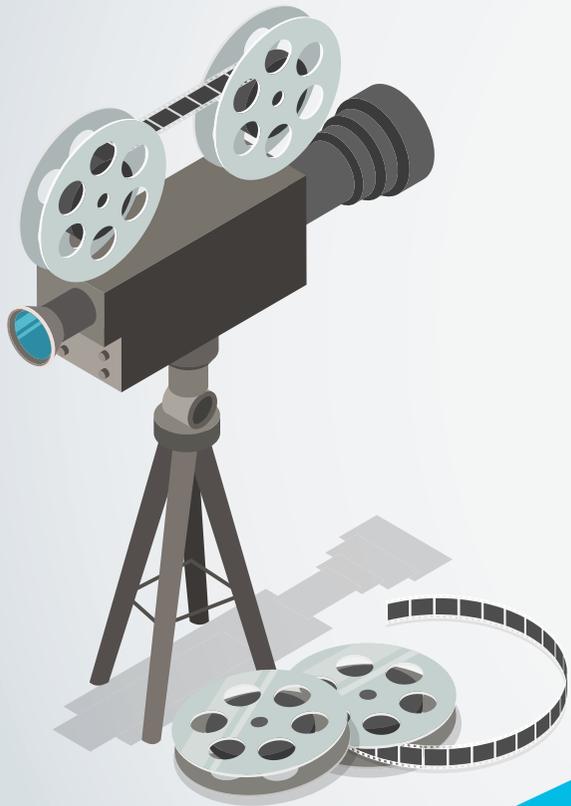


GET TO KNOW VIDEO



Killer

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ONE MINUTE
OF VIDEO

*is worth
1.8 million words*

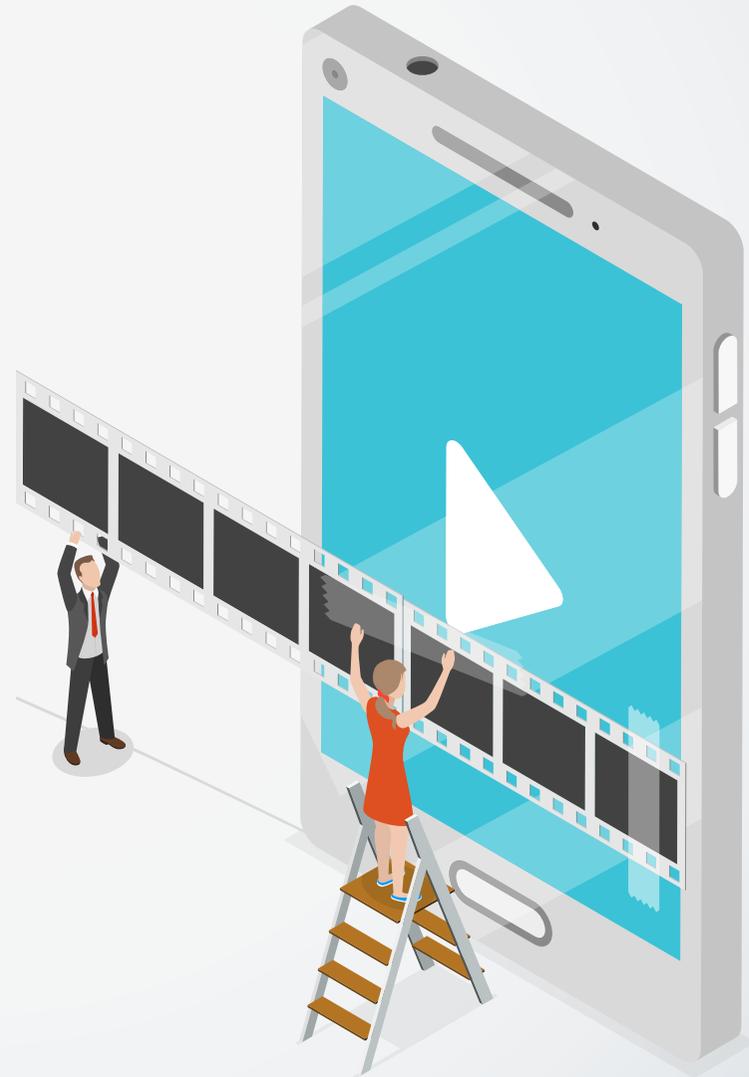


THE CHALLENGE

- Video content is the most compelling medium in modern marketing.
- With the huge volume of video content produced everyday, how can you harness the power of video to meet your fundraising goals, instead of just adding to the noise?

Our helping hand

.....
This handy guide will help you on your way to creating an effective video plan.



START AS YOU MEAN TO GO ON

To keep all your video marketing on point, you should start with a video marketing mission statement. A swift, one-liner that sums up:

- What type of content you want to make: Inspirational videos? Entertaining? Practical? A mix? Your charity or event's tone coupled with the audience's needs should determine your approach.
- Exactly who you're making this content for: outline your target demographic with as much detail as you can.
- What your audience should take away from your videos: What's the value add of your video content in particular? What does it help your audience to do?

Write your statement like this

.....

“At (charity name), we make (adjective) video content for (specific target audience), so that they (exactly what you want them to do).”

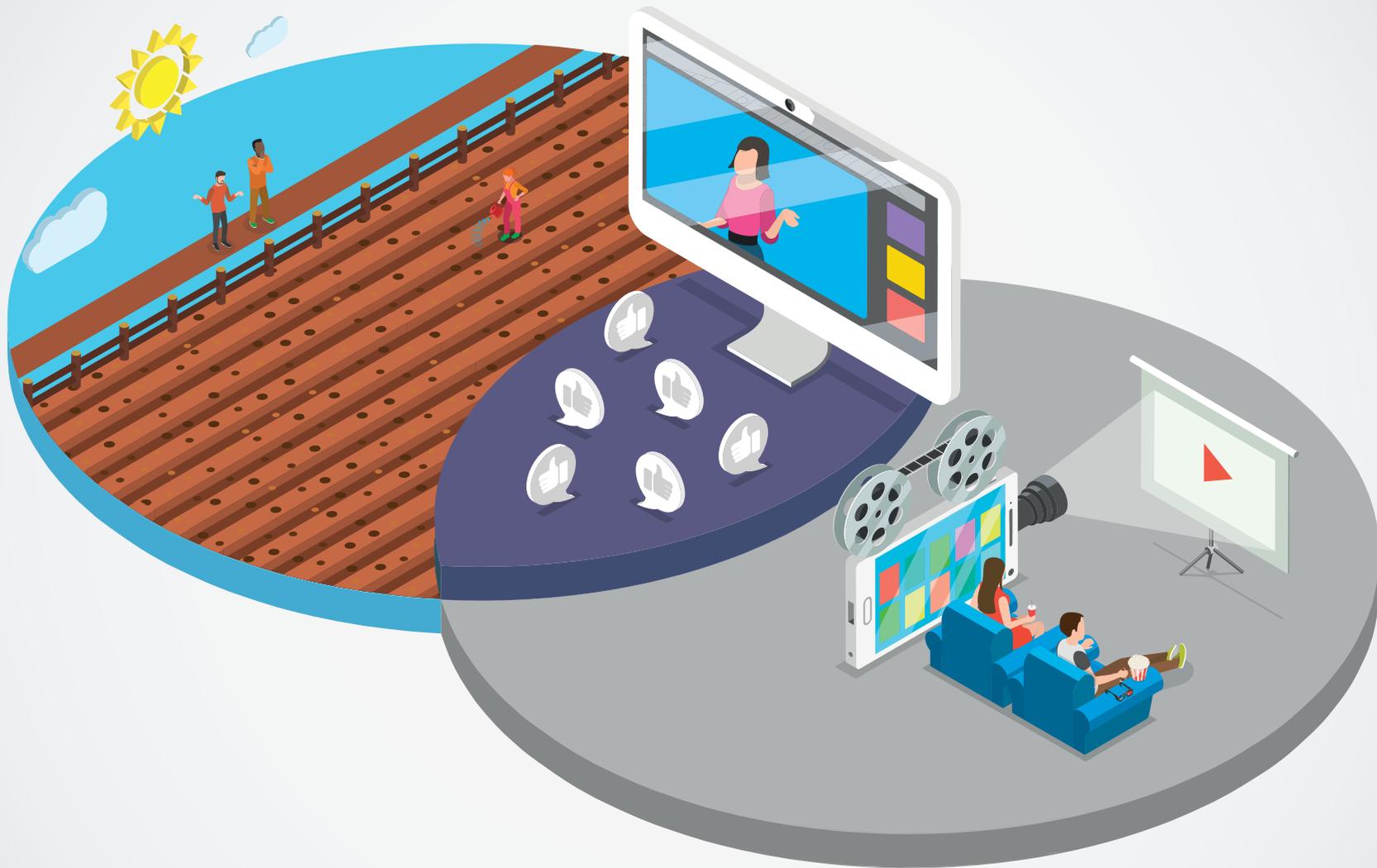




Truth bomb

Your supporters do care about your charity and your cause, but if you really want to talk to them, you need to tap into something they care about much more. Themselves and their own problems.

If you can capture your charity or event's niche, we call this your sweet spot. And deliver it in a way that educates, inspires or entertains your supporters, you'll create video content that deserves their attention.



1 YOUR CAUSE

2 CONTENT MISSION

3 WHAT YOUR SUPPORTERS WANT TO WATCH

**SOCIAL VIDEO
GENERATES**

*1200% more
shares than
text and image combined*



START AS YOU MEAN TO GO ON

1

HERO CONTENT

Ideal for Acquisition or awareness. this is your big-ticket featured content designed to increase reach and mass awareness in a short and sharp time frame.

2

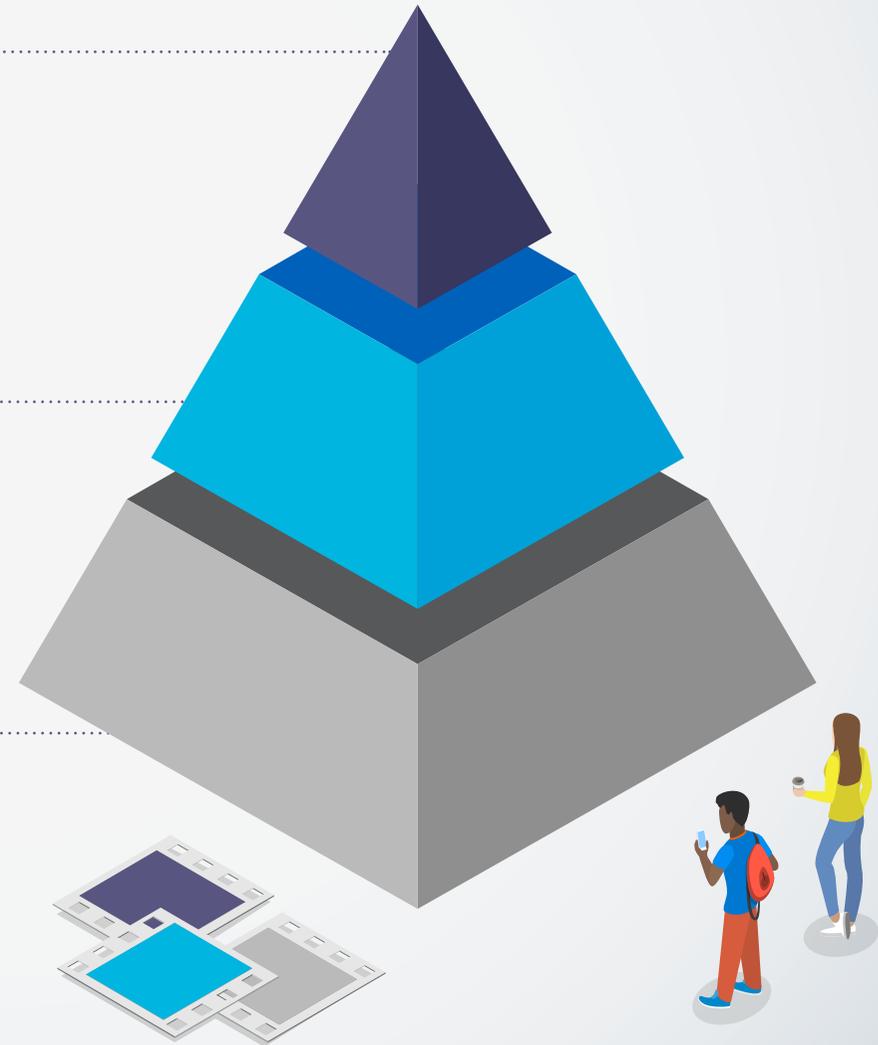
HUB CONTENT

Low budget but regular content that serves to reinforce your cause and build conversations over a longer period. E.g case studies, Vlogs, collaborations, testimonials.

3

HYGIENE/HELP CONTENT

Be present when supporters are looking for answers or encouragement. It is about you as a charity trying to help your supporters. These can be in the form of tips, how-to's or inspiration.



BLUEPRINT MASS PARTICIPATION

HERO CONTENT

Your moment to go big and acquire maximum sign ups



HERO CONTENT

HUB CONTENT

Steward your participants through the campaign and reinforce your cause by delivering regular engaging hub content



HYGIENE CONTENT

Be present with them throughout their journey. Help them with tips and useful content.



HUB CONTENT

Say thank you & chase remittance



CAMPAIGN

REMITTANCE

Our blueprint shows how to activate different types of video content throughout your mass participation event.

**5% OF VIEWERS
STOP WATCHING A VIDEO
AFTER 1 MINUTE &
60% stop watching
by 2 minutes**



ENGAGEMENT CALENDAR

The engagement calendar is your production and delivery schedule all in one place. Without one, your video content marketing will be a little 'finger in the wind'. Plan for your hero, hub and hygiene moments in your campaign.

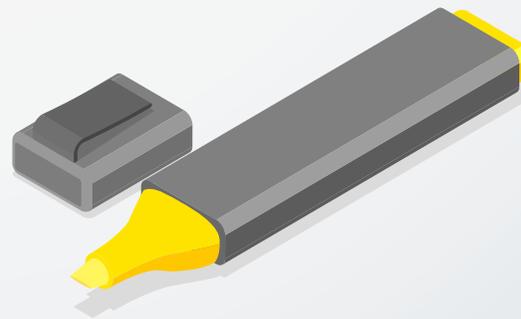
TOP TIPS TO PLAN YOUR CALENDAR.

- Keep your target audience top of mind as you create your calendar.
- Investigate what their calendar looks like and tie the two together.
- Remember to ask yourself why you are creating content.
- Are you looking to generate interest? Increase donations? Drive attendance to particular events?
- Your video content marketing mission should align with other key activities across the charity. What associated events happen throughout the year to which you can tie your content for added exposure?
- Knowing when you can play a lead role in owning the audience's attention will help you fill your editorial calendar with standout video content that helps you meet your fundraising goals.



We can help!

Just ask us about our supporter engagement workshops!



Promotion

Killer Creative have extensive experience in paid promotion and media planning. But, paying for exposure is just one avenue to gain traction and engagement. Use this checklist to deliver video content with maximum impact. Always consider the promotion routes and featured platforms before making any video content.

SOCIAL CHANNELS

Facebook, Twitter, Youtube, Google+, LinkedIn, Pinterest, Snapchat

MAXIMISE SHAREABILITY

- Powerful call to actions
- Encourage sharing
- Easy sign-up
- Social sharing buttons
- Video SEO
- Hashtags
- Trend Leveraging

SEEDING

- Email to influencers
- Invite guest bloggers
- Influencer tags / mentions
- Commenting on similar blogs
- Contact Journalists
- Earned Media (Traditional)
- Email Signatures
- Internal Promotion

MEASUREMENT & SUCCESS

Remember that content marketing mission you set out at the beginning? Don't forget to set ways to measure it. Views, shares and likes are great but maybe it's tracking donations from those that watched vs those that didn't, or monitor sustained engagement through stewardship Set someone in the team the task to understand and run the analytics from your channels.

Tips

- Make sure all URLs are tagged.
- Set up test landing pages, campaigns, etc.
- Set up goals and custom reports in your analytics.
- Set up advanced segments (to track each channel and campaign).
- Optimise to maximise what works.
- Report on campaign ROI.



**51.9% OF MARKETING
PROFESSIONALS WORLDWIDE**

*name video as the type
of content with
the best ROI*



Killer Creative are here to guide you through the challenges of creating effective video content.

The Hero Hub and Hygiene approach is just one form of video strategy. If you are considering video as a channel for your charity then give us a call.

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