

MARKETING IN THE DIGITAL AGE

A Candid Conversation with
Patricia Baronowski-Schneider and
Kristina Milosevich



JULY 2024

TABLE OF CONTENTS

Introduction	p. 3
How can video marketing wake up your customers?.....	p. 4
How can video marketing enhance customer engagement?	p. 5
Why video marketing? What about Photos?	p. 6
How does video marketing boost brand awareness?	p. 7
Why do I need video marketing in addition to everything?	p. 8
How can video marketing improve customer trust and loyalty?	p. 9
Pick up the camera and record – can I do that?	p. 10
What are the best practices for creating effective video content?	p. 11
What type of video do you need?	p. 12
How can businesses measure the success of their video marketing campaigns?	p. 14
What are the common challenges in video marketing/how to overcome them?	p. 15
How can video marketing support your SEO strategy?	p. 16
Conclusion	p. 17

INTRODUCTION

As the digital landscape continues to reshape the way we connect with audiences, Patricia Baronowski-Schneider and Kristina Milosevic come together to shed light on the fusion of classic marketing wisdom with cutting-edge digital strategies. In this candid conversation, they tackle the most pressing questions businesses face today and share their insights on navigating the future of marketing.



Patricia Baronowski-Schneider, CEO Pristine Advisers
IR/PR/Marketing Firm

To learn more:

<http://www.pristineadvisers.com/>

YouTube - <https://www.youtube.com/user/PristineAdvisers/videos>

Vimeo - <https://vimeo.com/search?q=PRISTINE%20ADVISERS>

LinkedIn

- <https://www.linkedin.com/company/1674911/admin/>

<https://www.linkedin.com/in/patriciabaronowski/>

Facebook - <https://www.facebook.com/PristineAdvisers?sk=wal>

Twitter - <https://twitter.com/pristineadvise1>

Instagram - https://www.instagram.com/pristine_advisers/

Blogs - <https://medium.com/@patriciabaronowski>

Book time on my calendar <https://calendly.com/pbaronowski/30min>



Kristina Milosevic
**Manager at Promozis Team and
founder KSM Growing Business Online**

<https://www.team.promozis.com>

info.marketingsr@gmail.com



<https://www.facebook.com/ksmcoaching>



[/promozisteam](https://www.facebook.com/promozisteam)



<https://www.facebook.com/groups/ksmcoaching>



[/snezana-kristina-milosevic-890a4b21](https://www.linkedin.com/in/snezana-kristina-milosevic-890a4b21)



[/kristism7](https://www.instagram.com/kristism7)

HOW CAN VIDEO MARKETING WAKE UP YOUR CUSTOMERS

Q: 1) WHAT CAN VIDEO MARKETING DO FOR YOUR BUSINESS?

A: A picture says a thousand words, and a video even more, but measured in milliseconds. More precisely, one minute of video is worth 1.8 million words.

The secret of video marketing lies precisely in this, in the extraordinary power that video material has on social networks.

However, don't think that it's enough just to record everything live and put it on the networks.



Kristina Milosevich



Q: 3) WHY VIDEO MARKETING? WHAT ABOUT PHOTOS?

A: If you thought that having good photos is enough for the visual identity of your brand, you are right, but only partially.

For successful marketing of your company on social networks and in general in the world of the Internet and modern technologies, it is necessary to include video marketing in your online branding. Start from yourself.

The Internet is full of photos and images. If they are not impressive enough, you will just glance over them while surfing the net or while staying on social networks.

When you come across a video, you will admit, your attention becomes more active. Especially before the video material on Facebook or Instagram starts to be shown and before you decide to stay on it for a long time.

So, your attention is already focused on the video in the first second, and if it is sufficiently dynamic and meaningful, you enter the status of an interested viewer already during the next few moments.

This is exactly what will happen with your potential or future clients. Therefore, let's get down to business, which will lead the attention of your future clients or customers to you, that is, to your brand.

That is your goal, at least to begin with. Don't worry, you don't have to become a film director or a video expert to step into VIDEO MARKETING.

To begin with, it's enough just to want to do business more successfully and to wake up your customers.

Kristina Milosevich

THE IMPACT OF VIDEO MARKETING ON YOUR BRAND'S SUCCESS



4. HOW DOES VIDEO MARKETING BOOST BRAND AWARENESS?

Q: What role does video marketing play in enhancing brand awareness?

A: Video marketing plays a pivotal role in enhancing brand awareness by providing a dynamic and engaging way to convey your brand's message. Videos allow you to showcase your brand's personality, values, and unique selling points more vividly than text or images alone. By using storytelling techniques, you can create memorable narratives that resonate with your target audience, making your brand more relatable and memorable. High-quality, compelling videos can leave a lasting impression, encouraging viewers to share your content and expand your reach organically.

Additionally, video content is highly favored by search engines and social media platforms, which means that well-optimized videos can significantly improve your online visibility. Embedding videos on your website can increase the time visitors spend on your pages, which is a positive signal to search engines. On social media, video content tends to generate higher engagement rates, including likes, shares, and comments, all of which contribute to greater brand visibility. By consistently producing and sharing valuable video content, you can build a strong online presence and establish your brand as a leader in your industry.

- Patricia Baronowski-Schneider



Q: 5) WHY DO I NEED VIDEO MARKETING IN ADDITION TO EVERYTHING?

A. Your sleepy clients will be delighted by this innovation, and they will certainly be curious enough to want to see what kind of video you have prepared for them.

Maybe they have just been to the place that now appears in the video, so they will remember their good experience, or maybe they bought the very product you filmed a few months ago from you.

Kristina Milosevich



6. HOW CAN VIDEO MARKETING IMPROVE CUSTOMER TRUST AND LOYALTY?

Q: In what ways can video marketing help build trust and loyalty among customers?

A: Video marketing can significantly improve customer trust and loyalty by providing transparency and authenticity. Videos allow you to show the human side of your business, whether it's through behind-the-scenes footage, customer testimonials, or showcasing your team members. These authentic glimpses into your company help build a personal connection with your audience, fostering trust. When customers see real people and real stories, they are more likely to feel a genuine connection to your brand, leading to increased loyalty.

Furthermore, educational and informative video content can position your brand as an authority in your industry. By creating videos that address common questions, provide valuable tips, or solve specific problems, you demonstrate your expertise and willingness to help your audience. This not only builds trust but also encourages repeat engagement with your brand. Customers are more likely to return to a brand they perceive as knowledgeable and helpful, ultimately leading to long-term loyalty and advocacy.

- **Patricia Baronowski-Schneider**



Q; 7) PICK UP THE CAMERA AND RECORD & CAN I DO THAT?

A; It is not difficult to record a little atmosphere in your company, restaurant, hotel... Every good mobile phone has excellent cameras thanks to which you can record video.

Yes, you can post that video on social media.

Yes, it will attract the attention of the viewers, the audience. Everyone likes to look at the place where they are not at the moment and see if they are missing something important.

Yes, after a few moments they will like the video, they will want to come to you or buy from you.

The audience is there and knows about you, now you need to keep it. Remember, until just a few days ago you were wondering where they are and how come all these people bypass you and go to your competition.

Did you like making the video? There you are with your cell phone camera, recording and uploading the video again. The next day again and so on.

People react, comment, talk about you.

Your brand in their eyes grows, and you slowly notice all the benefits of such a simple thing as video marketing.

Congratulations, you made it. Keep it up because it's obvious that in addition to the talent for the job you're doing, you're also talented for this type of work.

Kristina Milosevich

CREATING VIDEO CONTENT

1 INITIAL PLANNING STAGES

Make sure you think about what your objectives and expected outcomes are for your project.

3 LEGAL PAPERWORK

It's tempting to get caught up in all the fun creativity of video shoots, however, your legal forms are so important! Make sure you get your risk assessments, call sheets and model release forms done early.

5 ON THE DAY

Be prepared for some things not to go to plan... Just keep calm and think about how to resolve the problem efficiently. Don't forget to keep the stars of the show (and your team) well fed and watered.

And of course, HAVE FUN!

2 DETAILS ARE CRUCIAL

Everything from storyboarding, scripts and props need to be carefully thought about and delegated to your team. During this stage, Excel is your best friend.

4 EDITING

Always consider how much footage you're going to need to look through and how much time this is realistically going to take. Vimeo is a great platform for making time-marked amends.

8. WHAT ARE THE BEST PRACTICES FOR CREATING EFFECTIVE VIDEO CONTENT?

Q: What strategies should businesses use to create effective and impactful video content?

A: To create effective and impactful video content, it's essential to start with a clear understanding of your audience and objectives. Define who you are trying to reach and what you want to achieve with your video. This could range from increasing brand awareness and driving website traffic to generating leads or boosting sales. Once you have a clear objective, tailor your content to meet the specific needs and preferences of your target audience. Use compelling storytelling techniques to capture attention and keep viewers engaged.

In addition to understanding your audience, focusing on production quality is crucial. While you don't need a Hollywood budget, ensuring good lighting, clear audio, and professional editing can make a significant difference in how your video is perceived. High-quality visuals and sound reflect positively on your brand's professionalism and attention to detail. Additionally, incorporating clear calls-to-action (CTAs) within your video can guide viewers on what to do next, whether it's visiting your website, subscribing to your channel, or making a purchase. By combining strategic planning with high production standards, you can create videos that effectively engage and convert your audience.

- **Patricia Baronowski-Schneider**



Q: 9) WHAT TYPE OF VIDEO DO YOU NEED?

A:

RULE 1 – TAKE CARE OF THE CONTENT

The trend is such that in terms of content, the list of the most popular videos looks like this:

- 1) About food
- 2) Fashion and beauty
- 3) Animals
- 4) DIY - decoration, arrangement
- 5) Humor & Comedy
- 6) Games
- 7) Technology
- 8) Music
- 9) Sports & Health
- 10) Travel

RULE 2 - THE SHORTER THE BETTER

But not too short. Research shows that the ideal length of a video used to promote a product or service is 60 to 90 seconds.

After 90 seconds, attention and interest in further watching the video decreases. On the other hand, very short video materials, i.e. those shorter than 30 seconds, do not cause a reaction and their so-called engagement is low.

RULE 3 – THE TEXT ACCOMPANYING THE VIDEO SHOULD BE SHORT

The text announcing the video should be short and only introduce what is to come in the video. Ideally, the text should not be longer than 84 characters.

According to the latest precise and comprehensive research, it was determined that the ideal length of the text accompanying the video is 61 characters.

RULE 4 – PEOPLE LIKE AND LOVE THE VIDEO

The most common reaction of social network users is like and/or love.

According to the frequency of reactions, they are followed by "ha-ha-ha", which you will admit is already a great courage - to make the user laugh, while at the same time maintaining the seriousness and reputation of your brand.

For something like that, we still advise you to leave the work to the experts. If you're still fearless, fingers crossed.

RULE 5 - DON'T PUBLISH WITHOUT A PLAN

Although it may seem to you that it doesn't matter when and what you post.

Therefore, if you embark on video marketing yourself, make a plan, a video campaign strategy.

We are sure that our tips will help you.

6. RULE - A LITTLE HELP (OF AN EXPERT) IS OF GREAT IMPORTANCE

If you don't have time to deal with a video campaign or you want to create the impression of a professional brand that dictates trends, contact the professionals.

Professional video recordings, in which every frame is correct, the light is ideal, the camera is stable, and the editing is logical, can only be condemned to SUCCESS, and that is what you definitely want.

- **Kristina Milosevich**



10. HOW CAN BUSINESSES MEASURE THE SUCCESS OF THEIR VIDEO MARKETING CAMPAIGNS?

Q: What metrics and tools can businesses use to evaluate the effectiveness of their video marketing efforts?

A: Measuring the success of video marketing campaigns involves tracking a variety of metrics that align with your specific goals. Key performance indicators (KPIs) such as views, engagement rates (likes, comments, shares), and watch time provide insights into how well your content is resonating with your audience. High view counts indicate that your video is attracting attention, while engagement metrics show that viewers are interacting with your content. Watch time, or the total amount of time viewers spend watching your videos, is a crucial metric as it reflects the overall interest and value of your content.

In addition to these basic metrics, more advanced analytics tools can provide deeper insights. Platforms like Google Analytics, YouTube Analytics, and social media insights offer detailed data on viewer demographics, traffic sources, and conversion rates. These tools can help you understand who is watching your videos, how they found them, and what actions they take afterward. By analyzing this data, you can refine your video marketing strategy, optimize your content for better performance, and achieve your business objectives more effectively.

Patricia Baronowski-Schneider



Common **MARKETING CHALLENGES & TIPS** to Overcome Them

11. WHAT ARE THE COMMON CHALLENGES IN VIDEO MARKETING AND HOW CAN BUSINESSES OVERCOME THEM?

Q: What obstacles do businesses face in video marketing, and how can they address these challenges?

A: One common challenge in video marketing is creating content that consistently engages and retains viewers. To overcome this, businesses need to invest in understanding their audience's preferences and pain points. Conducting market research, analyzing competitors, and seeking feedback from existing customers can provide valuable insights into what type of content will resonate most. Additionally, keeping up with trends and continuously experimenting with new formats, styles, and platforms can help maintain viewer interest and adapt to changing preferences.

Another significant challenge is the resources required for video production. Producing high-quality videos can be time-consuming and expensive, especially for small businesses with limited budgets. To address this, businesses can start with simpler, cost-effective solutions such as using smartphone cameras and basic editing software. Collaborating with influencers or industry experts can also help create compelling content without incurring high costs. As your video marketing efforts grow, consider investing in more advanced equipment and professional services to elevate the quality of your content. By starting small and scaling up, businesses can effectively manage resources while still benefiting from the power of video marketing.

Patricia Baronowski-Schneider

BONUS

WHY IT'S IMPORTANT TO ADD VIDEOS & PHOTOS TO YOUR SEO STRATEGY



HOW CAN VIDEO MARKETING SUPPORT YOUR SEO STRATEGY?

Q: In what ways can video marketing contribute to improving your website's search engine optimization (SEO)?

A: Video marketing can significantly enhance your SEO strategy by increasing the amount of time visitors spend on your website, which is a positive signal to search engines. When visitors engage with video content, they tend to stay longer on your site, reducing bounce rates and increasing the likelihood of further interactions. Search engines, such as Google, consider the duration of time users spend on a site as an indicator of valuable content, which can improve your rankings in search results.

Furthermore, videos can be optimized with keywords, titles, descriptions, and tags that align with your SEO goals. Including transcripts and closed captions can make your videos more accessible and help search engines understand the content better, boosting your chances of appearing in relevant searches. Additionally, embedding videos on your website can attract backlinks from other sites, as high-quality video content is more likely to be shared and linked to. These backlinks are crucial for improving your site's domain authority and overall SEO performance.

Patricia Baronowski-Schneider

Conclusion: This engaging exchange between Patricia Baronowski-Schneider / Kristina Milosevich delves into the heart of what makes marketing in the digital age both a challenge and an exciting opportunity. Their shared insights provide a roadmap for businesses looking to navigate the complexities of the industry.

