

BUDGET REFUELING VIDEO MARKETING STRATEGY



(Download the PowerPoint Available [Here](#))



“Budget Refueling” is a concept I have coined to describe the process of quantifying marketing values in order to justify an ongoing budget for social media advertising. While I learned the foundations of this process in college throughout my bachelors degree in Business Management, social media was in it’s infancy and it was never once mentioned by my college professors. The three major social media platforms, Facebook, Twitter and YouTube are all optimizing for live and on-demand video content. While this is a huge marketing opportunity, the only way to truly take advantage of the platforms is to monetize your efforts or get really lucky. Since we are not in business to “get lucky” we are going to review several strategies for monetizing live and on-demand

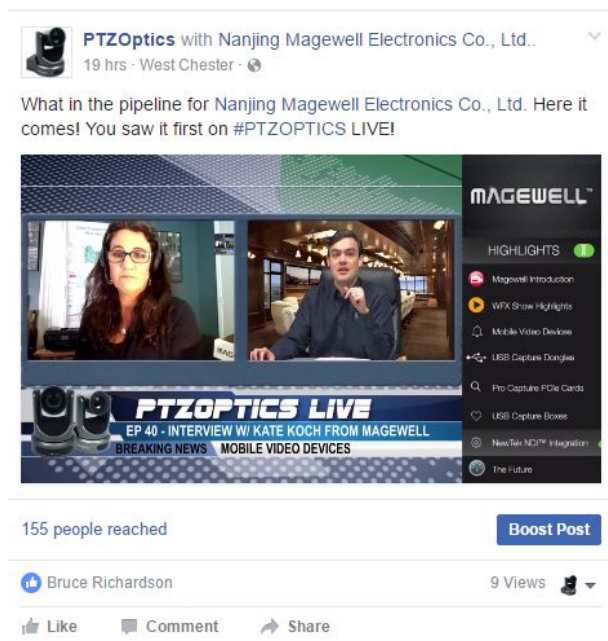
video content on these platforms.

In past articles, we have explained how to host free online webinars (for your longer more expansive events) and how to create short engaging “television style” videos (for your general product/service marketing). Now it’s time to get the videos we have created the attention they deserve.

Boosted Posts, Pay-Per-Click and Pay-Per-View

The fastest way to get your content out into the world is advertising. If you truly believe your content can convert prospects into customers you should be willing to pay for advertising. The trick for most businesses is understanding what content is worth promoting and what isn't. We can use several different methods for analyzing our video content to determine what our most effective content is. (**SOURCE #1**)

TIP: If you are promoting a live event you may need to create a promo video and direct users to a landing page to purchase tickets.



1. YouTube Analytics

a. Look for subscriber conversion, look for organic growth, follower engagement, comments

2. Google Analytics

a. Setup advanced goal tracking (Phone Calls to your office, Subscription to your email list, orders on your e-commerce site)

b. This is the most powerful tool for tracking conversions

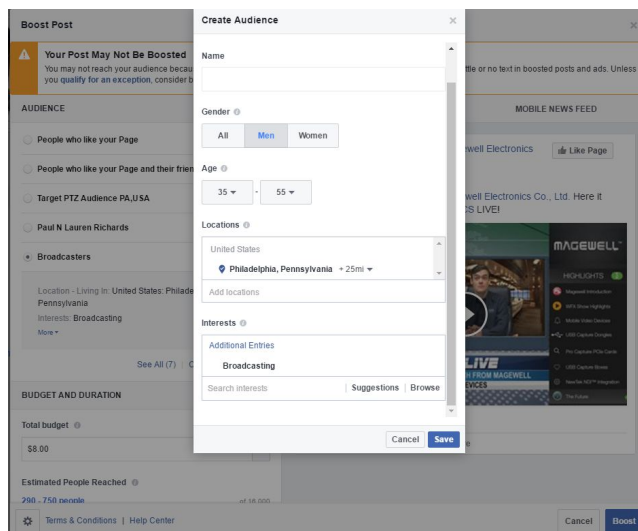
3. Twitter Analytics

a. Tweet Favorites, CTA Clicks, Retweets,

4. Facebook Analytics

a. Looking for post engagement, shares and likes

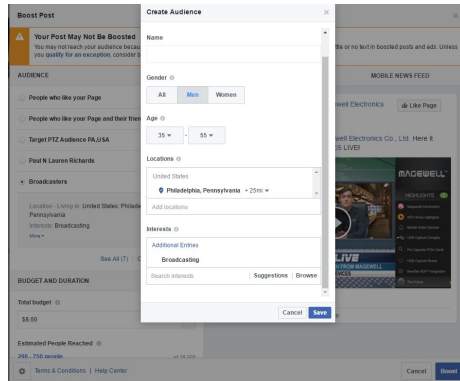
Audience Segmentation



Once you have determined your videos that are most likely to succeed you need to determine your audience. Perhaps you have determined that 90% of our customers are male and between the age of 35-55. Therefore in order to optimize our budget spending we will segment our advertising efforts to match these demographics.

TIP: every platform is a little different but each offers audience segmenting. On Twitter you can actually segment followers of a specific company!

Conversion tracking and budget refueling



I like the term “Budget Refueling” because it reminds me of a well-oiled machine. If you can properly track conversions and create a reliable ROI (return on investment), then your paid advertising campaigns become the fuel for your growth. Best case scenario: your content working for you on “auto-pilot” as your advertising campaigns chug along within your allocated daily or monthly budget. I would suggest scheduling a call with your Google Adwords representative and setting up as many variables for conversion tracking as possible upfront. This tracking data will help you judge the

effectiveness of your marketing and justify increasing or decreasing your budget. **(SOURCE #2)**

TIP: Google wants you to be effective and they have tools for conversion tracking ready. The platform may look daunting but just remember you can always call, email or chat for instant help 24/7.

Age									
Gender									
Parental status									
Edit Segment Filter Columns									
	Age	Ad group	Status	Imp.	Views	View rate	Avg. CPV	Cost	
<input type="checkbox"/>	18 - 24	In-stream	Excluded from ad group	29	9	31.03%	\$0.09	\$0.77	
<input type="checkbox"/>	18 - 24	In-display	Excluded from ad group	1,518	10	0.66%	\$0.08	\$0.80	
<input type="checkbox"/>	25 - 34	In-stream	Excluded from ad group	40	19	47.50%	\$0.09	\$1.63	
<input type="checkbox"/>	25 - 34	In-display	Excluded from ad group	3,166	31	0.98%	\$0.08	\$2.43	
<input type="checkbox"/>	35 - 44	In-stream	Active	109	39	35.78%	\$0.09	\$3.32	
<input type="checkbox"/>	35 - 44	In-display	Active	5,718	63	1.10%	\$0.08	\$4.78	
<input type="checkbox"/>	45 - 54	In-stream	Active	96	28	29.17%	\$0.08	\$2.31	
<input type="checkbox"/>	45 - 54	In-display	Active	2,556	24	0.94%	\$0.08	\$1.84	
<input type="checkbox"/>	55 - 64	In-stream	Active	132	33	25.00%	\$0.09	\$2.81	
<input type="checkbox"/>	55 - 64	In-display	Active	1,639	10	0.61%	\$0.07	\$0.73	
<input type="checkbox"/>	65+	In-stream	Active	77	16	20.78%	\$0.08	\$1.24	
<input type="checkbox"/>	65+	In-display	Active	1,179	8	0.68%	\$0.09	\$0.69	
<input type="checkbox"/>	Unknown	In-stream	Active	403	111	27.54%	\$0.08	\$9.37	
<input type="checkbox"/>	Unknown	In-display	Active	2,883	18	0.62%	\$0.08	\$1.36	
Total - all age ranges				19,545	419	2.14%	\$0.08	\$34.08	
Total - all				19,545	419	2.14%	\$0.08	\$34.08	

Successful Video Marketing Campaign Examples

Example #1 - Personal Training

This is a field that I have just started to get involved with. The online training market is becoming extremely popular and I decided to use UDEMY which is a community with over 10 million users. The best case scenario for a personal trainer is that they are only spending 10-20% of

the income generated on advertising their courses. At PTZOptics we actually give away free coupon codes for all of our video production courses here, but that still doesn't stop people from buying our courses on the UDEMY marketplace. We can then use the revenue generated from our video production courses to fuel an Adwords campaign that generates a healthy cycle of new customers. Think about how aggressive your marketing campaign will be. Will you be super aggressive in the beginning and then pull back after your campaign is off the ground? Take a look at a couple of different scenarios below:

Aggressive - 90% of revenue is put back into marketing

Hybrid - 30-60% of revenue is put back into marketing

Standard - 5-20% of revenue is put back into marketing

Example #2 - Small Business

Technically this is where PTZOptics falls. The most valuable asset for any business is a new customer. It's not rocket science but here is the basic premise of our organic video production plan.

1. Make videos that provide value for our customers and potential customers
2. Make offers/CTAs "Call to Actions" that provide additional value in exchange for contact information
3. If the video is effective we track analytics and decide whether to promote with advertising
4. Overarching Goal: Build audience and brand awareness. Drive business with advertising and capitalize on timely delivered video content.

This "inbound" marketing strategy for lead generation has been a huge benefit to our company and it's all managed by the amazing marketing company HubSpot. HubSpot and Marketo seem to be the leading companies in this market and I highly suggest reading up on their offerings. (Source #3)

Example #3 - Medium / Large Business

The value of video marketing has not been lost on medium and large sized businesses. More quickly than ever businesses are outsourcing video production or taking the entire process in-house. It's quite expensive to continually hire outside professionals to produce live or on-demand video content and we have seen a huge uptick in companies coming to PTZOptics for help setting up in house studios.

Once the video has been produced businesses are distributing their video on social media such as Facebook, Twitter and YouTube to achieve the maximum exposure for their company. Many large businesses are working with professional advertising and media creation agencies who specialize in the field of social distribution (Such as VaynerMedia Source #4). Advertising budgets are shifting from traditional print space to digital mediums. Just take a look at this graph

from... Showing the shift in importance from cable television to online video platforms such as YouTube.

Example #4 - Premium Content Provider

Premium content providers are organizations that can charge for their content. This could be HBO or a college level sports team who wants to generate additional revenue by charging a small fee for access to their live sporting events. Most of these organizations are creating a mix of free and premium content to stimulate new growth and sidestep the slowly dying television market (**Source #5**). Take for example the HBO superstar John Oliver who posts short clips from his weekly episode on YouTube. It's easy to see that HBO's goal is convert YouTube viewers into paying customers, by offering short clips of the full episodes and thus leveraging the massive YouTube audience. Even entrepreneurs like Grant Cardone are offering "locked-down" premium content with the help of CDN's such as TikiLive who we interviewed on August 5th 2016 ([here](#)).

TIP: If you are a content producer looking to monetize your live and on-demand content consider working with a premium CDN such as TikiLive or DaCast (Interview with CEO of DaCast Sept 2nd [here](#)). These platforms have built in "paywalls" and models for charging users for monthly/yearly access to your premium live and on-demand content.

Facebook vs Twitter vs YouTube

Each platform is very different and I will share my thoughts on the best features of each. YouTube is the king of video PERIOD. A successful YouTube video will generate leads and views for many years in the future, while a Twitter video view will generate leads for only 1-2 days.

TIP: Try "pinning" a video on your Twitter account to extend the longevity of effectiveness on your tweet.

Facebook's video platform is somewhere in the middle even though Facebook was recently caught exaggerating the average length of video views (**SOURCE #4**). Twitter has the amazing capability of segmenting your audience based on followers of a specific company. This is effective for promoting events or videos that you know a certain group will respond to. Facebook offers very advanced demographic segmenting that looks extremely affordable at first look (We are still unsure how effective Facebook is for our audience). That being said YouTube still has the most advanced marketing platform using the Google Adwords backbone. Google Adwords is incredibly advanced and the only drawback for newbies is that it can be difficult to get started and you can waste ALOT of money if you make a mistake.

Word of Caution

Don't start advertising only you know two VERY important things.

1. Who is your audience - Understand the complete demographics
2. What content is performing - Make sure to test different videos and presentation styles until you which videos are converting for you
3. What is the value of your content when it performs?
 - a. Come up with an average value of a conversion
 - b. What is the value of a lead? This can be calculated by determining the lifetime value of a customer and your lead to customer closet ratio.

ONLY once you have a good understanding of your content, your audience and the value of a lead should you consider spending money advertising.

TIP: Every campaign can have a budget maximum. Consider boosting important videos with a small budget to accelerate chances of organic video promotion.

Conclusion

The best case scenario for monetizing your video content is understanding the full benefits your company receives. The ability to quantify your revenue will make your marketing team more confident in the "Budget Refueling" necessary for consistent growth. Make no mistake that advertising on Facebook, Twitter and YouTube will help your organic growth and influence. Every platform has different ways of rewarding their real customers.

Want to learn more? Take one of our FREE video production courses on UDEMY by downloading the free course coupon codes here:

Sources:

SOURCE #1 - https://en.wikipedia.org/wiki/Pay_per_click

SOURCE #2 - <https://support.google.com/adwords/answer/1722054?hl=en>

SOURCE #3 - <http://www.hubspot.com/products/faq/hubspot-vs-market>

SOURCE #4 - <http://www.vaynermedia.com/work>

SOURCE #5 - <http://fortune.com/2016/04/05/household-cable-cord-cutters/>

SOURCE #6 - <https://support.google.com/adwords/answer/6032150>

SOURCE #7 - <http://www.businessinsider.com/facebook-video-views-exaggerated-2016-9>

SOURCE #8 -

<http://www.marketsandmarkets.com/Market-Reports/audio-video-on-demand-avod-market-1046.html>

SOURCE #9 -

<http://www.businessinsider.com/tv-vs-mobile-and-digital-in-ad-revenue-and-audience-share-2014-12>