

# VIDEO IS NOW:

HOW YOU CAN INTEGRATE VIDEO  
INTO YOUR PR STRATEGY

ONE  
TWO  
THREE  
FOUR  
FIVE  
SIX  
SEVEN  
EIGHT

VIDEO IS HERE & WHY IT MATTERS

WHY VIDEO IS WORKING FOR OUR CLIENTS

BUILDING YOUR VIDEO STRATEGY

HOW DOES “CONVERSATIONAL CONTENT” FIT  
YOUR VIDEO STRATEGY?

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CASE STUDY : CURLEY IN ACTION

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# VIDEO IS HERE

## *and Why it Matters.*

**First” Video Killed the Radio Star”, now it’s winning the internet.**



From smartphones to smart TV's, all eyes are focused on video content. Studies show that one-third of all online activity is spent watching video, and by 2020, video will make up more than 85% of all consumer internet traffic in the US.

Technology has made it easier for communicators of all shapes and sizes to integrate video content into their repertoire. Live streaming services on Facebook, Instagram and Twitter allow anyone to broadcast their story. And, do-it-yourself animation platforms like Biteable and Moovly can transform static talking points into entertaining and informative mini-movies with just a few clicks.

Social platforms are increasingly optimizing toward video content because it's where users are spending their time. Video is winning with B2B communications as well. With the launch of their new video ads, LinkedIn reported that members spend almost three times more time watching video ads than static content.

The stats are compelling, but many organizations are still trying to figure out how to navigate the often expensive and intimidating world of video.

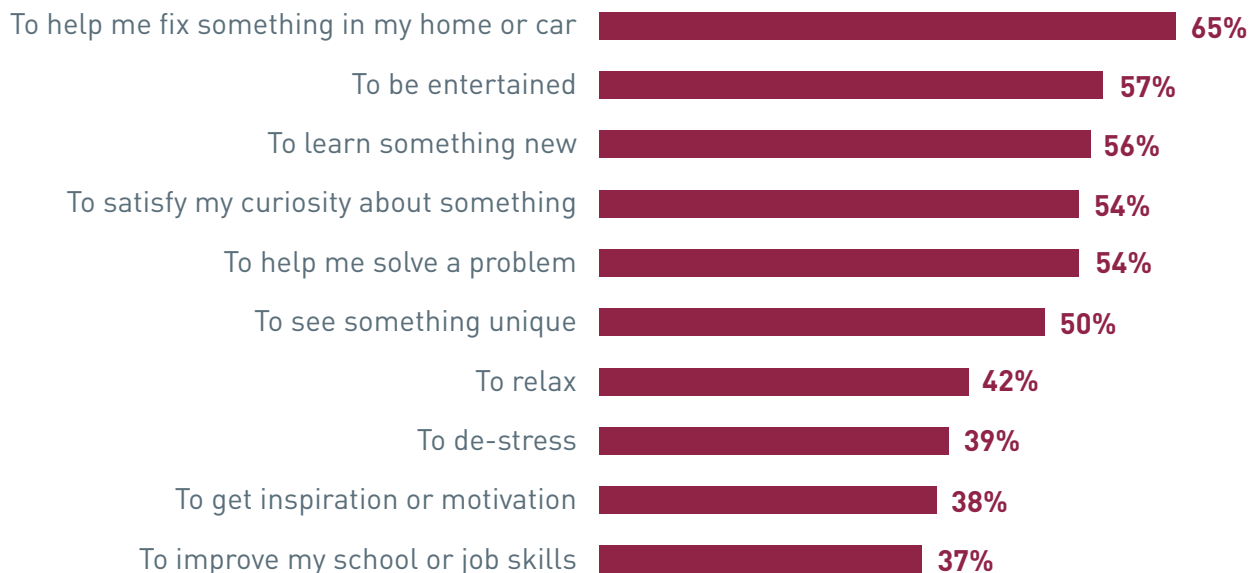
THE QUESTION IS NO LONGER WHETHER ORGANIZATIONS SHOULD BE  
INTEGRATING VIDEO IN THEIR COMMUNICATIONS STRATEGY,  
*but how?*

# WHY VIDEO IS WORKING FOR OUR CLIENTS

When integrated into an overall communications strategy, video can help organizations achieve several objectives. Video content can raise brand awareness, increase engagement, drive website traffic, generate leads and promote thought leadership.

In an increasingly “show and tell” society, video is highly effective at educating, demonstrating and inspiring. YouTube is the second largest search engine in world, and more than 56% of people use YouTube to learn something new; more than 54% of people use it to solve a problem; and 37% of people use it to improve their skills.

## WHY PEOPLE TURN TO YOUTUBE:



## THE FACTS SPEAK FOR THEMSELVES\*:

- More video content is uploaded in 30 days than the major U.S. television networks have created in 30 years.
- One-third of online activity is spent watching video.
- You're 53 times more likely show up first on Google if you have a video embedded on your website.
- Social video generates 1200% more shares than text and images combined.
- By 2019, internet video traffic will account for 80% of all consumer Internet traffic.

# BUILDING YOUR VIDEO STRATEGY

## VIDEO IS NOT ONE SIZE FITS ALL.

Communicators have several options for integrating video into their overall strategy, some cost effective and time efficient, others are more expensive and require more runway.



**LIVE STREAMING** – Want to engage your audience in an easy and inexpensive way? Live video allows you to publicize events by connecting with users through a medium that's personal and accessible.



**ANIMATED SHORTS** – With online platforms like Biteable and Moovly, you can create quick, punchy videos perfect to explain, inspire or educate.



**SHORT-FORM “CONVERSATIONAL CONTENT”** – If you're still working within a budget, but need to build your narrative and voice beyond a simple infographic, short-form is the way to go. Conversational Content offers the perfect balance of simplicity and flexibility that allows influencers to start a conversation without breaking the bank.



**LONG-FORM VIDEO** – With the right strategy, budget, and space, long form video can still be effective. Attention spans may be shortening, but the desire for quality, engaging content is still very much present. The key is knowing when and how long-form will work for you, and when you should opt for something cheaper.



# HOW DOES “CONVERSATIONAL CONTENT” FIT YOUR VIDEO STRATEGY?

One of the biggest arguments against video is cost vs. ROI. This is even more pronounced with the increasingly ephemeral nature of video. How do you convince a decision maker to spend several thousand dollars on a piece of content that has a limited shelf life?

Conventional wisdom dictated that you invest in one, quality piece of video content, developed for multiple uses across different platforms and stretch the shelf life as long as you can. Not only is this an expensive endeavor, but it requires time and a significant budget.

With shrinking timelines, budgets and attention spans, communicators need to be thinking about developing continuous short-form video content - designed specifically with a limited shelf life in mind.

At Curley, we affectionately call these Quick Clips or “Conversational Content.”

Conversational Content videos are 30, 60, and 90-second clips strategically-produced with the sole objective of keeping up the conversation. As the discussion evolves, clients are able to respond with a new piece of video content. Short-form videos allow our clients to weigh-in on current events and stay relevant without breaking the bank. These aren't intended to last forever, but instead augment an overall communications/PR plan.

## KEY ELEMENTS OF A QUICK CLIP:

**QUICK TO WATCH** (45 seconds or less)

**QUICK TO PRODUCE** (3-5 days)

**QUICK TO THE CONVERSATION** (shelf life is less than 2 weeks)

# NEED ADVICE FOR YOUR NEXT VIDEO?

- 1. DON'T BURY THE LEAD.** Get to the point within the first few seconds when viewership is strongest; after that, viewers drop-off significantly.
- 2. KEEP IT SIMPLE.** Think of video as a glimpse into your overall messaging. You're giving your audience a taste, not writing an entire novel. Smart brevity is the name of the game.
- 3. TIME YOUR SCRIPT.** Before you roll tape, make sure you practice reading out loud. It's always shorter or longer than you think.
- 4. ADD SUBTITLES.** 85% of video is watched with the sound off. If your video relies on sound, include subtitles or risk losing the majority of your audience.
- 5. DON'T LET PERFECT BE THE ENEMY OF GOOD.** There are infinite choices when it comes to b-roll, music, text, intro, etc. Your video is ready not when it's "perfect," but when it accomplishes your end goal.
- 6. INCLUDE A CALL TO ACTION (CTA).** Turn your video views into visible results by including a clear CTA for viewers.



# CASE STUDY: CURLEY IN ACTION

We decided to practice what we preach and put ourselves in front of the camera.

Watch our video here.





# CONNECT WITH CURLEY



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# MORE ABOUT CURLEY COMPANY

Our clients hire us because they need to engage directly with stakeholders who matter most to their business and bottom line. Curley's intensive, client-focused approach sets us apart from other communications firms. We aren't just another vendor – we seamlessly integrate with your internal team in a thoughtful, authentic and strategic manner.

We get it. Video can be scary, time consuming and expensive. But we believe integrating video into your communications plan can be effective and efficient. Whether it's live streaming, animated shorts, "Conversational Content" or long-form pieces, we help clients think with a video-first mindset for budgets of all shapes and sizes.

Ultimately, Curley Company can guide your PR campaigns to greater success and inspire your team to reach even greater heights. We've helped Fortune 100 companies, government agencies and nonprofit organizations. And we'd love to help you, too.

**We'll show you how to augment your PR programs with an impactful video strategy.**

PLEASE GET IN TOUCH WITH US NOW FOR A COMPLIMENTARY CONSULTATION  
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## **THE CURLEY PROMISE**

10 PLEDGES WE KEEP TO OUR CLIENTS AND OURSELVES