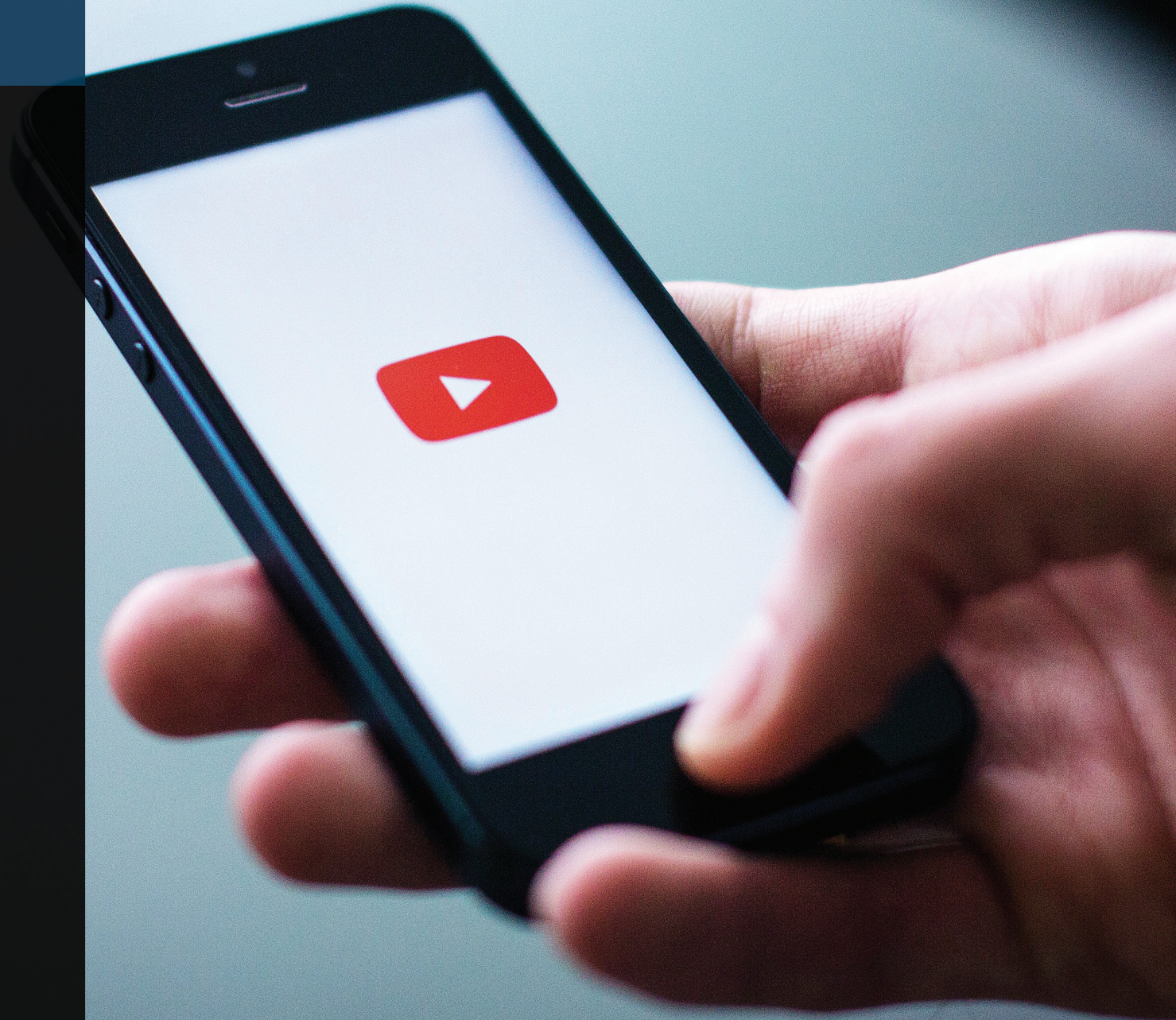


Video Marketing

with Wendy Jae & David Tucker

iLuka
MEDIA



Who we are

We are Wendy and David Jae Tucker - serial entrepreneurs and marketers with more than a decade worth of experience in helping companies scale with innovative marketing solutions.

Today, we run iLuka Media - our customer journey marketing agency where we bring our ideas to life by becoming a major part of our clients' growth story.

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Introduction to video marketing

Video is the new poster. It's what all your competitors are using to get the biggest scoop of your customers. It's also what your potential customers are using to compare properties and research your services.

As a matter of fact, 81% of companies are using video for marketing purposes (up 18% since 2017). And if you aren't, you are missing out.

Now, customers love videos, but how do you create those at scale? What are the resources that you need? Which videos are super important for your video marketing strategy?

Let's dive in.

Remember: our goal is to stop the scroll.





Top 7 Videos For Your Video Marketing Strategy

Sizzle Reel Video

Imagine being completely immersed in something. Imagine being so blown away by its beauty, its detail that you cannot ignore its presence. Because when the time comes to choose, you will look nowhere else but only to what moved you first, and what moved you the most.

Such is the power of a beautiful, well crafted, and honest sizzle reel video. It gives an overview of your property - the grandeur, the brilliance - and brings it right in the spotlight. It gives your customer (and potential customers) a feel of what they are going to get when they book with you.

Our recommendation: Make it stellar.

Strategy Points:

- Conversion Metric - The key metric for this video is the VTR (View Thru Rate)
- Length - The sweet spot is 90 seconds for this video
- Versions - Background music, voice-over, and text overlay
- Placement - Belongs on your homepage high enough so that it pops on mobile
- Repurpose - Create mini-versions for landing pages, local search, ads and social
- SEO - Optimize mini-versions for targeted search terms to be found in Google

Portfolio Video

Show how it feels being in one of your property's rooms. Is it ecstatic? Is it luxurious? Does it have amenities that will help your guests relax or entertain? Take a cinematic look at all of these things and package them in one elegant, modern, portfolio video.

Our recommendation: Focus on the walkthrough of your rooms (types of rooms, fitness center, spa, gift shop restaurant)

Strategy Points:

- Conversion Metric - The key metric for this video is the CTR (Click Thru Rate)
- Length - Test short (15 second) medium (30 second) and long (45 second)
- Versions - Background music, voice-over, and text overlay
- Placement - Near you booking widget, CTR is clicks to booking
- Repurpose - Mobile and Retargeting Ads, Social Media, Email
- SEO - Optimize for FAQ about your property

Behind the Scenes Video

People connect with people. Showcase the human side of your property by making videos of what you do best and how you help your guests have a gala stay.

This can be staff appreciation videos or your owner's walkthrough of what makes your property thousand times different than others. Our point is, that if you make a genuine effort and show it on a video, people will connect with you.

Strategy Points:

- Conversion Metric - PR (Play Rate) The number of Plays vs. Page Views
- Length - Short (60 second) and Long (120+ second) versions
- Versions - Voice-over and text overlay
- Placement - Topical depending on page content
- Repurpose - Use in social media, email, local search, and hiring
- SEO - Optimize for brand name and employment terms

Audition Video

Imagine you were booking a stay. Would you prefer being greeted with a video message from someone at the property or an automated, 2-para mailer that also risks landing in the spam folder?

We love personal communication. As a property marketer, owner, and staff, it's our responsibility to treat each customer as new. It's equally important to dedicate a strong effort into making their booking journey a highly pleasant experience from the moment they book there stay.

For that, one of the ways is to create a follow-up communication plan with your sales team to send personalized one-to-one videos. They are powerful, credible, and convey a level of trust, interest and a degree of commitment towards your customer experience.

Strategy Points:

- Conversion Metric - Engagement
- Length - Quick and to the point 20 to 30 seconds
- Placement - Email
- Repurpose - No, keep this out of search





Coming Attractions Video

Take your guest on a video journey that highlights the best of your property and the experiences they can get outside of it.

To achieve that, we highly recommend developing videos focused specifically on local activities and businesses that your guests would love to explore. Think annual events and festivals. Showcase things to do with families, couples, wedding's and those who love to dive into nature with a hike, bike ride, canoe paddle or lakeside picnic.

Give your ideal guest an overview, provide them recommendations, but always do it with a video.

Strategy Points:

- Conversion Metric - Session Duration and Bounce Rate
- Length - The sweet spot is 120 seconds for this video
- Versions - Background music, voice-over, and text overlay
- Placement - On your blog
- Repurpose - Landing pages, email, social media and local search
- SEO - Optimize for targeted event search plus lodging related search terms

Critics Review Video

Word of mouth is the best form of marketing. Take that into your property experience by encouraging your guests to create content centered around your property. This content - videos in particular - are your endorsements and love sent by people who actually tried the things you have to offer. People love making decisions when it comes off as a recommendation from the people they know and can relate to.

Use this as a review video and encourage (and incentivize) more and more guests to take the step of reviewing your property.

Strategy Points:

- Conversion Metric - Feedback
- Length - 30 seconds
- Versions - Text overlay
- Placement - Dedicated page, home page, booking and lodging pages
- Repurpose - Landing pages, email, social media and local search
- SEO - Optimize for reputation management search terms

Live Stream Video

Live stream is a 30 billion dollar industry today and is project to double by 2021. Create live-stream videos weekly to increase your customer journey experience and remind your guests of how amazing your property is and the value you have to offer.

Let's talk more about

Organize cool events? Have a special day coming up? Empower your team to celebrate experiences with high-quality video content - live. Multiple digital platforms allow you to engage your customers with live video, so don't miss out.

Live videos build trust and help your business stay on top of mind with your customers.

Strategy Points:

- Conversion Metric - Audience size, likes and shares
- Length - Longer is better as long as the content is engaging
- Versions - Record for future use, webinars, blogs and social media
- Placement - Happens primarily on platform
- Repurpose - Use multi-streaming to push out on multiple platforms
- PR - Hype the event in social media, blogs and email to build interest

Want to learn more about video marketing?

LET'S CHAT

www.ilukamedia.com

