



Video Marketing for Destinations

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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

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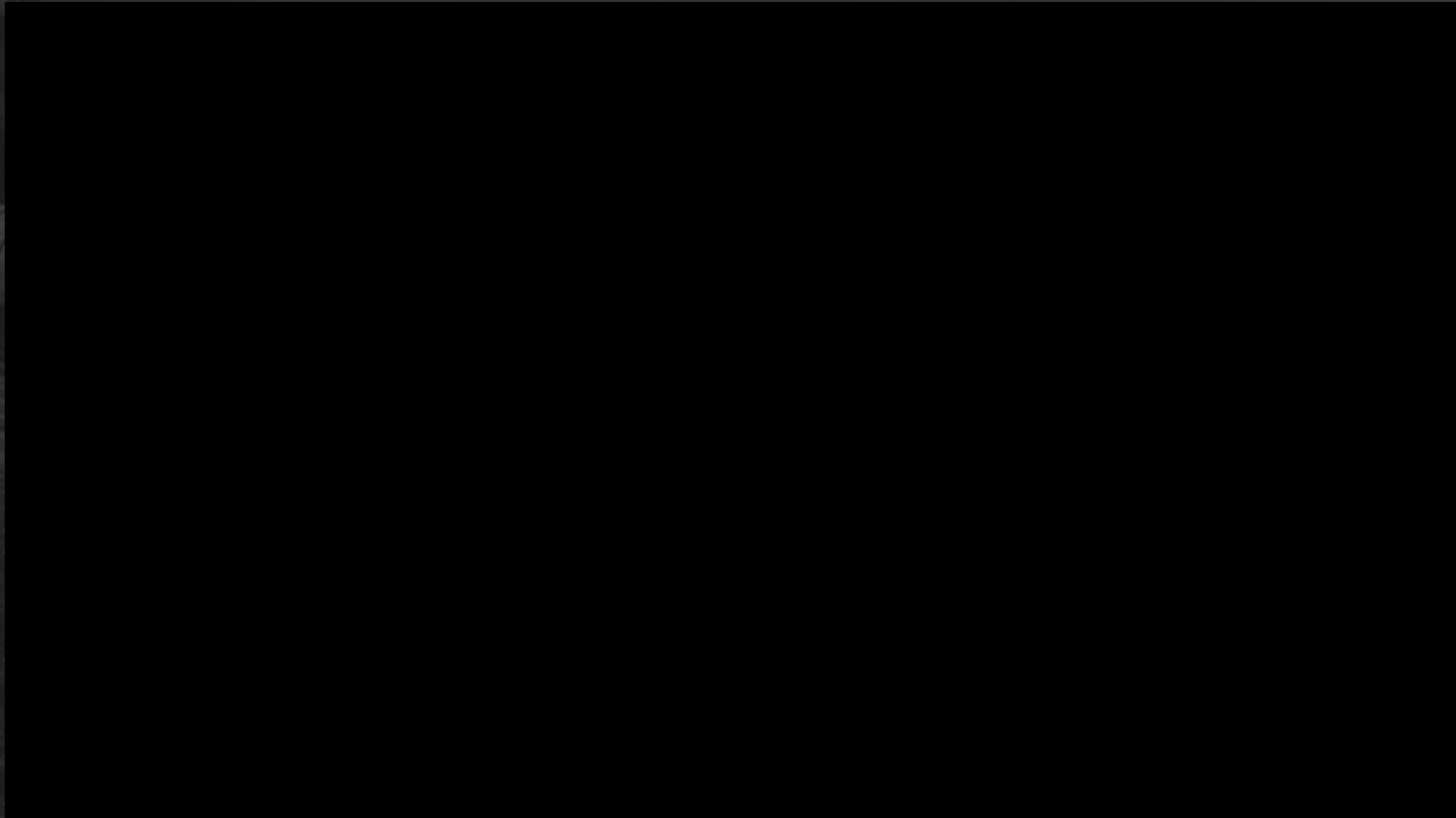
Leveraging Video

- First-person experiences.
- Immersive experiences.
- Inspirational/Aspirational.
- Efficient storytelling.

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Leveraging Video

- First-person Experiences



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Leveraging Video

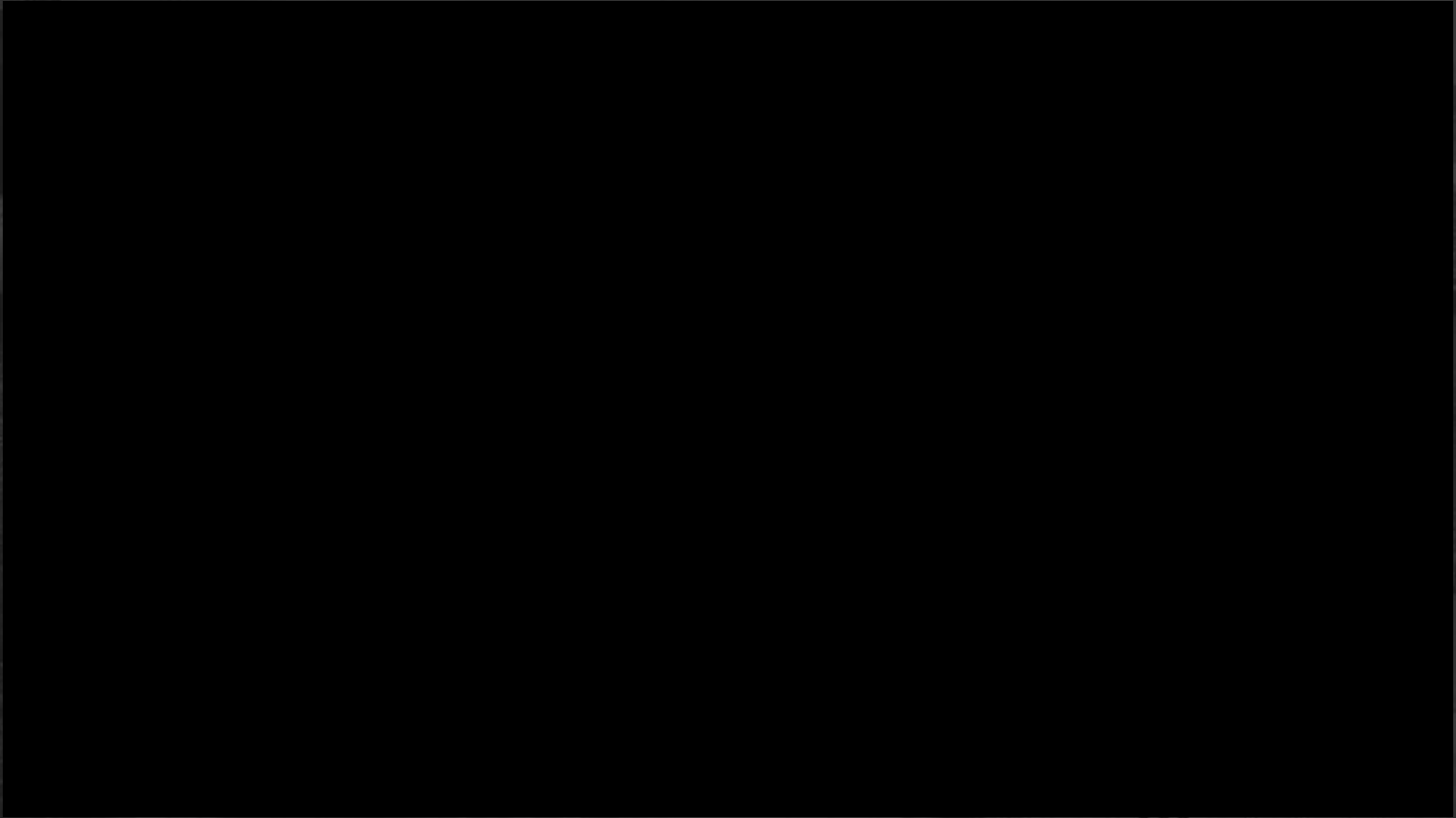
- Immersive

- <http://www.visitdenmark.expedia.co.uk/video>

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Leveraging Video

- Inspirational/Aspirational



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Leveraging Video

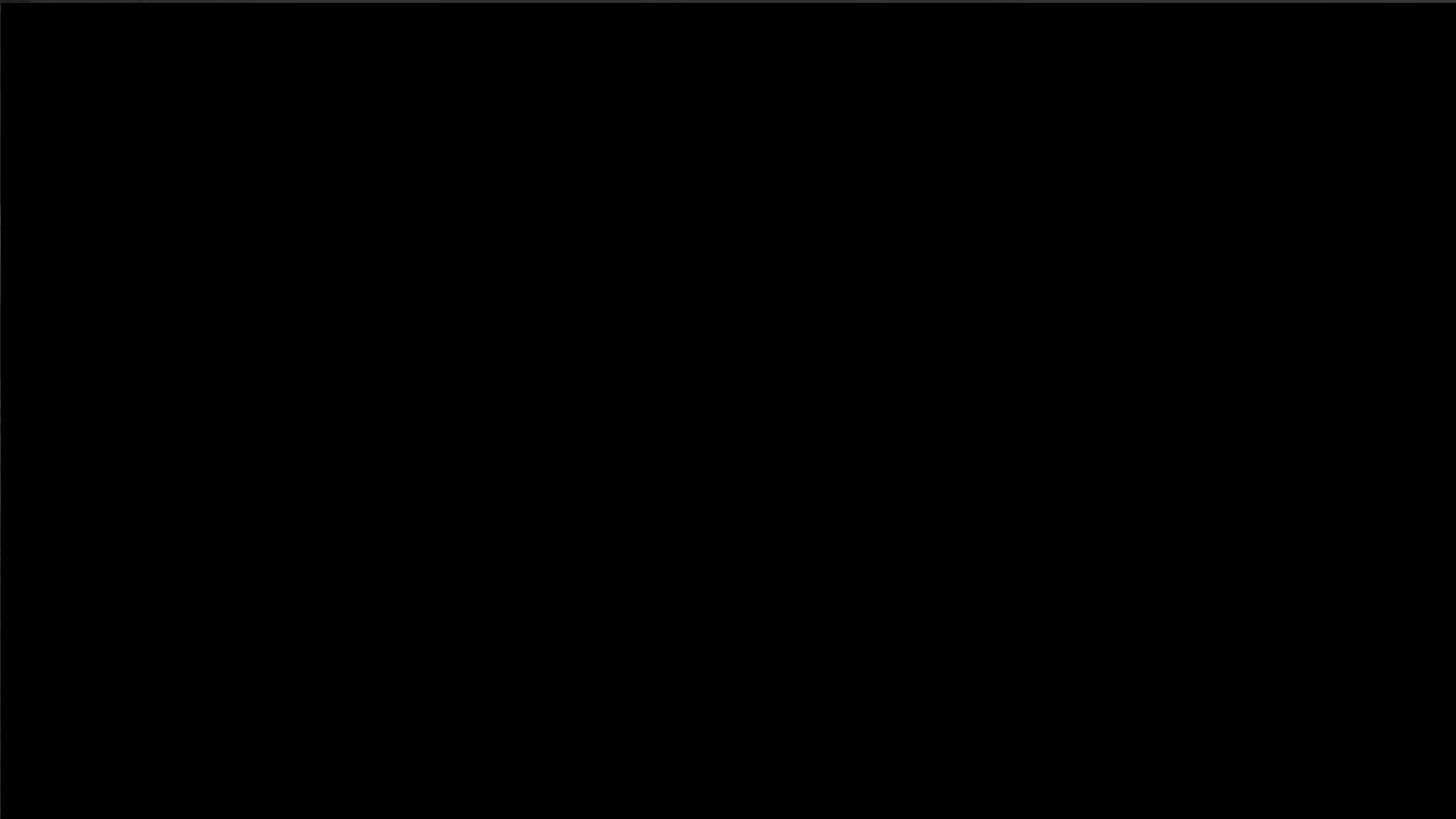
- Efficient storytelling



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Leveraging Video

- Efficient storytelling



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Leveraging Video

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

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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.

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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

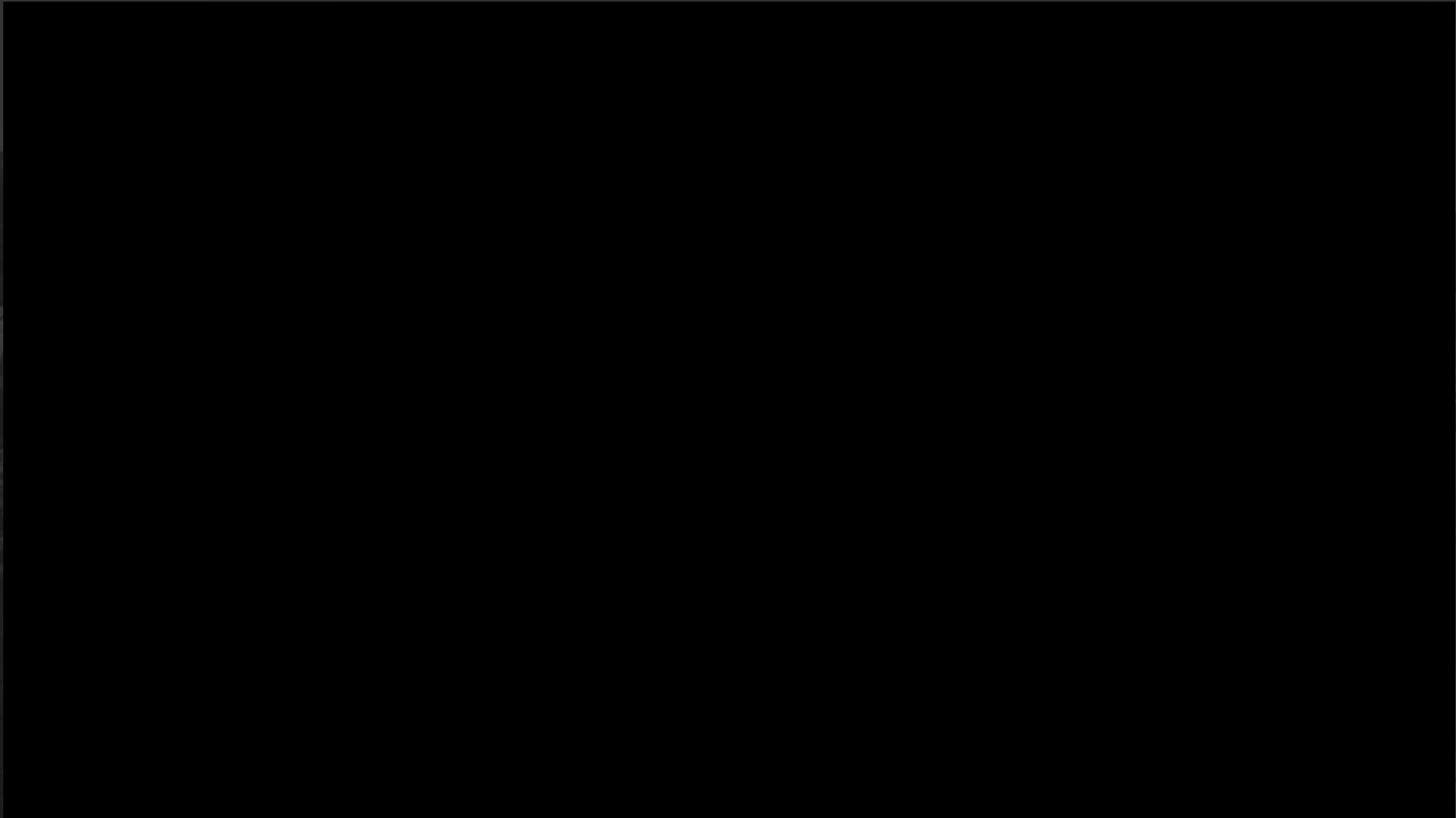
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Benefits of Travel Waterloo

- 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.

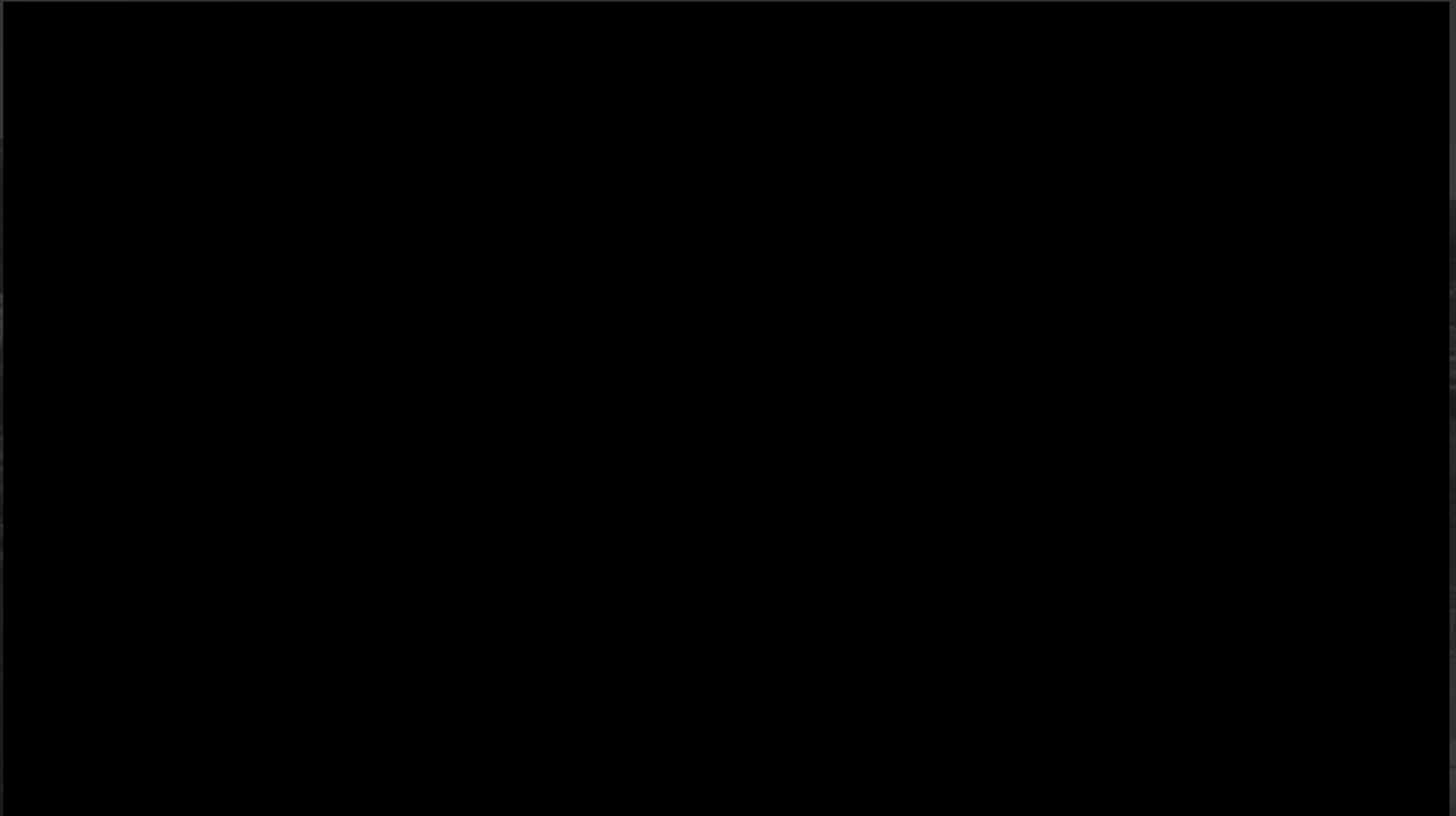
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Examples of Travel Waterloo



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Examples of Travel Waterloo



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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.

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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.

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Questions?



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