

PRAISE FOR *VIDEO MARKETING*

“A fantastically easy-to-read, practical and hands-on book that covers the theory and practice for creating great video marketing. I learned a huge amount and enjoyed reading it – not an easy thing to achieve! Highly recommended.”

Daniel Rowles, CEO, TargetInternet.com

“Mowat has produced a fascinating and eye-opening look at the latest generation of content marketing. No industry is having to change and adapt faster than advertising as technology and culture are drastically changing the way that people connect with brands. Mowat brilliantly highlights how to connect with consumers using content. An essential read for anyone in the content marketing space.”

Henry Stuart, CEO and co-founder, Visualise

“An exceptionally comprehensive study of the power and necessity of a varied content strategy with video at its core. Whether you’re justifying, creating, executing or analysing a video marketing strategy, Mowat’s book is a good place to start.”

Ben Wiggins, Brand & Communications Manager, Infiniti Motor Company

Reader comments on the first edition

“5 stars: The book covers all of the bases in how and why video marketing works. It is a great grounding for businesses wanting to make the most of video themselves or for video production agencies wanting to give a great service to clients. The online resources are inspiring and useful too.”

David Taylor, UK

“5 stars: I am a professional video marketer who works for a video production/marketing agency. This book is by far the most comprehensive source of excellent information and tips that would take years to cultivate on your own. It’s my opinion that this book should be required reading, if not the basis of courses, in vocational schools, colleges and universities. Jon’s fun way of explaining techniques and concepts make this an enjoyable read. It’s full of great examples of work too! If you’re on the fast track to video, read and study this book to go even faster!”

John A, USA

Video Marketing

*Make powerful brand campaigns
in a video first world*

SECOND EDITION

Jon Mowat



Publisher's note

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For Florence and Spencer
You still rule

I mention a lot of websites in this book. Each URL is given as it crops up, but to make things simpler you can download a clickable list of all the URLs at the book's webpage: www.koganpage.com/vm2

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ABOUT THE AUTHOR

Jon Mowat is an award-winning content creator, video strategy expert and public speaker. His career started at the BBC where he spent 12 years as producer and director on documentaries screened internationally on BBC1, BBC2 and BBC Worldwide. He's made films on topics ranging from cheetahs to drug addicts and spent six months embedded with the Royal Marines in the Gulf War. He has won numerous TV industry and marketing awards, including three from the Royal Television Society.

Since 2005 Jon has been Managing Director at Hurricane Media, one of the UK's leading video marketing agencies. Hurricane creates TV commercials, video content and social media campaigns for brands across all verticals, with specialisms in FMCG, not for profit, technology, leisure and medical. The agency has delivered work for AXA, ASDA, Airbus, Barclaycard, BMW, Fred Olson Cruises, Mazda, National Grid, Peugeot, Shelter, Sykes Holiday Cottages, Volvo, World Food Programme, World Health Organization and many more.

Jon is a regular writer and speaker on video marketing and has been published in a range of marketing publications including *Adweek*, *Brandwatch*, *CIM*, *Smart Insights*, *Social Media Today* and many more in the sector-specific trade press. He lives in the southwest of England with his two children Spencer and Florence and finds writing about himself in the third person very odd indeed.

PREFACE

Well, here we are again... a second edition! First time around, I wrote knowing that the marketing world was heading towards video in a big way. The industry knew that video was a core tool for growth, it knew that video would increase in both reach and volume, and there was even the blossoming notion of a 'video first world'. But the extent to which this came true has proven to be quite staggering, even for evangelists like myself. Leaps in technology, changes in the marketplace and a vast increase in the quantity of videos online have been matched only by the enthusiasm of brands and consumers to embrace it.

We are first-hand witnesses to a period of seismic shift in the advertising and marketing world. Paradigms that have stood for 50 years are being shaken to their foundations, and video marketing is at the forefront of the charge towards a new order.

Video has proven itself to be *the* key tool for affecting behaviour change; technology has advanced to the point where video has become ubiquitous and techniques to ensure success have been honed to perfection. The medium impacts on every part of marketing and sales, and has a huge influence over society as a whole. The shift is supported by the biggest brands and social media platforms in the world. Hundreds of millions of people now watch online video, and global advertising spend has moved with them.

But videos need production (which needs budget) and the volume of available content means that videos can sink from view without a trace. In short, the rewards have increased but so too have the risks of failure.

The same social media teams, which just five short years ago were using tiny percentages of marketing budgets to write and seed blogs and short pieces of video content, are now burning through the substantial chunks of money needed to create and activate videos. On top of this, brands that used to spend millions on television adverts have turned to video as traditional TV spots have lost their effectiveness. This has attracted the focus of senior players in all businesses, which in turn has led to video becoming more strategic in approach. In short, marketing, sales, brand and PR teams need to understand how the medium works, what it can do for them and how to roll out, achieve and measure... and that's why I've written this book.

Video Marketing takes the wonderfully creative, terribly powerful, pretty expensive and hugely complex world of online video and makes it work for you. In this edition I've updated the theories I used to explain video and included practical strategies that you can put in place for your brand straight away. I hope you enjoy learning from it as much as I've enjoyed writing it.

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Jackie, I look forward to seeing how you put the book to good use!

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Lots of love goes out to Catherine, Danny, Elliot, Dad, Jean and the extended Mowat clan.

Oh, and finally... thanks to Florence and Spencer, who did as little towards the second edition of this book as they did towards the first... but they waited patiently for me to finish so get a big mention anyway!

