Mega Marketing: Kicking Your Advertising Strategy Into High Gear

Moderator
Leah Woolford, Founder and CEO, USDM, Austin, TX

Speaker
Peter Tokar, III, Econ Dev Director, City of Alpharetta, GA

Speaker
Michael Mogill, President and CEO CRISP VIDEO GROUP, Atlanta, GA
Peter Tokar III  
Economic Development Director  
City of Alpharetta  
Alpharetta, GA

- Together with Alpharetta City and elected leadership, Peter is leading recruitment, retention and expansion initiatives
- Represents Alpharetta in national and local recruitment efforts, conferences, civic and professional organizations
Michael Mogill
President and CEO
CRISP VIDEO GROUP
Atlanta, GA

- A video marketing and video production company helping businesses get noticed, enhance their brand, and grow their business
- Produced video content for both small businesses and major international brands such as Coca-Cola, Verizon, and Red Bull
A 20 year digital consulting and marketing firm
Public and private sector clients
Branding, Marketing, Advertising, Big Data, Technology
Austin headquarters, clients worldwide
Traditional Advertising

Without digital marketing...
You are hoping to find qualified prospects before your budget is spent.

Hope is not a strategy
With the right digital program, you monitor your ROI in Real-Time.

Metrics Inform

Real-Time Reporting Gives You Immediate Optimization

ROI is Realized
Moving Toward Modern Digital Engagement

Web Page Visits  Email Opens  Ad Clicks: Display  Social

Latest Activities:

Activity Breakdown:

web.demo.eloquendo.com/mazdausa

August 23, 2016 7:30 PM

Web Page Visits
Modern Digital Engagement
You can identify and monitor prospects using Real-Time data.
Moving Toward Multi Channel Engagement Strategy

- Native PR Content
- Geo-fencing
- Digital Display
- Email
- Rich Media
- SMS
- B2B Social Media
Engage Your Prospects within Multiple Channels

Keep telling your story after they leave your website...

How Important is Video to Your Multi-Channel Strategy?
Videos will be responsible for 74% of all internet traffic by 2017

Source: Syndacast
MEGA MARKETING

“KICKING YOUR ADVERTISING STRATEGY INTO HIGH GEAR”
WE ALL USE MARKETING & ADVERTISING

• As ED Professionals, we know we **NEED** to market. That’s why we are here… (DUH)
HOW DO WE MARKET AS ED PROFESSIONALS?

WEBSITES

VIDEO / SOCIAL

BROCHURES

MAGAZINE / NEWSPAPER
WHAT ARE WE REALLY TALKING ABOUT?

DISRUPTION...
FOR THOSE OF YOU NOT MARKETING...
We took a look at OUR marketing and asked,

“How can we make it BETTER?”

“How can we reach target audiences FASTER?”

“How can we generate more EXPOSURE?”

“How can we take out SAME message that we have been saying for years, and share it in a new way?”
WANT TO KNOW THE ANSWER?
THE IMPACT OF SOCIAL MEDIA

- Facebook has **1.49 billion** monthly active users (**500,000** new users join every day)
  - **72%** of all online US adults visit Facebook at least once a month
- There are **400 million** monthly active users on Instagram
- There are **500 million** Tweets sent each day. That’s **6,000 Tweets every second**
- US adults spend an average of **1 hour, 16 minutes each day watching video** on digital devices

If your business is not **active** on social media, you may be invisible to your audience
GOT VIDEO?
WHY VIDEOS MATTER – THE FACTS

There are nearly 20,000 cities in the United States

How can you stand out and differentiate your community?

Counts: As of 2013, the United States has 3,007 counties and 137 county equivalents for a total of 3,144 counties and county equivalents. Cities and towns: According to the U.S. Census Bureau, there are 19,354 "incorporated places" in the United States. May 21, 2015

How many towns, counties, and cities are in the USA? - Quora
BRAND AUTHORITY

Your video is a reflection of your brand. Make a good first impression.

SEARCH RANKINGS (SEO)
High quality video increases your chances of a 1st page ranking by 53 times.

ENGAGEMENT
80% of your website visitors will watch a video, while only 20% will actually read content.

TRUST
57% of consumers say video increases their confidence in a brand.

BRAND AUTHORITY
Your video is a reflection of your brand. Make a good first impression.

SET YOURSELF APART. TELL YOUR STORY. DRIVE AWARENESS.
WHY VIDEOS MATTER – THE FACTS

• A VG. WEBSITE CONVERSION RATE WITH VIDEO (VS. WITHOUT): 300% INCREASE WITH VIDEO

• SOCIAL VIDEO RESULTS IN 1200% MORE ENGAGEMENT THAN TEXT AND IMAGES COMBINED

• 300% INCREASE IN CTR WHEN USING VIDEOS VS. STATIC IMAGES
A RECENT STUDY BY ABERDEEN
Has shown that amateur/low-quality quality video
does not improve conversion, and in extreme cases
can hurt conversion.

High-quality videos have been shown to improve conversion by nearly 300%!

IT’S NOT ENOUGH TO JUST HAVE VIDEO.
IN THIS DAY AND AGE, QUALITY WILL WIN EVERY TIME.

300% increase in website conversions
CASE STUDY – ME! ALPHARETTA

UPDATED WEBSITE:

• Parallax Technology
  Seamless Integration from
desktop to mobile.

• Community Video
  2015 IEDC Gold Award

• WHAT USERS WANT
  Site Selectors Tab
  GIS Property Search
  Infographics
WHAT WE DID DIFFERENT...

AUGMENTED REALITY:

• Brochures
• Project Responses
• Advertisements
• Business Cards
• Handouts (See for yourself)
ALPHARETTA 360°
{Seeing is Believing}
Crisp Video produced a series of high-quality videos for Grow Alpharetta to showcase the city not only as a cutting edge technology community, but as an ideal community to succeed economically and raise a family socially. These videos were released on an set schedule every other week, and shared on YouTube and social media.
ALPHARETTA 360

THE ALPHARETTA 360 VIDEO MARKETING CAMPAIGN FOCUSED ON RELEASING THREE (3) KEY TYPES OF VIDEOS:

UNIQUE IDENTIFIERS
Videos showcasing unique offerings only found in Alpharetta. Events, boutiques, restaurants, and venues that individuals could experience if they became a resident.

CEO TESTIMONIALS
Videos communicating the trust that local business owners have in their community through one-on-one interviews. These are a great platform for cutting-edge businesses to promote their organizations and their success.

DEAL FLOW
Videos showcasing corporate project wins for attraction and/or relocation. Grand openings for offices, restaurants, retail, and any positive growth in economic development.
Alpharetta’s more than just one of the friendliest cities in America. We’ve got excellent housing options featuring contemporary architecture, thriving school systems with high graduation rates and impressive ACT scores, and an entertainment scene that stretches to sprawling shopping concourses and large theaters to food trucks and craft breweries.
ALPHARETTA 360

UNIQUE IDENTIFIERS (EXAMPLE VIDEO)

“ALPHARETTA FOODIE”

• Alpharetta has become a premier dining destination, with over 175 venues to choose from.

• The scintillating food experience in Alpharetta simply doesn’t translate to text. The “Alpharetta Foodie” video showcased locals enjoying delicious entrees from a variety of restaurants throughout the city.
• Meet John Priore, President & CEO of Priority Payment Systems

• Priority Payment Systems is a financial transaction company that was recognized in 2016 as one of the fastest growing companies in the state

• John had the opportunity to humanize and brand the business through video, in exchange for promoting the City of Alpharetta and sharing the benefits of living and working there
Robert Abernathy and his company, Halyard Health, are committed to advancing healthcare by preventing infections, speeding recovery and eliminating pain.

The medical product company headquartered in Alpharetta was originally part of Kimberly-Clark. Becoming an independent company was a big undertaking for Robert & his team.

The decision paid off. Two years after opening in Alpharetta, Halyard now operates 11 global manufacturing facilities and generates $1.7 billion in net revenue.
• Millennials are the biggest generation in the workforce. See how Alpharetta continues to create great spaces for this group to thrive. From Downtown Alpharetta to Avalon, and everything in between. Millennials know Alpharetta is a place where they can truly Live/Work/Play.
Video content was implemented across a variety of channels and pages ranging including Grow Alpharetta, The City of Alpharetta, and Alpharetta Convention and Visitors Bureau’s websites, social media pages, and YouTube channels.
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ALPHARETTA 360 (IMPLEMENTATION)

ALPHARETTA 360 WEBSITE
ALPHARETTA 360 (IMPLEMENTATION)

GROW ALPHARETTA WEBSITE
ALPHARETTA 360 (IMPLEMENTATION)

ALPHARETTA CONVENTION AND VISITORS BUREAU FACEBOOK
ALPHARETTA 360 (IMPLEMENTATION)

GROW ALPHARETTA YOUTUBE
The City of Alpharetta's video marketing campaign has caught on like wildfire since its launch. Driving online engagement via the Alpharetta 360 website as well as their social channels, here's a snapshot of the organization's metrics before and after the video campaign release:
GROW ALPHARETTA YOUTUBE
(30 DAYS AFTER LAUNCHING VIDEO CAMPAIGN)

ALPHARETTA 360 (RESULTS)

361% Increase
356% Increase
ALPHARETTA 360 (RESULTS)

GROW ALPHARETTA WEBSITE
(60 DAYS AFTER LAUNCHING VIDEO CAMPAIGN)
• Alpharetta’s YouTube exposure has grown **nearly 10X**, from 189 to 1,590 views per month.

• A search on YouTube for “City of Alpharetta” yields a first page of videos **exclusively from the video marketing campaign**.
ALPHARETTA 360 (RESULTS)

• Facebook presence has increased more than 300% solely through organic views & shares

• The videos have been incredibly successful on social media (incl. Facebook), such as “Only in Alpharetta,” over 14,000 views for “Alpharetta’s Parks and Trails” and 33,000 views for “Taste of Alpharetta 2016”
The reach of the Grow Alpharetta campaign continues to expand as its content is shared by featured local businesses (such as Digital Scientists, Jekyll Brewing, Edge Solutions, Hi-Rez Studios, and many others!)
ALPHARETTA 360 (RESULTS)

SINCE LAUNCHING VIDEO CAMPAIGN
(BEFORE VS. AFTER [MONTHLY IMPACT])

WATCH TIME: 648% INCREASE
VIEWS: 1,595% INCREASE
LIKES: 29,500% INCREASE
COMMENTS: 800% INCREASE
SHARES: 500% INCREASE
FACEBOOK ENGAGEMENT: 300% INCREASE
INSTAGRAM ENGAGEMENT: 600% INCREASE
TWITTER ENGAGEMENT: 200% INCREASE
WEBSITE TRAFFIC: 136% INCREASE
"The videos on Alpharetta 360 have definitely been a great tool for us when presenting Alpharetta as an option to our client and certainly make Alpharetta stand out."

Garret (NC Based Site Selector)
* Comment on current Active Project
Alpharetta 360 videos influenced Silicon Valley start-up CEO to move his start-up to Alpharetta.

"I used the Grow Alpharetta website as well as the videos and testimonials from Alpharetta 360 to convince my investors to let me move my start-up to Alpharetta."

Guilherme Cerqueira
CEO Worthix
THANK YOU!

FREE FOR IEDC 2016 ATTENDEES ONLY
1-ON-1 VIDEO MARKETING STRATEGY SESSION ($1495 VALUE):
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