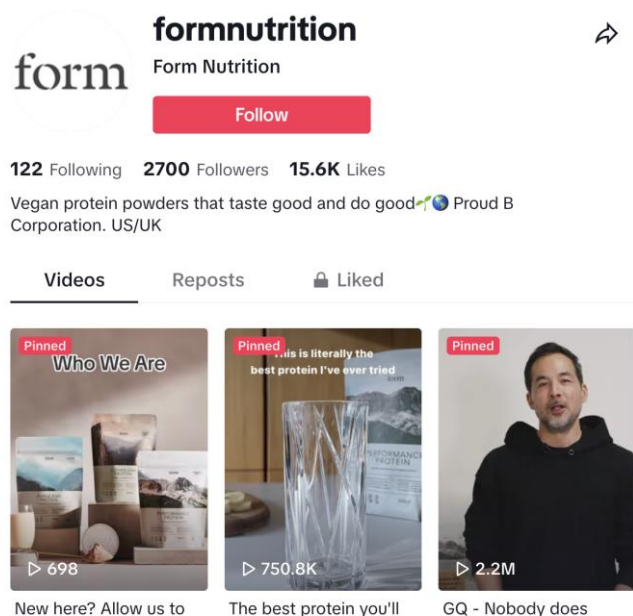
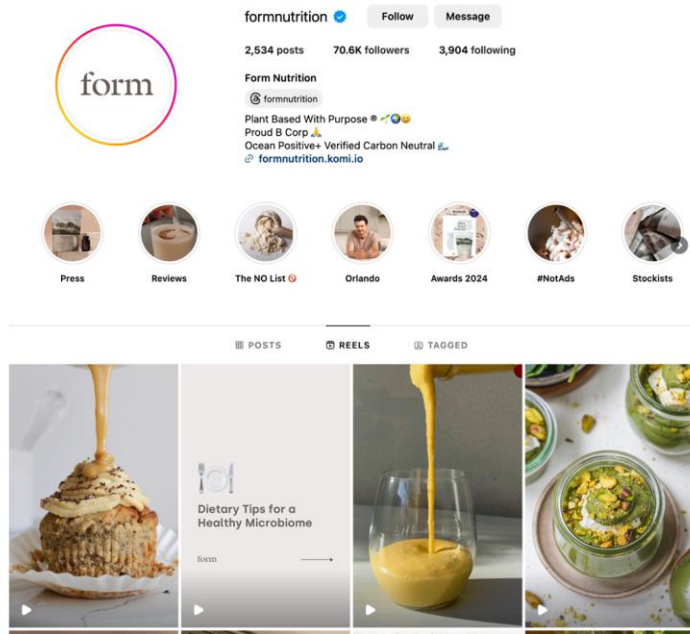
eMail

SIGN IN

☐ I would like to Sign up to Cully & Sully newsletter for SOUPerb exclusive giveaways!!!

HOW: Redistribution & repurposing

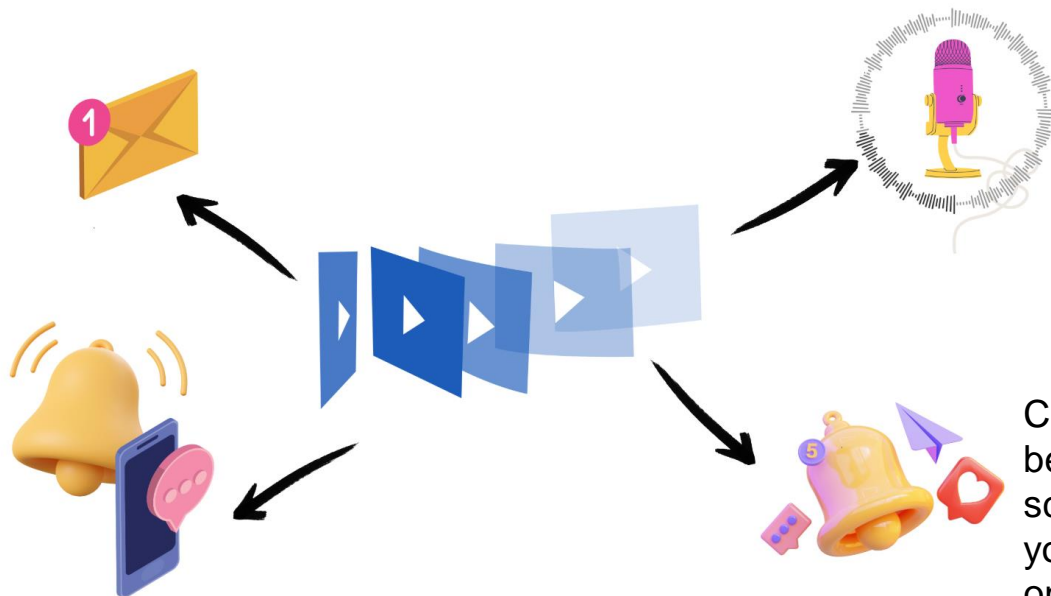
Form Nutrition are great at repurposing content



Sweat your assets

Use your video for email marketing.

Leverage your Video content for newsletters



If recording podcasts, upload video to go with it.

Cut edits for behind the scenes. Host on your site (SEO), on blogposts.