

# Video Optimisation & Distribution for Social Media

Thursday, 26th June '24

# Why: Reasons to believe in video

# | Communication Online IS Video

A photograph of two women in a kitchen. One woman on the left is cooking vegetables in a large black wok. The other woman on the right is gesturing with her hands, possibly explaining something. The background shows kitchen cabinets and a window with a grid pattern.

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

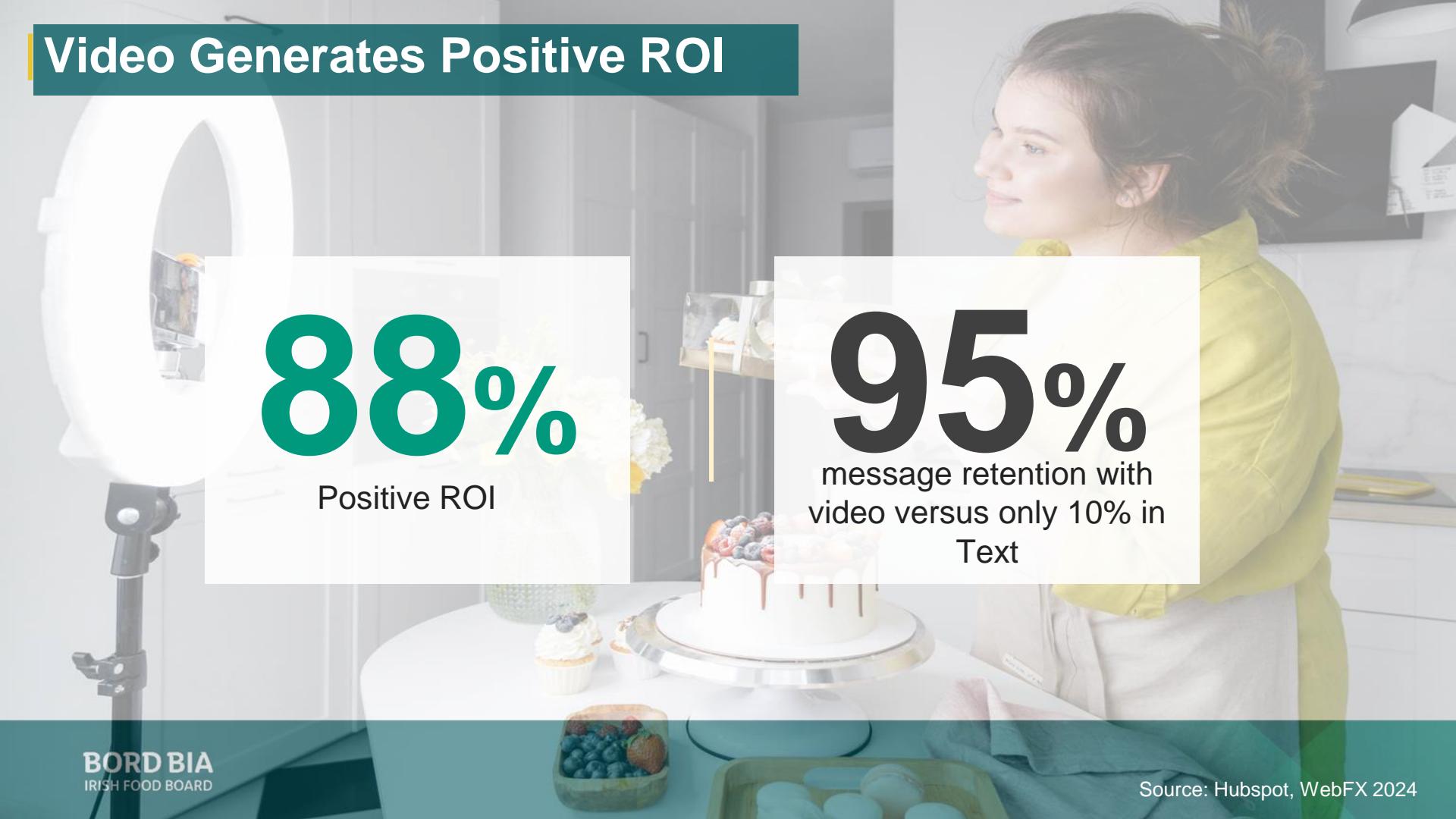
**90%**

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

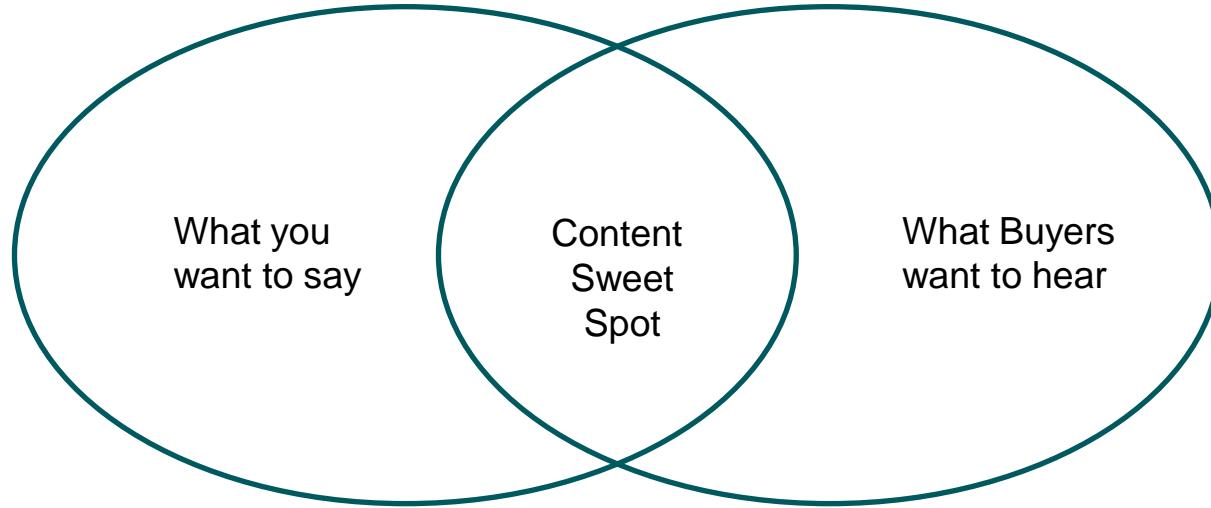
**92%**

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

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April

Monday

Tuesday

Wednesday

Thursday

Friday



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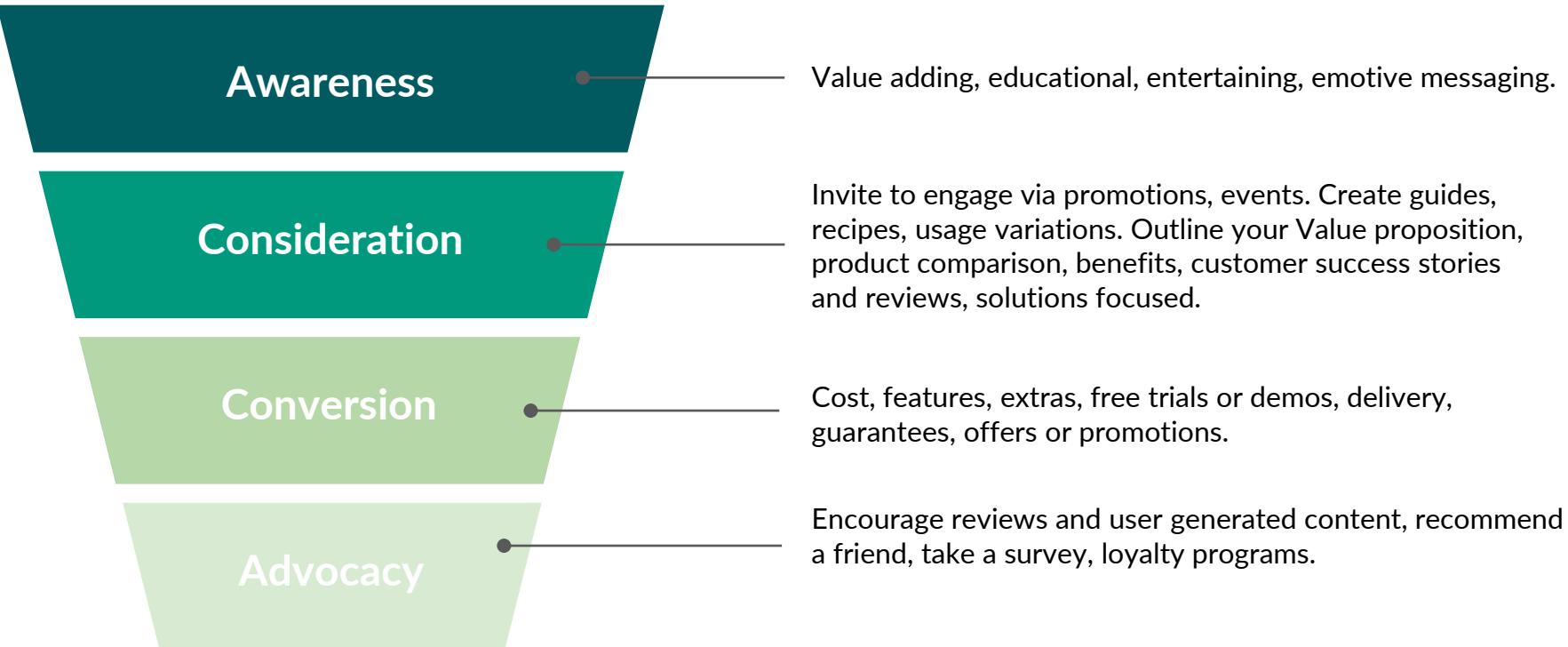
# Defining your objectives for your video marketing

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"><li>•<b>Specific:</b> Clearly defined.</li><li>•<b>Measurable:</b> Quantifiable outcomes.</li><li>•<b>Attainable:</b> Realistic and achievable.</li><li>•<b>Relevant:</b> Align with business objectives.</li><li>•<b>Time-bound:</b> Set within a timeframe.</li></ul>	<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	<b>Achieve 100,000 views</b> within the first 3 months
Enhance Customer Engagement	Grow engagement on social media platforms	Number of comments, likes, shares	<b>Gain 5,000 engagements</b> (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	<b>Get 50 pieces of confirmation and feedback</b> from buyers and customers that they <b>asked for our product in a local store per month.</b>
Drive Online Sales	Increase website traffic through video ads	Conversion rate (Impressions/conversions)	<b>Attain a conversion rate (from impressions to sales ) of 3% for performance video ads</b>

# 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

Heinz Ireland  
Sponsored

Heinz ketchup on sushi? @dokeepup loves it! Discuss. 🍅🍅

#ItHasToBeHeinz

0:04 / 0:07

HEINZ.CO.UK  
It Has to be Heinz

Learn More



# 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.



0:05 / 0:20

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

## MIDDLE



BRAND PRODUCT

## LOWER



PERFORMANCE

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

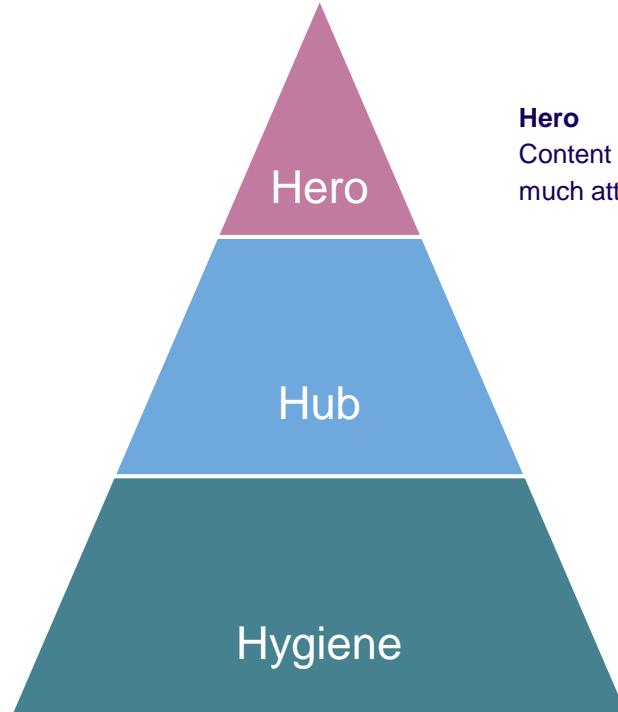
Objective	KPI / Benchmarks
Traffic	Cost Per Click
Engagement	Engagement Rate
Sentiment	Positive Sentiment %

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, Hub, Hygiene 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.





# 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

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

SEE ENTRIES & VOTE →

**SIGN IN**

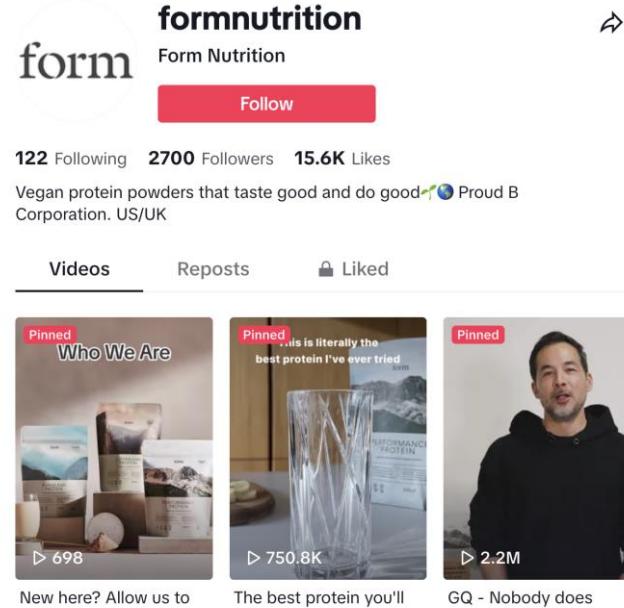
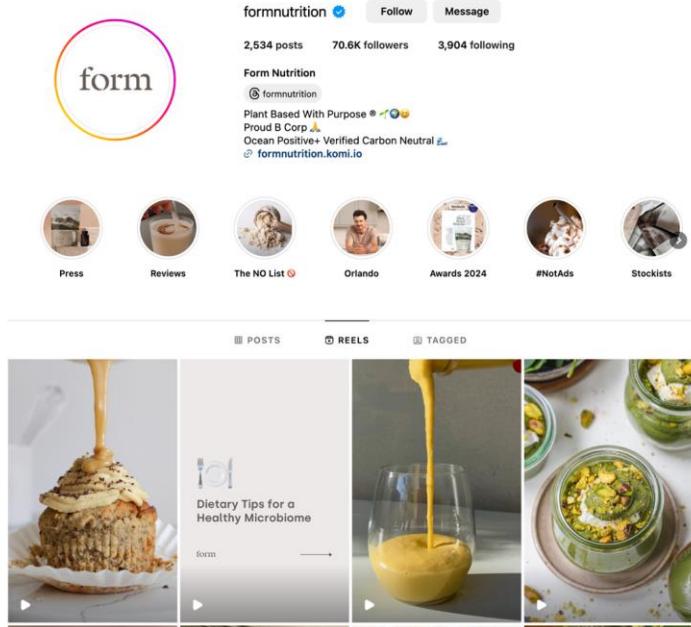
To VOTE or ADD your favourite place - we need your name and email to sign in.  
Everyone who votes will be in to win prizes!!!

Name  eMail  **SIGN IN**

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

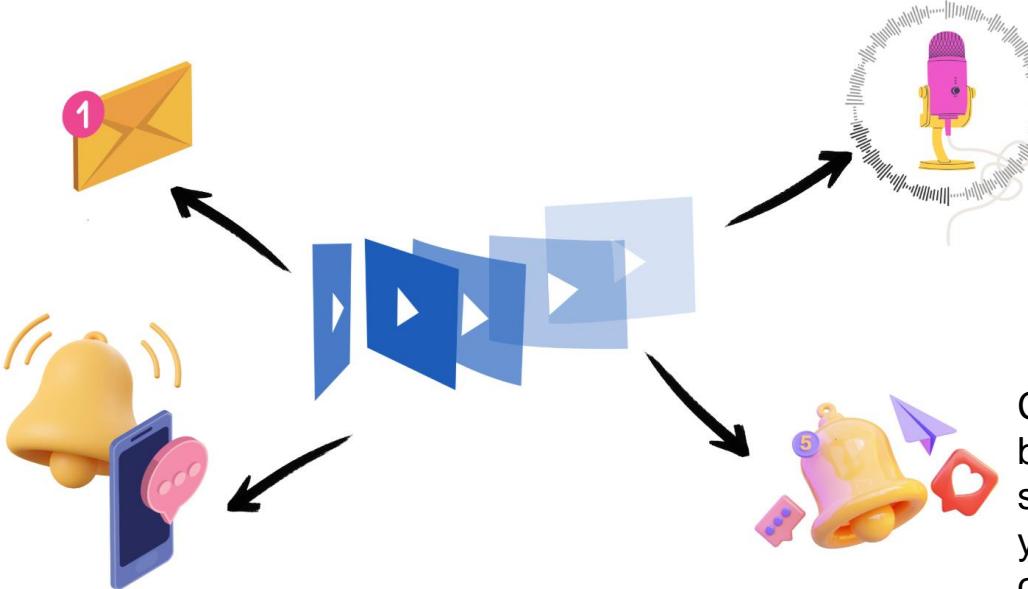
# HOW: Redistribution & repurposing

# | 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.