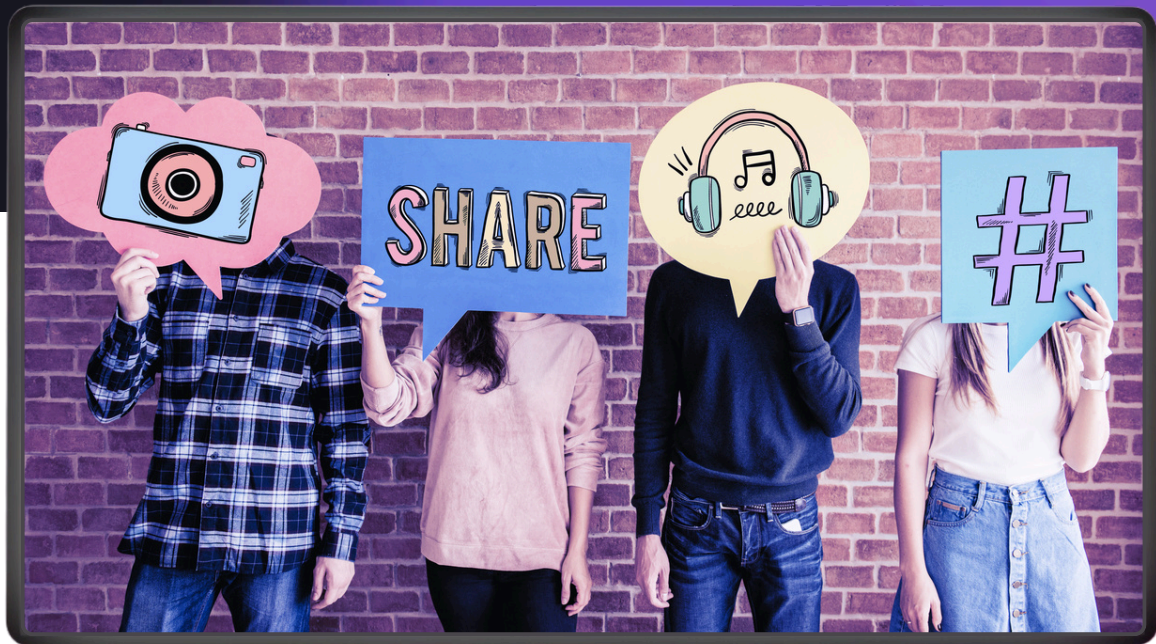




Whitepaper

# From content to conversion



## The Video Strategy for Companies

A corporate video strategy is a holistic approach to using videos and animated content for internal and external communication. In this guide, we explain the most important aspects of a corporate video strategy.



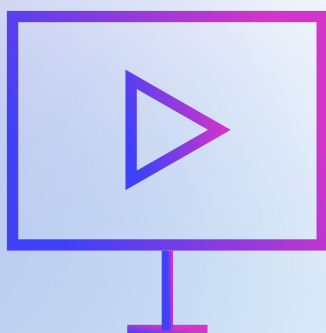
## Videos are the key to successful marketing and effective communication

Videos are an indispensable part of corporate communications and content strategy for most companies today. Two key factors underline this importance: viewers show a high preference and regular engagement with the video format, and video content offers a measurable and scalable return on investment.

Video capture the attention of viewers like nothing else and are masters of clear communication. Even the most complicated ideas can be explained clearly in a video. Information is presented clearly in this format and messages are conveyed precisely to the customer.

Videos also have the ability to evoke emotions. They can convey feelings in a way that text and images alone could never achieve. And feelings play a huge role in our decisions - especially when it comes to purchasing decisions.

The same applies to sharing posts on social media. You can only get people to share these posts if you reach them emotionally. And this works very well with a particularly informative, authentic or humorous video. A video that goes viral can increase the reach explosively.



Videos also come into play again when it comes to conversion rates. Videos achieve higher conversion rates than static content. Why? Because videos are more attractive to viewers and convey context in a short space of time in a simple and understandable way. Video content is more likely to encourage action and therefore has a direct impact on the success of marketing campaigns.



## The advantages of video content at a glance

### Improved information provision

- Complex topics and issues can be explained more clearly and understandably
- Visual impressions better direct attention to the essentials
- The combination of image, sound and movement enables more efficient information transfer

### Stronger emotional impact

- Videos evoke positive emotions and anchor messages better in the memory
- Videos convey emotions and mood more intensely than other media
- The audiovisual approach touches several senses simultaneously

### Greater attention and reach

- Videos guarantee more attention through concise messages
- They achieve comparatively high reach among relevant target groups
- The time users spend on websites is increased

### Improved employer branding

- Image films provide insight into corporate culture and working environment
- Recruiting videos make the company more attractive and approachable as an employer
- Employee commitment and identification can be strengthened

### Optimized online presence

- Videos increase visibility on Google and other search engines
- They are great for sharing on social media platforms
- Video content can be used in a variety of ways on different channels



## Planning & implementation of a video strategy



### Strategic planning

A well-thought-out video strategy first requires a clear definition of the target groups and communication goals in line with the overarching marketing and communication strategy. Who should be reached with which messages? And which formats are best suited to this?

There are different formats available for different goals and target groups, such as

- ✓ Image films to strengthen the brand and corporate identity
- ✓ Explanatory videos or tutorials for products and services
- ✓ Recruiting videos to attract new employees
- ✓ Training videos and webinars for internal training
- ✓ Video messages from managers for internal communication
- ✓ Marketing and advertising videos for social media

After determining the appropriate formats, the tone and visual design should be defined in accordance with the corporate design. These considerations also include the various platforms and channels that you want to use to display your different video content. An image film on the website or a video clip on a social media channel must be designed differently.



## #2 Content planning

Some things cannot be planned. If a current topic needs to be communicated or the company CEO wants to report on the current situation at short notice, then videos must be produced at short notice. Nevertheless, you should create a content roadmap for a moving image strategy that can be planned for implementation.

With a structured video content plan, you can align your video marketing activities more strategically, implement them more efficiently and better tailor them to your target groups. This leads to greater effectiveness of the video content in the long term.

### **Structured planning & organization**

- Enables systematic planning of video content over a longer period of time
- Helps to determine topics, formats and publication dates in advance
- Ensures consistent and regular video publishing

### **More efficient use of resources**

- Facilitates coordination of production teams and resources
- Avoids too many last-minute productions and major coordination efforts
- Enables better budget planning for video productions

**Improved content quality**

- Gives time for thorough research and concept development
- Enables the creation of well-thought-out storyboards and scripts
- Promotes the development of creative and innovative video formats

**Alignment with marketing goals**

- Helps align videos with overall marketing and business goals
- Enables the integration of videos into cross-media campaigns
- Supports the development of a coherent brand message across different video formats

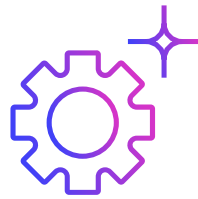
**Better performance analysis**

- Facilitates tracking and evaluation of video KPIs
- Enables comparisons between planned and actual results
- Provides insights for optimizing future video content

There are various tools that help structure the content planning process, facilitate team collaboration, and increase efficiency in the implementation of content strategies. Choosing the right tool depends on the team's specific needs and preferences. Here are some examples.



## Tools for content planning



**Asana:** Asana is a widely used tool that is particularly well suited for content planning. It offers a variety of templates specifically designed for creating and managing editorial plans. Asana is known for its ease of use and flexibility, making it an ideal choice for teams looking to efficiently implement their content strategy

**Trello:** Trello is another popular tool that is often used for content planning. It uses a Kanban board system that allows teams to visually organize editorial workflows and tasks. Trello offers features such as checklists, calendars, and reminders that facilitate team collaboration

**Monday:** monday.com is a modern and visually appealing project management tool that is also well suited for content planning. It offers an intuitive user interface and numerous customization options to efficiently manage content projects

**Notion:** Notion is a versatile tool that sees itself as an "all-in-one workspace". It combines functions of word processing, spreadsheets and Kanban boards, making it a flexible solution for content planning

**Miro:** Miro offers numerous planning templates that make it easier to create content plans. With colored notes, tags, lines and other tools, the planning can be made clear and the collaboration function allows the team to work on it together.

To get started, a simple Excel table or Gantt template [like this one](#) is enough.



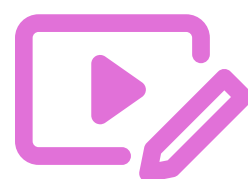
## Production planning & implementation

For high-quality content, the development of concise messages and good storytelling is just as important as professional production with a focus on image quality and sound.

For social media clips, you can sometimes use a video recorded with a smartphone. Here, authenticity and virality are more important than the professional setup. An image film, on the other hand, should be made by professionals.

Especially if you are just starting out with video communication or video marketing, it is advisable to produce different formats such as short clips, live videos or series videos with the same content in order to be able to test which formats get the greatest response. In general:

- ✓ Focus on quality instead of quantity
- ✓ Tell authentic and emotional stories
- ✓ Communicate your messages clearly and concisely
- ✓ Ensure a consistent visual identity across all videos





## #4 Optimizing video content

The visibility and effectiveness of your video content can be significantly increased if you define clear SEO measures in your video strategy in advance and implement them consistently.

Video marketing has a significant impact on SEO rankings. Search engines like Google prefer websites that offer high-quality and varied content - and videos are just that. They increase the time users spend on the website because they spend more time engaging with the video content. This, in turn, signals to search engines that this website offers valuable content, which has a positive effect on SEO rankings and click-through rates.



### KEYWORDS

- Integrate relevant keywords into the video title, description and tags
- Natural use of keywords in spoken text
- Conduct A/B tests with different thumbnails or titles
- Enrich video transcripts or subtitles with keywords



### METADATA

- Create meaningful titles with main keyword
- Use descriptive thumbnails that attract attention
- Write detailed video descriptions with links and calls to action



### TECHNICAL OPTIMIZATION

- Integrate videos into sitemap and use structured data
- Ensure fast loading times through compression and optimal embedding
- Consider mobile optimization

### USER INTERACTION

- Encourage comments, likes and shares
- Reply to comments and stimulate discussion
- Include interactive elements such as surveys or quizzes

### MEASURING SUCCESS

An effective strategy also includes a clear definition of how you measure success, because you should understand whether the goals you have set for yourself have been achieved: were the defined target groups reached and if so, to what extent? Which formats work best? Which content gets the highest response? In order to answer these questions, you should first

- define the KPIs to measure success. You should definitely track important metrics such as playback time, bounce rate and conversion rate
- understand how to analyze the performance of your videos and apply these insights to new content
- specify when and who regularly reviews and evaluates user feedback in the comments on your video content

You can find out more about video analytics in this comprehensive [guide](#).



## Is livestreaming part of your video strategy?

Yes, definitely. Companies of all sizes should use live streaming as part of their video strategy for several reasons:

- ✔ Livestreams enable direct and immediate interaction with the audience in real time – the conveyed authenticity and transparency
- ✔ Versatile applications: Livestreams are suitable for various formats such as product presentations, Q&A sessions, training courses or events. They can be used for both external and internal communication
- ✔ Real-time feedback and insights: Companies can collect valuable customer feedback in real time and gain immediate insights into their audience's preferences and interests
- ✔ Cost-effectiveness and reach: Livestreams are more cost-effective than traditional events. They reach a large number of people with minimal effort and global reach can be expanded without expensive travel or venues
- ✔ Livestream recordings can be reused for additional video-on-demand formats

By integrating livestreaming into their video strategy, companies can benefit from increased engagement, enhanced authenticity and cost-effective reach, while gaining valuable insights into their audience.



## Avoid the following mistakes when planning your livestreams:

### Lack of preparation

- Inadequate planning of the process and content
- Missing rehearsals or test runs before the actual livestream
- Poorly thought-out emergency plans for technical problems

- Presentations that are too long or unstructured
- Lack of focus on the needs and interests of the target group
- Missing interactive elements to engage viewers
- Unprepared or nervous moderators/speakers
- Disturbing background

### Content weaknesses

### Lack of follow-up

- No analysis of viewer numbers and interactions
- Failure to record the live stream for later use
- Lack of follow-up communication with participants

- Disregard of data protection regulations (GDPR)
- Use of copyrighted material without permission
- Lack of consent from persons shown

### Legal violations



We provide you with a guide on the topic of “Legal Framework” [here](#).

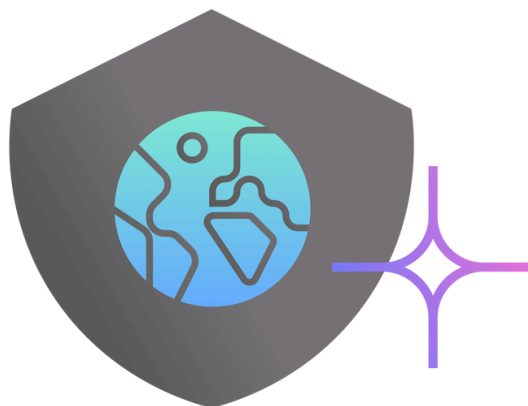


## Technical problems

- Poor audio or video quality
- Unstable internet connection
- Inappropriate or untested streaming platform

To avoid technical problems, thorough testing before the livestream, a stable technical infrastructure and backup solutions are important. Technical support should also be available during the stream to quickly resolve any potential problems.

Only business streaming platforms offer the security that everything runs smoothly from a technical perspective, including access to personal technical support.





## Why should you use a business streaming platform?

By using a specialized business streaming platform, companies can professionalize their video communication, make it more efficient and better integrate it into their overall strategy.

A professional business streaming platform also offers companies numerous advantages compared to free platforms:

### **Security and data protection**

- Encryption of videos to protect against unauthorized access
- GDPR-compliant storage and processing of data
- Secure server infrastructure with protection against cyber attacks
- Better protection for sensitive company data

### **Extensive functions**

- Central content management system for easy organization and management of video-on-demand and live streams
- Possibility of categorization and keywording
- Adding metadata and subtitles

### **Customization options**

- Individual branding
- Integration of interactive elements
- API access for your own integrations and workflows



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### ✔ Analysis and reporting

- Comprehensive insights into content usage and performance
- Detailed analyses of views, engagement, etc.

### ✔ Monetization

- Options for payment models such as subscriptions or pay-per-view
- Integration of advertising

### ✔ Optimized playback

- Adaptive streaming for optimal quality at different bandwidths
- Content Delivery Network (CDN) for fast loading times worldwide





### **Scalability**

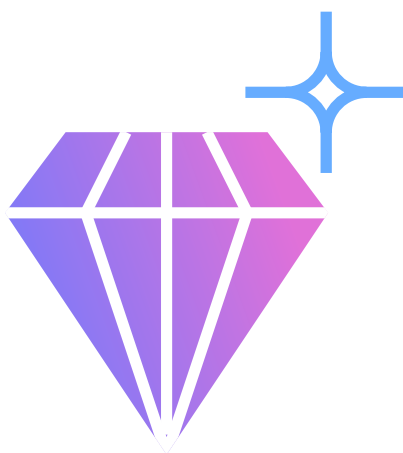
- Easily handle even high access volumes
- Flexible growth with increasing demand

### **Professional support**

- Competent technical support in case of problems
- Advice on how to make the best use of the platform
- Independence from your own IT department

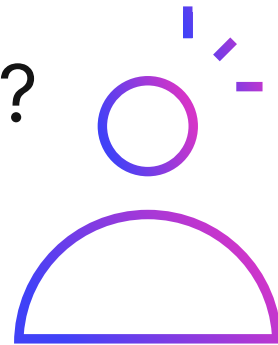
These benefits enable companies to professionalize their video strategy, manage content efficiently, and maximize the reach and impact of their videos.

For companies with extensive management, security and customizability requirements, a dedicated business streaming platform is the better choice.





# Do you have questions?



Get in touch.  
We are happy to help.

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Since 2009, 3Q has operated a powerful and reliable video platform: a central all-in-one solution for managing and distributing audiovisual media on the Internet. Live and on-demand.

The intuitive and easy-to-use platform offers an ideal complete solution for the entire audiovisual workflow. For SMEs & large companies. For small to large projects. And for everyone who values their streaming platform being 100% GDPR compliant.