Capture Your Highest-Quality Leads with Professional Visual Content.

RLC MEDIA

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Seeing is believing, or at least that's what the current statistics note about customers' content consumption and engagement. In fact, visual commerce—the emerging and essential need to show how images and video engage and convert customers at every point of the purchase funnel—is a major touchpoint among brands. It's no longer simply about views or likes; vanity metrics are inconsequential if they can't be directly connected with ROI.

Instead, the pillars of visual commerce include content such as engaging product video galleries, large multi-angle product photos, and marketing tools that enable you to capture, qualify, and nurture leads to conversion.

Video

THE NEW WAY TO DELIVER VALUE AND DATA

It's bite-sized, memorable, and measurable—video is critical to your visual content strategy. You can leverage its virtues to teach complex concepts and inspire marketing-specific actions (demos, trials, subscriptions, and more).

But beyond its unique ability to convert, video is a downright invaluable tool to data-driven marketers. Because a user's viewing history reveals defined interests and purchase intent, marketers can track and measure audience engagement across the purchase funnel.

USING VIDEO FOR MORE THAN BRAND AWARENESS

Although video strategy is primarily used for brand awareness, a minority of marketers are using it to identify, score, and qualify leads. When you consider it, video isn't all that different from other content formats you're currently using, but it can be intimidating.

It involves strategically considering your purchase funnel, similar to the way in which you market your text-based content.

ATTRACT NEW PROSPECTS

According to a research study by Forrester, 71% of buyers begin their journey with search to discover new products and services, and 74% use search for purchasing. This means putting an end to publishing random videos.

Create video that anticipates your ideal consumer's needs (and targeted search queries) and increase your chances to be shared, embedded or commented on. Because Google's Hummingbird algorithm prioritizes videos as quality content, Forrester research found that pages with video were 50 times more likely to achieve a first-page ranking.

Overall, generating demand at the top of the funnel is accomplished through how-to videos released on platforms like YouTube or entertaining content published on your site. Regardless of the framework, each video should direct attention to your website where you can achieve more opportunities to drive actions.

CONNECT IDENTITY INFORMATION TO VIEWERSHIP

YouTube and other sites provide metrics for views but fail to identify the individual or audience for you to nurture.

This is the shining moment for video marketing platforms. Automatically track viewers' cookies to identify them as they use your site to watch content. This information can then be integrated into your marketing automation or CRM system in order to establish actionable data.

Email gates also serve as an alternative to automated information collection systems. Requiring email for content access, for example, captures leads and then self-qualifies their interest in specific topics.

QUALIFY LEADS AS THEY DISCOVER CONTENT

Determining overall purchase intent and engagement for targeted marketing is really the purpose of all that information you've collected.

The total amount of content every individual lead has consumed is a valuable indication as to whether they're marketing qualified. The more video is consumed, the more lead scoring points are assigned. Enhance your lead scoring model by segmenting consumers who click

play (without further engagement) and those who watch through the duration of your content.

Overall, reviewing video analytics in your MAP and analyzing your users' level of engagement will inform where prospects are in the buying process as you set up a video content journey on your website.

DRIVE A CONTINUOUS CALL TO ACTION

Measuring ROI is a challenge with any content format, but it is particularly difficult without a prompted marketing-related action: should a viewer share the content? Visit your site? Download another piece of specific content? Watch another video?

When you've got your audience engaged—60% of the way through or at the very end of a video—direct viewers with a clear call to action before fading to black. For example, you website welcome video might lead to product tour videos, which can prompt a white paper download. Each piece of content should strategically lead to the next.

FOLLOW UP WITH TARGETED MESSAGING

After generating interest and collecting contact information, a review of video consumption data will highlight the videos that led to the most engagement. Understanding the most desired content will enable you to create custom email follow up to specific prospects.

After a user watches your video content, you may automate a nurture email that contains further details, related product data sheets, and clear options to reach a sales representative.

That's how you implement the right message at the right time.

Photography

IMAGE QUALITY MATTERS TO YOUR BOTTOM LINE

This much is evident with data-driven clarity—low image quality directly harms your conversion rate by allowing consumers to click through to your competitors' websites.

On the other hand, higher-quality product images are three times more likely to convert when presented to customers. Yet the quality of your images is not predicated on the best camera or lighting (although these help) but on the image's relevance to your customers' expectations.

As web usability expert Jakob Nielsen from Nielsen Norman Group stated, "users pay attention to information-carrying images that show content that's relevant to the task at hand," dismissing images that fail to carry information about the products they're most interested in.

HOW CAN YOU ENSURE IMAGE QUALITY?

While quality is still considered a subjective metric, numbers related to sales, conversions and click-throughs are not. Three factors substantially impact your online customers' browsing experience and can be optimized to objectively produce results.

INTRINSIC QUALITY ACTS AS CUSTOMER SERVICE

If a product photo can answer a prospect's question with its visual content, angles, and high resolution, it serves as a form of customer service for your business. Companies are now starting to identify an objective standard of quality measurement. For example, Google Shopping now rejects any images that don't take up at least 80% of the space and recommends that images are at least 800 pixels.

Intrinsic image quality is now determined by a mix of foreground object clarity, brightness, and strong contrast between the foreground and clean, uniform backgrounds. Consumers also want multi-angle images—high-quality photos that replace the experience of touch—and contextual images that allow them to envision the product in the context of reality.

PRODUCT POSITIONING ENGAGES PROSPECTS LONGER

Regardless of the crispness and brightness of an image, if it doesn't focus on the product, it's not maximizing its level of engagement with potential customers.

While seemingly complicated at first glance, one of the fundamental lessons Fitt's law communicates is that object "weight" or size is simply what attracts eyes and mouse clicks. Therefore, the entirety of an image's pixels should showcase as much of your product as possible, centered and in high definition to guide your prospects and keep them there longer.

QUALITY PROCESSING BUILDS TRUSTWORTHINESS

Low-quality images send a dismissive message about user experience, and users respond accordingly. In product photography, a simple re-scaling or re-sizing of an image with too much whitespace can result in a thumbnail image with a miniature product, making it difficult for a potential buyer to examine.

Instead, thumbnails are created through both cropping around the focal point of an image

and resizing to make the best use of the product size within the frame. Many ecommerce platforms and providers automatically reprocess product images to resize or create thumbnails but end up overstretching or skewing. Smart platforms take the time to reprocess and serve images with the optimal balance between download speed and image quality for the consumer's exact viewport.

That's A Wrap

When you commit to using a video and photography marketing mix, it's almost always because you have brand stories to tell, but the challenge is to strategically empower these strategies with measurable goals.

Optimize your visual content marketing plan by reevaluating the quality of your product and site photography and reconsidering the full potential of high-quality videos to capture and qualify leads.

Is your brand making a visual impact?

We're a full-service digital ad agency with in-house professionals who get how to capture and nurture your audience with compelling visual brand stories.

RLC MEDIA

info@rlcmedia.com
872.228.7607
www.rlcmedia.com