

Client: Self. Marketing collateral for juliewuthnow.com

Project: Report on B2B video

Objective: To generate leads for newsletter and establish expertise

Sample from Julie Wuthnow's portfolio

Excerpts from report

4 steps towards effective video content

Creating great video *content* is quite a different game than producing high-quality video advertisements.

It's important to keep clear about the distinction because '[content] is primarily a pull medium . . . [and] the moment the social media audience thinks they're being pushed to, they're going to reject it.'¹

To make sure you don't fall into that trap, keep these principles in mind:

- **Solve your buyers' problems**
- **Ensure each video is task appropriate**

Here are some practical steps you can take to put these principles into action.

1. Utilize target audience research

As with any effective marketing, you need to know your target audience in order to give them what they want

2. Make your content easy to digest, and even easier to act on

There are several things you can do to increase views and engagement with your videos. Keeping it short and focusing on just one topic per video is a good start

3. More is better. Utilize video throughout your sales cycle

4. Vanquish technical barriers

Don't let technical issues sabotage your hard work

Useful headline with concrete promise

Use of credible, external source to substantiate discussion.

Clearly identified actionable steps

Concise statements of how to improve video quality

¹ Building Brand Engagement through Online Video, PRNewswire, 2012.