

**BORD BIA**  
IRISH FOOD BOARD

# HOW TO LEVERAGE YOUR VIDEO CONTENT ONLINE

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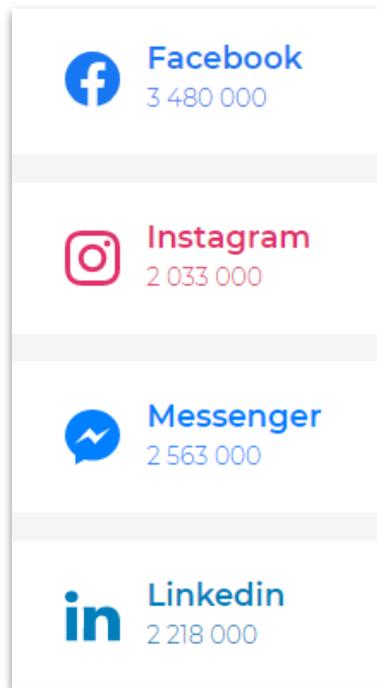
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1. Video Landscape in Ireland
2. Establishing Objectives and KPIs
3. Audience Targeting
4. Content and Purpose
5. Overview Of Social Platforms
6. Paid Amplification
7. Resources and Links

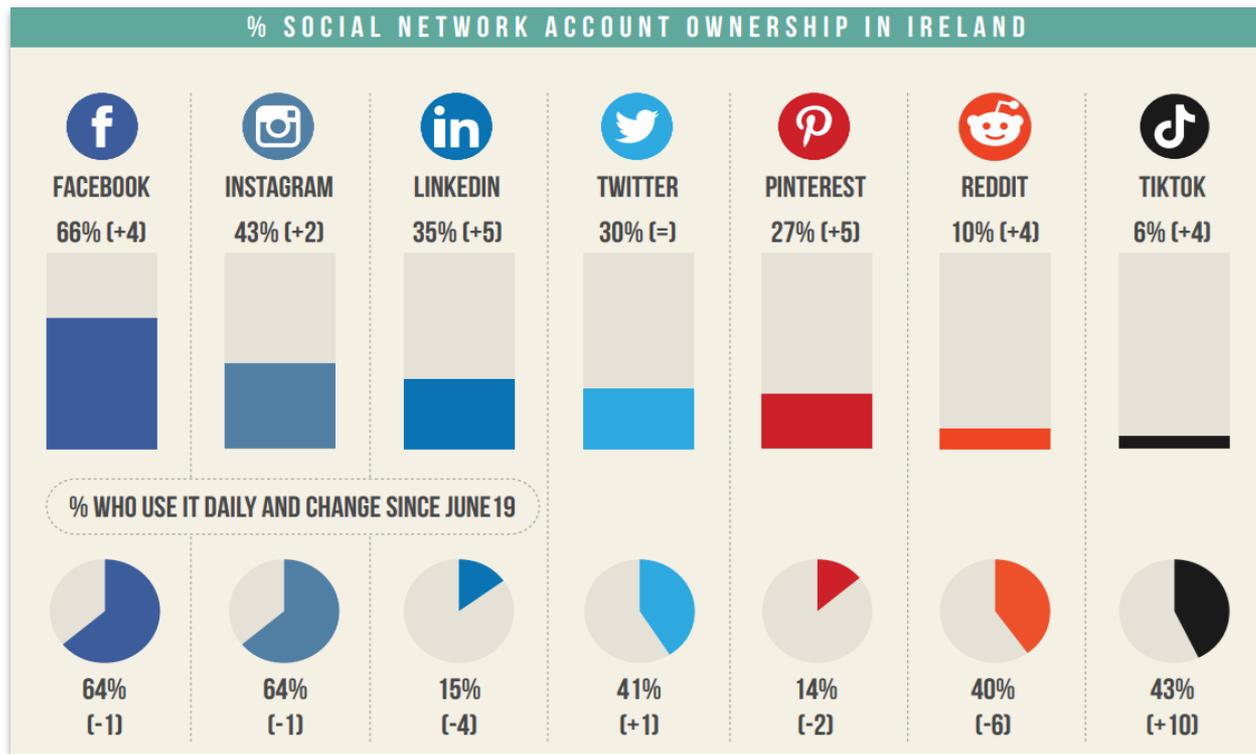
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# VIDEO LANDSCAPE IN IRELAND

# VIDEO PROMOTION CHANNELS



\*Source - <https://napoleoncat.com/stats/social-media-users-in-ireland/2020/07>



\*Source - <https://www.ipsos.com/en-ie/social-networking-and-messaging-trackers-december019>

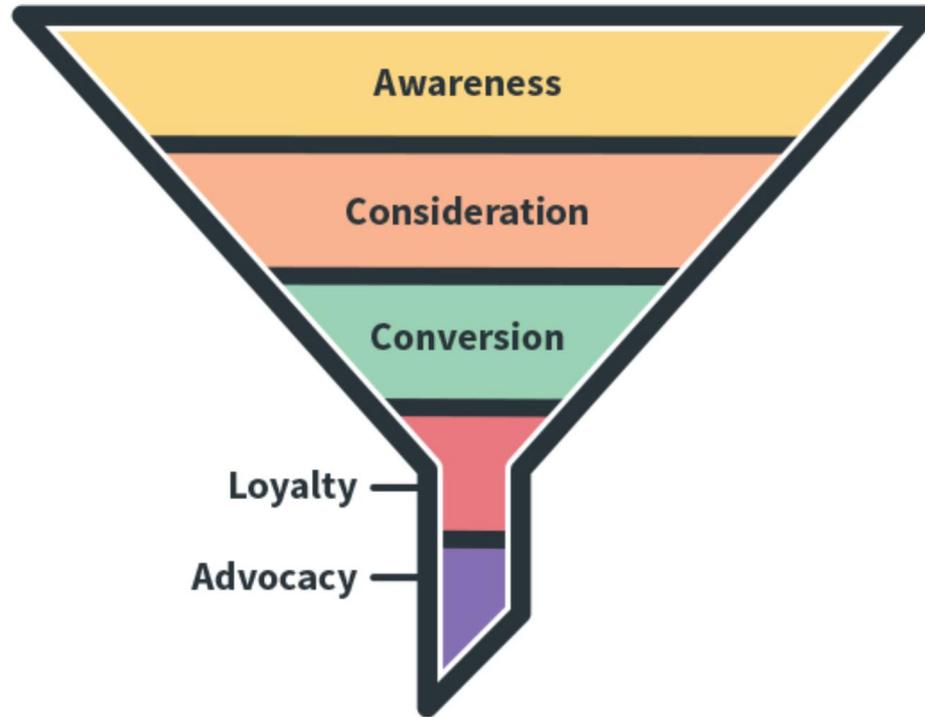
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# **ESTABLISHING OBJECTIVES & KPIS**



# ESTABLISHING OBJECTIVES AND KPIS

- Searching for information
- Engagement, read reviews, compare products
- Purchase intent
- Brand Love



Source: Sprout Social

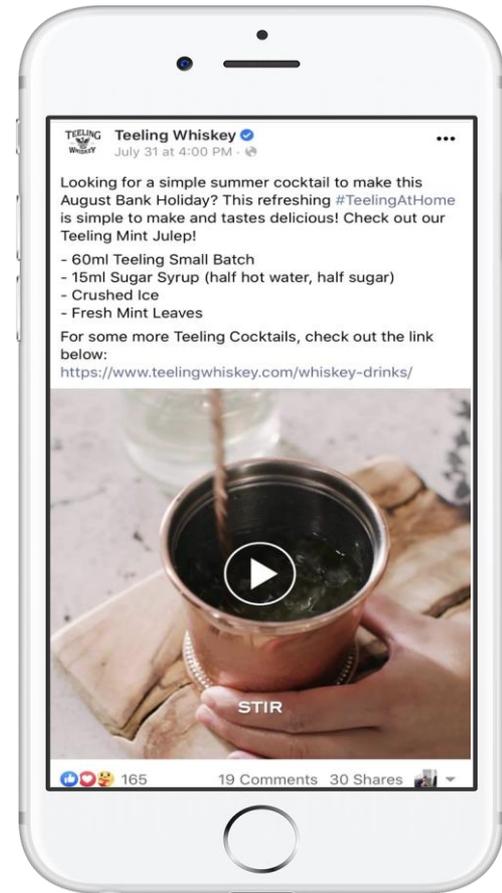
# ESTABLISHING OBJECTIVES AND KPIS

- Use your objectives to set your Key Performance Indicators
- The KPIs will be determined by how you answered questions you've considered
- Typical **Awareness stage KPIs** include the following:
  - *Reach*
  - *Views*



# ESTABLISHING OBJECTIVES AND KPIS

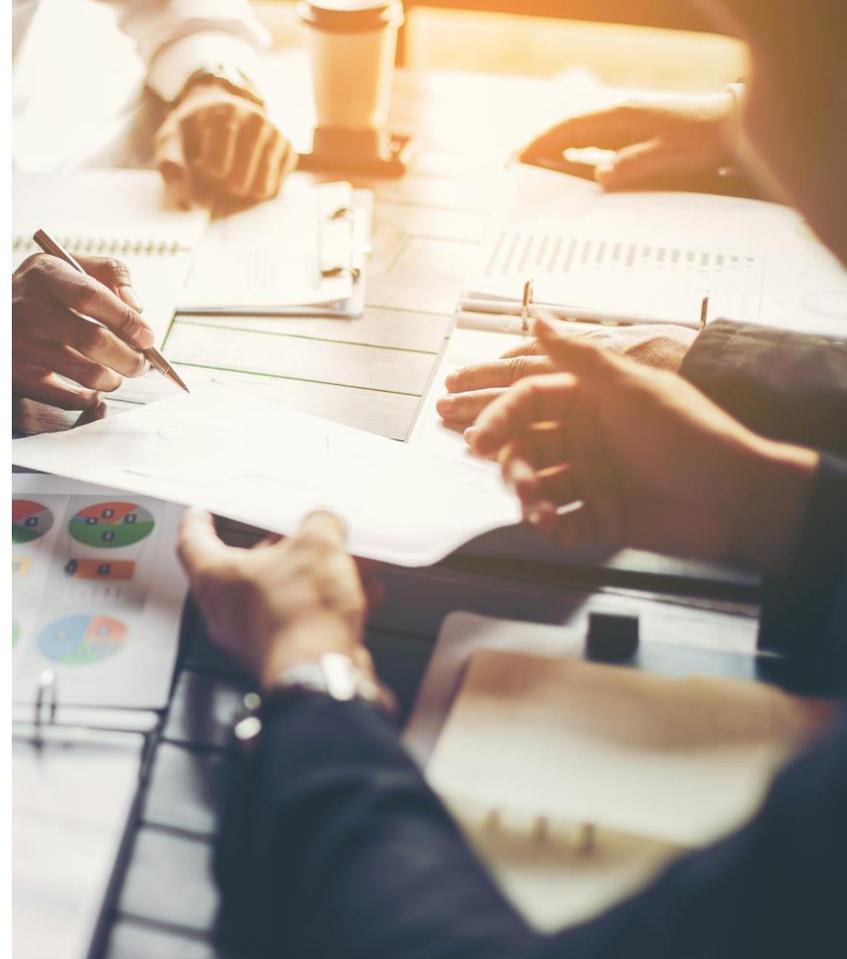
- Other KPIS:
  - **Consideration stage KPIS** - Video Views, Engagement, Link Clicks, Click Through Rate.
  - **Conversion stage KPIS** - Link Clicks, Click Through Rate, Purchases, Leads, Sign Ups, Registrations.



# ESTABLISHING OBJECTIVES AND KPIS

## Recap & Checklist:

- Investigate the various factors you need to consider before settings objectives
- Each video has a single objective
- Establish a clear set of KPIs to measure performance vs your objective



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# AUDIENCE TARGETING

# AUDIENCE TARGETING

- Audience Targeting - Why It's Important
- Choosing the right channel(s)
- Organic vs Paid Promotion



# AUDIENCE TARGETING | BUYER PERSONAS

## Sample Buyer Persona #1 Long-form



Sarah Student

*"I need to be able to go somewhere to relax, re-focus, and get inspired without breaking the bank."*

### A DAY IN THE LIFE OF SARAH

- Early mornings, late nights describes her daily routines, so she lives on coffee
- She goes to school all day, studies at nights and works freelance jobs
- She has a cat that keeps her grounded with a sense of responsibility
- She's a carefree college student
- Her house is never in order, her fridge is empty and she's always buried in a book or her laptop
- She takes the train and Ubers everywhere

## Coffee Shop Marketing Persona

### BACKGROUND

- 20 years old
- Single
- Lives in San Francisco, CA
- Full-Time Interior Design Student, Part Time Worker

### FINANCES

- Household income of \$30,000
- She's super conscious about what she spends her money on
- Prefers to use her credit / debit cards
- Facebook is her life-line
- Active on Twitter, Instagram, and Pinterest
- Looks for coupons and good deals on cool, new experiences or restaurants

### WHAT SHE'S LOOKING FOR

- A place to de-compress after a hectic week
- A quiet place to study where she's not distracted by her messy room
- A good deal to make her feel better about purchases
- A sense of stability in her chaotic world
- Cool, new experiences or adventures

### WHAT INFLUENCES HER

- Her friends and colleagues
- Magazines, blogs, articles, and design publications

### BRAND AFFINITIES

- Starbucks, H&M, Forever21, American Eagle, Target

### HOPES & DREAMS

- Become a reputable interior designer
- Travel the world
- Have the flexibility to be able to pick up and go as she pleases
- Not have to worry about finances

### WORRIES & FEARS

- Not being able to pay her bills
- Getting stuck somewhere and not being able to travel
- Not having enough time with her cat
- Not being able to pay back her school debt

### MAKE HER LIFE EASIER

- Funky atmosphere that's inviting and relaxing
- Deals and coupons
- Provide a job-board inside the coffee shop for freelance jobs
- Cozy seating with plenty of charging stations
- Order drinks to-go online or through an app
- Social media engagement incentives for discounts

# AUDIENCE TARGETING

## Recap & Checklist:

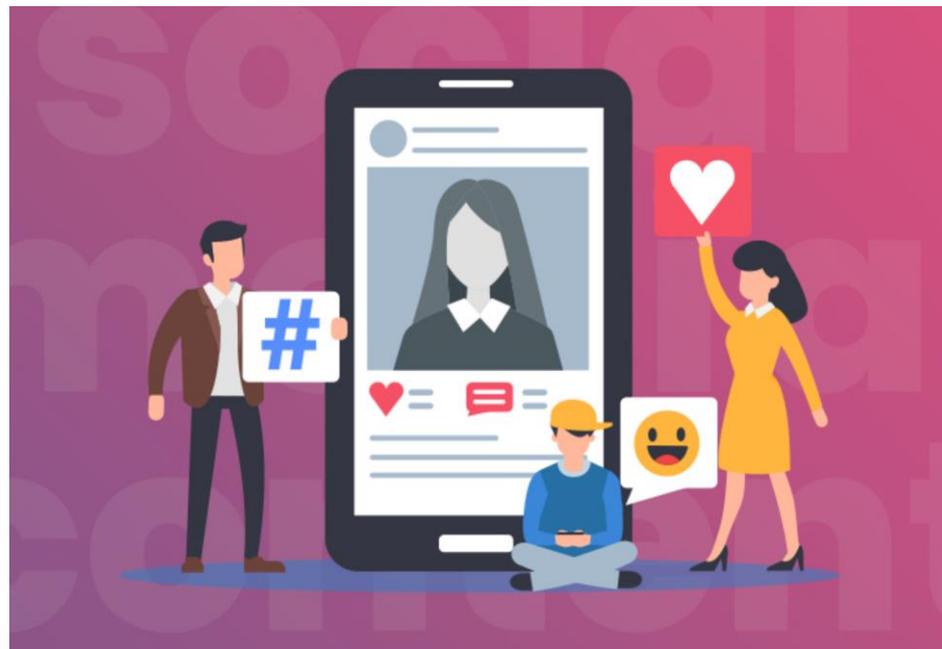
- Leverage your internal insights and create Buyer Persona(s)
- Identify what channel or channels are best for your target audience
- Know what stage of the customer journey your content is aimed at.
- Have a clear idea of targeting options such as demographic & interests
- Set out budget and schedule for any paid promotion

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# CONTENT AND PURPOSE

## CONTENT AND PURPOSE

- *Showcase video*
- *Explainer video*
- *Teaser video*



# CONTENT AND PURPOSE

*Showcase Video : Kinsale Mead*



# CONTENT AND PURPOSE

*Explainer Video : Atlantic Treasures Fish Stop*



# CONTENT AND PURPOSE

*Teaser Video : Brady Family Ham at Christmas*



# CONTENT AND PURPOSE

**Design for  
Sound Off**

+12%

Adding captions to video ads increased view duration by an average of 12%.

**Mix and  
Match Video  
and Static**



Campaigns with mixed format assets have an 86% chance of driving better performance metrics. We recommend telling your story through multiple formats to capture attention and drive conversions.

\*Source - <https://www.facebook.com/fmp/agencies/creative-presentations>

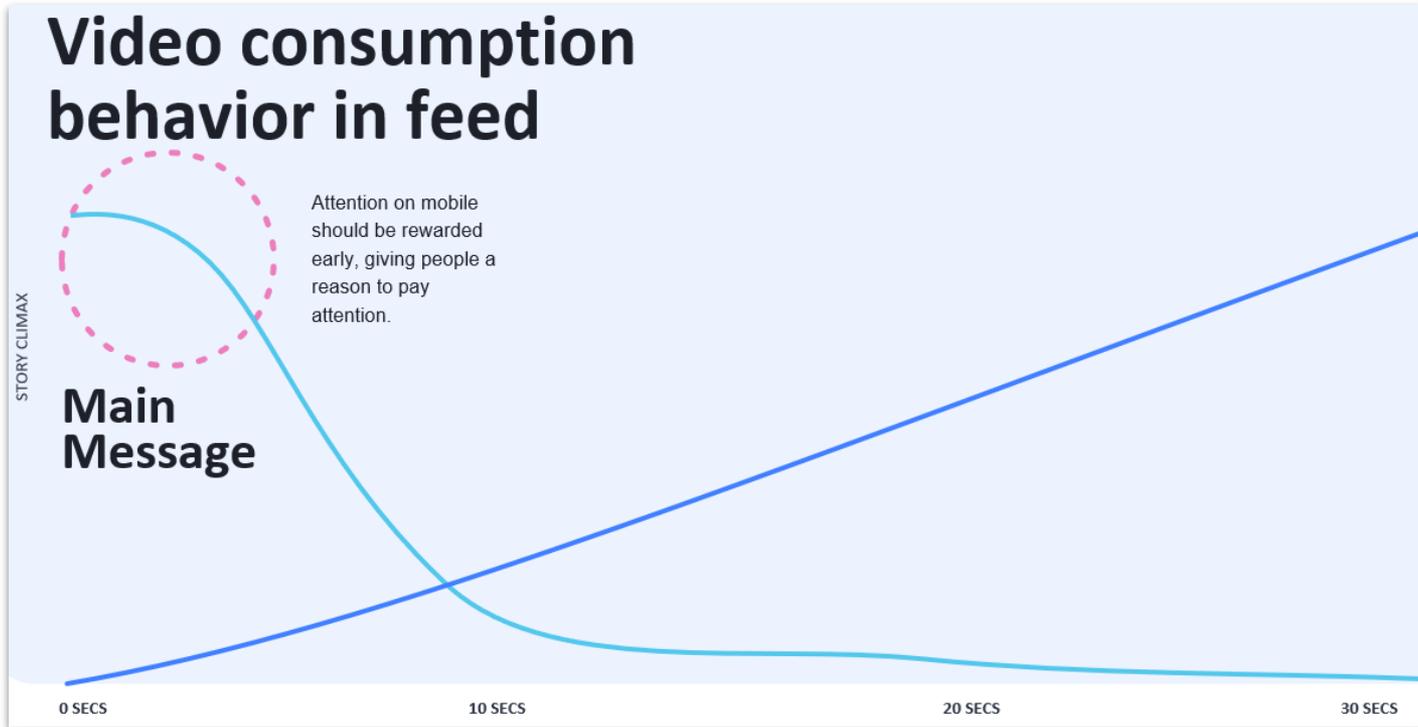
## USE TEXT AND GRAPHICS



## TRY CAPTIONS



# CONTENT AND PURPOSE



\*Source - <https://www.facebook.com/fmp/agencies/creative-presentations>

# CONTENT AND PURPOSE

## Recap & Checklist:

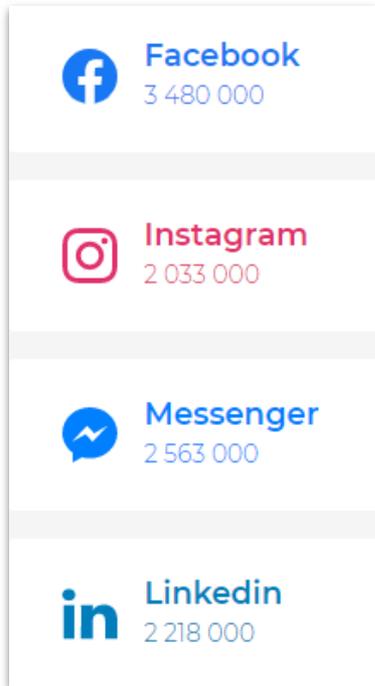
- Choose a format that works for the channel
- Align your video with consumer needs
- Start strong: does your video grab attention in 5-10 seconds?
- Use captions for viewers with sound off



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# OVERVIEW OF SOCIAL PLATFORMS

# OVERVIEW OF SOCIAL PLATFORMS

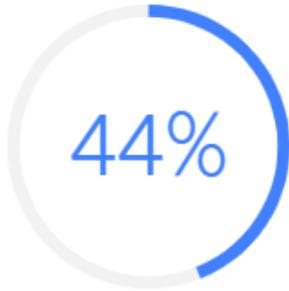


- Facebook family of apps includes FB, IG, Messenger & WhatsApp
- All are customer facing with messaging capabilities
- B2C Focused
- Facebook Creator Studio provides a single platform to control FB, IG and Messenger
- LinkedIn - B2B focused

\*Source - <https://napoleoncat.com/stats/social-media-users-in-ireland/2020/07>

# CONTENT AND PURPOSE

How does social play a role in the food shopping journey?



of 18–34-year-old food shoppers  
post or share food related  
content on social media



of 18–34-year-old food  
shoppers say they discover new  
food or recipe ideas on social  
platforms

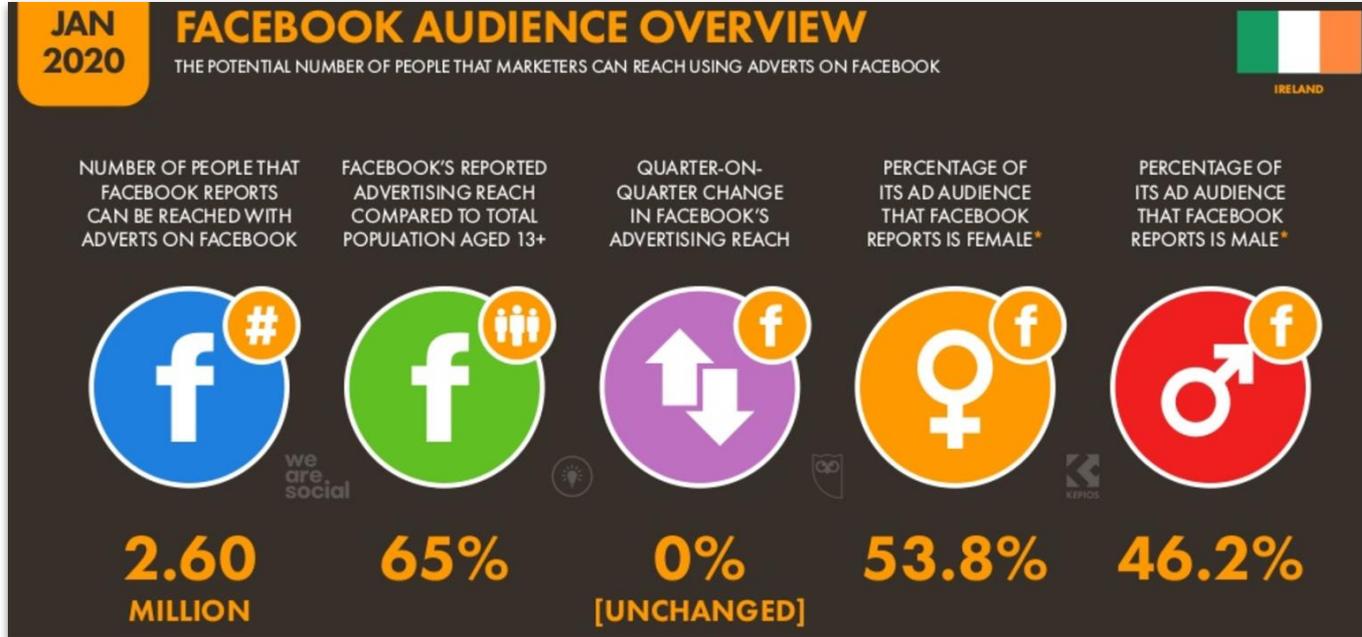


of food shoppers say that upon  
discovering a new product  
online they'll consider using it in  
a recipe

\*Source - <https://www.facebook.com/business/news/insights/catering-to-the-tastes-of-tomorrows-food-shopper#>

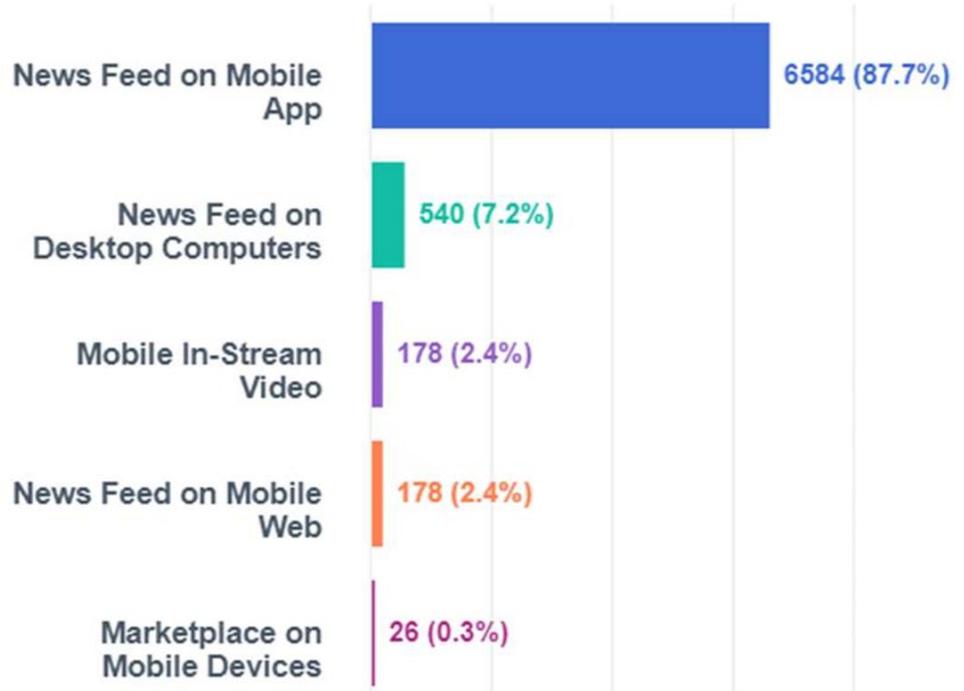
facebook®

# FACEBOOK IRISH AUDIENCE

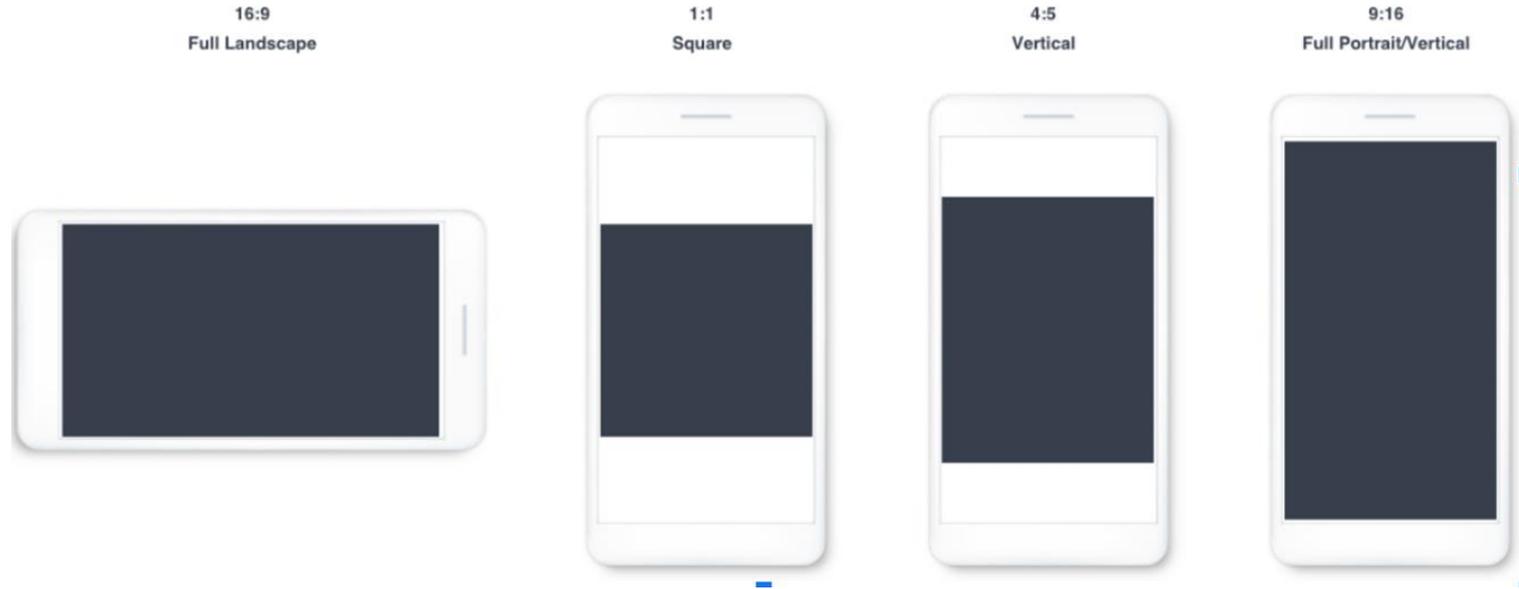


\*Source - <https://www.slideshare.net/DataReportal/digital-2020-ireland-january-2020-v01>

# FACEBOOK IRISH AUDIENCE



# FACEBOOK VIDEO FORMATS



\*Source - <https://www.facebook.com/fmp/agencies/creative-presentations>

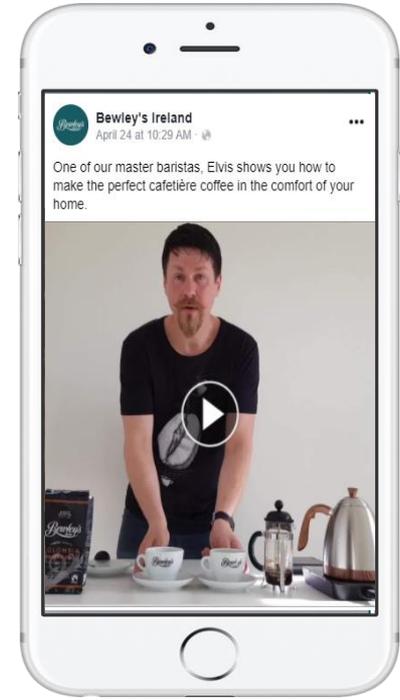
# OVERVIEW OF SOCIAL PLATFORMS | FACEBOOK

- ❑ Facebook family of apps
- ❑ Mobile First: 87% use mobile devices\*
- ❑ Best video format (Square)
- ❑ Creator Studio common to FB & Insta
- ❑ Ideal video length no more than 30 seconds
- ❑ Know your Facebook placements (Feed, Stories)

**Example 1 | Insomnia - Vertical video does not fit**

**Example 2 | Bewley's - Square video fits perfectly**

\*Source: [www.emarkable.ie](http://www.emarkable.ie)



# OVERVIEW OF SOCIAL PLATFORMS | FACEBOOK

When posting to Facebook it's best practice to do so through Creator Studio on desktop. There is also a mobile app.

Be sure to do the following:

Add Video Title



Add Post Copy



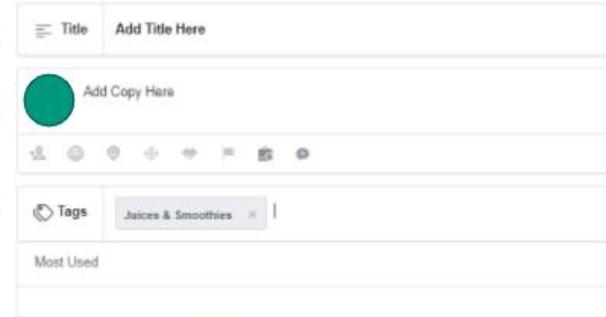
Add Tags



Add video from file upload or Facebook Page  
(Best practice to add from file upload for higher quality)



Publish or schedule once these steps are completed



The screenshot shows the Facebook Creator Studio interface. At the top, there is a 'Title' field with the placeholder text 'Add Title Here'. Below that is a 'Post Copy' field with the placeholder text 'Add Copy Here'. Underneath the copy field is a row of icons for adding various elements like photos, videos, and links. Below the icons is a 'Tags' section with a search bar containing 'Juices & Smoothies' and a dropdown arrow. At the bottom of the form, there is a 'Most Used' section.



# OVERVIEW OF SOCIAL PLATFORMS | FACEBOOK



## Your finished post will look like this on the Facebook feed:

- Post Copy - Visible to public
- Video Thumbnail - Visible to public
- Tags - Invisible to public
- Video Title - Invisible to public

# FACEBOOK VIDEO FORMATS

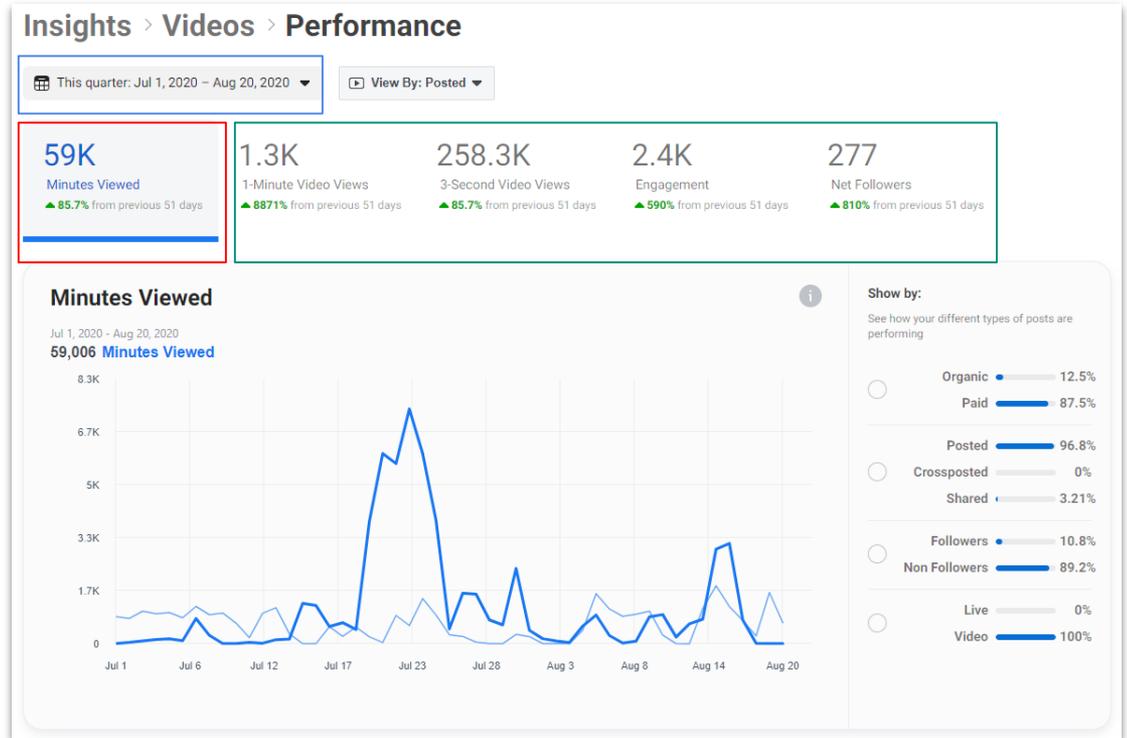
	Facebook feed	Facebook Marketplace	Facebook in-stream	Facebook Stories	Facebook search results
Source ratio	16:9 to 9:16	16:9 to 9:16	16:9 to 9:16	1.91:1 to 9:16	1:1
Video length	240 minutes max.	240 minutes max.	5-15 seconds	1-120 seconds	240 minutes max.
Objectives supported	All	All except App Installs, Engagement, Page Likes	Engagement, Reach, Video Views, Brand Awareness, App Installs	All	Traffic, Conversions and Catalogue Sales objectives
Captions	Optional, but recommended	Not supported	Optional	Optional	Not supported
Sound	Optional, but recommended	Optional, but recommended	Optional, but recommended	Optional	Optional, but recommended
Horizontal 16:9	●	●	●	●	●
Square 1:1	●	●	●	●	●
Vertical 4:5	●	●	●	●	●
Full portrait 9:16	●	●	●	●	●

\*Source - <https://www.facebook.com/fmp/agencies/creative-presentations>

# OVERVIEW OF SOCIAL PLATFORMS | FACEBOOK

## Facebook Analytics

- Available in Facebook Creator Studio
- Offers basic Insights
- Intuitive and easy to interpret



# COMPARING VIDEO PERFORMANCE

Top Videos		Top Pages				
Video	Date Added	Minutes Viewed	1-Minute Video Views	3-Second Video Views	Engagement	
 <p><b>Fyffes Great Banana Bread Bake Off</b> Fyffes Ireland</p>	07/13/2020 10:15 AM Fyffes Ireland	30.6K	0	133.7K	1.3K	
 <p><b>Fyffes Great Banana Bread Bake Off</b> Fyffes Ireland</p>	08/11/2020 12:29 PM Fyffes Ireland	6.7K	1.1K	28.6K	137	
 <p><b>Fyffes Melon Health Benefits</b> Fyffes Ireland</p>	07/15/2020 4:29 PM Fyffes Ireland	2.2K	0	9.1K	14	
 <p><b>Fyffes Dark chocolate banana balls</b> Fyffes Ireland</p>	07/10/2020 10:48 AM Fyffes Ireland	2.1K	0	10.5K	13	
 <p><b>Fyffes Pineapple Power - Bone...</b> Fyffes Ireland</p>	08/05/2020 12:13 PM Fyffes Ireland	1.6K	1	6.9K	11	
 <p><b>Fyffes Banana Yoghurt Muffins</b> Fyffes Ireland</p>	07/24/2020 2:45 PM Fyffes Ireland	1.6K	0	9K	15	
 <p><b>Fyffes Second Recipe - Vegan...</b> Fyffes Ireland</p>	08/05/2020 12:13 PM Fyffes Ireland	1.6K	0	7K	3	

# OVERVIEW OF SOCIAL PLATFORMS | FACEBOOK

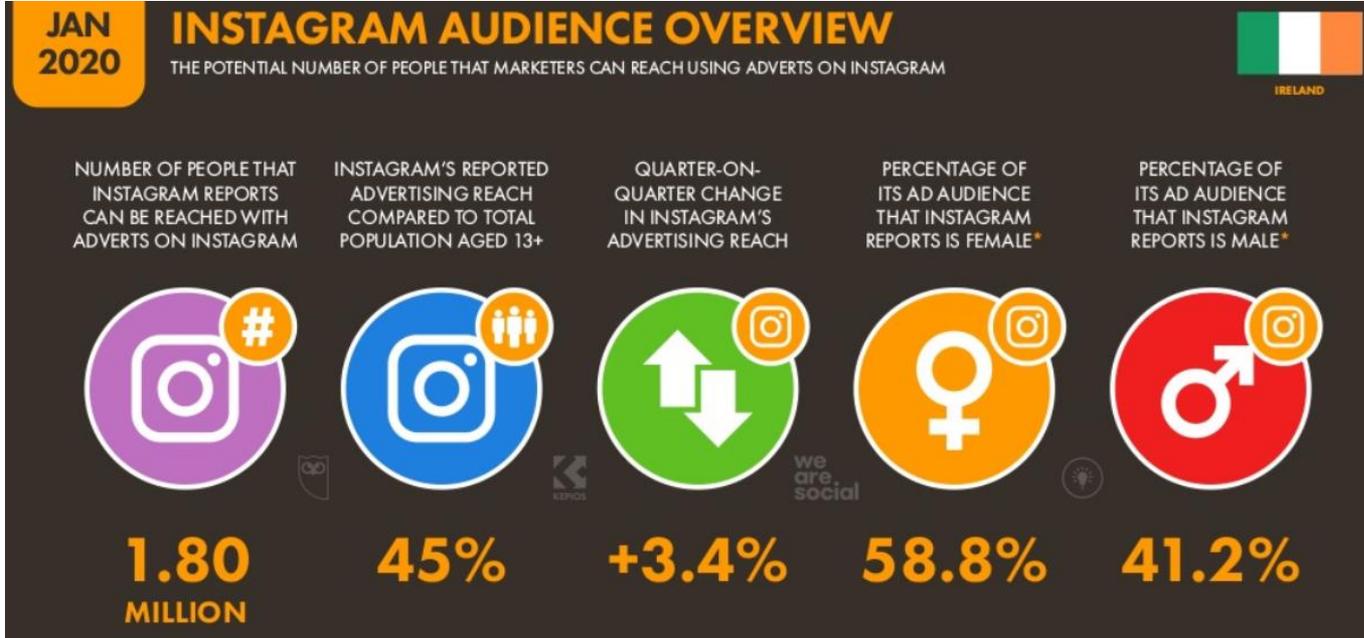
## Recap & Checklist:

- Video is correct format for Facebook (1080 x 1080);
- Video has relevant title;
- Video has related tags;
- Captions are included;
- Video has relevant short post copy (3 lines max);
- Copy has tagged any relevant 3rd parties;
- Suitable thumbnail chosen (Minimal Text - no more than 20% text, ideally).





# INSTAGRAM IRISH AUDIENCE

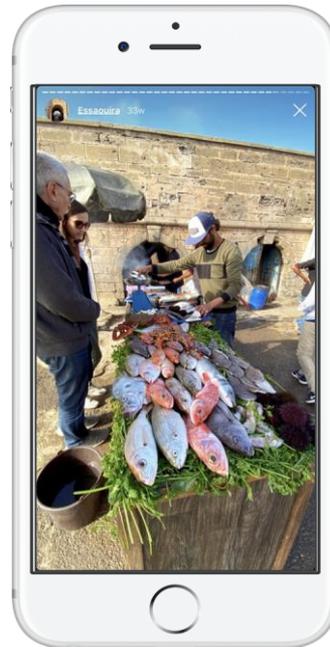


# OVERVIEW OF SOCIAL PLATFORMS | INSTAGRAM

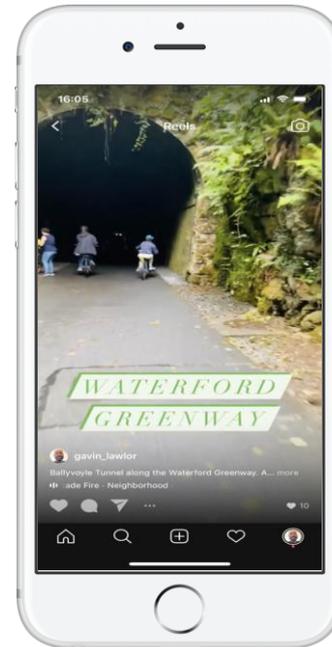
Insta Feed



Insta Stories



Insta Reels (new)



# OVERVIEW OF SOCIAL PLATFORMS | INSTAGRAM

- Launched as an alternative to TikTok
- 15 Second max video length
- Uses full screen
- Has potential applications for showcase recipe videos.
- Currently unavailable as paid promotion option from Facebook Ads Manager



# OVERVIEW OF SOCIAL PLATFORMS | TIKTOK

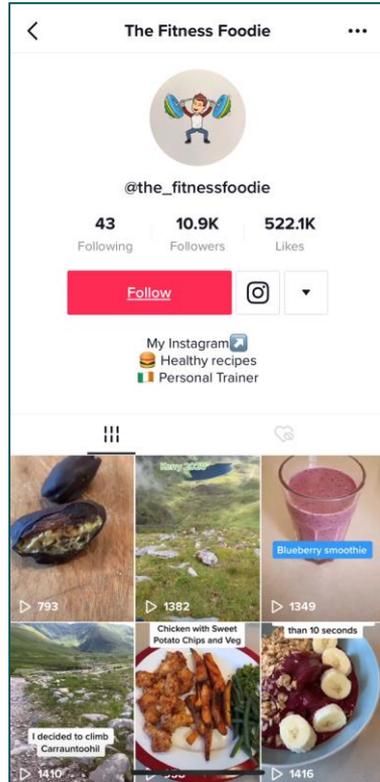
- TikTok is used daily by at least 90,000 Irish people
- Some 6% of 15-plus population have the short video app
- Ideal platform for influencers
- Max. video length of 15 seconds
- Not yet widely used in food and drink in Ireland.



Source - <https://www.irishtimes.com/business/media-and-marketing/tiktok-used-daily-by-at-least-90-000-irish-people-14140596>

# OVERVIEW OF SOCIAL PLATFORMS | TIKTOK

- The Fitness Foodie - TikTok Influencer
- 10.9K Followers
- Pancakes recipe video has 36.3K Views
- How Mums Vs How Dads Butter Toast (2M+ Views)



# OVERVIEW OF SOCIAL PLATFORMS | INSTAGRAM

## Posting to Instagram Feed using Creator Studio

Post Copy Including Hashtags



Geo Tag Location



Add video from file upload or Facebook Page  
(Best practice to add from file upload for higher quality)



Publish or schedule once these steps are completed

### Your Post

Write your caption...



Remaining: 2200 characters 30 mentions 30 hashtags

Add Location



Add Content

Choose the photos or videos you'd like to post.

[+ Add Content](#)

# INSTAGRAM VIDEO FORMATS

	Instagram feed	Instagram Stories	Instagram Explore
Source ratio	1.91:1 to 4:5	16:9 to 4:5 and 9:16	1.91:1 to 4:5
Video length	1-120 seconds	1-120 seconds	1-120 seconds
Objectives supported	All	All	All
Captions	Optional	Optional	Optional
Sound	Optional	Optional	Optional
Horizontal 16:9	●	●	●
Square 1:1	●	●	●
Vertical 4:5	●	●	●
Full portrait 9:16	●	●	●

\*Source - <https://www.facebook.com/fmp/agencies/creative-presentations>

# OVERVIEW OF SOCIAL PLATFORMS | INSTAGRAM

## Recap & Checklist:

- Follow same best practices as Facebook, plus:
- Experiment with new placements (Insta Reels)
- Use geo tagging with location
- Investigate appropriate Influencers





# YOUTUBE IN IRELAND

## Key Stats for Youtube in Ireland:

- 77% of Irish YouTube users access the site at least once a week.
- 1 in 3 people spend as much time watching YouTube as they do TV.
- 31% of Irish users view tutorial videos like recipes, regularly.



Source: [www.emarkable.ie](http://www.emarkable.ie)

# YOUTUBE

Video has relevant title

Title (required) ?

Easy Chocolate Chip Cookies Recipe

Description ?

Today you will learn how to make the best chocolate chip cookies you've ever had!  
Want to see more recipes like this? Subscribe for more video recipes: [LINK]

Video has relevant short post copy (up to 3 lines)

## Thumbnail

Select or upload a picture that shows what's in your video. A good thumbnail stands out and draws viewers' attention.

[Learn more](#)

Suitable thumbnail chosen (Minimal Text).



# YOUTUBE

Video has related tags

Tags

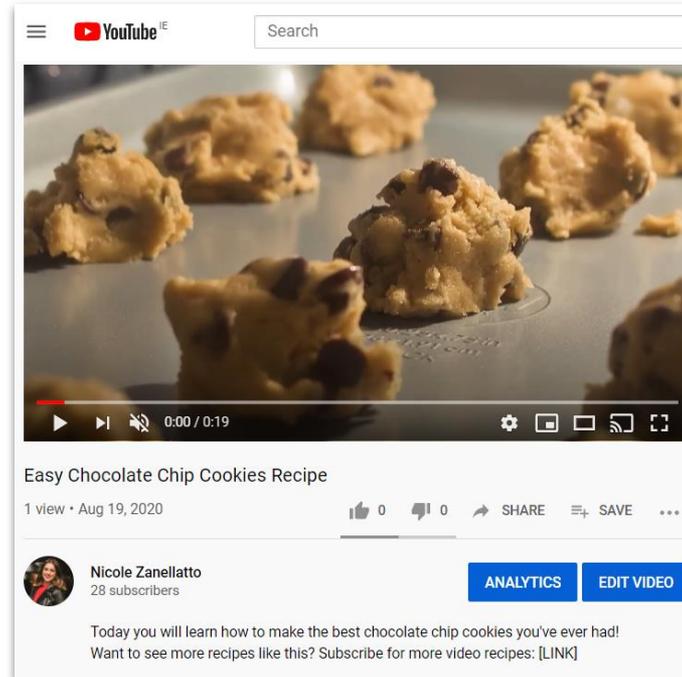
chocolate cookies ✕ cookies ✕ chocolate ✕ chocolate recipe ✕

easy recipe ✕ cookies recipe ✕

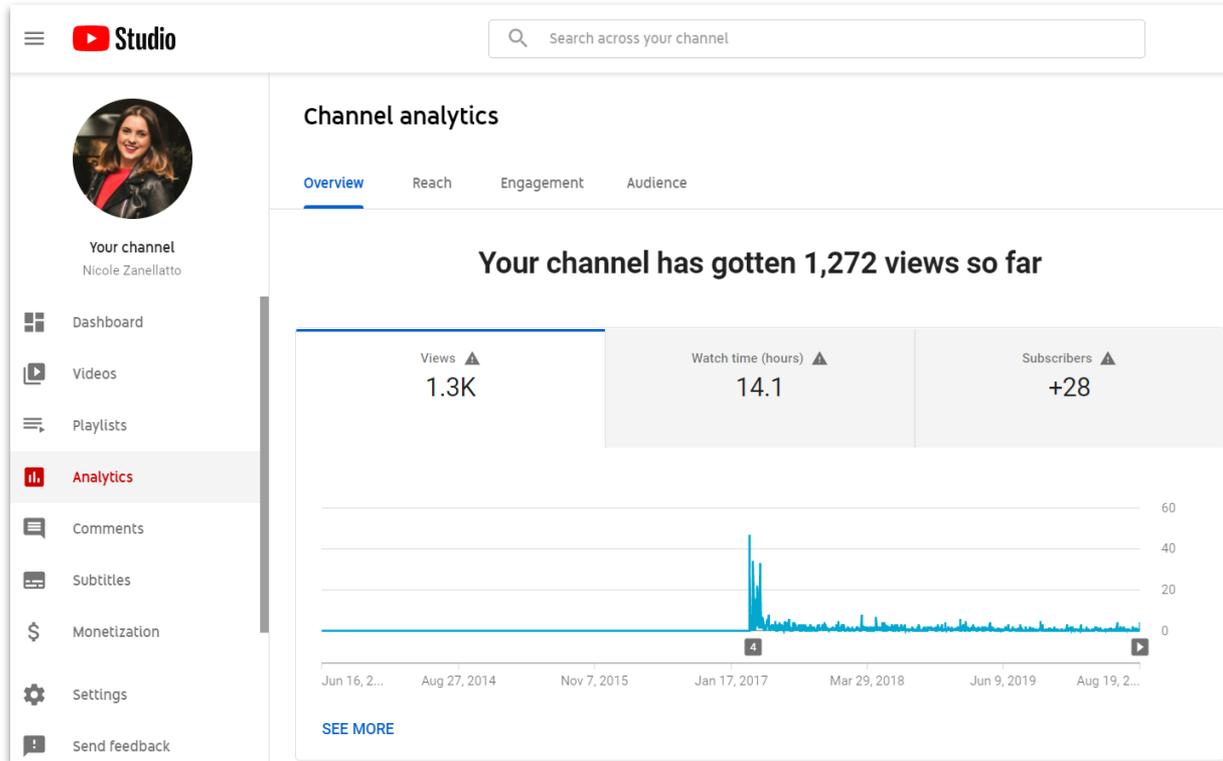
Enter comma-separated values 87/500

# YOUTUBE

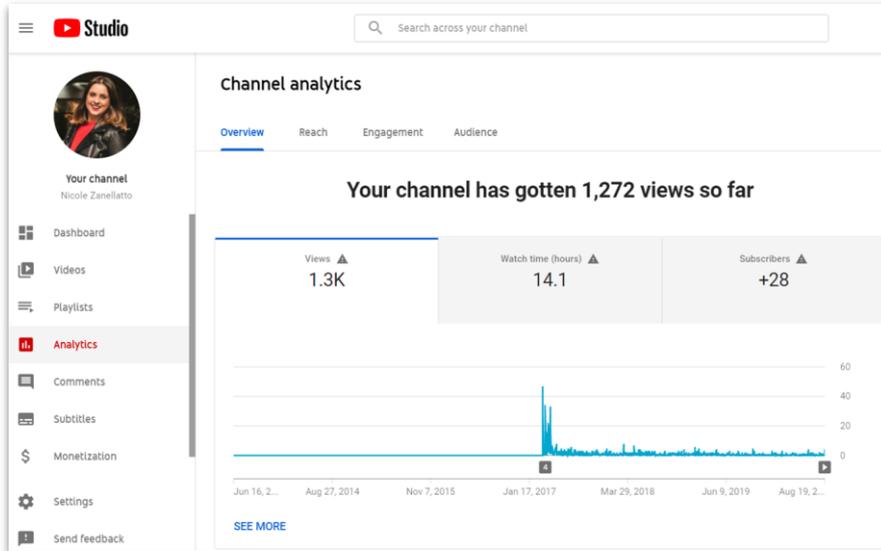
- Here is how your final post will look
- Landscape (1920 x 1080) is Youtube's recommended format, but square also renders well.
- Optimise your content for search, as you would a written piece of content



# YOUTUBE ANALYTICS



# YOUTUBE ANALYTICS



The screenshot shows the 'Your top videos in this period' section of the YouTube Studio analytics. It features a table with five rows, each representing a video. The columns are Video (with a thumbnail), Average view duration (with percentage), and Views. The videos are ranked by views, with the top video having 481 views.

**Your top videos in this period**

Video	Average view duration	Views
1  Eat Yard - Rathmines Apr 7, 2017	0:34 (69.7%)	481
2  Elephant Castle - Chicken Wings Mar 30, 2017	0:43 (52.2%)	413
3  Jamie's Italian em Dublin Mar 30, 2017	0:39 (69.8%)	140
4  Le Petit Parisien - Café em Dublin Apr 13, 2017	0:46 (68.4%)	126
5  Easy Chocolate Chip Cookies Recipe Aug 19, 2020 <a href="#">Recent upload</a>	0:11 (57.7%)	4

# YOUTUBE RECAP

## Recap & Checklist:

- ❑ Best format for hosting on YouTube is 1920 x 1080
- ❑ Square (1080 x 1080) also works well
- ❑ Use relevant tags for search
- ❑ Captions are included;
- ❑ Video has relevant short post copy (up to 3 lines) + link
- ❑ Suitable thumbnail chosen (Minimal Text).



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# RECAP | MULTI-PURPOSE USE OF VIDEO SOCIAL

## RECAP ON MULTIPURPOSE USE OF VIDEO ON SOCIAL

- Choose the right channel and format to suit your audience
- The universal solution is not necessarily best practice for each channel.
- Use square format (1080 x 1080) if promoting content across multiple social channels
- Adhere to the individual best practice format guidelines if focusing solely on one of Facebook, Instagram or Youtube only.



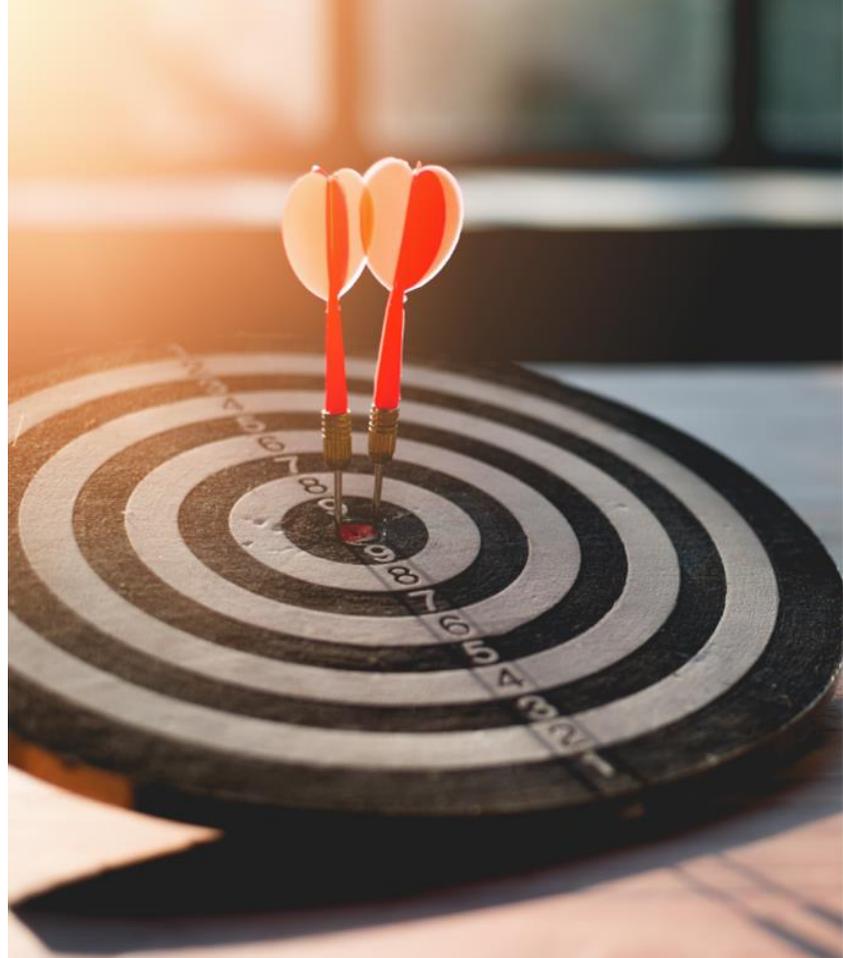
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**PAID AMPLIFICATION**

# ONCE LIVE, OPTIMISE

## Follow an efficient amplification:

- Owned - exhaust your own channels first
- Earned - Leverage Influencers
- Shared - Lean into brand partnerships
- **Paid** - Amplifying your content



# PAID AMPLIFICATION | TARGETING

## Possible Targeting Options:

- Should be informed by Buyer Persona(s)
- Geo Location
- Age / Gender
- Interests
- Social Media Engagers
- Profession
- Fields of Study / Education



# PAID AMPLIFICATION

- Boosting Organic Posts (Beginner)
- Facebook Business Manager (Intermediate)
- Facebook Ads Manager
- Building Audiences
- Facebook Pixel (Advanced)

Facebook provides a wealth of online resources to help your marketing efforts. These include tips, advice and even some online courses to help you improve your marketing know-how:  
<https://www.facebook.com/business>

### Boost Post

**Goal**  
What results would you like from this ad?

 **Get more engagement**  
Show your ad to people who are likely to react, comment and share. Change

**Button** ⓘ

Button label  
No Button ▼

**Special Ad Category** Learn More

Ads about social issues (such as the economy, or civil and social rights), elections, or political figures or campaigns

**Audience**  
Who should see your ad?

People you choose through targeting ⓘ

**Audience Details** ✎

Location - Living In Ireland  
Age 18 - 65+

# PAID AMPLIFICATION | ANALYTICS

## Facebook Pixel

- Advanced Paid Promotion
- Tracks Website Visitors, Leads, Purchasers
- Can help with targeting new audiences (Lookalikes)

### Choose how you want to install the pixel code

Select the best method for adding the pixel code to your site based on how the website was built, what kind of access you have to the code, and your technical support. [Learn More](#)



#### Add code using a Partner Integration

Connect your site using one of our many partners including Squarespace, Wordpress, Shopify, and others. [Learn More](#)  
**Best for:** Sites using a CMS, minimal technical support needed



#### Manually add pixel code to website

Follow guided installation instructions with detailed developer documentation. [Learn More](#)  
**Best for:** Custom sites, some technical support needed



#### Email instructions to a developer

If you don't have direct access to your site's code, send instructions and documentation to your technical support. Be sure to include the pixel ID in your email.  
**Best for:** No current access to website code base

### 1 Install base code on website

Copy and paste the pixel code into the bottom of the [header section](#) of your site, just above the `</head>` tag. Install the base code on every page of your website. [Learn More](#)

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s)
{if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};
if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];
s.parentNode.insertBefore(t,s)}(window, document,'script',
'https://connect.facebook.net/en_US/fbevents.js');
fbq('init', '713059392885077');
fbq('track', 'PageView');
</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->
```

### 2 Turn on Automatic Advanced Matching

Use information that your customers have already provided to your business, such as their email addresses or phone numbers, to match your website's visitors to people who are on Facebook. This can help you attribute more conversions to your ads on Facebook and reach more people through remarketing campaigns. [Learn More](#)

Turn off

# ORGANIC VS PAID COMPARISON

Post 1 (Organic)

1,794 reach

Post 2 (Boosted)

€80 - 73,511 reach

Post 3 (Paid Promotion)

€750 - 252,574 reach

Fyffes Ireland  
May 19 · 🌐

Did you know that it's possible to speed up the ripening process of your Fyffes Bananas? Try this little hack if you need ripe bananas to make banana bread or one of our other tasty recipes. 🍌

PLACE THE BANANAS IN A PAPER BAG WITH AN UN-CUT AND UNPEELED APPLE, PEAR OR TOMATO.

THE ETHYLENE GAS THAT THOSE FRUITS EMIT ACCELERATES THE BANANAS' RIPENING PROCESS.

THE POWER OF THE Fyffes BLUE LABEL

0:11 / 0:23

1,794 People Reached 17 Engagements

Boost Post

Fyffes Ireland  
June 18 · 🌐

This Fyffes Second Recipe is the perfect summer treat. 🍉 Just pause, screenshot or check the comments for recipe details.

73,511 People Reached 154 Engagements

Boost Post

Fyffes Ireland  
July 20 · 🌐

Ireland's Great Banana Bread Bake Off with celebrity judge Donal Skehan is now open for entries. We have prizes including an amazing €1,000 for the overall winner to give away. Click the link for more details and get baking! <https://www.fyffes.com/news/article/fyffes-great-banana-bread-bake-off>

#FYFFESG8880

FYFFES.COM  
Fyffes Great Banana Bread Bake Off

252,574 People Reached 13,819 Engagements

Learn More

Boost Post

# PAID AMPLIFICATION

## Recap & Checklist

- ❑ Learn how to boost a post using Creator Studio or via the Facebook or Instagram app.
- ❑ Set up a Facebook Business Manager / Ads Manager account for your business.
- ❑ Use the free Facebook Business resources to improve your paid Facebook and Instagram marketing strategy.
- ❑ Build Audiences of followers and target these in your paid ads or campaigns
- ❑ Install the Facebook Pixel on your website or have it installed by a paid social media professional



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# RESOURCES & LINKS

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## ***Bord Bia 'Think Digital'***

[A service to help Bord Bia client companies build their capabilities and support their digital marketing activation plans](#)

## ***Facebook***

[How to boost a organic post](#)

[How to set up a Facebook Business Manager account](#)

[Facebook Video Ads Specifications](#)

[How to add a Facebook Pixel](#)

[Facebook For Business - Food](#)

***Instagram*** [IGTV video specifications](#)

## ***YouTube***

[YouTube SEO 101: Get started optimizing video](#)

[YouTube Video Specifications](#)

## ***Useful Social Media Stats and Information***

[Irish and Global Usage Statistics on Social Media](#)

[Optimal Video Size Cheat Sheet for Social Media](#)

[Optimal Video Length Guide](#)

[Ireland's Digital Landscape - 2020](#)

## ***Understanding Your Audience***

[Buyer Persona Tool](#)

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**QUESTIONS?**