

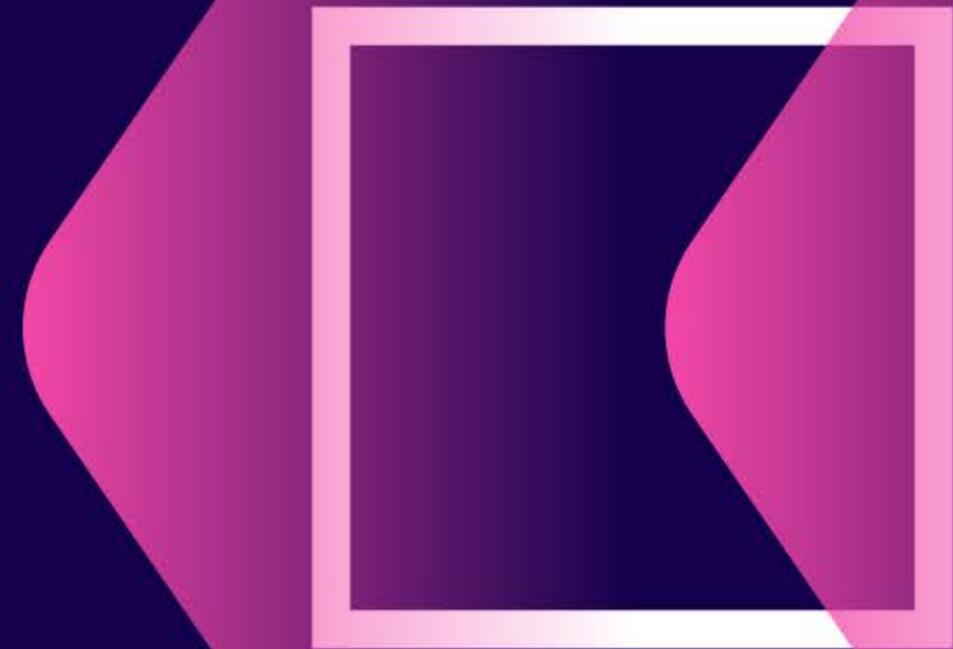


# THE MOBILE VIDEO MARKETING PLAYBOOK

GROW AWARENESS, CAPTURE LEADS,  
AND EARN SALES ON MOBILE.

[SCOUTDIGITAL.COM](https://scoutdigital.com)

Authored By Nathaniel White-Joyal





# GET YOUR SALES ENGINE UNSTUCK WITH MOBILE-OPTIMIZED VIDEO

Video has the power to engage and convert viewers in a way that no other media format can, and its effectiveness is amplified on mobile screens. Whether you're an enterprise, a scaling startup, or a small business, mobile-video should be a central tenant of your marketing program.

## WHAT WE'LL COVER

In this document we'll break down actionable solutions to incorporate video into your marketing program to improve brand awareness, encourage engagement, and convert viewers to customers.

We'll talk about the science behind the effects of moving pictures on the brain, plus tactics and tips to get started with an easy-to-implement video content stack.

Finally, we'll wrap up with a discussion on the future of video and what the trends mean for your brand or business.

Ready? [Let's Go >>](#)



## DID YOU KNOW?

The human brain processes video 60,000X faster than text, and video resonates longer in the viewer's mind?

Even the most compelling headline can't beat a 10 second video.

With 52.6% of all internet traffic originating on mobile, every modern marketing program that incorporates mobile-optimized video has the potential to double their reach.



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## MEET NATHANIEL

04 If you know Scout, you know Nathaniel (Nat). Over the last 10  
05 years, Nat has developed high-  
06 performing marketing strategies  
07 using video content throughout  
08 the sales funnel to drive results.  
09 His company, White + Joyal  
10 Creative was successfully acquired  
11 by Scout Digital in 2019. You  
12 may recognize our logo as his  
13 faithful companion, Yogi.

11 **NATHANIEL WHITE-JOYAL**  
12 **PRESIDENT**

13 nat@scoutdigital.com

14 [LINKEDIN >](#)



16 **CONTACT NATHANIEL**

17





# THE WORLD IS RAPIDLY SHIFTING TO MOBILE FIRST

The vast majority of Americans (96%) own a cellphone, most of which are internet-enabled and capable of displaying video content. And smartphone ownership is at 81% as of 2019, up from just 35% in 2011 ([PEW RESEARCH](#)).

## MOBILE VIDEO IS IN DEMAND

If your business is global, you're in luck. The number of smartphone users worldwide today is over three billion, and forecast to grow by several hundred million in the next few years ([STATISTA](#)).

And if your customer base skews young (18–34), your marketing program absolutely should be mobile first with **68%** of young people claiming mobile devices as their dominant channel for internet use ([HUBSPOT](#)).

Video is by far the most visually expressive media format, and today demand for video is on the rise. Video can emotionally connect in a way that static imagery and plain text just can't. Its power comes through a mix of movement, body language, scenery, pitch, and intonation.

Think about the last time you scrolled through a social feed. What caught your attention? Was it a static post or a video of your nephew playing with the cat?



## DID YOU KNOW?

54% of consumers are eager to see more video content from the brands and businesses that they love and support ([HUBSPOT](#)).

Video ads are the #1 way that consumers discover new brands and businesses according to 93% of surveyed marketers in the 2018 State of Social Video: Consumer Trends report ([ANIMOTO](#)).



# MOBILE + VIDEO ARE THE PERFECT MATCH

What the numbers tell us is that mobile devices are omnipresent and video is the most effective media format for earning engagement. Brands seeking growth should take advantage of these lasting trends to expand their reach, earn qualified engagements, and improve conversions.

## NETFLIX IS BETTING ON MOBILE

The reigning champ of streaming video, Netflix is reaping the rewards of mobile-first video viewing habits. Netflix launched in 2007 with a DVD subscription model, then pivoted to streaming in 2007 as internet bandwidths increased and smartphone adoption skyrocketed. Today, millennials (the largest consumer block) are streaming half of the content they watch on mobile devices, including Netflix. That number is predicated to keep growing, especially in Southeast Asia and Latin America.[\(COMSCORE\)](#).

In a nutshell, internet traffic is dominated by mobile, and as such the content you deploy to promote your brand should reach your customers on the screens they use in the format they prefer. What works on television and desktops does not necessarily translate to small screens, and for that reason a mobile-optimized video marketing program will carry your message farther and return more on your investment.



# THE SCIENCE BEHIND WHY VIDEO WORKS

For the majority of our existence, humans have relied on visual communication to survive and thrive. It was only in the last 3,700 years that written communication was introduced.

As such, our brains are simply hard-wired to process visual information better and faster than text. In fact, **90%** of the information we communicate today is still visual.



## DID YOU KNOW?

Viewers retain **95%** of a message when they watch it in a video compared to **10%** when reading it in text ([FORBES](#)).

Video is the evolution of communication and the next best thing to in-person connections. The key is to make it engaging, timely, and targeted.

There is a clear indication that people tend to skim most written and audio content ([HUBSPOT](#)), so grab their attention and keep it with mobile-optimized video.

People spent on average 2.6x more time on pages with video than without ([WISTIA](#)).





# TYPES OF VIDEO CONTENT

Video is highly malleable to the expectations of your customers and the objectives of your marketing program.

Here are a few tactical ways to use video to promote your business >>

## TRADITIONAL PROMOTION

There's nothing wrong with stating clearly why your product or service is the best. Keep it short, helpful, relatable, and even inspiring.

## PRODUCT WALKTHROUGH

Explain the intricacies of your product or services so that your prospective customers can make an informed decision. Animation can often be a great fit for this type of content.

## LEADERSHIP INSIGHTS

Get your leadership team on camera to share their expert insights on your market, current and future trends, and their thinking on weighty subjects related to your offering. Putting a human face on business leaders is a critical method to humanize a brand and amplify its message. Just look at Elon Musk and what his personal brand has done for Tesla.

## HOW-TO

Using your business solutions as a model, give your audience actionable steps that they can take to improve their lives or solve a challenge. Chances are they'll appreciate your expertise and dive deeper into your narrative.

## TESTIMONIALS

There's nothing more relatable than a person on screen talking about why they love something. Lift up the voices of your best customers and let them tell others why your brand is so great.

## WORK CULTURE

Today's consumers don't just buy products and services, they buy into the culture of the brand. Show your viewers the behind-the-scenes of your business to offer a relatable narrative that your customers can identify with.

## PRODUCT REVEALS

People love unboxing videos. It's part surprise, part birthday, and all fun. Plus unboxing videos offer a realistic five the viewer the opportunity to experience a product in a firsthand format that can set a positive early perception.

## HUMOR

One of the most authentic ways to build a "real" connection with your viewers is to make them laugh. Sometimes humor can earn breakout success for brands who wield it strategically. Remember [DOLLAR SHAVE CLUB'S](#) breakout launch video? Or take a look at what [OLD SPICE](#) is doing with humor to stand out in a crowded field.



# WHERE TO DEPLOY VIDEO

What gets a viewer to push play? The most effective video content is tailored to their interests and expectations, and delivered on the channels and hardware that they are already using.

Mobile usage is ubiquitous in the United States and in much of the developed world, so when you're planning video content, think mobile first and assume that the channels that your customers visit are also mobile first.

Here's 3 critical channels for mobile video >>

## SOCIAL MEDIA

The dominant social platforms are all mobile first, and their algorithms prioritize video content. In particular, native content that is uploaded to social channels is preferred. Think about the motivations of social channels. They sell more ads the longer a user engages on their platform, and they recognize video as the most effective way to engage. Your business can take advantage of these built-in incentives.

## WEBSITE

Your website is mobile-optimized right? Chances are the majority of your visitors are on mobile platforms. Take a look at your analytics to prove this out. Since your website is a critical point in your conversion funnel, leverage it fully with a brand narrative video, leadership insights, and customer testimonials.

## EMAIL

Believe it or not, email marketing continues to have some of the highest engagement rates across all media channels. According to [\(MAILCHIMP\)](#), you can expect an average open rate of 22% which is significantly higher than click through rates for most other channels. This means that email marketing with the combined power of video can supercharge your marketing program.

According to [\(HUBSPOT\)](#), emails with video have an increased click rate of 300%. The one consideration is spam filters and bandwidth. Embed a link to a video on your email communication and include a small animated gif or static image with a play button to encourage clicks and views.



DID YOU KNOW?

Video produces **1200%** more shares [\(G2 CROWD\)](#) than text and still imagery.



# ALIGN YOUR BRAND TO YOUR VIDEO CONTENT



Video, like all leveraged media in your marketing program, should be a seamless extension of your brand.

From your colors and typography, to the imagery and tone, carry these elements through to your video content.

If your brand is friendly and informative, your video content should be as well. The key is consistency so that every touch of your brand including your video content looks and feels cohesive.

**Here's an interactive exercise to ensure your existing brand identity matches your video content >>**

Describe your brand audience  
Ex) Female Millennial mom's without a college degree.

List your brand colors  
Ex) Bright Purple: #9451e4.

List your brand typography  
Ex) Montserrat Semi Bold.

Describe the speed of your brand  
Ex) High impact and fast. Slow and methodical.

Describe the visual representation of your brand  
Ex) Color-saturated and playful. Grayscale and systematic.

Describe the static imagery in your brand  
Ex) Engaged, happy clients. Beautiful up-close products.

Describe the visual elements of your brand  
Ex) Rounded iconographic line art. Bold lettering and symbols.

Describe the personality of your brand  
Ex) Friendly, smart, serious, informative, adventurous, nurturing.



# PLAN YOUR SHOOT

Good video requires good planning. However, your shoot doesn't need to be overthought to be effective.

**The following are a few considerations to follow when planning a shoot >>**

## DESIRED OUTCOME

Determine the key metrics of success for this video, such as the number of views, clicks, impressions, shares, and likes.

## KEY MESSAGE

Define the overarching message that you want to convey. If your viewer remembers one thing about this video it should be this.

## TARGET AUDIENCE

Define key details of your audience including demographic details, age, income, location, title, and interests.

## VIEWER IMPRESSION

Determine the feeling you want your viewer to experience when watching this video. Ideally this is a positive feeling, but go further. What impression do you want this video to impart?

## ACTION STEP

Lock in the one things you want the viewer to do after watching this video. In most cases it should be a follow-through such as a click that directs them to more information or to make a purchase.

## CHANNEL

Based on where your target audience is most likely to consume content similar to this video, determine the primary channel where this video will be displayed.

## FORMAT

This video should be crafted to match the specs of your primary channel. Instagram and TikTok prioritize square and vertical content. YouTube, Facebook, and LinkedIn prioritize horizontal content.



# TIPS FOR MOBILE OPTIMIZED VIDEO

The faster you can communicate value, the better. Attention spans are shortening, so any video over two minutes requires a different mindset from the viewer.

30 seconds is the sweet spot. Longer content will begin experience drop-offs in engagement. The exception is for content on YouTube where viewers are accustomed to longer form content.

**To maximize the effectiveness and reach of your video content, there are a few rules of thumb to keep in mind >>**

## 1) STAND OUT

Your video content should capture attention immediately so that the viewer stops scrolling. Try a sharp headline, a cool animation, a vibrant visual, or an interesting perspective.

## 2) GET TO THE POINT

Viewers have little patience for anything that is not relevant to their interests. Get to the point within five seconds.

## 3) ENTERTAIN

Even the most rigid law firm can elevate their communication by injecting personality into their video content. If it aligns to your brand, try humor. If your brand is extremely serious, poke fun at it as a way to disarm viewers and invite them in.

## 4) CALL TO ACTION

Never let a piece of content deploy without asking something from the viewer. Provide value, entertain, then ask the viewer to take an action such as subscribe, click, learn more, follow, or download.



# TEST, MEASURE, AND OPTIMIZE

Video content is not a silver bullet. While mobile video has a greater likelihood to engage and convert due to its format and distribution, video must be tested, measured, and optimized to ensure peak performance. In the same way that a marketer will A/B test a headline for email, the same principal applies to video.

To capture informative data, you need to deploy a lot of content in a variety of ways. Luckily that doesn't mean crafting 20 different videos and seeing what sticks. A good rule of thumb is to deploy a content stack. Content stacks are a series of videos anchored around a single topic, but edited, messaged, and formatted in a variety of ways.

**Here's an example of a content stack for an organic energy drink>>**

There are numerous things to say about an organic energy drink. We could talk about its ingredients, its form factor, the health benefits, the fans who love it, the lifestyle it fits into, and more.

The common thread is that we are promoting it as a product, but the narrative approach can differ widely. That is the beauty of a content stack. Using the footage from a single shoot, we can edit, message, and format the footage in a variety of ways, and then deploy variations of the same footage to test, measure, and optimize for.





# CONTENT STACKS

The best performing content is informed by data, so consider a content stack to test, measure, and optimize your video content.

A content stack provides the information you need to make an informed decision on where and how to deploy video that converts viewers into customers.

Here are a few considerations for testing, measuring, and optimizing footage from a single shoot content stack >>

## 1. LEVERAGE A CONTENT STACK

Deploy multiple variations of your video content and then narrow down based on what is resonating with your viewers.

## 2. TEST DIFFERENT LENGTHS

You might find that a 2-minute video converts better than a 20-second video, or vice-versa.

## 3. TEST DIFFERENT VERTICALS

The more focused and specific you get with your targeting, the more likely you will convert that viewer, so try several verticals instead of putting all your eggs in one basket.

## 4. TRY DIFFERENT NARRATIVES

You might find that a testimonial from a happy customer converts better than a detailed explanation of your offering.

## 5. TRY A DIFFERENT VISUAL APPROACH

Perhaps animating text with a voice-over works better than a person on screen explaining the virtues of your offering. Or perhaps, a lifestyle shot works better than a product walkthrough.





# USE VIDEO TO BUILD AWARENESS

Business growth requires brand awareness. The greatest product or service on the planet won't gain traction if no one knows about it.

So leverage mobile-optimized video content to increase reach, attract new customers, and build a strong brand foundation. No matter where your customers are in your marketing life cycle, there is a time and place for video.

**Here are a few ways to build brand awareness with video >>**

## AWARENESS

Short and targeted videos perform best when your objective is to build awareness. Whether you're connecting new customers or looking to grow mindshare in your industry, leverage video to prompt your audience to think of your product or service first. At this stage, you're asking them to get to know you.

## ENGAGEMENT

Long-form video content performs well once you've earned your audiences attention and want to encourage them to take a specific action. Show them an in-depth product walkthrough or invite them to learn more about your process. At this stage you want them to click in.

## CONVERT

Product walkthroughs and how-to video content perform well when you're ready to ask your audience to take an action. Leverage video to make it easy for them to visualize your product or service and how it will improve their lives. Then go for the direct ask. At this stage, you want them to subscribe, get in touch, complete an agreement, or make a purchase.

## RETAIN

Video content that reinforces the nature of the action taken performs well once your customer has followed through. Continue to communicate with your them, provide additional value and offer new solutions that keeps them excited and engaged. At this stage, you can build a trusting and mutually beneficial relationship.

## ADVOCATE

Short-form shareable video content performs well once you have earned the loyalty of a customer. The best customers are those that believe fully in your mission and the solutions you offer. Empower these super fans to spread the word to net your business organic referrals.



# CASE STUDY: FARMERS AND FORAGERS

The Vermont food scene is vibrant and competitive, and food trucks have taken off in and around the metropolitan center of Burlington.

## PROBLEM

To break through the noise, Farmers and Foragers needed a marketing solution to amplify their brand, activate their existing fan base, and increase sales online and on location.

## DISCOVERY

Existing customers were surveyed and interviewed to uncover what they loved most about the business. This revealed a desire from the customers to support local, independent retailers. That, and the food was superb.

## SOLUTION

A social media content stack was designed to highlight the delicious meals, locally sourced ingredients, and the husband and wife team behind the business. The objective was to activate existing and prospective customers to subscribe, like, share, and purchase product.

## TESTING AND OPTIMIZATION

The video content that resonated most with customers showcased the vibrancy and quality of the food, and so the campaign pivoted to feature the food more prominently.

## RESULT

The campaign directly led to a massive increase of list subscribers, online sales increased by 15%, and Farmers and Foragers won the prestigious Seven Daisies award for Best Food Truck.





# THE FUTURE OF VIDEO AND MOBILE

The future of video marketing is here and every brand should build mobile video into their marketing program to take advantage of demographic and technological shifts in the way media is consumed.



## A BRIGHT FUTURE

By 2022, online video is predicted to make up more than 82% of all consumer internet traffic which is 15x higher than 2017 ([CLICKZ](#)).

6/10 people would rather watch video online, and the trend will continue for the foreseeable future ([GOOGLE](#)).

*Consumers are increasingly making purchasing decisions based on videos in their social feeds, not on television. As the world shifts to on-demand video, expect television advertising to continue to lose market share.*



## SOCIAL STILL RULES

Facebook is growing in video use with 81% of businesses on the platform preferring video marketing to all other media formats ([BUFFER](#)).

Facebook continues to lead the pack with 94% of marketers choosing it first. Instagram comes in second at 73%, Twitter comes third at 59%, and LinkedIn is following at 58% ([FORBES](#)).

Be on the lookout for social upstarts like TikTok which is a young platform that is experiencing massive growth (1.2 billion users) with an emphasis on video content for mobile ([FORBES](#)).



## SHRINKING ATTENTION

After 30 seconds, 33% of viewers will drop off, before one minute, 45% will drop off, and after two minutes, 60% of viewers will have stopped watching ([AD AGE](#)).

What this signals is that the most effective video content will engage and activate viewers in under 30 seconds. The good news is that short-form content is usually cheaper to produce and easy to test and validate.



# GET STARTED WITH VIDEO

If your brand or business is new to video marketing, especially for mobile platforms, now is the perfect time to jump in.

Video production is increasingly high-quality, low cost, and when deployed strategically can earn engagement, build awareness and increase sales.

**Keep in mind the following four points as you deploy video content for mobile >>**

## CHECK, CHECK, CHECK

1. Start out with a content stack to deploy, test, and validate your messaging.
2. Review the data, pivot where needed and redeploy your content.
3. Ensure that your message and visual presentation align to your existing brand standards.
4. Define a clear action that you would like the viewer to take.





# WE ARE SCOUT DIGITAL

Video is the most powerful way to drive powerful engagement online, earn visibility and increase sales.

READY TO JUMP IN TO VIDEO?

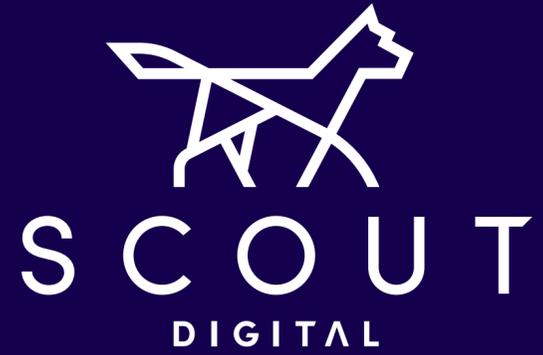
Connect with Nathaniel for a 30 minute consultation to walk through scalable video solutions tailored to your objectives and brand.



BOOK TIME WITH NATHANIEL

NATHANIEL WHITE-JOYAL  
PRESIDENT





# THANK YOU

DID YOU FIND THIS PLAYBOOK HELPFUL?  
IF SO, FIND US ONLINE!

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