

Focus Productions



7 EXPLOSIVE WAYS TO *Supercharge* YOUR VIDEO ROI AND CRUSH YOUR COMPETITION!

SEVEN PROVEN STRATEGIES FOR
YOUR PROFESSIONAL VIDEOS

TABLE OF CONTENTS

1. Understand and Target Your
Audience

2. Craft Compelling Stories

3. Optimise for Search Engines

4. Leverage Multiple Platforms

5. Encourage Viewer Engagement

6. Analyse Performance Metrics

7. Repurpose Content for Longevity

..... plus one bonus

8. Schedule Paid Ads Across Platforms

INTRODUCTION

Forget playing catch-up. In the digital jungle, video isn't just an option, it's the option. **It's the roar that cuts through the noise.** Whether you're a new startup, a brand on the rise, or a kingpin already ruling the market, video content is your **alpha move**. It grabs attention, builds a loyal tribe, and delivers cold, hard results.

But let's be real, top-tier video production costs. You're investing serious coin, so you need to see a return. That's where I come in. I'm about to unleash **seven battle-tested strategies to maximise your video ROI.**

We're talking real-world examples, actionable tips, and zero fluff.

Ready to dominate? Let's go.

(Psst... stick around. I might just have a bonus power tip waiting for you.)

UNDERSTAND AND TARGET YOUR AUDIENCE

Before those cameras even flicker on, you need to know exactly who you're talking to. I'm talking deep-level understanding. What makes them tick? What problems do they have? What kind of content gets them fired up?

Tailoring your video's tone, style, and message to resonate with your target audience is the difference between a viral hit and a digital flop. You want engagement? You want ROI? Then speak directly to your tribe, and watch the magic happen.

Real-Life Example: A local fitness studio created a series of videos targeting busy professionals looking for quick workout routines. By addressing the specific needs of this audience, the studio saw a 30% increase in membership inquiries.

Actionable Tip: Develop detailed buyer personas to guide your content creation. Consider factors like age, interests, and pain points to ensure your video speaks directly to your ideal customer.

CUSTOMER PERSONA

GENDER: MALE & FEMALE | AGE: 22 - 45 | INCOME: \$85,000+

HABITS



Reads tech-related articles, books and magazines



Actively tries new tech gadgets



Contributes in energy saving



Networks with other local business owners at weekly meetings

GOALS



Bring positive change to the environment



Protect others against cyber attacks



Improve physical fitness



Educate others to secure their own computer systems



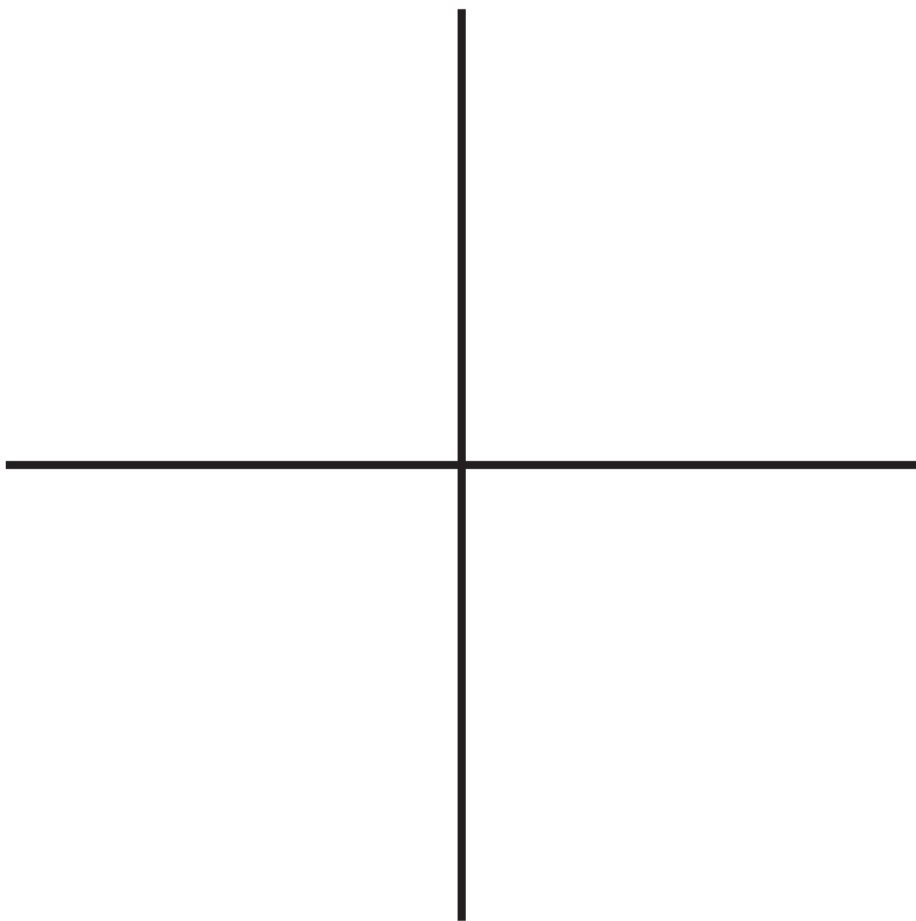
CUSTOMER PERSONA

GENDER:

AGE:

INCOME:

HABITS



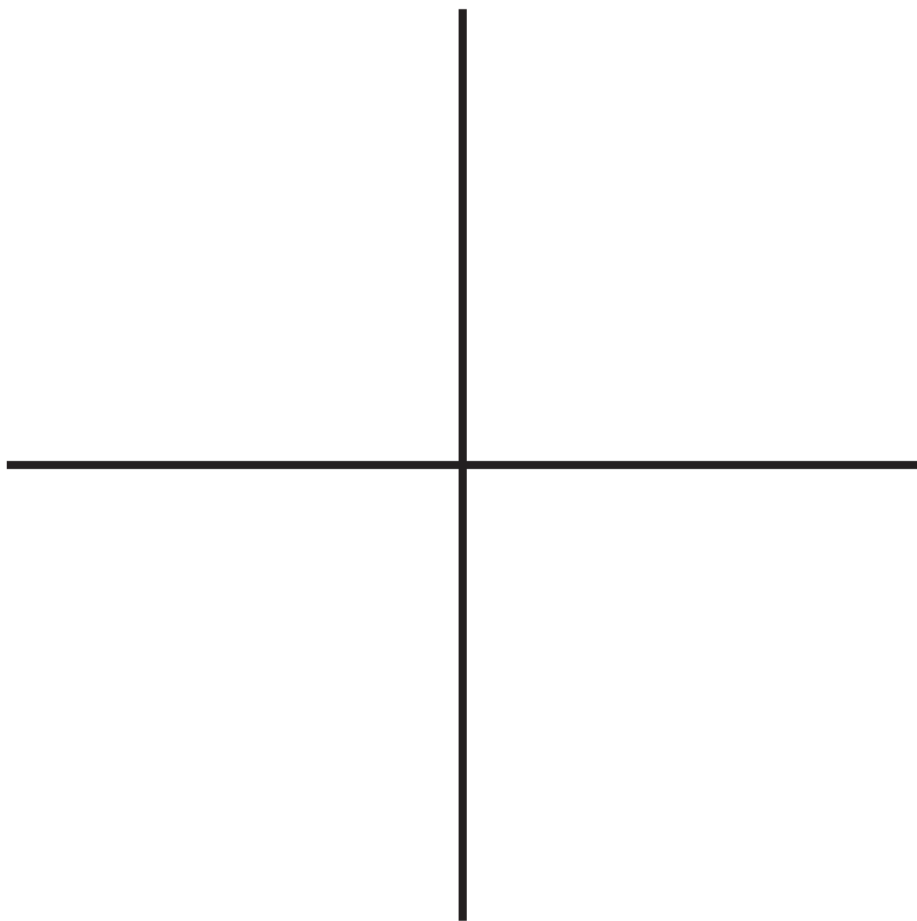
CUSTOMER PERSONA

GENDER:

AGE:

INCOME:

GOALS

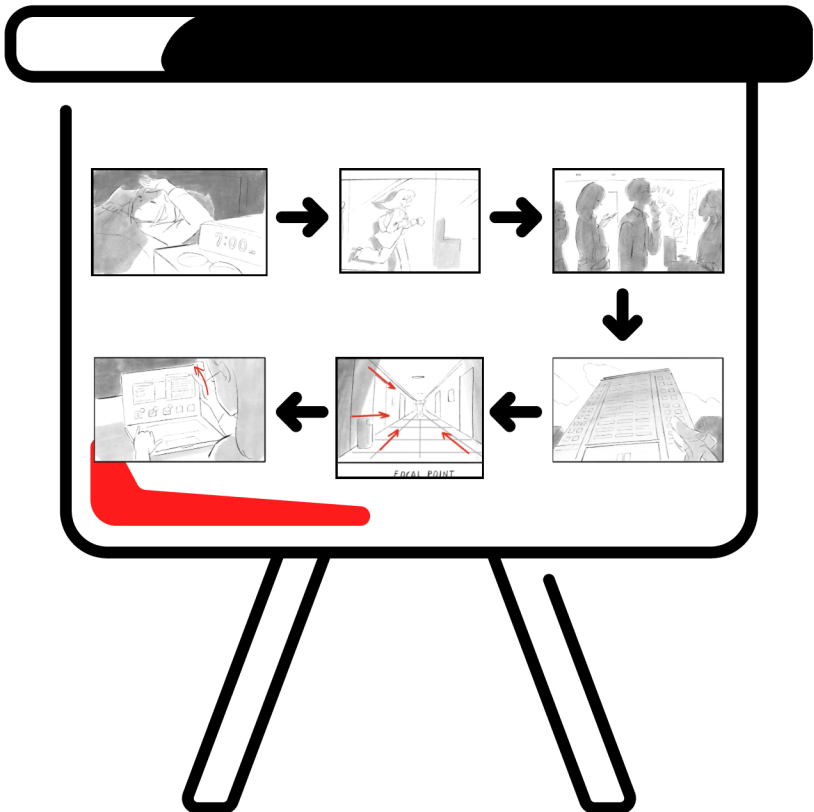


CRAFT COMPELLING STORIES

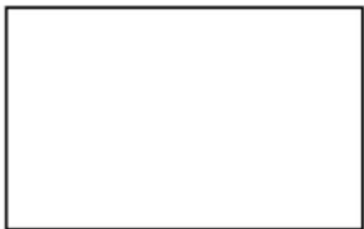
Humans crave stories. Forget listing features. Nobody cares. Weave a narrative. Show how you solve problems. Improve lives. Connect emotionally. That's how you win. Ditch the dry presentations. Illustrate the impact. Resonate with your audience. Stories sell. Features? Yawn.

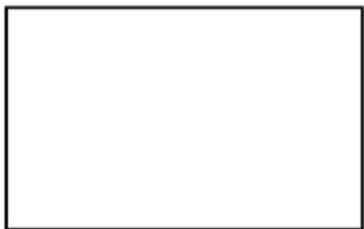
Real-Life Example: A tech company showcased a day in the life of a customer using their productivity app, highlighting real-world applications and benefits. This storytelling approach led to a 25% increase in app downloads.

Actionable Tip: Focus on the customer's journey and how your offering fits into their story. Authenticity and relatability are key.



TITLE: _____













OPTIMISE FOR SEARCH ENGINES

You've created a masterpiece. But a masterpiece unseen is worthless. Don't let your video gather digital dust. Optimise those titles, descriptions, and tags. Load them up with relevant keywords. Dominate search engines. Conquer YouTube. Visibility is key. Get seen. Get results. A great video deserves an audience. Make sure it finds one.

Real-Life Example: A cooking channel optimised their video titles with popular search terms like "easy weeknight dinners" and saw a 50% increase in views.

Actionable Tip: Use tools like Google's Keyword Planner (https://ads.google.com/intl/en_au/home/tools/keyword-planner/) to identify relevant keywords and incorporate them naturally into your video metadata.

Read Semrush article: [How To Use The Keyword Planner](#)

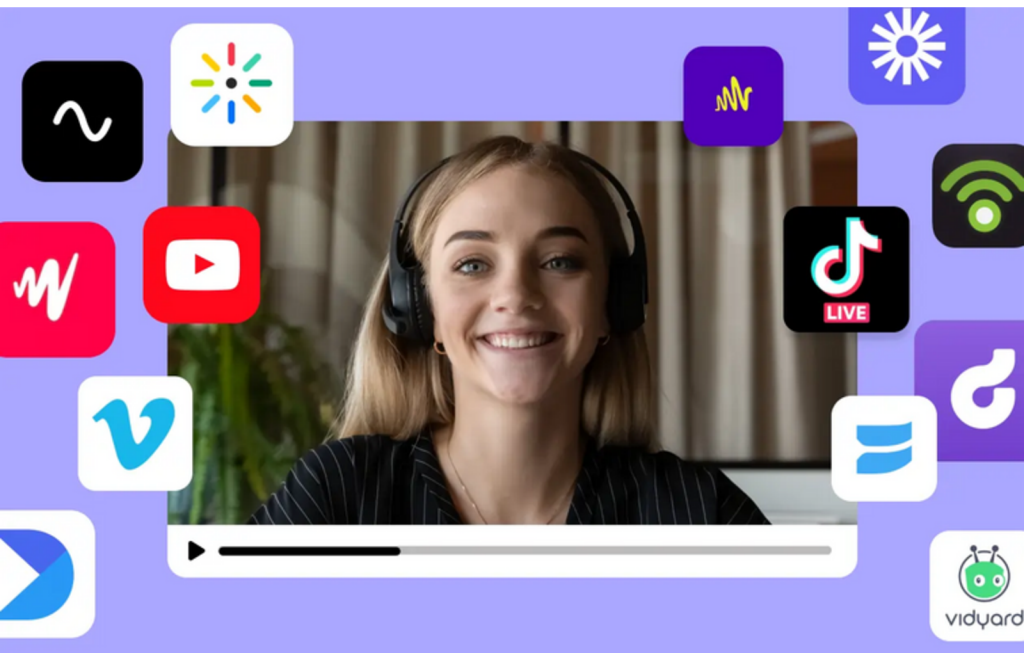
Keyword ideas								
Forecast Saved keywords Negative keywords Organize keywords								
Q running shoes United States English Google Jul 2023 – Jun 2024								
Broaden your search: + running + shoes + fashion sneakers + nike free run + sports shoes + athletic shoes + sneakers								
Exclude adult ideas X Add filter Showing 2,766 of 2,767 keyword ideas								
<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	
Keywords you provided								
<input type="checkbox"/> running shoes	100K – 1M	0%	0%	High	–	\$0.92	\$2.93	
Keyword ideas								
<input type="checkbox"/> hoka shoes	100K – 1M	0%	0%	High	–	\$0.21	\$1.87	
<input type="checkbox"/> on cloud shoes	100K – 1M	+900%	+900%	High	–	\$0.36	\$3.34	
<input type="checkbox"/> brooks shoes	100K – 1M	0%	0%	High	–	\$0.25	\$0.58	
<input type="checkbox"/> hoka clifton 8	10K – 100K	0%	-90%	High	–	\$0.36	\$1.29	
<input type="checkbox"/> brooks running shoes	100K – 1M	0%	0%	High	–	\$0.33	\$1.00	

LEVERAGE MULTIPLE PLATFORMS

Don't confine your killer video to one single platform. That's a rookie mistake. Maximise your reach. Explode your video across your website. Flood your social media channels. Inject it into your email newsletters. Go wherever your audience breathes. Dominate every platform. Diversify your distribution. Amplify your impact.

Real-Life Example: A fashion retailer shared their seasonal collection video on Instagram, Facebook, and their website, resulting in a 40% increase in online sales.

Actionable Tip: Tailor your video format and length to suit each platform's best practices. For instance, shorter clips for Instagram Stories and longer formats for YouTube.



Video sizes vary by social media platform, but common dimensions include 1080 1080 pixels and 1080 x 1920 pixels.



Instagram

Square: 1080 x 1080 pixels
Landscape: 1080 x 566 pixels
Portrait: 1080 x 1350 pixels
Stories: 1080 x 1920 pixels



Facebook

In-feed video ads

1080 x 1080 pixels, with a 16:9 aspect ratio for horizontal ads, a 1:1 aspect ratio for square ads, and a 4:5 or 2:3 aspect ratio for vertical ads

Organic video posts

1280 x 720 pixels for landscape and portrait, with a 16:9 aspect ratio for landscape and a 9:16 aspect ratio for portrait



X (formerly Twitter)
Landscape: 1280 x 720 pixels
Portrait: 720 x 1280 pixels



TikTok
Recommended: 1080 x 1920 pixels (1080p in 9:16), or at least 720 x 1280 pixels (720p in 9:16)

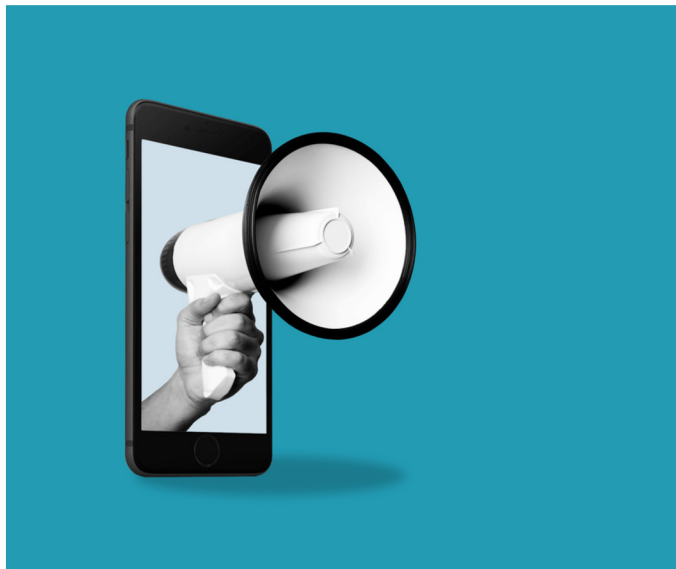
Common video file formats include MP4, MOV, and GIF.

ENCOURAGE VIEWER ENGAGEMENT

A great video grabs attention. A killer video drives action. Don't just entertain, activate. Inject clear calls to action (CTAs) into your videos. Tell viewers exactly what you want them to do. Visit your website? Subscribe? Share? Make it crystal clear. CTAs are your secret weapon for measurable results. Engagement is good, but action is gold. So, tell them what to do. And watch the magic happen.

Real-Life Example: A nonprofit organisation included a CTA at the end of their awareness video, urging viewers to donate. This approach led to a 35% increase in contributions.

Actionable Tip: Make your CTA clear, concise, and aligned with your video's content. Test different CTAs to see which resonates best with your audience.



General CTAs

(Good for almost any video):

- **Subscribe:** "Smash that subscribe button!" / "Join the tribe!" / "Don't miss out – subscribe now!"
- **Visit our website:** "Head over to [website] for more." / "Learn more at [website]." / "Dive deeper at [website]."
- **Follow us on social media:** "Connect with us on [platform]." / "Join the conversation on [platform]." / "Follow us for exclusive content."
- **Leave a comment:** "Let us know what you think below!" / "Drop a comment – we want to hear from you." / "What's your take? Tell us in the comments."
- **Share this video:** "Spread the word! Share this with your network." / "Know someone who needs this? Share it now!" / "Help us reach more people – share this video!"

Sales-Oriented CTAs

(For videos focused on selling):

- **Shop now:** "Click the link below to shop." / "Grab yours today!" / "Don't wait – shop now before it's gone."
- **Get a free quote:** "Get your personalized quote today!" / "Ready to get started? Get a free quote." / "Find out how much you can save – get a free quote."
- **Book a demo:** "Schedule your demo now!" / "See it in action – book a demo today." / "Experience the difference – book your demo."
- **Download our free guide:** "Get your free guide now!" / "Unlock exclusive insights – download our guide." / "Level up your knowledge – grab our free guide."
- **Claim your discount:** "Limited time offer – claim your discount!" / "Save big – click the link below." / "Don't miss out on this exclusive deal!"

Engagement-Focused CTAs (For building community):

- **Join our community:** "Become part of our exclusive community!" / "Connect with like-minded individuals." / "Join the [Brand Name] family!"
- **Ask a question:** "Have questions? Ask us in the comments!" / "We're here to help – ask your questions below." / "Curious about something? Ask away!"
- **Participate in our contest:** "Enter our contest for a chance to win!" / "Show us your skills and win big!" / "Don't miss out on this exciting opportunity!"
- **Join our webinar:** "Register for our upcoming webinar!" / "Learn from the experts – join our webinar." / "Level up your skills – sign up for our webinar."

Specific CTAs

(Tailored to the video's content):


- **Learn more about [topic]:** "Click here to learn more about [topic]."
- **Watch our other videos:** "Check out our other videos for more tips."
- **Download the resources mentioned in this video:** "Grab the free resources below."
- **Contact us for a consultation:** "Ready to take the next step? Contact us for a consultation."

Enhancements:

- **Add urgency:** "Limited time only!" / "Don't miss out!" / "Act now!"
- **Use strong verbs:** "Dominate," "Crush," "Unlock," "Transform"
- **Be direct and confident:** "Click here now!" / "Get started today!" / "Don't wait!"
- **Keep it concise:** Short, punchy CTAs are more effective.

Remember to tailor your CTAs to the specific video content and your target audience. Don't be afraid to experiment and find what works best for your business.

ANALYSE PERFORMANCE METRICS



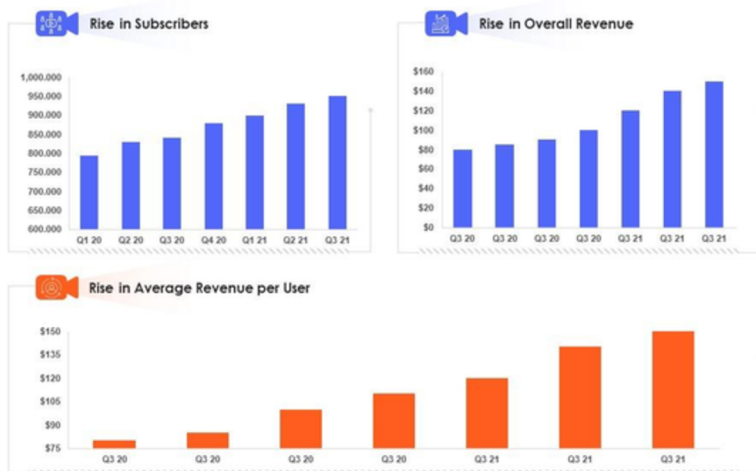
To understand what's working and what isn't, regularly review performance metrics such as view counts, watch time, click-through rates, and conversion rates. Don't just create videos and hope for the best. You need data. Track everything. View counts, watch time, click-through rates, conversions – the whole nine yards. Analyse what's working. Identify what's flopping. Double down on the winners. Ditch the losers. Data-driven decisions are the key to victory. No guesswork. Just cold, hard facts. Track. Analyse. Conquer.

Example: An e-commerce brand noticed that videos featuring customer testimonials had higher watch times and conversion rates, leading them to produce more of this content type.

Actionable Tip: Use analytics tools provided by platforms like YouTube and Facebook to gather insights. Adjust your strategy based on the data to continually improve your video's effectiveness.

Various Metrics Determining Online Video Hosting Platform Performance

This slide caters details about various metrics portraying online video hosting platform progress in terms of rise in subscribers, rise in average revenue per user, and overall revenue.



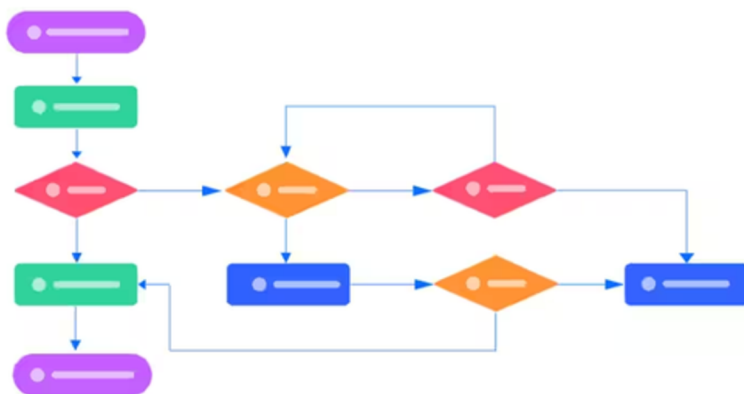
This graph/chart is linked to excel, and changes automatically based on data. Just left click on it and select "edit data".

REPURPOSE CONTENT FOR LONGEVITY

Don't let your killer video be a one-hit wonder. That's a waste of firepower. Maximise its lifespan. Repurpose it. Turn that single video into a multi-pronged attack. Chop it up into bite-sized social media clips. Transcribe it into blog posts. Extract the audio for podcasts. One video, multiple formats, maximum impact. Don't just create content. Create reusable content. Extend your reach. Amplify your message. Get more bang for your buck!

Real-Life Example: A marketing firm transformed a webinar into short social media clips, blog posts, and an infographic, extending the content's reach and lifespan.

Actionable Tip: Identify key segments of your video that can stand alone or be expanded upon in other formats. This approach saves resources and keeps your content strategy dynamic.



...AND OUR BONUS TIP

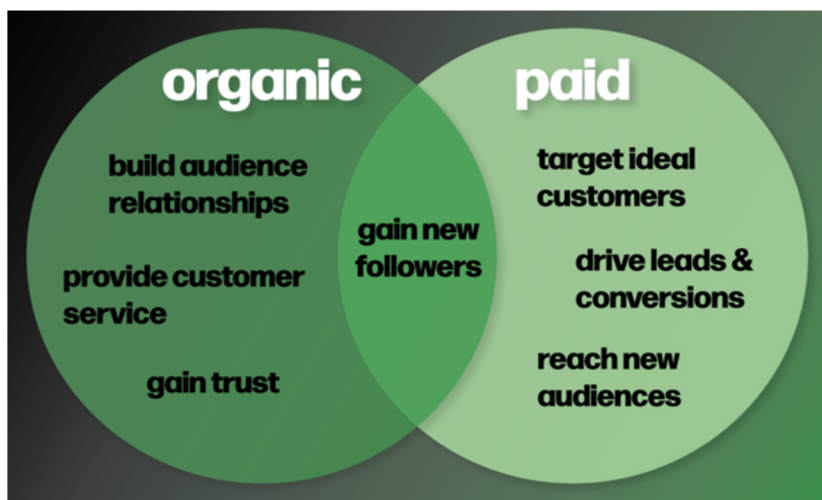
SCHEDULE PAID ADS ACROSS PLATFORMS


Don't rely on organic reach alone. That's a losing game. Amplify your professionally produced videos. Invest in paid advertising. Dominate multiple platforms. YouTube, Facebook, Instagram, LinkedIn – ensures your content reaches the right audience at the right time. Run targeted ad campaigns. Precision targeting. Maximum impact. Paid advertising isn't an expense. It's an investment in explosive growth. Go big. Go paid. Go viral.

Real-Life Example: A SaaS company used Facebook Ads to promote an explainer video, targeting small business owners. The result? A 60% increase in website traffic and a 20% boost in conversions.

Actionable Tip: Start with a small ad budget and experiment with different audience segments. Use A/B testing to determine which messaging, visuals, and targeting work best.

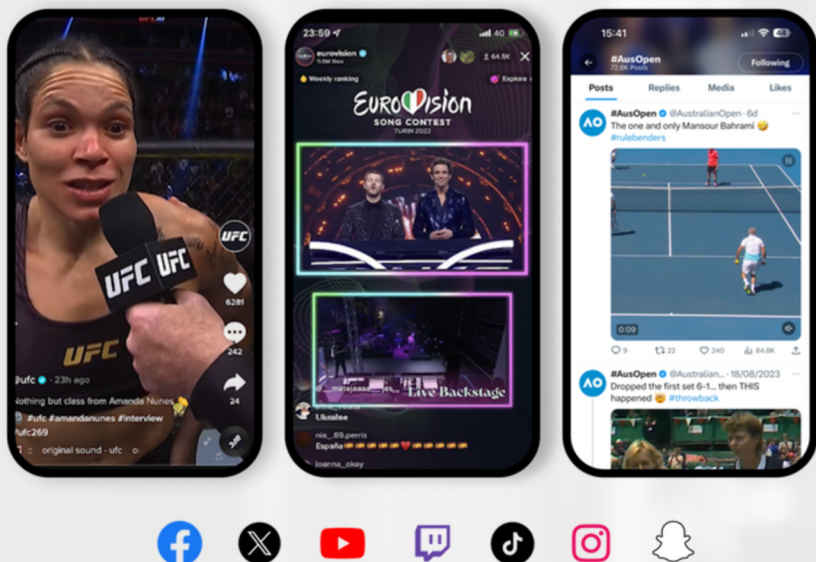
ORGANIC VS PAID SOCIAL





YOU'VE GOT THE INTEL. NOW GO DOMINATE!

Investing in pro video isn't just a good idea – it's a power move. It's how you connect with your tribe and crush your business goals. Understand your audience. Craft killer stories. Optimise for search. Explode across multiple platforms. Drive engagement. Analyse data. Repurpose content. Unleash paid ads. This is your arsenal for maximum ROI. Strategy is key. Authenticity is crucial. Respond to your audience's desires. Don't just create videos. Create results. Plan. Research. Execute. Dominate. That's how you win the video game and maximise your return on investment.



Thanks for diving into this playbook. I trust you're now armed with the intel to squeeze maximum ROI from your pro videos. Go out there and conquer. Luck? That's for amateurs. Strategy and execution? That's how you win big with video. Need more firepower? Hit Focus Productions up. We'll help equip you with the big guns. Now go make some noise!