

# DESTINATION MARKETING VIDEO

ORECTOR An eBook by digitaledge

Our modern audience of multi-taskers can take in a video faster and easier than a wall of text. And the payoff can be greater:

In some cases leading to conversion increases of 60%.

The numbers don't lie.

But what kind of video should DMOs be featuring? How long should they be? Where does it belong? And how can you be sure you're positioning yourself to maximize your conversions?

### Let's Dig In!





For Your Website/LP

For Your Social Channels

**Get Dramatic** 

It's Alive

**Two Birds, One Stone** 

**Drone** 

Data Sources/Credits



## WEBSITE Landing Page SMM

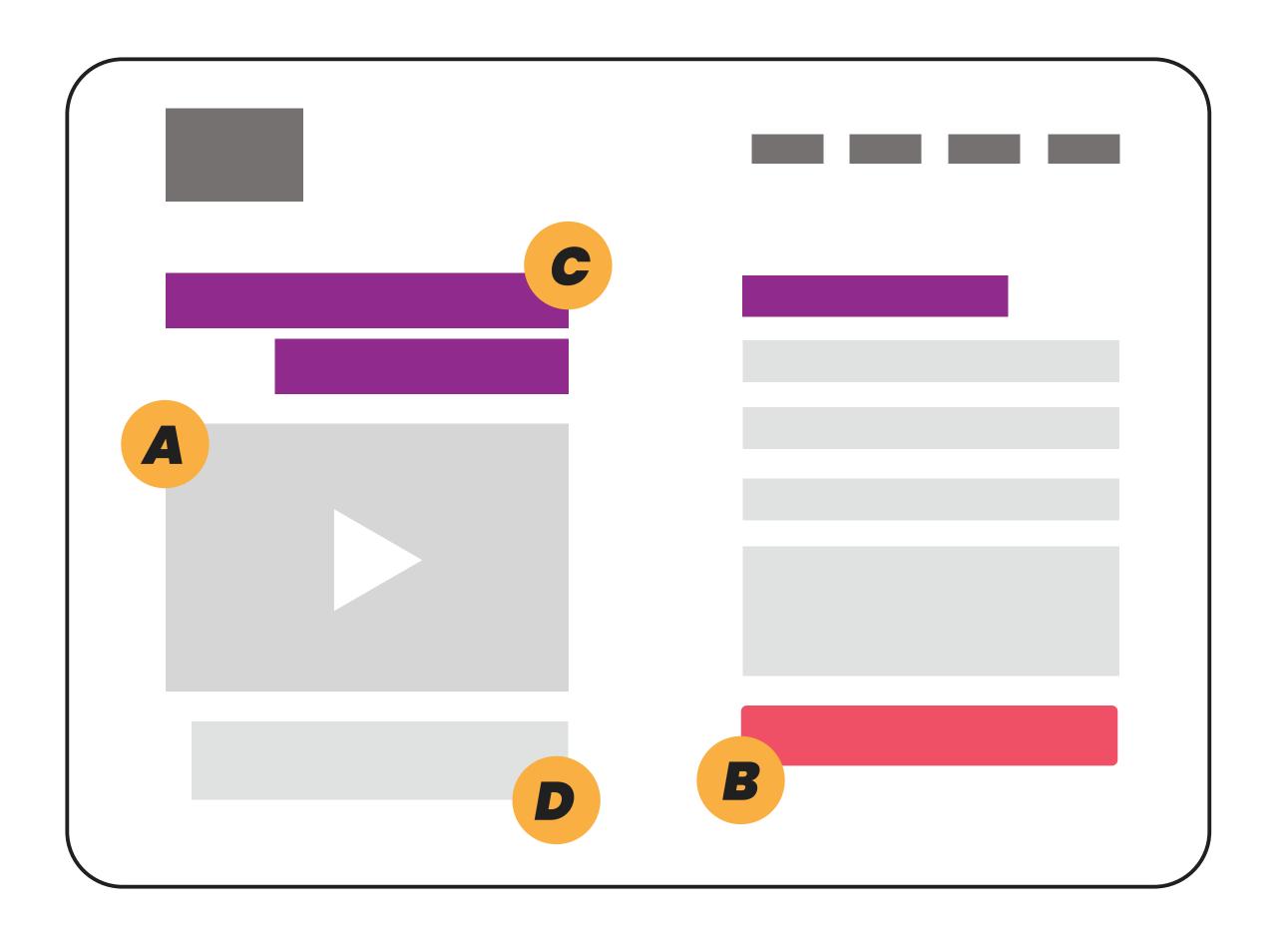


Let's talk videos for your landing pages or website.

Running a promotion? Try a video landing page.

#### Video Landing Page

[vid-ee-o LAN-ding Paige] noun;



- A single page on your website that contains:
  - A. Promo Video
  - B. A Main Call to Action (Often Lead Form)
  - C. Offer Description
  - D. Often, but not always, Supportive Content
- Something your destination should be hip to.



Ensure you are creating custom **Youtube thumbnails** for your uploads. Allowing

Youtube to make that decision for you is

a missed opportunity.



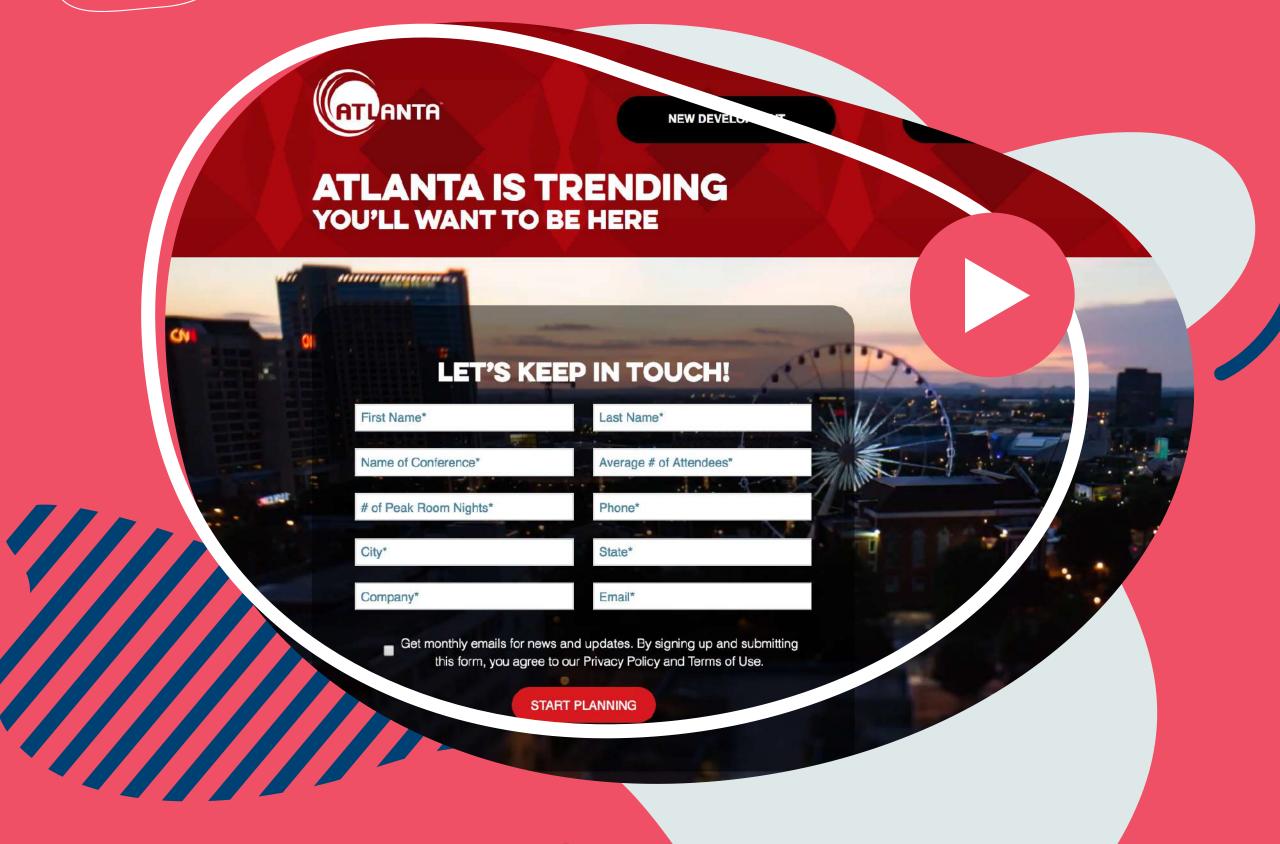
We'll break it into two categories for the destination marketing world:

#### **Destination Features**

- Descriptive videos such as destination explainer videos that may live within the page (frequently "Meet [Your Destination]" promo overviews) and give a tactful, textural sense of what it's like to experience your destination.
  - These can live within site headers or be featured next to your form.







#### Atlanta Citywide Meetings lead-gen page produced by Digital Edge

Where does it belong? Landing page videos can be embedded within headers to draw and hold attention to main messaging, allowing the user to take in supplementary information at ease, before becoming comfortable enough with your brand (see: Accolades, Proprietary Information on Expansions, Social Proof, etc.) to take advantage of filling out your form (It goes without saying: Just make sure the offer is compelling).

#### Explainers



For giving the viewer a promo overview of either potential promotional offerings or pleasurable secondaries to further coax them into filling out your form (Yep, it's the third time. We'll get to form later. Promise.)

Travel Portland Meetings lead-gen page produced by Digital Edge

Where does it belong?: There's a good argument for landing page videos being above the fold. Unless your video is part of your pleasurable secondaries and stands only supplemental to your overall destination perception and message, it's a good rule of thumb you'll want it on top.



#### How Long Should It Be?

Depending on who you ask, you have about seven seconds (It's not an exact science) to capture your average consumers' attention.

Against common belief: It doesn't matter, within reason. However, here's the ticket above all else: Make it compelling. And, if you can, make it quick.



Source: https://puresivefilms.com/videomarketing\_datablog\_1\_thefirst3seconds/



#### Let's narrow it in.

In regards to destination features, with video headers, it can be preferable to run shorter loops, touching on the most important, captivating video imagery pertaining to the experiential nature of the promotion itself. On the other hand, for explainer videos, you'll want to put more of a focus towards getting the point across in contextual form both for those willing to watch and for those willing to listen

(You can't depend on audio to do the full trick).



#### Be All That You Can Be



Consider varying its placement if your video is on loop to ensure you urge the user throughout the entire interaction to interact with your for.

Utilize UGC imagery for campaigns along side your video to increase the validity of

the campaign. Is it the first time? Utilize your social photos or other destination imagery to frame the experience, and focus efforts on creating original content for future campaigns with video production.

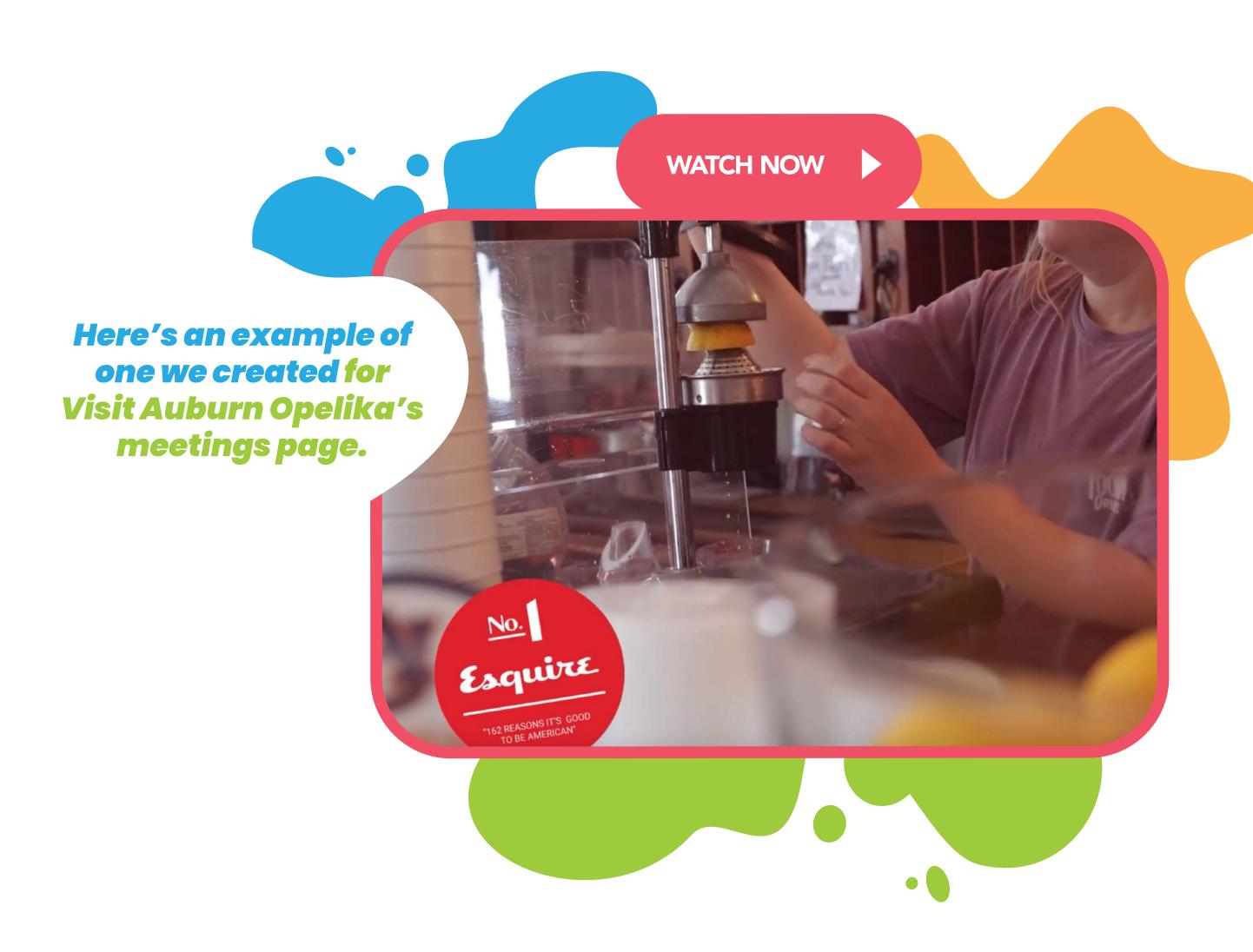
Okay, so what about videos for my website?

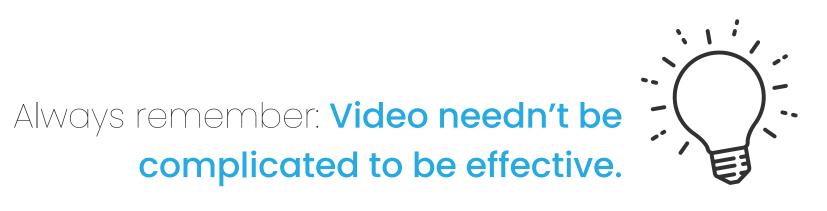
Not running a promotion? Be sure your pages take advantage of your assets whenever and wherever they possibly can and, in some cases, you can do it all in one place.

Analyze your layout. Take advantage of services to get a keen eye on where your consumers are touching your page. Analyze your findings and make adjustments.

You might want to consider a destination overview video for your homepage.

Consider it your shake of the hand.





If you want to go the extra mile, include a first-person traveltorial for your video production to pair nicely with a consumer perspective.

It may sometimes be helpful to break your video into a numerical theme. Listicle videos allow your users to know just what to expect, and are a great way to purpose your blogs into video form (Called "Vlogs").

Speaking of which, if you're not taking advantage of vlogs already,

You're Missing Out.

### Be Funny With Repurposing Your Content.

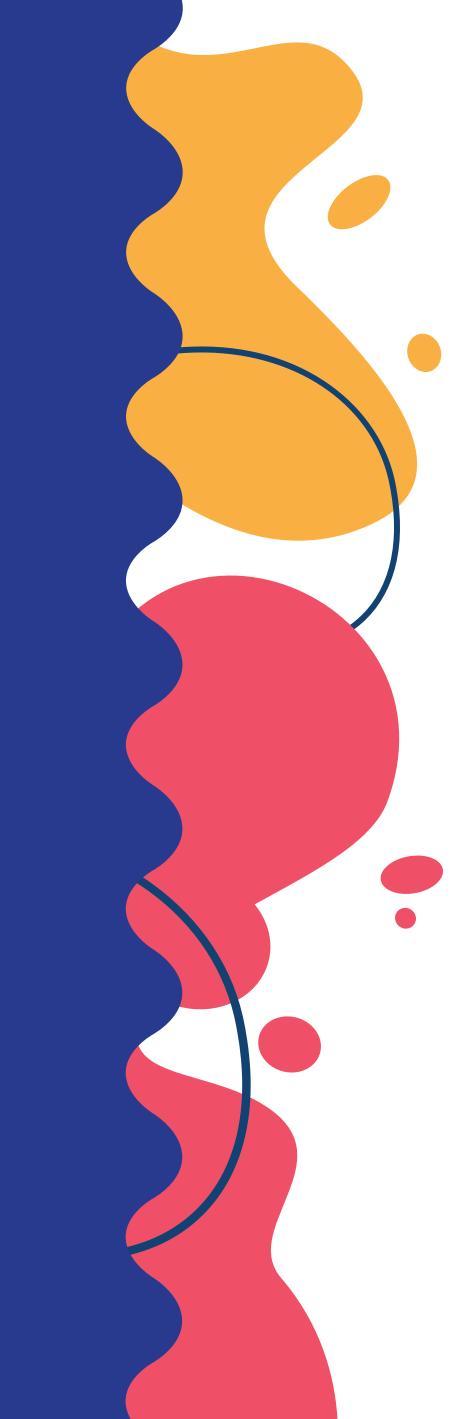


Digital Edge discusses 10 tips for making the most out of your DMO's destination imagery.

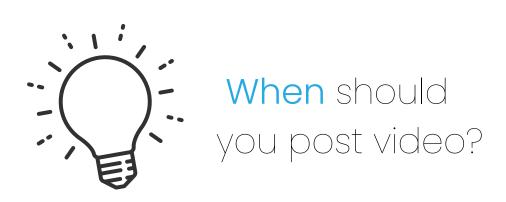
Lastly, if you're working with a production team for new asset needs, be sure you take advantage of our exclusive tips for a successful shoot (Some might surprise you). And let's face it, it's important to get this part right to have a solid foundation.



### SOCIAL Media MM



Pull up your social media networks. Everywhere you look: Anyone from Uncle Buck's cousin to Ralph Lauren's nephew is using video to captivate their audience, and it's working.



That should tell you something:

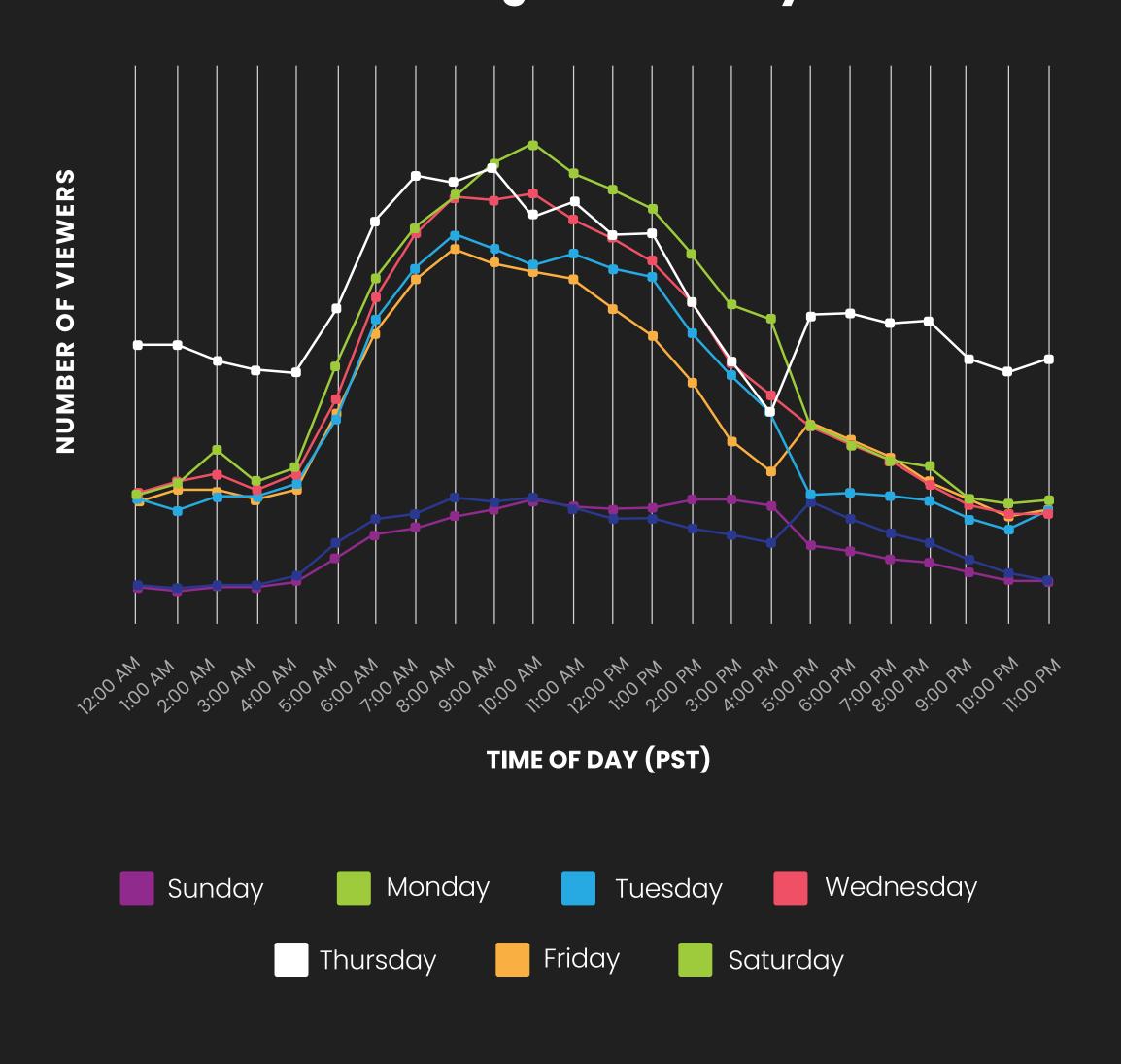
Dedicating a significant amount of resources for video formatted appropriately for social at the right time of day is key to an effective video strategy. Let's dig into some such data.

#### Types of Videos Businesses Have Already Invested In



**Source:** Demand Metric State of Video Marketing, November 2018, Demand Meetric, Sponsored by Vidyard

#### Viewing Patterns Throughout The Day



## GET Drantic MM



Or thematic.
The choice is yours.

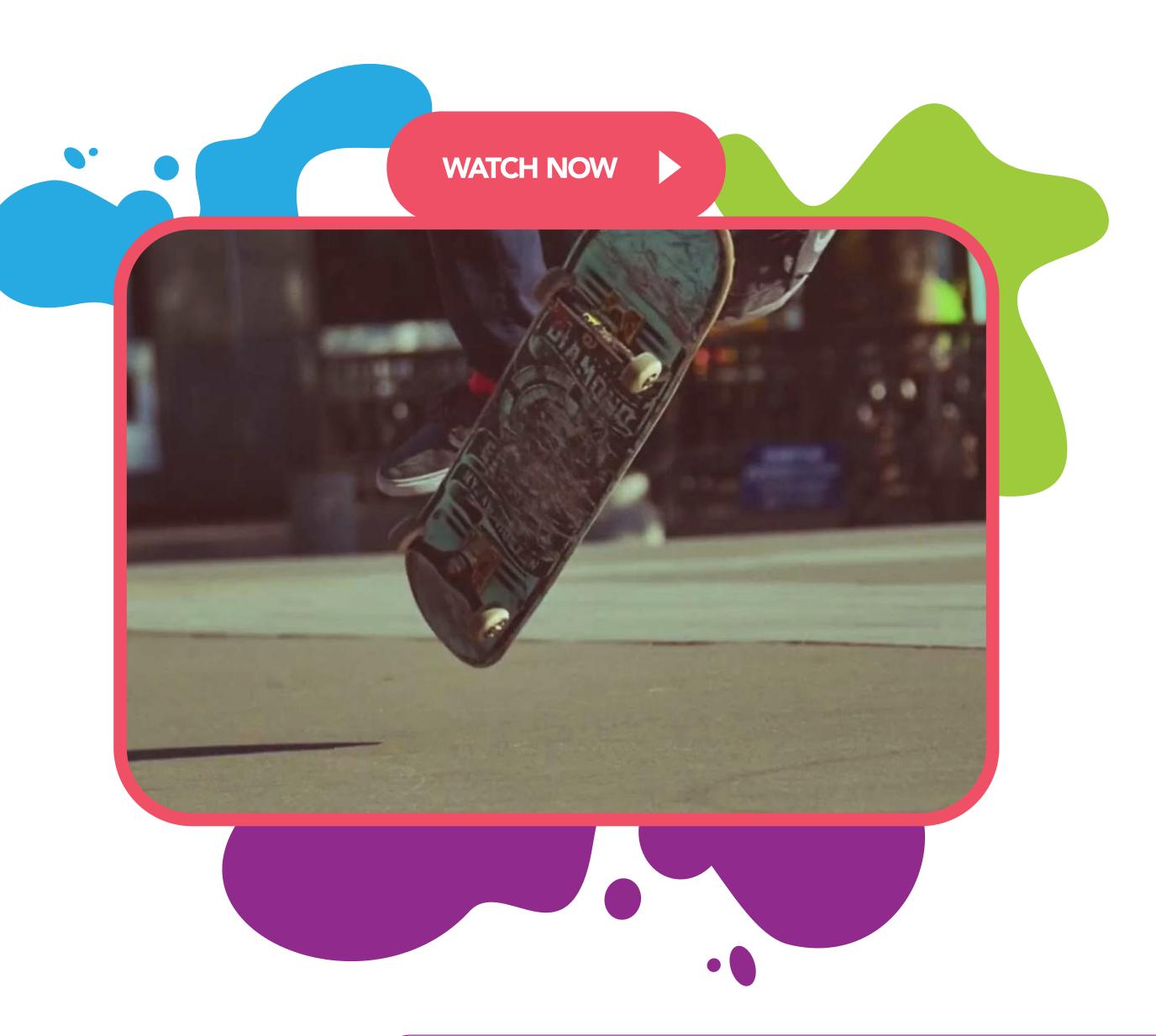
Just make sure you evoke emotion and add a personal touch when you can.



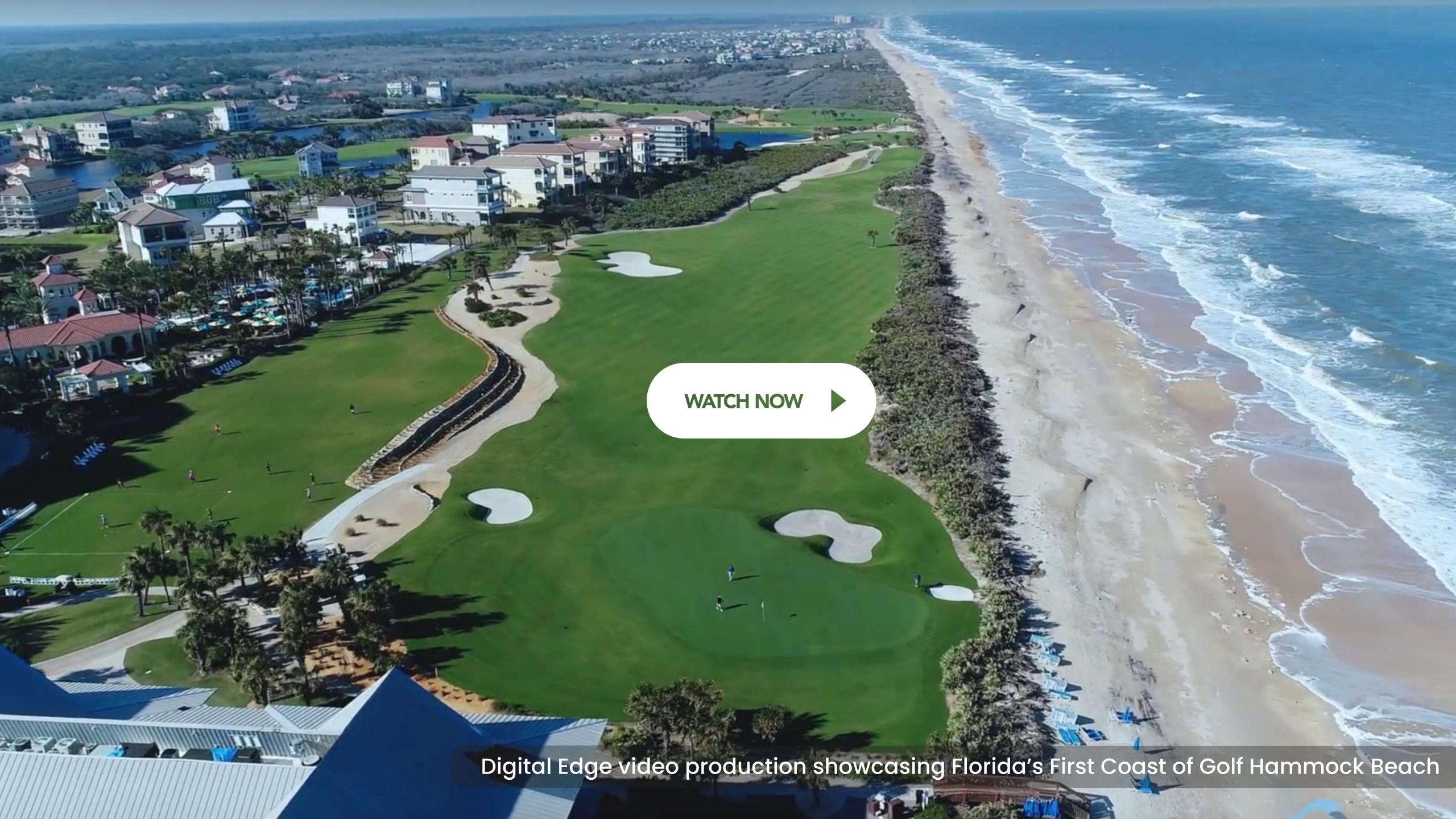
#### Let someone else do the talking.

Testimonials are a great way to showcase first-person experience of how great your destination is. Where possible, capture interviews. At the very least, if you don't have a camera crew at your disposal, capture audio; it will allow you to purpose for video in the end.

Coming up with a theme can help frame your video into digestible bits.



Source: " 3 Words for Paris" by Cokau Lab https://vimeo.com/247107430



It's

Alive



Living portraits?
We call them
cinemagraphs.

They're a unique way to showcase your destination in:

#### Emacils

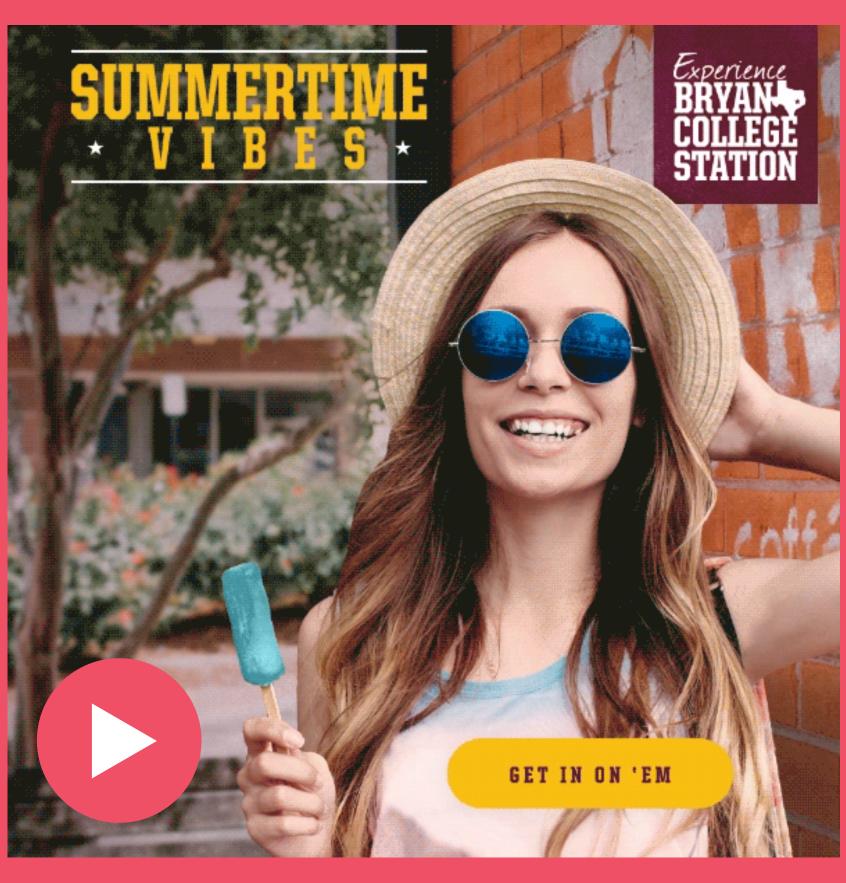




#### Social Media



#### ACIS



## TWO BIRDS, ONE STONE

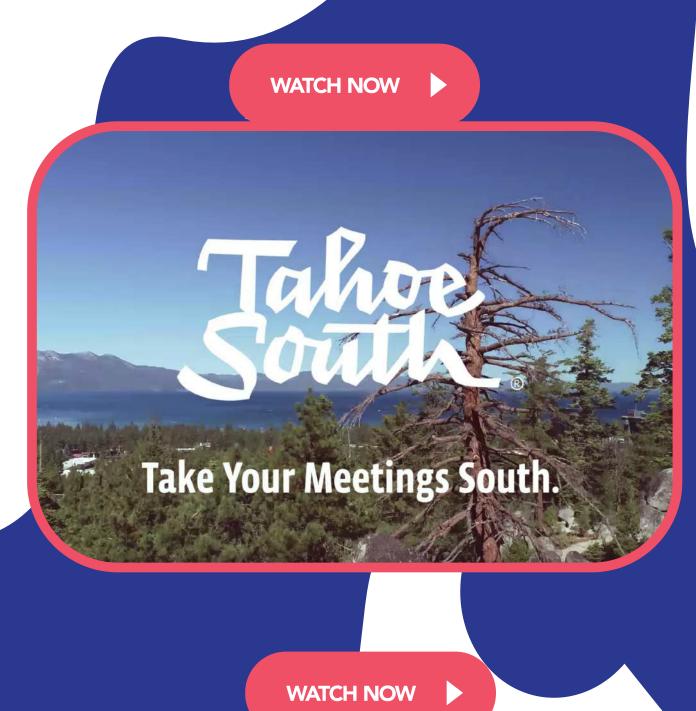
MAN



#### They needed video, too.

So we paired our video services with capturing not only the attendee experience of Lake Tahoe South, but conducting interviews for destination proof for our client, launching a brand new FAM service, pairing video and planner focus groups into a single nest.

(Curious to learn more? Reach out.)





## DROME





It's no surprise that it's become a regular toolkit for any Production team and destination that wants to capture unprecedented vantage points.

It's also no surprise that
this blog we wrote on
filming a golf course with a
drone is our most
successful blog in history.



4K aerial & landscape

360 videography

Video ads

**Post-production editing** 

Cinemagraphs

**Creative video marketing** 

**Meetings videos** 

**Destination/property videos** 

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Ready to go beyond?

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GET IMMERSED

#### Video Marketing

From aerial to 360 and everything inbetween, talk to us about our video marketing services. With scientific precision, we'll blend just the right mixture of elements to set you apart from the competition.

CHECK IT OUT

















