

THE POWER OF VIDEO

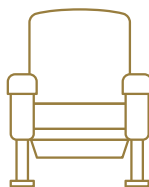


Kimberly Foss, CFP®, CPWA®



FIRST THINGS FIRST: WHY DO VIDEO?

- Videos generate high ROI
- Videos build trust
- Search engines love videos
- Videos appeal to mobile users
- Videos can explain information easily
- Videos encourage social engagement



THE TOP VIDEO TAKEAWAYS YOU SHOULD KNOW



- Videos are proven to accelerate the sales process
- Today's consumers prefer video content over written content
- Live videos produce even higher engagement rates
- Video storytelling connects with viewers' emotions, encouraging them to take action
- Using videos in different ways and on different channels brings the highest ROI
- Video content quality is important – but production quality is less important

BEST PRACTICES FOR DISTRIBUTING YOUR VIDEO

- Embed a video in your website landing pages
- Develop a multi-channel video distribution strategy for maximum engagement
- Build an engaged subscriber community on YouTube
- Keep Facebook and Twitter videos to 30–60 seconds
- Younger consumers love Instagram – so try it out! Just make sure to keep your videos to 15 seconds
- Connect with external media partners to maximize your video exposure



FIND YOUR TEAM OF VIDEO EXPERTS

It's next to impossible to do all of this alone, especially while you're focused on serving your clients and growing your practice. Outsource and delegate. Get a process in place. Find a team that has your back. For recommendations on partners and resources, please email me at info@kimberlyfoss.com.

A GUIDE TO CREATING YOUR VIDEO

Kimberly Foss, CFP[®], CPWA[®]



WHAT STORY ARE YOU TELLING?

Using this space, describe the story you think is most important to tell in your video.

How would you introduce the concept in the first 10 seconds of your video?

Using this space, brainstorm your video title. Get creative!

What key benefits would you like the viewer to take away from your video?

ENHANCE YOUR ROI

Think about search engine optimization (SEO), which is the process of optimizing your content for the best visibility online. What keywords do you feel would add the most value?

How would you incorporate those keywords into your video description? Take a stab at writing a short description here.

What call to action would you include at the end of your video?

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VIDEO TIPS & TRICKS

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10 TIPS FOR CREATING SUCCESSFUL MARKETING VIDEOS

- Tell a compelling story that is relevant to your audience
- Make sure your introduction stands out
- Create a stimulating title
- Focus on your mission and less on your services
- Make your video mobile-friendly
- Think about SEO
- Educate your audience
- Use music in your video
- Include a call to action
- Keep it short

IN-HOUSE VIDEO PRODUCTION TIPS

- Use a webcam for convenience
- Use a smartphone for mobility
- Record content displayed on your computer monitor via a webinar or an online presentation tool
- Consider purchasing a dedicated microphone
- Write a script
- Record in a space with plenty of light and no background noise
- Choose appropriate clothing
- Have a clean backdrop
- End with a call to action

**GET YOUR CUSTOM
MEDIA PACKAGE:
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