

We ARE  
Clearhead  
*the content creation agency*



What percentage of people will watch  
a video - if one is available - before  
reading any text on a page?

What percentage of people will watch  
a video - if one is available - before  
reading any text on a page?

60%

Diode Digital

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What length are promotional videos  
that get the most views?

What length are promotional videos  
that get the most views?

**31-60 seconds long**

Social baker.com

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According to Visible Measures, 20% of viewers will click away from a video in 10 seconds or fewer. 45% of viewers will stop watching a video after 1 minute and 60% by 2 minutes, according to Visible Measures.

What percentage difference do you think it makes to the number of people who click a link in your marketing emails if they include a video link?

-23%

+52%

+96%

What percentage difference do you think it makes to the number of people who click a link in your marketing emails if they include a video link?

**+96%**

Implix Email Marketing Survey



What percentage of YouTube views  
come from mobile devices?



What percentage of YouTube views  
come from mobile devices?

**Over 50%**

[fortunelords.com](https://fortunelords.com)

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How many hours of video are uploaded  
to YouTube every minute?

How many hours of video are uploaded  
to YouTube every minute?

300

Statistic [brain.com](https://www.statisticbrain.com)

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# Six steps to video strategy





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Creating a video without following these six steps is like going for a Sunday drive - you don't have a clear destination in mind. Hopefully you'll enjoy the journey, but it probably won't be your most productive trip. If you don't have spare budget, you can't afford to risk creating video this way. Instead, follow these six steps...

# Step 1. Why



You could say, “Video content is effective, so let’s create a film. What shall we make it about?”. You start filming, capture some footage; perhaps some of it is really good. You upload it, share it and tick the task off your list.

The impact of the video remains unknown, as you haven’t built in any way of measuring effectiveness and you don’t have a specific goal in mind anyway.

Alternatively, you start with your marketing objectives. You have some challenges to overcome and student recruitment targets to reach. As part of your planning process you ask, “Which of our messages is best communicated by video, in order to achieve Objective X?”.

Perhaps you want to reduce friction points by providing clear explainer animations that answer commonly asked FAQs; perhaps you want to achieve better Search Engine Optimization (SEO) by addressing common search queries; perhaps you want to change perceptions of your University or engage on a deeper level. Having a clearly defined objective – rather than just ‘we want to get more students’ – will help you to make all the decisions in the following sections.

## Tips:

- Have a clear goal in mind for each video (objective)

- Set metrics that measure success against your stated objectives

- Use separate videos for separate messages

- This is also a good time to consider who needs to be involved in the project



University of Hull

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Show example: University of Hull - unapologetically confronting stereotypes

## Step 2. Who



Know specifically who you are targeting with each piece of video content.

What's important to your audience will depend on their background and their stage in the decision-making process.

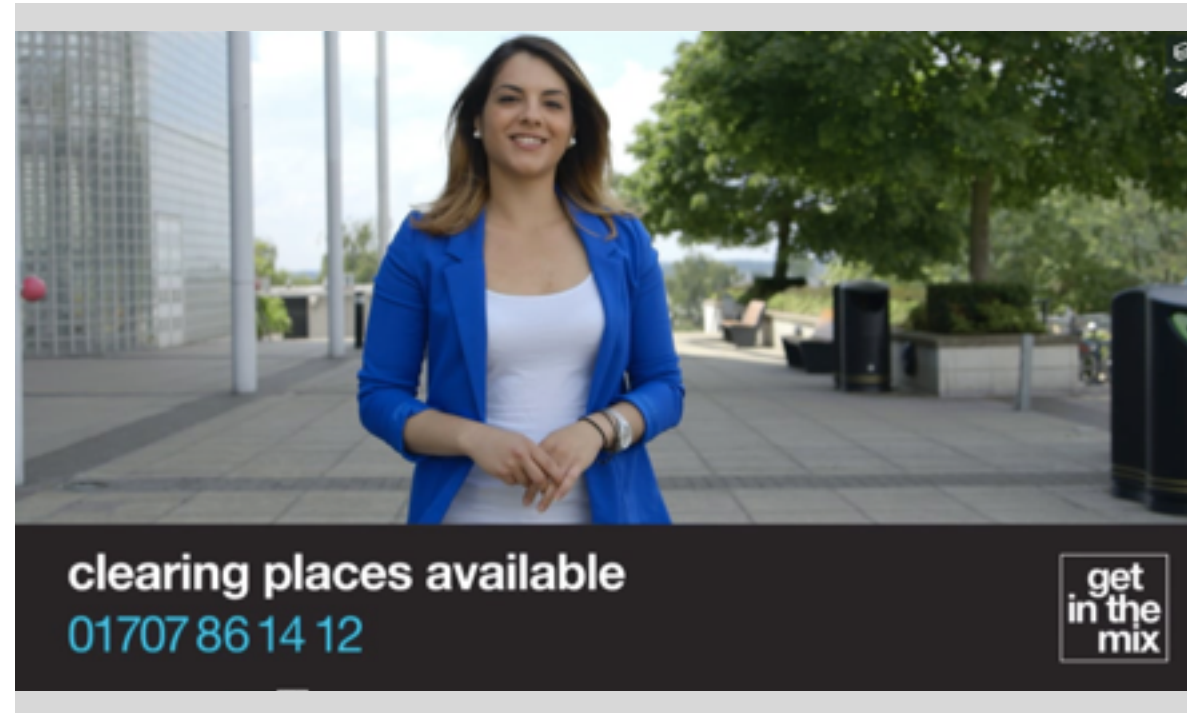
Tips:

Get inside the mind of the target viewer.

Remember that appealing to everyone means you'll be saying 'nothin' to no one'.

Use personas to identify who you're targeting and at what stage in the decision-making process. How are they feeling at this point?





University of Hertfordshire



Show example: clearing film for University of Hertfordshire. Clearing is stressful; perhaps you didn't get the grades you wanted and are feeling unhappy and worried about it all. This video is helpful, reassuring and calming, while subtly showing the university in a positive light.

# Step 3. What



What's your main message and call to action?

## MAIN MESSAGE

Takeaway test: when someone watches your film and they mention it to a friend, to their parents or share it on social media, what do you hope they will remember and say about it? One key message for each video.

Whatever it is, it needs to relate to your objective and be of importance to the specific audience segment or persona you are targeting, at their stage in the decision-making process.

## CALL TO ACTION

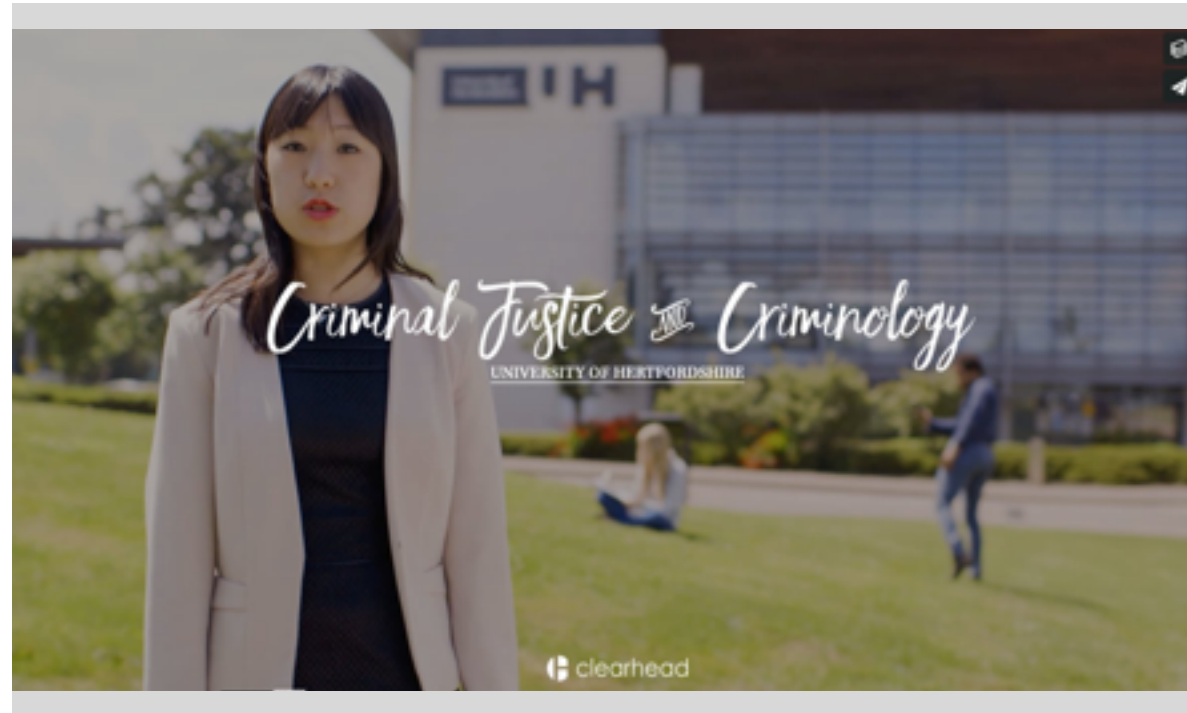
What do you want people to think/feel/do after watching the video? Do you want to change minds, take action, get them to apply for a course?

Whatever you choose, leave viewers with a clear instruction as to what to do next. Make it as easy as possible for them to continue their journey towards enrolment, even if that means subscribing to your YouTube channel or providing an email address. Don't lead your audience into a content cul-de-sac.

Calls to action can be:

- Shown as text on-screen.
- Said verbally in a voiceover.
- Said verbally by a 'talking head'.
- Provided as links within the video.
- Through links placed in the text around the video.

Keep links, forms and share buttons within easy reach and if you are asking people to navigate to URLs, set up shortened ones that are easy to remember.



[University of Hertfordshire](#)

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Show example: criminology film for University of Hertfordshire. Ask audience how many crimes they spotted. Is taking a photograph of someone without their consent a crime? This video aims to generate debate, inform and engage. As in the previous example, this video still uses a presenter to camera (one of the lecturers) but has a very different tone.



Redbridge College



Show example: Redbridge College. The main message is that Redbridge College will make your career ambitions a reality. From classroom to career. Filmed in 2013, doesn't look dated, does it?

Footfall to open events increased by 190% and student enrolment bumped up by 13.5% (worth over £500k to the college).

# Step 4. Where



Creating a video is only the first half of the job. The second half is getting it in front of the right eyeballs.

Your distribution and promotion strategy can be divided into three channel groupings:

- Owned media
- Paid media
- Earned media

## OWNED

There's no charge for publishing and promoting your content through your owned channels, and you retain full control.

You can embed your video on the homepage of your website, tweet about it, link to it in a blog article, send a clickable thumbnail of it in an email, add QR links to your prospectus.

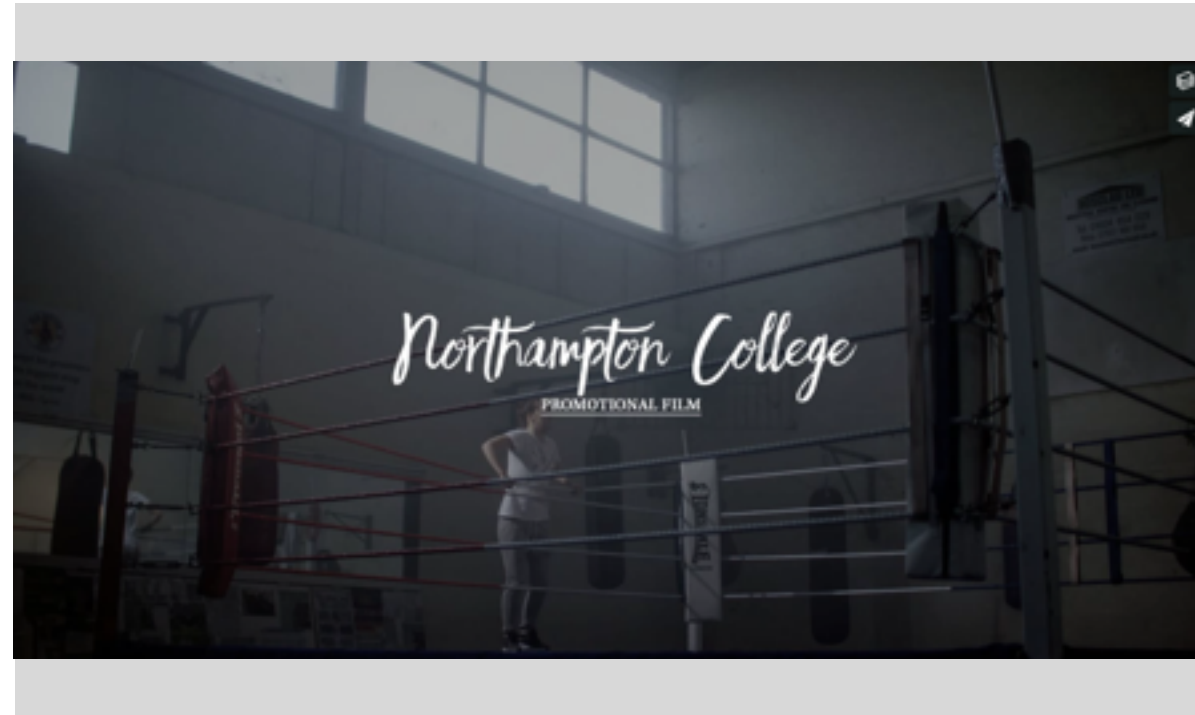
The downsides of owned channels is their limited reach – you are limited to the audience you can attract to them.

## PAID

These are channels that will promote your content for a fee. However, once you stop paying, you stop benefitting from the additional eyeballs.

Paid-for channels include:

- Pay-per-click/engagement adverts (e.g. on - Bing, Google and YouTube).
- Display adverts (e.g. Facebook Ads, promoted Tweets).
- Pre-roll adverts (e.g. on YouTube).
- Broadcast channels (e.g. TV and cinema).



[Northampton College](#)



Mention FE First Award

“One of the most successful things we’ve done in years.” SUSAN LEWIS, Director of Marketing

Facebook: The first Facebook video post was

viewed for over 31 hours and reached 11,865 people.

YouTube: YouTube secured 15,228 views - 13,635 from paid and the rest from owned and earned

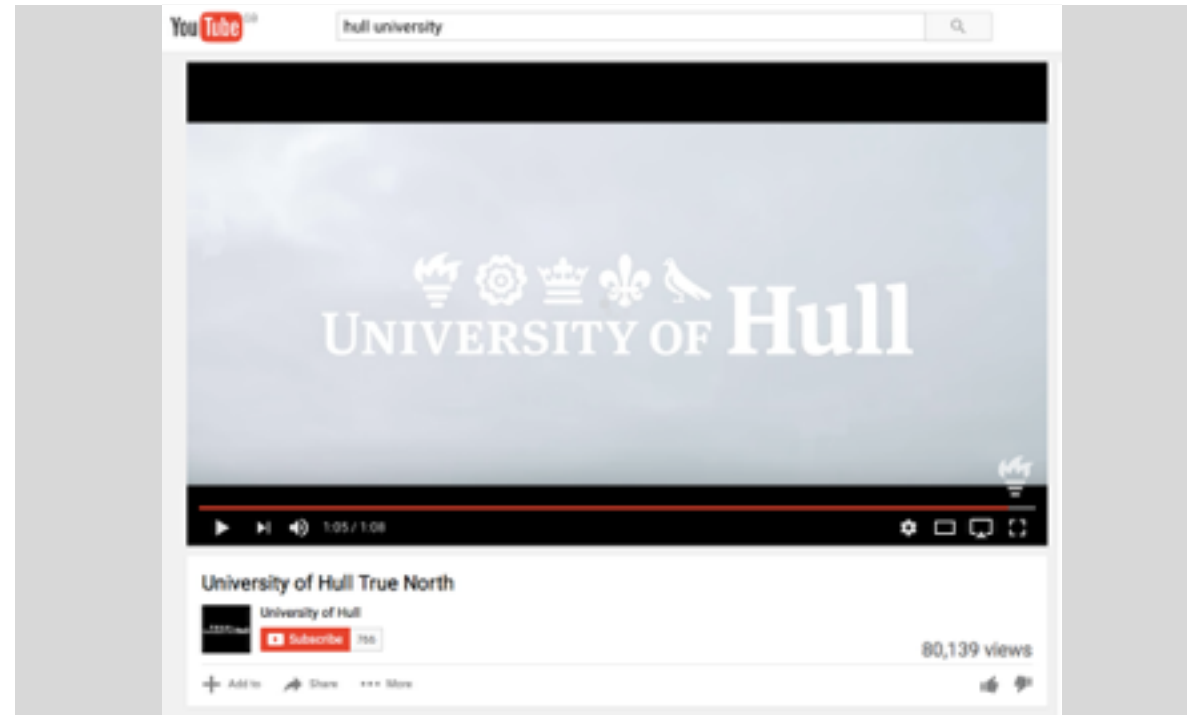
Total: 64,257 views during the first part of the

campaign; 5,646 clicks; 4,303 website sessions; 3,217 new users on the website.



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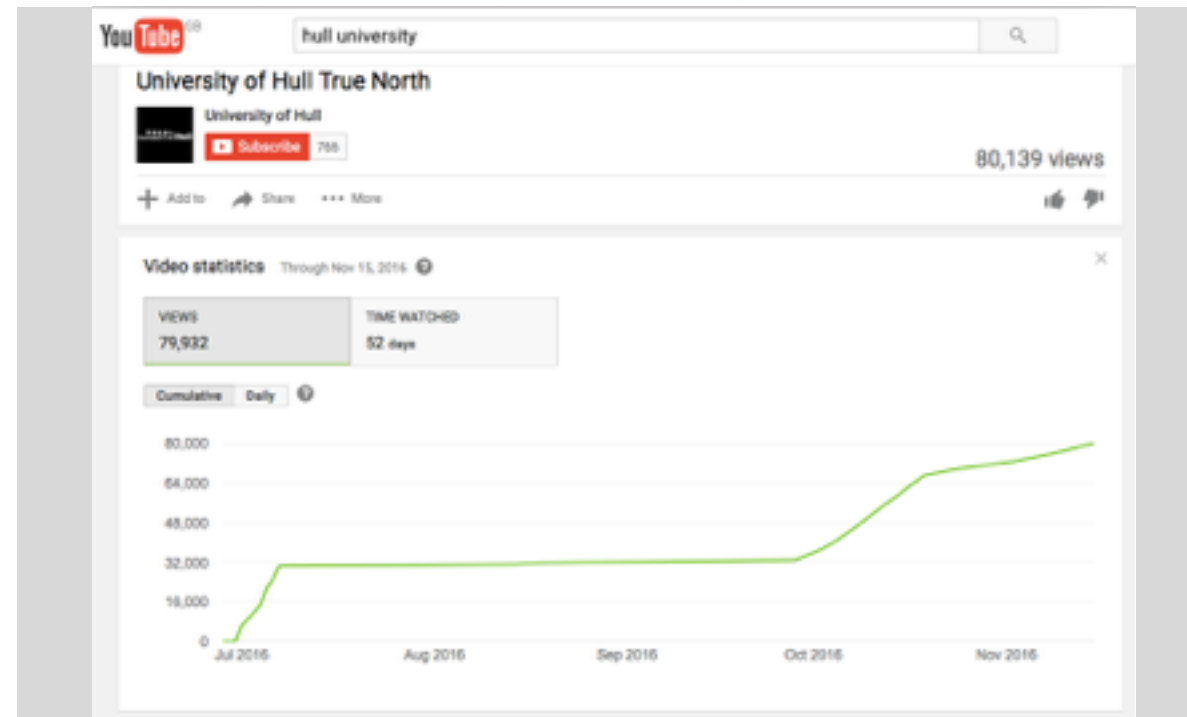
On Facebook, you could target a PG campaign at 22-29 year-olds within a 50-mile radius of the University, who have interests in the subjects your faculty offers. On YouTube, targeting people in the target age groups who are currently watching the videos of your competitors. Or targeting people in the markets outside of England who are researching topics such as universities in England.



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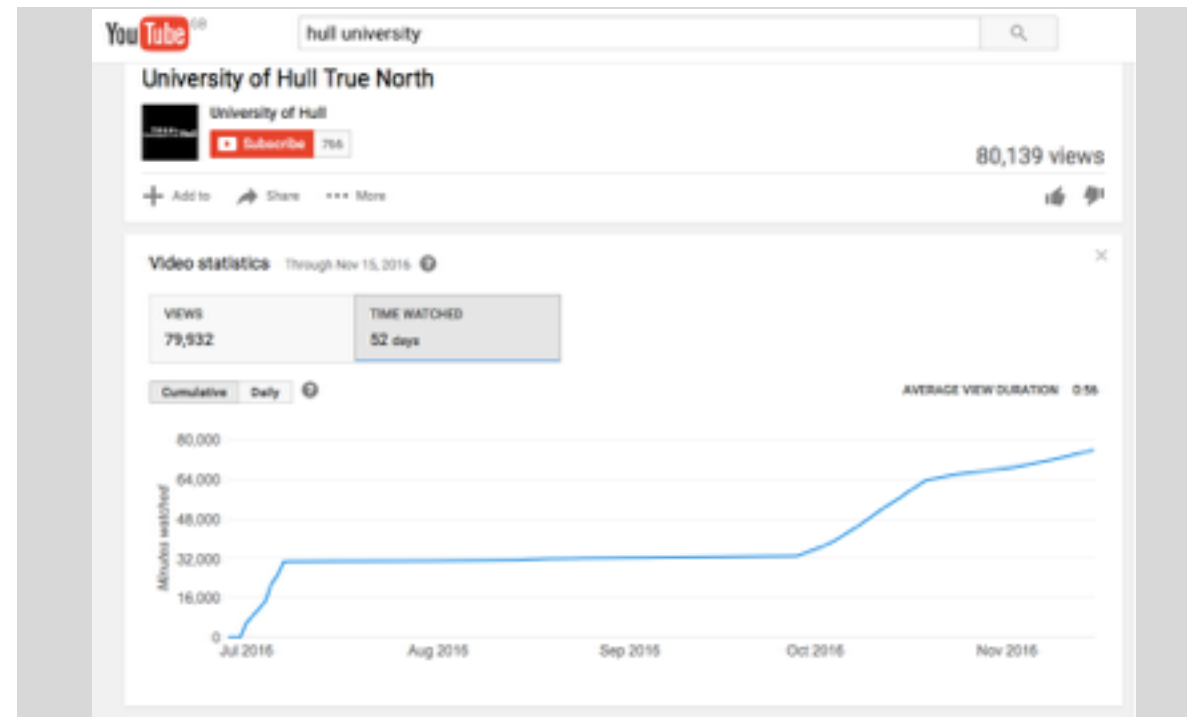
Advised on distribution and promotion, but the implementation was managed by the University.  
Launched at the very end of June, so from the start of July to November, the video had 80,000 views.





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As you can see, those view totals are fuelled by spikes in the stats caused by social media campaigns at key dates, so mid-July and again in October going into November.



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Some social media sites like Facebook count a view if someone watches for just three seconds, but here you can see that the average view time was 0.56. The entire video is just over a minute, so this shows that the film engaged and held attention really well.

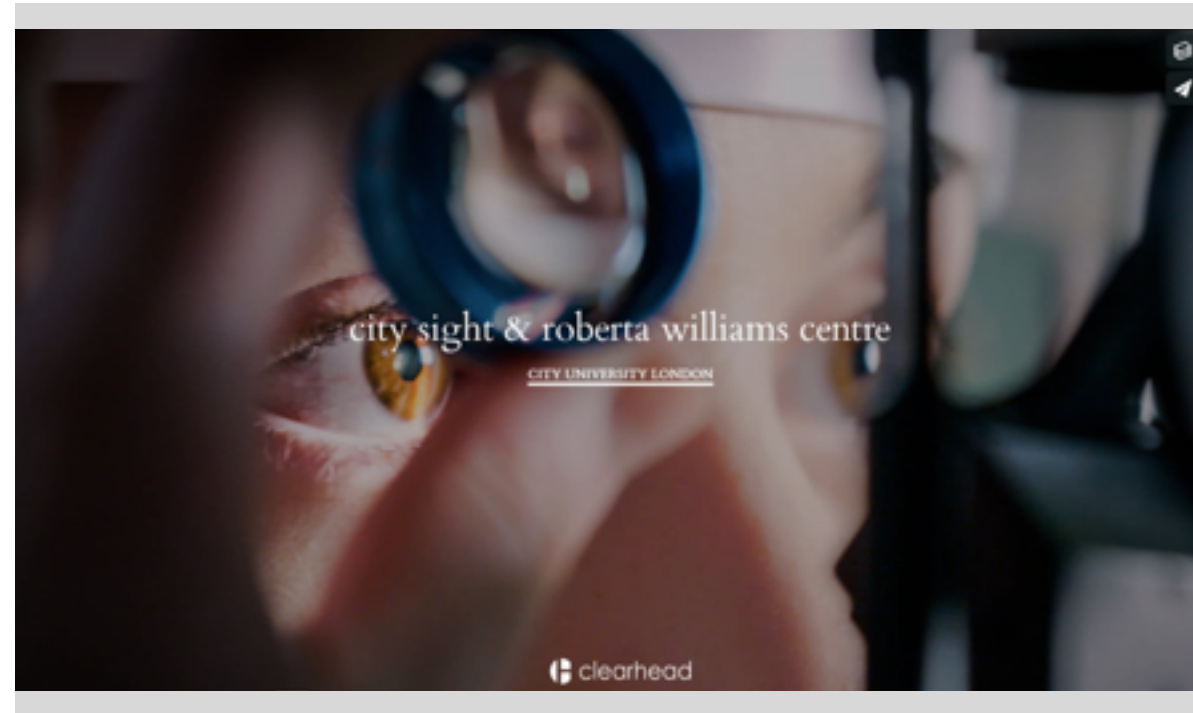
In total, people have spent an amount of time equivalent to 52 days watching this film.

# Step 5. When



When is the best timing to launch your video? What other campaign elements does it need to tie into? Have a date in mind, then work backwards. Allow three months for an epic promo, two to three weeks for small projects.

Lifecycles: How long will the video be used for? Is it a short life piece of content to promote an event, or an epic promo that you want to use over the next 3 years? Production quality lengthens longevity. Low or even standard quality film starts to look dated within 12-18 months.



City University London

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Show example: City Sight. This was for launch event, turned around according to tight timescales, tell a visual story, our approach to talking heads.

# Step 6. How



Just as you wouldn't print your prospectus on nasty paper using a horrific design (we hope), consider what the quality and style of your video says about your University. Wobbly frames, unclear audio and unflattering shots look cheap and unprofessional.

You might save money by filming on your iPhone or asking the video technician to create something, but the results won't be the same; cheap is a false economy.

At the same time, budgets aren't infinite and your University needs to demonstrate value for money. That's why having a clear objective and metrics for success in place from the start help to keep the content focused and provide the ability to track its effectiveness.

In addition, there are lots of ways of increasing your value for money. For example, you could film content for two videos at once, or edit longer video content into a number of shorter pieces to create multiple, bite-sized videos. Alternatively, instead of having a film crew onsite for two days, book them for four and plan in how you can get a whole suite of video content created at once, which you can release in stages over the year.

What approach suits your objective, audience, message and call to action best? Are you seeking to educate, inform or entertain viewers? All three can be effective approaches, just don't bore people!

That may sound obvious but it's a common mistake – don't create videos that no-one wants to watch. The reason the majority of people would rather watch a video than read a webpage or brochure is because the video format is more visually immersive, engaging and reflective of our actual physical experience of the world. So unless your Vice Chancellor is a top vlogger or a respected celebrity, don't film him or her talking for five minutes and expect it to interest prospective students.

This is an area where your creative agency can add significant value, bringing in fresh ideas, introducing you to current trends and explaining the technical possibilities offered by the video format.

## Budget

Hull Uni, Northampton College - 4 days filming - in the region of £20k

“The final selection of a university often comes down to a spontaneous and uncontrolled sense that it *feels right*...  
The decision can be extremely emotive.”

*Abigail Diamond, Tim Vorley, Jennifer Roberts and Stephen Jones  
Behavioural Approaches to Understanding Student Choice; 2012*



Don't forget emotion!



University of Northampton



This concept draws inspiration from Northampton's heritage (The Cobblers) and focuses on the journey and footsteps taken by a mix of University of Northampton alumni and the typical aspirational scenarios they would experience in their time at the Uni. Starting with the first day, the journey in, the first sit down, we are quickly transported through each scenario to understand their journey and all the options available at University of Northampton. Study, social, extra curricular, lifestyle and other areas are explored.

# Budget



Hull Uni, Northampton College - 4 days filming - in the region of £20k

Redbridge College video - 2 days filming - £10k

UoH criminology film, clearing film - 1 day of filming - £4-5k

## **Value for money tips:**

- Multiple edits
- Batching films
- Student BTS
- Use quality to future proof
- Creative treatment you can build on
- Squeeze for additional content opportunities



# Six steps to video strategy



But the best way of getting value for money is from a well-planned, well-executed video that has a specific objective, audience, message, distribution/promotion plan, is shown at the right time and in the right way.



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So use these six steps every time you are considering creating video content. They are like tapping a postcode into your satnav - you'll know where you're going and how to get there.

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