



How Direct Video Communications
with tracking is driving business success
in Professional Services Marketing

Introduction

The huge growth in online video has now arrived in the Business environment with more and more Executives using online video as a key source of product and service information, news, knowledge and training.

Professional services is the latest sector to embrace this new digital trend as leading law and accounting firms recognize the real business benefits from Direct Video Communications to employees, clients and stakeholders- which can be tracked and measured in real time.

At the forefront of this growing trend is **FLIMP**, an easy to use, secure Direct Video Communications platform which enables the direct communication of video and multi media content to desktops and mobiles - and all measured to provide actionable viewer tracking.

FLIMP (Flexible Interactive Marketing Platform) is a html 5 software service which can be used by the non technical user and works seamlessly and securely in conjunction with existing email systems and intranets systems.

Use of Direct Video Communications in professional services

Whilst corporate video content is commonly used in Professional services for training, induction, conferences and events, the advent of web video marketing is driving more and more tactical use of video, animation and multi media as part of the business process, commonly to explain complex products and services in more concise and clear ways –and to share key strategies and announcements, both internally to employees and externally to clients and stakeholders.

Web based communications is driving a greater need and demand for compelling relevant and engaging video content in a variety of ways and formats. The ability to measure the ROI of every piece of video content in terms of views, engagement and response means that you can at last start to properly measure the effectiveness of your communications, such as:

Explainer or 'How to' videos - making complex issues easier to communicate

Webinars – live and on demand free seminars and presentations

Training videos –tools and extranets animated explanations with voice over

Interviews and presentations - from in house experts and guest speakers

Video news releases and alerts- for PR and announcements

Video email 'newsletters' – more compelling than the written word

Highlight videos - of conferences and events can be shared to wider audiences

Video Collateral - video case-studies, white-papers, industry specific news addressing carefully pre-researched issues.

A firm's business performance is dependent on effective internal and external communications –and with FLIMP you can not only adequately promote best practice advice & information to the desktops and mobiles of your employees, clients and stakeholders, you can also measure if its been viewed and encourage interactive 2 way communications/feedback.

Key strategic benefits for a professional services practice

Using Direct Video Communications can deliver strategic benefits such as:

Cost reduction – Replacing expensive seminars and training sessions with on-demand web based video presentations.

Improved productivity – Minimizing time spent by travel by employees through flexible webinars and video meetings.

Compliance - Reducing the risk of non-compliance by delivering video based eLearning exercises that can be tracked and measured.

Corporate social responsibility –Reducing the environmental impact from using online video communications to reduce expensive and time consuming travel by employees.

Increased revenues - Using FLIMP video email to securely communicate marketing messages which generate higher engagement and response rates – and deliver improved communications to prospect clients.

Business development - Accelerating new client development campaigns through sharing audio visual content which clearly present your client propositions.

Competitive advantage - Delivering important information to their audiences by video can gain significant advantage over key competitors through targeted measurable video communications .

Campaign Results

For external campaigns Video Marketing can generate much higher response and engagement rates as these results based on more than 1200 FLIMP client video-email campaigns demonstrate:

23% of FLIMP viewers initiate a response action

1.3 minutes is the average time of engagement

32% is the average video email click thru rate

40% of FLIMP viewers watch video to completion

98% of FLIMP viewers are able to play the video

Annualized video production plans - How to ensure quality content at reasonable cost

The growing requirement for video content can be a problem for some organizations because of the perceived cost of creating high quality video. There is also the concern about the confidence and capability of executives to perform effectively in front of the camera.

You can do it yourself: buy a camera, set up a studio in an office, learn about editing, lighting and sound but think about what you are trying to communicate about your Brand – quality, professional etc .

Do you really have the in house skills to do justice to your core value message?

A more cost effective approach is to work with the experts, pre plan say a 12 month programme that maximizes shooting and editing time enables the build of a library of archived footage which can be edited into powerful relevant videos for training, communications and ongoing campaigns and allows you to manage your budget over the year.

Key features of the annualized video production plan

Pricing plan with discounts based on volume of videos produced per annum

Economies of scale by advanced pre planning of all video production requirements

Designated monthly 'video filming' day ' at any UK location

Flexible model so only used when required or 24 hour on demand option

Each monthly filming day is diarized so that the practice can plan to ensure all filming requirements are completed in the day and that the time is maximized to get the necessary footage required.

Ensures production of high quality at reasonable costs through flexible resource

Free on site coaching of executives to achieve best results in front of camera

Edited into final video with graphics, music and voice over

Encoded for web use, FLIMP design and 'web ready' for distribution

The typical types of metrics that can be generated from the FLIMP platform include:

Viewer Info - Contact information for viewer from imported contact list

Views - How many times person viewed video

Watch to completion - How many times watched video to completion

Time On FLIMP – Time spent engaged with the FLIMP (seconds)

Touches – Number of trackable viewer interactions

Response Links – Response links viewer clicked on

Link Detail - Which labeled links were clicked, if any

Form Data – Web form response data filled out by viewer

Viral Sharing – Details of viewer email forwarding activity

Mobile Data – What mobile device was used to view video

Social Data – Viewing on Face book, Twitter and LinkedIn

Case Study

A leading UK law firm has recently adopted an annualized video production plan to centralize all of its video production activities to achieve economies of scale.

A designated filming day is agreed each month and relevant requirements are planned in advance.

The FLIMP UK camera crew set up a portable studio on site at any UK location and film as many executives and interviews as required on that day

Training and presentation video content is also created. During 'down time', screen shots of extranets in action on pcs and other training and business tools captured and added to the company video archive

Training sessions of key executives are conducted by one of our key presenters –including practical training sessions and coaching

Content is then edited into final videos in our studios and deployed via **FLIMP** campaigns either as on demand presentations or sent via video email to employees and clients as per the requirement of the marketing and communications teams

They can then track and report on the communications performance in real time and measure the end to end effectiveness and ROI.

To find out more about **FLIMP** visit www.flimp.co.uk

P2 Marketing have exclusive distribution rights to FLIMP Direct Video Communications in the UK Professional Services sector.

We are using our knowledge and experience of Professional Services marketing to develop cost effective and measurable video based solutions to deliver business benefits to our clients