

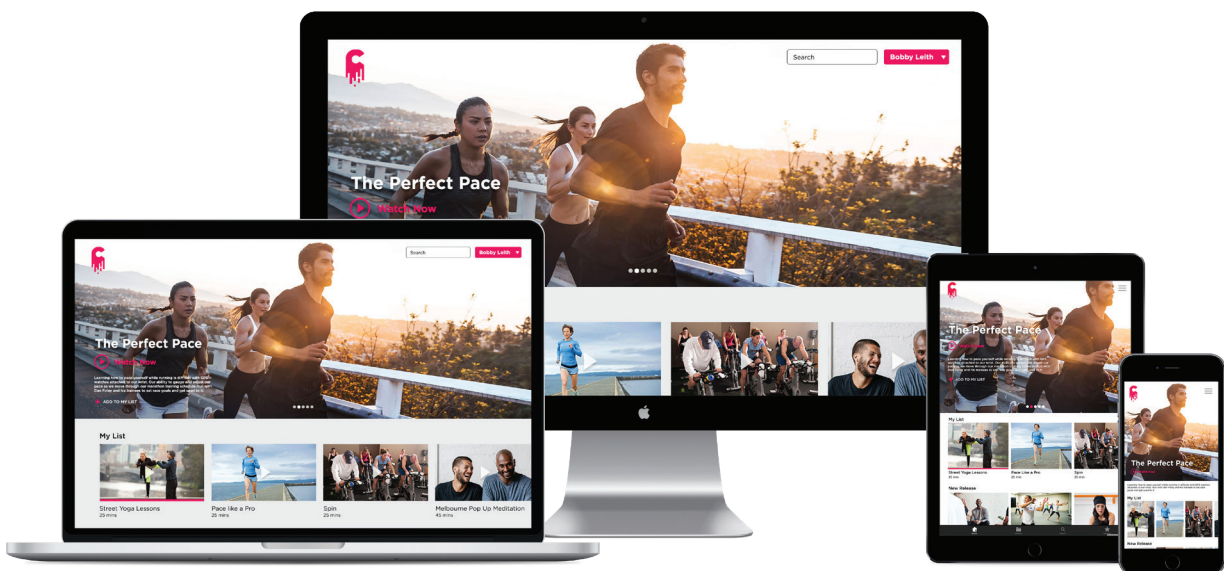
The Next Frontier of Content Marketing.

How to launch data driven video marketing funnels that qualify and convert customers.



Introduction

Most marketing teams know how powerful online video can be for engaging customers, building brand communities, driving sales and making additional revenue. What's interesting though is the number of companies that are relying on YouTube, Facebook and Instagram to deliver video instead of their own feature rich Video Media Platform. Owning and operating a Video Media Platform is now a viable option for brands looking to take their content marketing strategy to the next level.



In the past relying solely on YouTube, Facebook and Instagram made a little more sense: all are cost effective, provide quality video streaming, and are easy to use for publishing video. All three are also great platforms for discovery and awareness and still have growing value in this area. However, as online video infrastructure has evolved, white-label Video Media Platforms have appeared on the market that provide a number of advantageous sales-oriented features above and beyond what Youtube, Facebook and Instagram bring to the table.

This White Paper will look at how a Video Media Platform can be used to create more sales ready opportunities.

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What is a white label Online Video Platform?

A white label online video platform is an all-in-one video management system for preparing, delivering and monetizing video content to one's own branded web based channel. It comes with all the cloud video infrastructure required for multiple device delivery and is supported by a hands on team that insures software is maintained and state-of-the-art.



Online video channel

Engage customers with video across multiple devices an owned and operated premium branded online video channel.

Content management system

Upload and organise videos, manage users and see all the analytics in one place.

Cloud video infrastructure

Operate without having to worry about the complex cloud video infrastructure required to power your Online Video Platform.

Social media platforms: great to discover but not built for business

Have you ever considered that social media platforms are not built for business, especially not in this day and age of automated marketing and data driven decision making. They were first and foremost built to quickly attract users at mass. As a business, you don't have full autonomy over your profile and have limited ownership over your profiles engagement. Consider the following points:

Poor customer visibility

One of the major downfalls of Youtube, Facebook and Instagram is businesses have limited visibility into who is engaging with their content. A lot of valuable behavioural assumptions can be made based on what content a customer consumes online, and social media platforms leave you with no way of forming an individual user profile.

This is where email marketing comes in to play for most businesses. A users email address is seen as a good center point for establishing a users identity. Businesses often try to grow their email lists because they know email is one of the most effective ways of delivering a personalised message to customers.

No visibility into viewing data

Without providing a way for businesses to establish a viewers identity, social media platforms can't provide any visibility into user behaviour and preferences. This is a disadvantage because a business can use a user's viewing data to qualify where a viewer is on their buyer's journey and direct communication to help accelerate them on their journey.

All social media provides is an overview of overall viewership, which can't be used to qualify and convert leads - especially when those lead's haven't yet been identified!

No control over Social Media platform user experience and advertising

When a viewer watches a business's video, they are usually consuming it before and after consuming other third party videos. This presents a problem as the business has no control over what these other videos are - maybe it will be a news video about a horrific news story or maybe even a competitors video. Such third-party videos have the potential to null the marketing power of a business's video. A business also has no control over what ads are served in their videos as well as decisions made by the social media platform on how it is used and operates.

Using an Online Video Platform as a lead generation machine

An Online Video Platform provides new means for turning online viewers into paying customers. This section outlines some of the sales-oriented tactics available for engaging, qualifying and converting more paying customers.

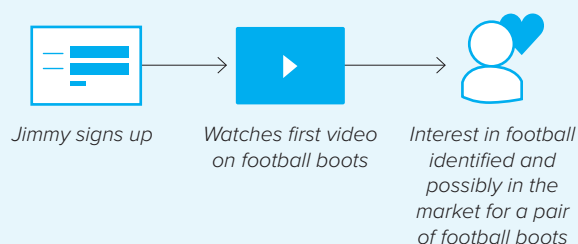
1. Identify new leads

Video becomes a new lead generation tool when delivered via one's own Online Video Platform. Unlike with other social media platforms, when a user signs up or creates an account to enable viewing, you own the account information and the viewing data to follow after. This is a massive advantage! You can start to create a user identity based on what videos each customer is engaging with, and since you have their email address you can start to create communication campaigns to accelerate them on their buyers journey. This level of behaviour intelligence can not be achieved via social media.

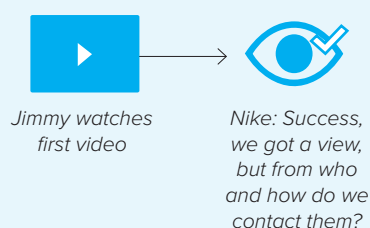
Example: Nike and their new lead Jimmy

A new lead, let's call him Jimmy, signs up to Nike's channel and decides to watch a video featuring the new Nike Superfly Football boots. From this one video you know that Jimmy has an interest in football and may possibly be in the market for a new pair of football boots. If Nike posted the same video on YouTube or Facebook, they wouldn't know Jimmy watched, and therefore couldn't assign any behavioural assumptions to his character.

Media Video Platform



Social media platforms (Youtube, Facebook, Instagram, etc)



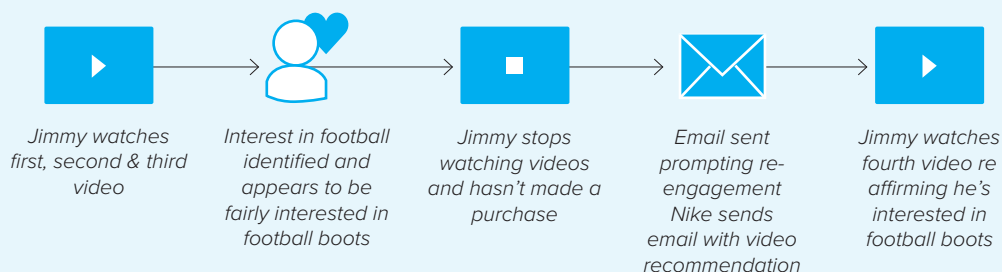
2. Accelerate the buyer's journey

Now this is where things get interesting. A company's Online Video Platform doesn't just allow them to generate new leads, it also allows them to accelerate the lead towards conversion. This is achieved by providing the lead with easy to consume information and advertising in the form of video content. The lead is prompted to watch videos with recommendations and to engage further with relevant calls to action and email.

Example: Nike and their new lead Jimmy

We already know that Jimmy has an interest in football and may possibly be in the market for a new pair of football boots. To confirm if Jimmy is in the market, Nike could recommend another video on the same pair of boots, a second video on a different pair of boots and a third video relating to something entirely different. If Jimmy watches the first video or second video Nike can then more confidently assume he is in the market. If Jimmy doesn't watch anymore videos for the rest of the week and doesn't buy any boots then Nike could send Jimmy an email promoting another video on the pair of Football Boots Jimmy has shown interest in and see if he re-engages.

Online Video Platform



Social media platforms (Youtube, Facebook, Instagram, etc)



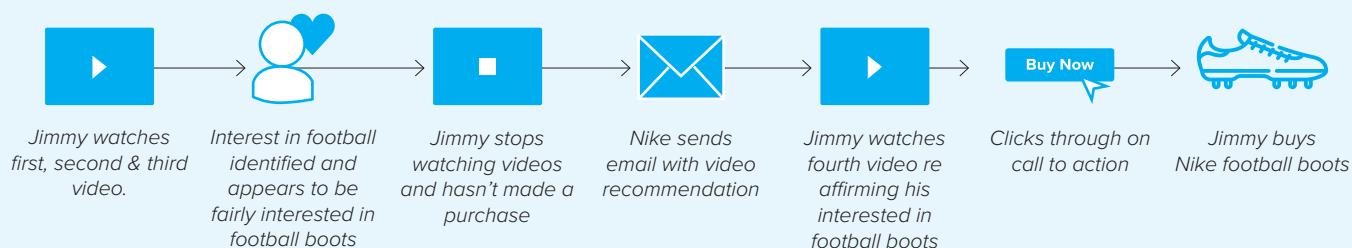
3. Create more sales ready opportunities

When a company owns and operates their own Online Video Platform they have the ability to control the user experience across their platform, including what videos are recommended and what calls to action appear were.

Example: Nike and their new lead Jimmy

It would have been a smart move for Nike to provide a call to action on each video Jimmy watched, one that would have taken him to the product page for the football boots he was showing interest in. There is however a chance that Jimmy didn't click through on any of these links, or maybe he did but didn't follow through and make a purchase. In this case, Nike would be able to use Jimmy's viewing data to determine what type of video he will likely be interested in watching next and if it is worthwhile sending an email with more information about the boots he has already shown interest in. Maybe Nike could even lower the commitment to purchase the boots by providing a small discount.

White label online video platform



Social media platforms (Youtube, Facebook, Instagram, etc)

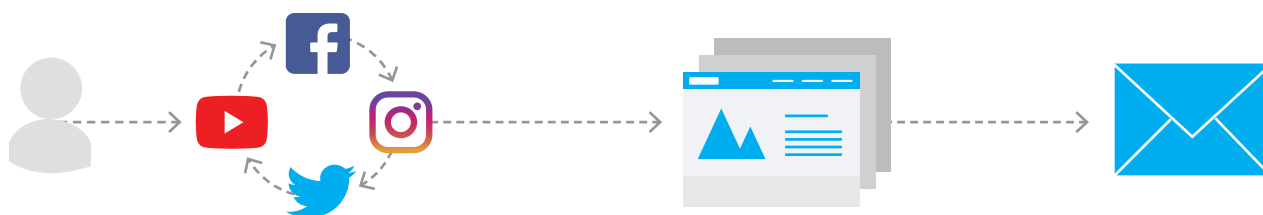


A stronger content marketing ecosystem

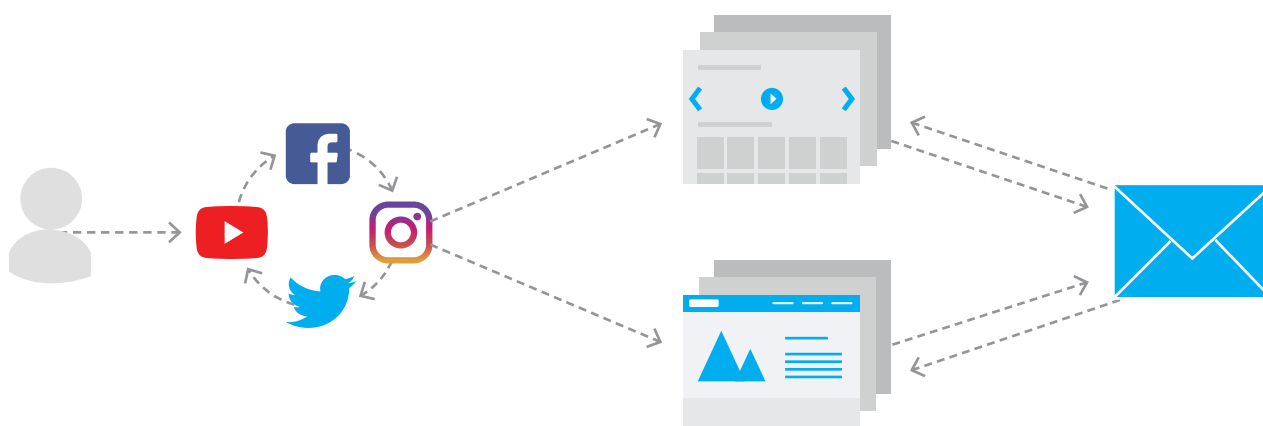
So with the case for an Online Video Platform presented, the question of how it fits into a business's current content marketing ecosystem still remains.

We're not suggesting social media platforms no longer serve their purpose - they're still great tools for discovery and community engagement. The problem is these platforms don't help identify, qualify and accelerate leads like an Online Video Platform can. The diagram below illustrates how an Online Video Platform creates a stronger content marketing ecosystem.

Content marketing ecosystem relying on social media



Content marketing ecosystem with white label online video platform



Conclusion

A white label Online Video Platform provides marketing teams with a new tool for generating, qualifying and converting leads. Currently social media platforms, such as Youtube, Facebook and Instagram are being relied on for delivering video, but the downfall of these platforms is they don't give businesses any insight into who is watching what videos and they don't provide a way to contact users. This is a major disadvantage because businesses can't use viewing data to direct personalised communications. Owning and operating an Online Video Platform is now a viable option for brands looking to take their content marketing strategy to the next level. Such a platform does provide insights into viewing data and can be used to accelerate the buyer's journey and create more sales ready opportunities.

SHIFT72 is a cloud video solutions provider that specialises in Online Video Platforms. We exist to help business's grow in today's ever-evolving multi screen world and we believe video is the tool best suited for achieving this.



SHIFT72 provides an end-to-end online video platform for hosting, managing, monetizing and delivering video online. We also provide stunning OTT video channels & apps tailored to your brand.

Contact us to request a demo
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Visit our website for more information
www.shift72.com