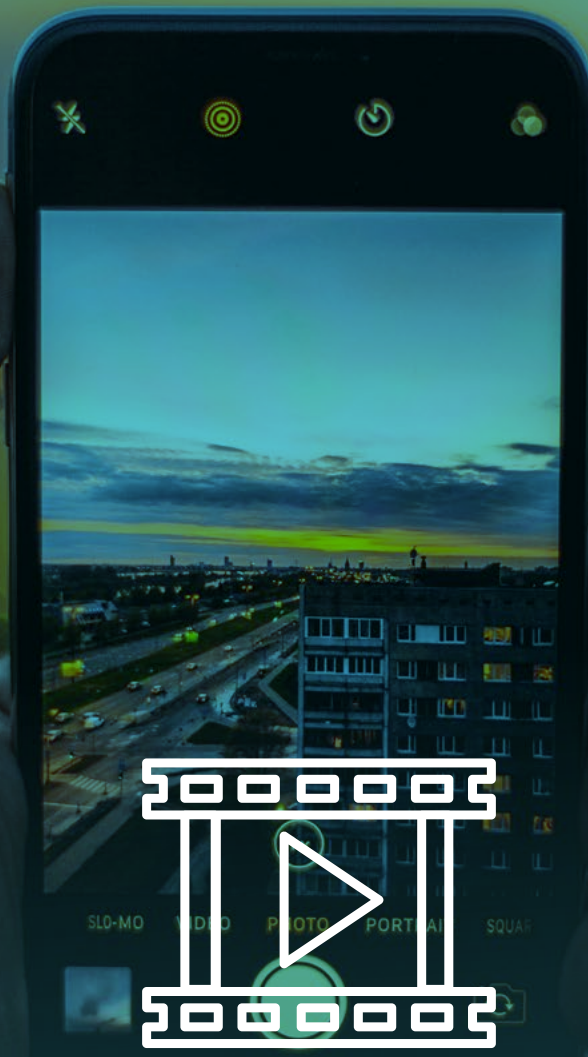# CloudApp

HOW TO INCORPORATE VIDEO INTO YOUR MARKETING

HOW INCORPORATING VIDEO CAN CHANGE YOUR ENTIRE MARKETING PROCESS AND INCREASE REVENUE

VIDEO KILLED THE RADIO STAR … AND THEN EVERY OTHER PIECE OF CONTENT.

Today's marketers have to be tenacious if they are to change the tipping point and make a significant contribution to generating leads and sales. As the single role responsible for brand awareness and perception, marketing ultimately drives initial purchase and eventual loyalty and brand advocacy for a product or company. In the current landscape, crystal clear communication and engaging product information are essential elements to making it in a world saturated with a myriad of alternatives vying for your customers' attention.

Imagine your marketing efforts generating the sole source of revenue for your company.

IS THIS EVEN POSSIBLE?

When a potential customer's interest is piqued and immediately fed inviting, engaging information, they begin to make their way down the funnel and your marketing efforts generating a serious return is no longer a hypothetical. Yes, your marketing efforts can be the sole source of revenue for your company when you use smart marketing tools to draw attention in the most effective way.

Weapons available to marketers include photos, sounds, words, videos, and illustrations. But when we take into account the most current information available on the average consumer, identifying the most effective weapon in the marketer's arsenal leads to one medium: video.

Research shows a [1]majority of people would rather use video over text to learn about a product or a service, and that the average user spends more time on a website with video content. What's more, most internet users in the United States consistently watch video content on their devices, and over half of today's consumers want to see more video content from businesses they support.

But this ebook isn't about creating video. This ebook is about how incorporating video will change your entire marketing process from internal conceptualization to external, consumer-facing content that drives revenue.

[1]https://www.wyzowl.com/video-marketing-statistics-2018/

The Problem:

YOU CAN'T AFFORD MISCOMMUNICATION

As a professional communicator, you're tasked with crafting just the right campaigns to inspire action and generate leads. Whether it's top-of-funnel and you're creating awareness and educating prospects--or you're focusing on more bottom-of-funnel specific, direct information pieces, your goal is to articulate the intended message as accurately as possible and drive traffic to your business.

For many companies, the marketing team is the final stop, the end-all in the internal communication assembly line. Once a product has made its way to the marketing team, the process and standard set for communication surrounding the product are solidified. As the official communicators to external entities, the marketing team has the responsibility to uphold consistent messaging that product, sales, customer support, customer success, etc., must abide by to communicate clearly the uses and expectations for the product.

But what happens when miscommunications arise? Imagine using internal-use-only names for features in customer-facing messaging that is nowhere to be seen in the final product, and customers are left frustrated and confused. Suppose your team accidentally leaked information about a product that is still in beta and won't be available for months to come, yet because of that small mishap, customers demand it now (and your company seems disorganized--not a great look).

Miscommunication happens externally as well. Though marketers are careful to avoid it, sometimes product usage and intent go above the customer's head, resulting in confusion or unmet potential use of the product and eventual customer churn.

Incorporating explainer videos and how-tos with video recording software stops confusion before it even has the chance to present itself. It's the clearest, most efficient way to communicate and explain something to an audience and anyone can do it. Video recording software isn't a home movie, but it's also not a polished, edited film. Its purpose is to improve productivity and efficiency in areas that could otherwise be prone to getting bogged down in details that are easier to show than tell.

Video can be a great connection point internally between design and marketing teams. Rather than going back and forth on iterations on email, Slack, angry texts, or phone calls-- create an explainer video of exactly what you want the webpage, landing page, white paper, or display ad to be. Then simply send that over. CloudApp allows you to add text for clarification, arrows that point out precise areas of interest, GIFs to emphasize a process, and more. It's the ultimate companion to projects to ensure that all information is presented accurately, so that your team can worry about their key areas of importance rather than whether an email was thoroughly understood.
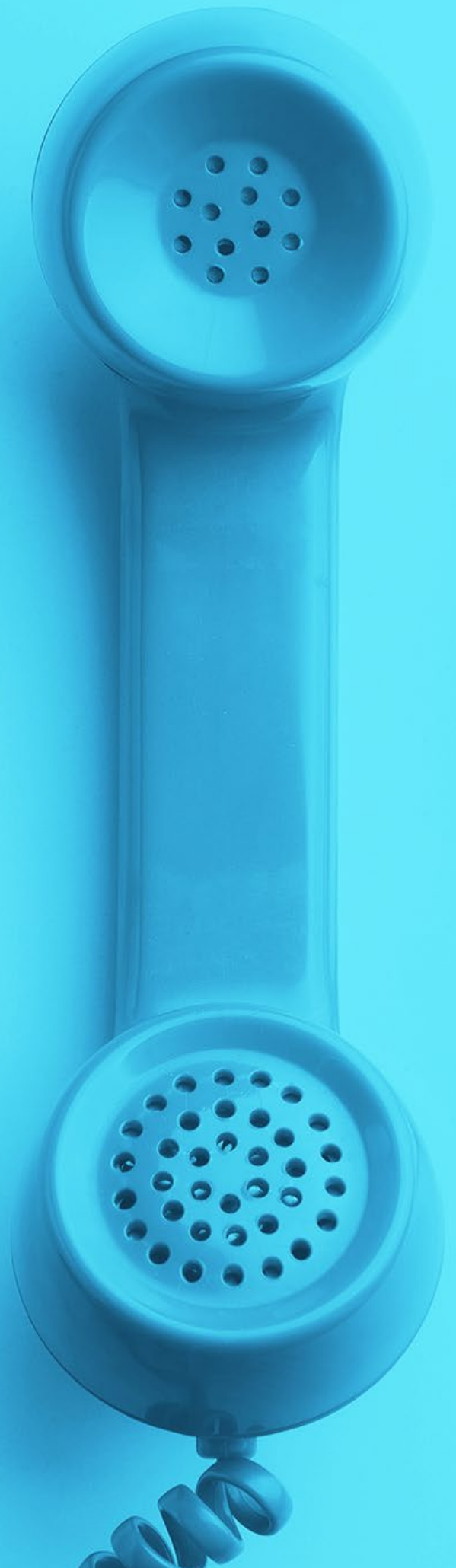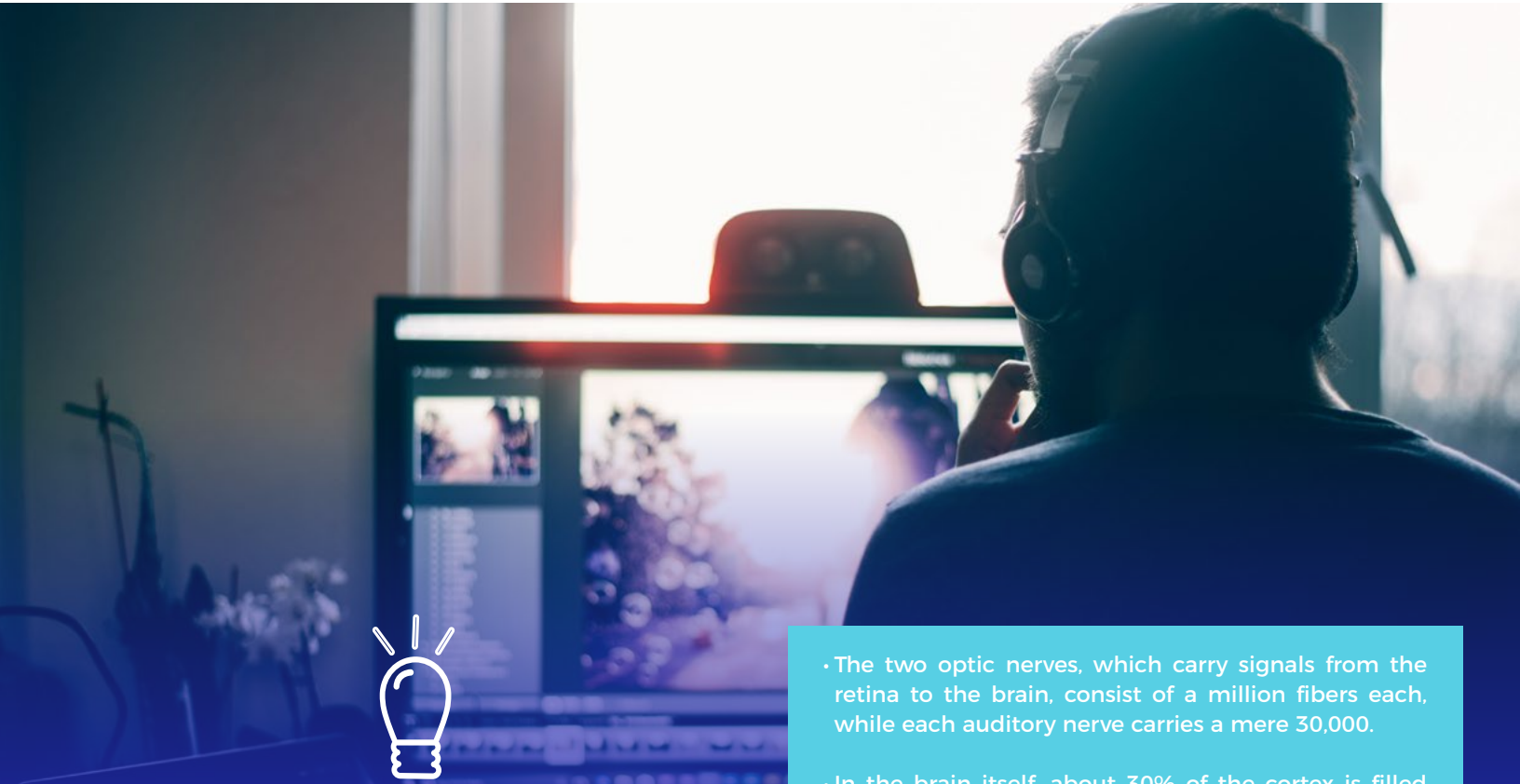
THE SOLUTION:
CLEAR COMMUNICATION WITH VIDEO

The more scientists discover about the structure and power of the brain, the more visual learning replaces traditional learning methods of textbooks and whiteboards in many educational institutes. Other industries have followed suit, and the use of visuals is becoming more and more prevalent with each new generation.

To provide insight into why using visuals yields more results, here's a fascinating run-down of facts about the human brain (of which half is directly or indirectly devoted to processing visual information[2]):

- The retina (the thin layer of tissue that lines the back of the eye on the inside, and where information flows into the brain) is actually an outgrowth of the brain[3].

- The two optic nerves, which carry signals from the retina to the brain, consist of a million fibers each, while each auditory nerve carries a mere 30,000.

- In the brain itself, about 30% of the cortex is filled with neurons devoted to visual processing, compared with just 8% of the cortex being for touch and just 3% for hearing.

- The brain can identify images seen for as little as 13 milliseconds[4].

What these facts teach us is that the brain is constantly working to understand what we are looking at. Essentially, the brain helps us create internal concepts that we are more likely to retain because more of it is devoted to gathering and understanding visual information.

Conversely, without the help of visual means, some people can find concepts hard to understand and difficult to digest.

Coordinating your efforts with visual representations gives you, your team, and your customers serious leverage. Video recording software provides in seconds what research and back-and-forth would require in minutes, or even hours. Here's how this tool can make an impact on your marketing efforts:

[2] http://news.mit.edu/1996/visualprocessing

[3] http://discovermagazine.com/1993/jun/thevisionthingma227

[4] http://news.mit.edu/2014/in-the-blink-of-an-eye-0116

1

IMPROVE INTERNAL COLLABORATION

Plan, draft and revise campaigns efficiently:

Brainstorming can be tricky with teammates when imaginations aren't in sync. Instead of trying to sell a "vision," why not show the vision? For instance, if you're hoping to recreate Beyoncé's iconic pregnancy photoshoot, but with dogs--and maybe cake pops instead of flowers, oh, and they're sled dogs-- your team's going to need some visuals. Because chances are high that not everyone knows who Beyoncé even is.

Videos are also a great replacement for lengthy feedback emails, and sometimes an informative screenshot is the only thing your content writer needs to draft a drip campaign. Video recording software tools provide valuable efficiency for your team.

CloudApp

Improve internal communication:

Don't worry about the hassle of providing everyone with a login to view analytics on a campaign or show how your ads are performing across each social media platform. A quick screenshot or GIF can be emailed or Slacked to coworkers providing more time to celebrate that great click-through rate.

Develop A/B tests and update content:

With screen recording software CloudApp, A/B testing and tracking make information easier to view and share the software enables video & image links to be copied to a clipboard and automatically stored in a searchable folder to help their users stay organized. CloudApp also has a Visual Search feature that makes finding content fast and easy, as everything is stored in the CloudApp Cloud.

2

SURPRISE AND DELIGHT CUSTOMERS OLD AND NEW

Upgrade your content with visuals

Capture attention by creating and adding video to your content. Screen recording software lets you show your customers and potential customers how your product is intended to be used. It's also a wonderful tool to provide interesting insights (that may otherwise go untold) when you record yourself on the screen as a way to connect with the viewer.

Quickly create how-tos and showcase your product:

GIFs and explanatory videos are invaluable when it comes to creating how-tos for customers. When your content is clear and to the point, customers feel that they have an advocate in your company. They'll feel respected and grateful for the focus on details that could have helped them avoid a frustrating phone call or chain of emails with customer support. Video is also a game-changing way to showcase your product efficiently.

Reusable content for Customer Experience team:

The Customer Experience team can rest easy knowing your team has done great prep work with leads that became customers, but they're going to need to know the expectations and information that customers are coming in with (in order to keep the customer journey on a smooth path). Video recordings are also a great resource for the Customer Experience team to reinforce training on product usage.

3

IMPROVE YOUR ROI WITH CLOUDAPP

Many screen recording software exist, and each has its benefits. Using CloudApp opens your team to a number of integrations with products they may already be using. Integrations are great because they increase efficiency and allow for streamlined, easy communication when sharing annotated screenshots, GIFs, etc.

Try incorporating video today to see for yourself how effective this content can be. CloudApp is always free and it's easy to start:

· Go to https://www.getcloudapp.com/ and click "Sign up free". You'll enter in your email, a password, and have the option to invite your team to sign up for free, too.
· Select your operating system (MacOS or Windows) and hit download.

Simple as that. Here is what Intercom and LeadIQ had to say about video software:

"We use CloudApp primarily for handling feedback. We're big advocates of the 'show, don't tell' principle at Intercom, and CloudApp helps us achieve that."

"CloudApp helped us see a 2x increase in the amount of marketing activities we could do per week, which helped us achieve a 10x growth this year,"

Intercom found the ease of use for CloudApp so appealing that their team has reported a better flow and increase in ideas and creativity since they started utilizing CloudApp. Intercom makes customer messaging apps for sales, marketing, and support, and must have an easy way to work together between their offices in Ireland, San Francisco, London, and Chicago.

Geoffrey Keating, Content Marketing Manager at Intercom, noted: "Annotated screenshots are so much clearer than writing out: Can we increase the padding on the left corner of p 47 and fix the typo in the image?" In addition, he shared that his team saves measurable time by using the tool, considering the fact that they're all in different time zones.

Ryan O'Hara, VP of Growth at LeadIQ, reported that his use of CloudApp helped him save hours of time at work each week which enabled him to spend more time on other marketing tasks--effectively bringing new customers to his business... a lot of new customers.

Video recording software is a tool available to your team to cause efficiency and provide clear communication and options for collaboration. It's software that has proven to increase ROI by giving back hours of time to marketing teams (that were once overwhelmed with projects) and doubles as a great resource both internally and externally.

CloudApp is the premium experience that your team needs with the accessibility and ease of use that your team will appreciate. What's more, CloudApp is the only product among its competitors that brings image capture and editing, video capture, and GIF creation under one roof. CloudApp has been a catalyst for serious growth and increased revenue for so many companies. Try incorporating video into your marketing and see how it will help yours.

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