Video Marketing for Destinations

#IDIGWATERLOO
Video Marketing

• Video owns the Internet
  – YouTube is the second most used search engine.
  – Video use is up 616% since 2012.
  – Video use will increase another 11 times by 2020.
  – By 2020, video will make up 75% of data use on mobile.
  – Mobile video consumption increases 100% every year.
  – One-third of all time spent online is watching video.
Video Marketing

– More video content is uploaded in a 30 day period than all 3 major TV networks created in 30 years.
– 72 hours of video are uploaded to YouTube every minute.
– At the current growth rate, Cisco predicts that it would take over 5 million years to watch every video that crosses global IP networks in a single month in 2019.
– The average Internet user spends 88% more time on a site that features video.
– According to Forbes, 59% of executives would rather watch video than read text.
– One minute of video is equal to 1.8 million words according to Forrester researcher Dr. James McQuivey.
Why Video is Critical in Business

• 46% of users take some action after viewing a video ad.
• After watching a video, 64% of users are more likely to buy a product online.
  – “Just set it and forget it.”
• According to Online Publishers Assoc., 80% of users recall a video they viewed in the past 30 days.
• Seeing a video about a product is helpful in the decision process for 90% of consumers.
Video & Social Media Implications

- 52% of Facebook users said photos/videos shared by friends inspired travel plans.
- Facebook & Instagram make up 1 of every 5 minutes spent on mobile.
- YouTube is the most used site for travel videos. Nearly 80% of users are looking at personal travel options.
- 92% of mobile viewers share videos.
- Mobile makes up almost 40% of global watch time on YouTube.
- 92% also trust earned media like word-of-mouth advertising and recommendations from friends.
Why Video is Critical to Tourism

- Google found that 66% of travelers watch videos online when they’re thinking of taking a trip.
  - Inspiration
  - Itinerary building
- 54% of travelers use video to choose accommodations.
- 63% of travelers use video to look for activities.
- According to Google, 45% of leisure travelers book instantly after watching a video of travel activities. That jumps to 72% of business and 74% of affluent travelers.
- 62% of leisure travelers now want to see video before making their final booking destination.

Sources: Skift, Insivia, Matador Network
Leveraging Video

• First-person experiences.
• Immersive experiences.
• Inspirational/Aspirational.
• Efficient storytelling.
Leveraging Video

• First-person Experiences
Leveraging Video

• Immersive
  – http://www.visitdenmark.expedia.co.uk/video
Leveraging Video

- Inspirational/Aspirational
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- Efficient storytelling
Leveraging Video

• Efficient storytelling
Leveraging Video

- Showcase personality and culture.
- Go behind-the-scenes.
- Let others tell their (and your) story.
Travel Waterloo

• Inspiration
  – Trying to be more effective in telling the story of Waterloo.
  – Measuring the impact more effectively/efficiently.
  – Doing a better job showing the community, its people and its personality.

• Goals
  – Increase traffic to website.
  – 2,500 views per episode.
  – Better understanding of impact of advertising/ROI.
Travel Waterloo

• Launched in May 2015.
• Video series with weekly episodes.
• Features attractions, events, restaurants and people of Waterloo.
• 60+ episodes, plus short promos.
• Averaging nearly 12,000 views per episode.
  – Several approaching 30,000 views.
  – Food & history are top performing videos.
Benefits of Travel Waterloo

• Measurement and Tracking
  – Views, impressions, demographic information.
  – SEO.
  – Website traffic is up drastically.
  – More than 1,000 new Facebook followers.
  – We own the content.
  – “Sharable” content.
  – Recognition of Travel Waterloo & what we do in the community.
Examples of Travel Waterloo
Examples of Travel Waterloo
Making Video Work for You

• Duration of video is extremely important.
  – 59% of viewers will watch a video of 1 min or less.
  – Videos that are 15 sec or shorter shared 37% more.

• You have 10 seconds or less to grab attention.
  – 1 in 5 people will click away from videos in less than 10 seconds.
  – Give them a reason to stick around.

• Mobile-friendly video buys you more time.
  • iPad users will watch up to 5 minutes.

• What is your audience? Is your video relevant?
Making Video Work for You

• HAVE FUN!  Make them enjoyable.
• Show mistakes. Be raw.
• You need more than one.
• Load time is important.
• Provide a compelling reason to share video.
Making Video Work for You

• Bring the viewer in.
• Tie video into other areas of marketing.
• Extend your connection with the viewer/customer
• Make your videos easy to search.
• You can do it yourself…but help is available.