



BANISH

Online Video Marketing

BLUNDERS

for Good!

"When I started in video [in 1970] I was one of two or three dozen video artists. And now, to paraphrase Andy Warhol, everyone's a video artist. Video, through your cell phone and camcorder, has become a form of speech, and speech is not James Joyce. It's great, and to be celebrated, but it has to find its own level."

- Bill Viola , Contemporary Video Artist

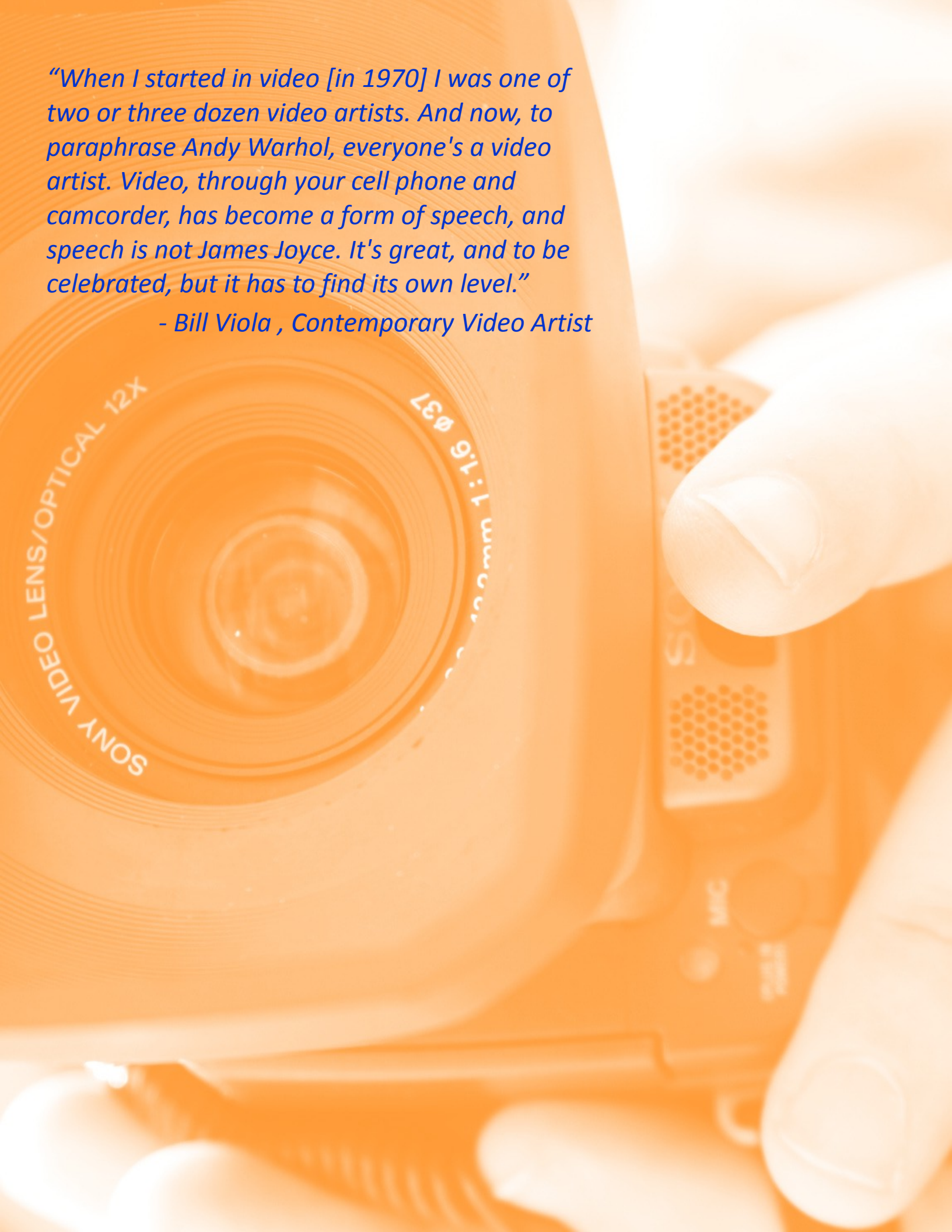


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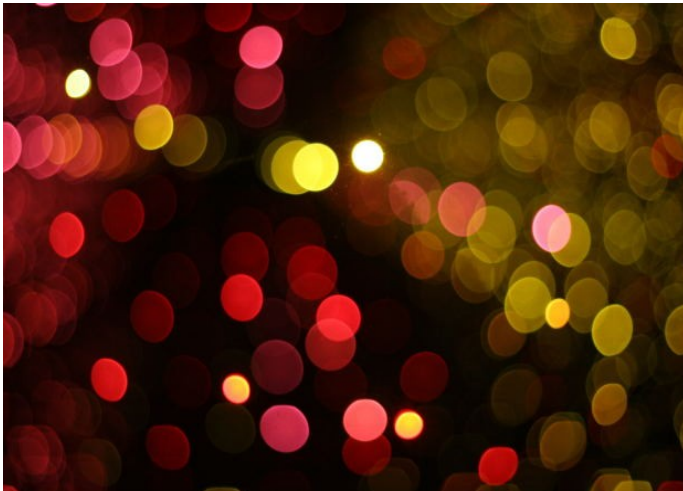
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Why Read This E-Book?



Today, user-generated content is *everywhere*—especially in the form of online video. Most arts marketers are aware that using video as a marketing tool can have an enormous effect on audience relations, brand exposure, and creative communications. Video amplifies the energy of your organization and gives your audience a substantive sense of what you do.

Still not sold on online video as a marketing strategy? Worried that making and editing video is too expensive or complicated? **Well, read on!**

With user-friendly, third party distribution sites such as [YouTube](#) or [Vimeo](#), your arts organization can now create and upload content anytime, anywhere in affordable and inventive ways that easily integrates with your marketing strategy.

YouTube is the #2 search engine in the world (#1 is [Google](#)). Even more, YouTube is quickly becoming one of the most widely used social networks, as friends are sharing, promoting, and commenting on each other's content. Although creating and promoting your online video offers endless opportunities, this leaves room for lots of *missed* opportunities, too. Never fear, ***this e-book will make sure that you avoid key pitfalls, major mistakes, and common oversights— not to mention give your videos more oomph overall.***

Ready? It's time to really show your audiences what you've got!

Key to This E-Book



Blunders to Beware



Handy Reminders



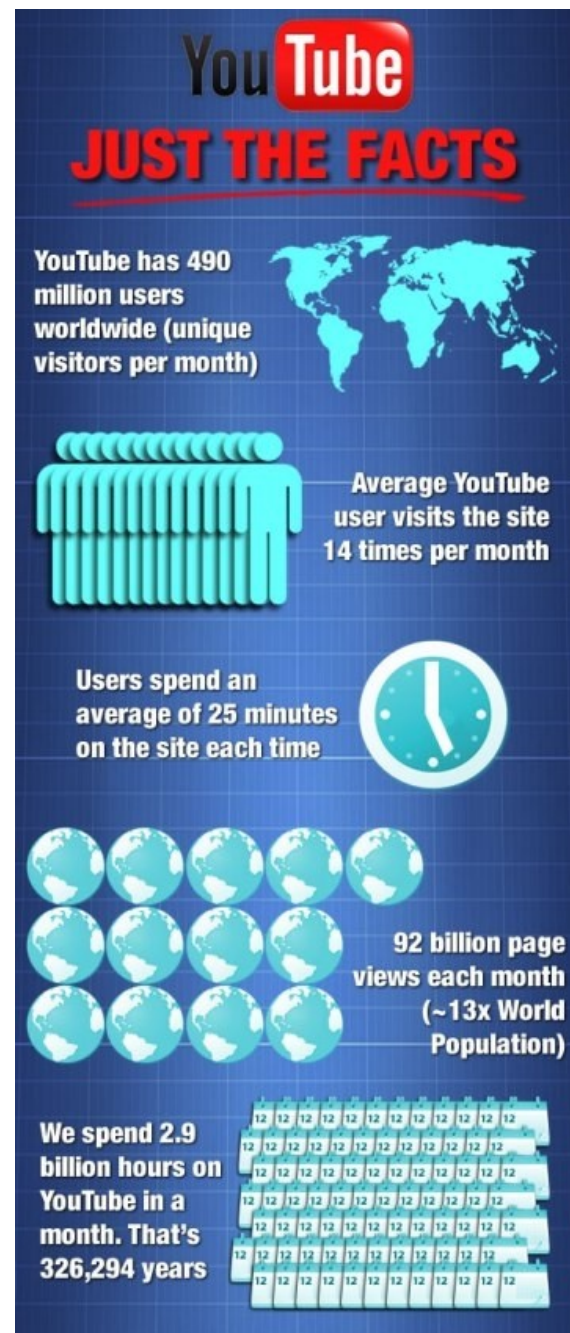
Useful Tips



Video Rock Stars



Other Blunders



A Sneak Peak of What's Inside

In this e-book, you'll learn how to avoid video marketing mistakes.

Think they happen to the best of us? Not anymore!

Don't let poor **content** choices turn off your audience—**Learn to create videos that count.**

Never miss a video **branding** opportunity again—**Make your videos work for you.**

Rid yourself of **maintenance** hang-ups—**Promote videos to maximize their impact.**

Avoid alienating audiences and maximize **access** to your videos—**Let the content spread!**

Creating Content



Does your online video effectively grab and hold your audience's attention?

As an arts marketer, you already know that the web is chock full of video content. With the increase of user-content sharing platforms such as [Pinterest](#) and [Spotify](#), today's audiences have become accustomed to using a variety of digital applications simultaneously. Online video was one of the pioneers of content sharing, and it still leads the pack. ***Don't let yours get lost in the mix!*** If you don't want your viewer to redirect their browser elsewhere in a matter of seconds, then find the way to be ***the*** most interesting thing on the web and **keep them engaged**. When your marketing campaign includes video, watch out for these ***two major content blunders***:



YAWN! Long and Losing Attention: To put it simply, ***less is more!*** Making your video too long is a surefire way to turn off audiences by losing their attention. You want to draw them to your performance or venue, so videos should provide a sneak peak, not give it all away. Try to make the load and play time as short as possible.

FACT: According to [Wistia.com](#), the human attention span for online video is about 60 seconds. Thirty second video clips were viewed by 85 percent of people all the way through, while the completion rate was only 50 percent for videos that were between two to 10 minutes in length. ***Cut out the fluff & keep your content concise.***



YIKES! Sacrificing Quality: You may think this should go without saying, but you would be surprised how many hours of unwatchable footage is out there in the ether. Not being mindful of your quality will drive viewers away before you can say "Lights, Camera, Action!" ***Make sure you avoid this blunder by focusing on quality control.***



Invest in a Tripod, and Use It. A shaky video isn't going to get any views, and keeping your camera stable will keep your quality stable. A \$50.00 tripod goes a long way versus a flashy new camera. We recommend the easily portable [Sony VCT-R100 Lightweight Tripod](#).



More Light, Please! While you may not be able to use professional stage lighting each time you shoot, make sure you shoot your video in a well-lit location. Keeping things bright ensures all of the details are captured. In short, the brighter, the better.



Mic Check! Plan ahead to make sure you are recording in a quiet location. (Great dialogue can't oust a truck passing by!) Bad audio also equates to bad quality, so invest in a basic USB microphone (most can be found for under \$100). We recommended the [Samsung Go Mic](#) for easy to use, high quality voiceover recording.

Other Content Compromisers

! Talking Heads Takeover: Don't let your video become sedentary! Varying interview with presentation, action, and image is far more engaging than still interviews. [Check out how the Walters Museum in Baltimore helps visitors plan their visit by weaving their director's comments in with a sneak peak of their collection.](#)

! Broken Record: Don't make your YouTube or Vimeo channel a place that showcases the same thing over and over again. Instead, utilize your channel as a platform for conveying fresh information, such as behind-the-scenes footage or audience testimonials. Videos can be a great tool for product surveys, promotional contests, instructional videos, company profiles, and speaking directly to your customers—experiment! [Take a look at Cedar Lake Contemporary Ballet's *project52*, a year-long documentary in 52 one-minute segments that used original video content to share the human side of dance making.](#)

! Stealing Content: Using even a few moments of a song that is not yours is a huge risk. If you don't want your content to be taken down, do your homework and find the Creative Commons Licensed Music. If you have a YouTube channel and you are intent on using music in creating your content (but are weary of licensing), here's what to do: [Upload your video, and use the "AudioSwap" tool that is one click away from any video on your My Videos page.](#)



Content Rock Star Award



[Jacob's Pillow Dance](#) in Becket, MA creates videos that give visually striking sneak peaks into their dance productions. [Their videos](#) act as enticement and promotion for the organization at large. Only about a minute long at maximum, Jacob's Pillow videos capture and maintain the audience's attention with beautiful and varied content. **Views as of March 2012: 102,811+**



Varied, visually striking content that gives a glimpse of production, but doesn't try to substitute video for the real deal.



Overlays blurbs from great reviews to use the video as a marketing tool.



About a minute long to keep the viewer engaged.

Building Your Brand



Are your online videos helping to reinforce—or deconstruct your brand?

When embarking on the journey of creating online video, keep in mind that like your business, upcoming performance, or newest museum exhibition, online video should serve as an extension of your brand. At every opportunity, your online video marketing strategy should **enhance access and align with your brand personality**. Clear calls to action, creative ways of linking to your website, and brand-associated images and colors are all important parts of your video marketing strategy. Ready to effectively brand your videos? Keep your eyes peeled for **these big branding blunders**:

Ho-Hum: Not Embracing All Dimensions of Your Brand Identity:



Your content needs to allow audiences to connect with your brand on a personal level. A YouTube or Vimeo profile is a dynamic place to express yourself, so don't think you can go without filling out a profile! Video is fun and interactive, so strive to engage as many of your audience's senses as possible. Consider reaching beyond your mission statement and crafting a profile with a more personal tone that will resonate with today's audience.




Tip: What are you doing that nobody else is doing? What's that ONE thing that makes your videos stand out? It is important to find a niche that nobody else occupies. This helps provide perspective that others wouldn't have thought of, and further establish your brand beyond your name, avatar, or web address. -Chris Petrillo, online guru with 50,000+ YouTube subscribers


Oops! Missing Video Branding Opportunities: This is your chance to get information about your organization out to your target audience. Julie Perry of [BLASTMedia](#) suggests editing your video so your main website domain appears at the front, middle and end of your video, or as a watermark. URL links, your company logo, designing a channel that is consistent and compatible with your other materials all make your organization more discoverable and recognizable. Another blunder? Not hyperlinking to your organization's website at the forefront of your video's description (that way, the viewer will not have to click "more info" to get to your organization's website).



Tip: Once your channel is designed and you feel it is well branded, step back and ask yourself: does the brand of YouTube or Vimeo overpower the brand of my organization?

Other Branding Best Bets

 **Make Your Profile Picture Pop:** With YouTube now receiving four billion views per day, it has become a social network: *video is social by nature*. Also a *visual community*, make sure your channel has some *pizzazz*. Don't leave a sad gray silhouette where you could make a branding impact with your company avatar. Avatars should include your company logo or signature image, and be square so they fit the space YouTube allots.

 **Coordinate Your Channel's Look:** Matching the colors of your YouTube channel to your company avatar is easy and goes a long way in creating a cohesive image. Heather Mansfield, author of the book *Social Media for Social Good*, provides these simple instructions: "Go to "My Channel > Themes and Colors > Show Advanced Options," and enter the numeric values of the colors of your avatar. These numbers can be provided to you by your graphic designer or guesstimated by using the 4096 Color Wheel."

 Bold and highly visible logo.

Branding Rock Star Award



The Royal Shakespeare Company from Stratford-upon-Avon, England has done a great job in letting their brand resonate with audiences. With catchy images from productions, a striking logo, coordinating color, and a unique (but changing!) avatar, [their channel](#) is specific, personalized, and unmistakably their own. RSC expands its scope via online video marketing, but they still maintain complete control over their brand.

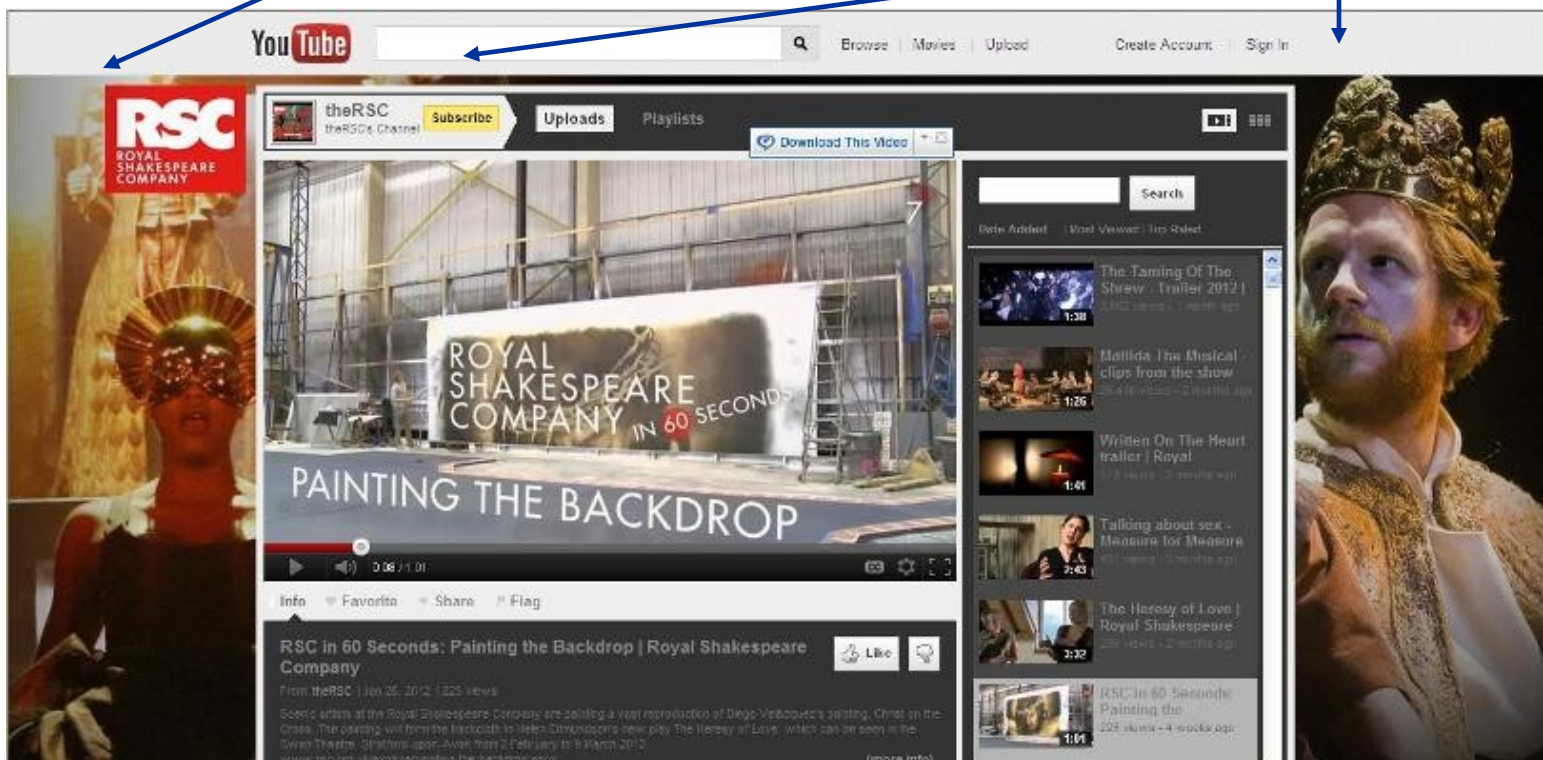


RSC's current avatar

is a flyer for an upcoming production—eye catching, and strategic!



Images from productions make it personal and unique only to the Royal Shakespeare Company.



Optimizing Access



Are you opening your organization's content to the public?

Think of online video marketing as another outlet for audiences to **interact** with your organization—letting them do so will create patron loyalty and ignite excitement about what you do. The great thing about the Internet is that it broadens your impact exponentially if you let your fans sing your praises in a way that resonates with them—by sharing content.

One of the easiest ways you can make your videos interactive is by granting viewers **full access** to your videos. Protecting your videos will make viewers angry and alienate them. Encourage sharing and you will **capitalize on positive word of mouth and the spreading power of the Web**. When optimizing access for your videos, beware of **this major access blunder**:



Keep Out!—Not Content Sharing: Locking your online video in your website and hiding the embed code is one of the biggest mistakes your arts organization can make. Allow your viewers to embed your videos wherever they want. Make it easy for them to put them on their blogs and Facebook pages—this is word of mouth at its finest.



Tip (for Helpful Embedding): from Heather Mansfield (author of [Social Media for the Social Good](#)): Using the embed code that is available with every video you upload to YouTube or Vimeo, you can easily copy, paste, and post your videos inside your website and your blog. The code can be customized in just a few clicks to size your videos and include a border, or not. You can also post your video links directly in Facebook status updates and tweets. Also, replacing the “www” in your video URL with an “m” will automatically generate a mobile version of your video that can be sent in group text messages.

Other Access Oversights

❗ **Not Making Your Videos Searchable:** If your video is not searchable, what was all your hard work for? Be sure to create lots of relevant tags and titles for your channel and the videos you post to support your search engine optimization. Creating tags is easy! On YouTube, go to: "My Channel >Settings > Channel Tags." Obvious tags include your organization's name, city, state, program area, popular phrases. The more tags you use, the greater chance you have of being found.

❗ **Only Posting to One Platform:** This limits access to your video. Post your videos to your website, YouTube, Vimeo, and your Facebook page so they are as accessible as possible and can make the biggest impact.

❗ **Not Making it Mobile:** According to [Fast Company](#), the proportion of people who access the Internet only through mobile devices will grow from 14 million in 2010 to 788 million by 2015. The number of smartphones will rise from about 500 million today to 2.5 billion. Why create video if it is not accessible from the smartphone of your audience?

Optimizing Access Rock Star Award



The Chamber Music Society of Lincoln Center from New York, NY knows its video content will have the most impact if it is completely accessible. The Society posts their videos on their [website](#), [YouTube](#), and [Facebook](#), but not only that, they make their videos downloadable and allow viewers to copy and use the embed code once they've viewed a video in completion. Accessibility has served them well: [As of March 2012, the Society's 37 videos have 97,382 views and their YouTube channel has 191 subscribers.](#)



❗ The Chamber Music Society makes their video content mobile with their own mobile [app](#). Bravo!

❗ Enjoy CMS video via the [Watch and Listen](#) section of their website.



Mindful Maintenance



Are you consistently and actively engaging through video marketing?

Tackling online video marketing is a **commitment**, but if you do it right, it will be a rewarding and effective audience engagement strategy. Creating video channels opens up new streams of communication between your current and potential audiences. Don't let the line go dead. Video marketing **should be integrated** with your organization's overall marketing efforts and should become a regular part of your marketing work. **Now that you have successfully uploaded your videos, be mindful of these *two maintenance blunders*:**

Is Anybody There? Being Inconsistent with Video Marketing: Posting one video



every once in a blue moon does not a video marketing effort make. Don't take on video marketing and then scarcely create content or just let it sit on the Web without creating buzz and good PR for your organization. Your viewers will lose interest and forget about you. Instead, post video content consistently.



Tip: Commit to a schedule for uploading new content, and make it part of your regular marketing media calendar. Consider releasing videos in installments or with recurring themes, so viewers will get hooked and have something to look forward to seeing.



You Again? Not Engaging with Users: Ignoring the comments and attention you generate from your videos is letting great buzz go to waste. Respond and chat with your audience—reply to their comments, answer their questions, keep track of what they are saying about you.



Tip: Subscribing to channels created by funders, partners, and peer organizations will help build your video community. The more channels you subscribe to, the more subscribers you'll get in return. That said, be strategic about subscribing to channels that suit your mission and your brand.

Mindful Maintenance Rock Star Award



San Francisco Museum of Modern Art
sfmoma.org



SFMOMA
sfmoma's Channel

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Uploads

Playlists



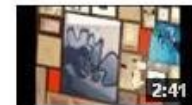
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Robert Bechtle on painting and
152 views - 2 weeks ago



Barry McGee on creating art indoors
223 views - 3 weeks ago



Rigo 23 on his Found "Lost Bird" Posters
75 views - 3 weeks ago



Amy Franceschini on victory gardens
435 views - 3 weeks ago

Check out SFMoMA's wide range of videos in [YouTube's grid format](#)



The [San Francisco Museum of Modern Art](#) takes great care to maintain a consistent, energetic online video marketing presence. It [posts new videos frequently](#) (about once per week) and engages with a growing band of subscribers' comments and activity.



Advanced Territory



Is it time to bring in professional collaborators?

-Authored by [Caleb Custer](#), a New York based video creator



So you've gotten this far and you're feeling pretty good. You're starting to feel comfortable with a good tripod and you even know some cool tricks in [Final Cut Pro](#). And now you start to wonder, what else is out there? How far can you take this? ***At what point does it make more sense to bring in some outside help?*** Whether you are trying to challenge yourself or wondering if this requires a professional, here are some sign posts that mark "***Advanced Territory.***"

The project requires a multi-camera shoot. Not only is buying or renting multiple cameras expensive, but synchronizing and editing "[multicam](#)" requires a lot of practice. Often a project that requires multiple cameras is a live performance or another one-of-a-kind event that you only get one shot to capture. Getting it right the first time might require a pro for peace of mind. And if you're thinking about editing a project with several different types of cameras that shoot in different formats, you'll want an expert. While a range of cameras can help you capture different types of detail, matching up different formats and adjusting for color and format differences can be tricky.

The project requires special locations. Working in a controlled environment like a theater, studio or office can give you a wealth of interesting material for videos, but if you're feeling adventurous it might be time to take it to the streets. Or fields. Or forests. Or abandoned storefront downtown. It can open up a huge range of environments for you to create in, but lighting, sound and framing will become much more difficult. It's best to consult with someone who has a range of experience with these issues to make sure that your locations look their best.

The project requires special equipment. If you're looking at a project that needs a [Steadicam](#), for a long smooth tracking shot or a camera crane for an establishing shot, you should hire an operator along with the equipment. A lot of rental places will require that anyway, but it's a good policy. With these complex tools, it's worth paying someone to help you get the shot that you need without damaging a lot of expensive equipment.

It's good to experiment in Advanced Territory as long as you leave yourself space to make mistakes. Keep pushing yourself but know when you're at your limit and need to hire a little professional help. That can help you ***avoid the biggest video blunders.***



Sources

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7. <http://youtu.be/fGijEmWMCXQ> (*Yin Mei Dance in "City of Paper" at Jacob's Pillow*)
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Americans for the Arts

1000 Vermont Avenue, NW-6th Floor
Washington, DC, 20005
202-371-2830 (P)
202-371-0424 (F)

Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. Americans for the Arts is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of art. From offices in Washington, DC and New York City, it serves more than 150,000 organizational and individual members and stakeholders.

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