RISE TO FAME THANKS TO VIDEO MARKETING & MULTILINGUAL SUBTITLES

CASE STUDY VIDEOMARKETING

THE RIGHT CONTENT AT THE PERFECT PLACE

The "Dollar Shave Club", a razor blade supplier from California, published its video "Our Blades Are F**king Great" on 6 March 2012. The video generated 12,000 new customer orders within two days and has reached well over 27 million YouTube views to date.

Dollar Shave Club became an overnight sensation - the video itself received several prizes. Over four years later, the company was acquired by Unilever, a multinational, for one billion dollars.

This example is far from being unique. Other companies, such as Old Spice, Android, Dove or even Budweiser, have achieved some resounding successes thanks to impactful video marketing.

Although videos have always been relevant in marketing, not every video automatically goes viral; the marketing has to hit the spot. Entertaining, emotional or informative videos require a lot of work and know-how. In this guide, we will unravel the relevant aspects in video production, give you all the tips and tricks on how to reach your target group and explain how a resounding success such as "Our Blades Are F**king Great" could have been even more successful!

VIDEO MARKETING PAYS OFF

- **87%** of marketers confirm generating a good ROI with videos, and **84% think videos are capable of generating more leads.**

- **86%** of companies use videos as a marketing instrument. **93% of marketers consider videos to be an important component of the marketing strategy.**

 https://www.wyzowl.com/video-marketing-statistics/

- According to a survey by Renderforest, **video marketing boosts brand awareness by 70%**, traffic on product pages by **51%**, sales by **34%** and conversion by **31%**.

- More than a billion hours of videos are played daily on YouTube. **23% of users watch more than an hour every day.**

- **78%** of those companies that use video marketing indicate an increase in **visitor numbers on their websites. 71%** said in addition that the average visit time had also increased.

  https://www.renderforest.com/blog/video-marketing-statistics

- **71%** of marketing experts indicate **higher conversion rates when using videos** than for any other content.

  https://www.vidyard.com/business-video-benchmarks/

OVERVIEW OF THE MOST IMPORTANT PLATFORMS FOR VIDEO MARKETING
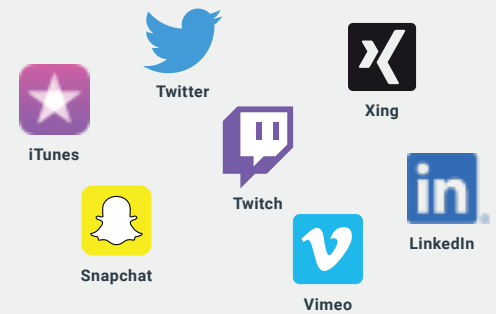
	YouTube	**Facebook**	**Instagram**	**TikTok**
Founding year	2005	2004	2010	2016
Contents	Solely a video platform, one of the most widely used search engines, broad range of topics	Networking, social interaction, self-portrayal	Focus on lifestyle topics (enjoyment experiences, …)	Differs clearly from the other platforms thanks to its modernity, timeliness and creativity
Users/ target group	1.5 billion users worldwide, all age groups represented	Almost all age groups can be reached, diversified mix	Much younger target audience, age group over-40 hardly represented	Target group under 25, above all
Features	Usage patterns depending on age: younger target group is more active (likes and comments); the elder target group is more passive	Very short time spent watching videos; different formats available (e.g. normal, live, 360°); hash tags or key words irrelevant	Only used on mobile end devices, short videos desired	Content determines success or failure, hash tag challenges actively encourage followers to produce similar videos
Benefits	Most important video platform (excluding live videos), strongly preferred with Google searches, referral to external websites via linking possible	News feed increases reach for popular videos that are shared	Influence reach through cleverly placed hash tags	Allows for very creative content, companies can launch their own hash tag challenges and set trends accordingly
Disadvantages	Intense competition, as most companies rely on YouTube	Costly to gain high reach, declining user numbers in Germany and Europe	Users usually stay on platform, linking difficult	Restricted target group, previously only a few companies on TikTok, consequently more suitable for B2C than B2B, very creative and short-lived content needed to achieve reach

5 STEPS FOR SUCCESSFUL VIDEO MARKETING

This section highlights the five required steps to plan, create, subtitle, check and improve your videos. These steps also include many useful tricks which will help you make video marketing an efficient pillar of your own marketing strategy.

1. How to plan a video

Only careful planning will allow you to exploit video marketing to its full potential. Content deserves as much attention as the target group, the platform, the format and the technological aspects. Integrating all of these elements is key.

Defining the goal
What exactly do I want to achieve with my video? Attract attention, generate more sales or leads?

Defining the target group
What is my intended target group, and what are their needs? Meeting the target group's expectations is priority number one. However, whatever worked the first time may not work for every other video. Constant improvement is therefore vital.

Choosing the right platform
We have already compared the most important platforms in the able above. Choosing the appropriate platform is key, based on target group and video content.

Content & structure of the video
Videos should convince the viewer within the first few seconds, in order to be successful. A short introduction, straight to the point, preferably accompanied by humour or immediately evoking emotions, will stop users on social media platforms from scrolling directly to the next content. The core messages should be communicated from the beginning, allowing users to take home what counts.

Determining length and format
The selected platform will influence the length of the video. YouTube allows for several minutes, while a maximum of 30 seconds should be targeted for Facebook, Instagram and TikTok. The platform also determines the format. YouTube requires a landscape format, while the other channels prefer a square or portrait one.

TIP: Plan subtitling from the start!

Be it multilingualism, accessibility or the very popular mute mode in everyday mobile devices - subtitles enhance every video. Videos without subtitles lose their reach and their full potential; therefore: plan subtitling from the beginning. It is especially important to write them down yourself. While it is possible to create automated subtitles on YouTube, these are often incorrect and generate a less positive outcome in SEO search results.

2. How to produce a video

Script and storyboard

Shooting a video is very time-consuming and expensive, and therefore requires thorough preparation. It is therefore important to have defined a storyboard, containing precise descriptions of what has to be produced on the shooting day, well in advance. It is also essential to write down, and rehearse, the script for the voice-over beforehand. Companies who do not want to shoot videos themselves can use animations or stock material, or commission an outside company.

Overshooting - or gathering as much video material as possible

Shooting film from every angle is highly recommended, as it will facilitate editing later. The more raw material is available, the more flexible one is in post-production, and the better the video quality.

Build in calls to action (CTA)

A clear call to action at the end of the video will help customers reach the next step in their journey. For instance, a CTA can refer to a landing page, a white paper, webinar or a case study providing additional information.

Title and thumbnail

The title of the video is decisive in arousing users' interest, as well as optimising its SEO ranking. When it comes to thumbnails: less is more! Text is possible, although a maximum of three to four words is recommended. Furthermore, studies show that peoples tend to click a lot more often on thumbnails with a human face.

Audio quality and subtitles

Companies that are just getting started with video marketing often neglect sound quality and concentrate on images and content. However, sound plays a crucial role in the overall perception of the video. If both the background music and voice-over are not closely coordinated, users will notice a certain disturbance, switch off and ignore the video message. A particular attention should be paid to audio quality being right, especially when using headphones, since close to 50% of all videos are consumed on the go.

It cannot be stressed enough that subtitles are another crucial factor in terms of mobile-friendliness. Many users, particularly those on social media channels, consume content on the go without sound. Subtitles need to be carefully created and easily legible in order to help videos achieve maximum user engagement.

The same applies if unpractised speakers mumble, or have a heavy accent or dialect and as a result are difficult to understand. Subtitles elegantly avoid potential difficulties in understanding.

> **TIP: handling multilingual video versions**
>
> There are different ways of offering multilingual videos: either manage the same videos with different soundtracks on the same channel; creating different channels in different languages for a better regional presence may make sense, to avoid confusing the community; or finally, managing a main global channel with local channels in different languages for support.

3. How to create professional subtitles

Transcribe

First, the spoken word must be converted into written text, before any subtitle appears on-screen. During this process, a subtitler listens to the video, one phrase after the other, stops the recording, and writes down these phrases until he/she is through with the video. In a second step, he/she listens to the video again and corrects any mistake. A good transcription is based on various factors (video length, audio quality, speaker type and spoken regional accents and dialects). It also includes any additional information, such as fade-ins appearing in the video.

Setting the time codes

Once the transcription is complete, the subtitler forwards it to the video producer, in order for him/her to set the time codes. These indicate the beginning and the end of each audio segment. It is crucial to make sure the subtitles are synchronous, i.e. appear simultaneously with the spoken phrase. Subtitles should not take more than 70 characters and fit on two lines. Finally, the video producer saves the file in *.srt- (SubRip subtitle) or *.vtt format (web video text tracks). These are pure text files, containing the transcription, start and end of the time code and (in the case of *.vtt files) chapter information, video descriptions and other meta data.

Translation

While it is possible to produce videos in several languages at the same time, it makes sense to either translate the subtitles, or have them translated, in case the production is very demanding. During the translation process, a translator loads the *.srt or *.vtt file into the CAT tool (computer-aided translation software) and transfers the subtitles sentence by sentence into the target language without changing the sentence structure, as the target language must correspond precisely to the particular soundtrack.

Inserting subtitles

The final step involves inserting the subtitles directly into the video to ensure they are faded in simultaneously. It is recommended to centre the subtitles onto a black box in white font, with two lines on top of each other, at the lower end of the picture. Companies can also insert subtitles based on their own specific style guide (own font and size, line and word spacing, colour, etc.) to ensure observing both the corporate identity and branding.

TIP: outsourcing multilingual subtitling

Professional, multilingual subtitling is demanding. It requires several specialists – transcribers, subtitlers, video editors and translators whose interaction needs to be managed as efficiently as possible, in order to ensure fast and professional service. And finally, it requires the corresponding tools these players need to be sufficiently experienced in. However, companies who contemplate collaborating with an external language service provider for subtitling are advised by direct contact partners. These project managers coordinate dedicated teams of specialists and ensure that all customer requests are met.

4. Finding out whether a video is a success

Planning, creating and uploading the video is only half the job. The fourth step involves analysing and evaluating its performance. As with all other marketing formats, there is a performance measurement for this. The click rate is only one measurement factor.

Defining the right KPIs
The dwell time and completion rate is more relevant for videos than the click rate; they indicate up to what point users watched the video or if and when they left the video. Interactions via the comment function, likes and shares are also interesting indicators.

Handling comments
The comment function allows companies to communicate directly with their target group. Feedback and criticism expressed should definitely be taken seriously and questions answered. They provide valuable findings on the expectations of the target group that you can take into account in later videos.

Conversion Rate
This involves the goal defined in step 1 and the corresponding CTA. The number of new visitors on the landing page or new subscribers indicates whether the video was successful.

Click Rate
Even if the click rate is not as decisive in video marketing as the dwell time, it is nevertheless worth keeping an eye on it. Improving the SEO measures could be a remedy, if the click numbers fall to zero. Often, simply changing the title or adding important keywords can help finding the video.

5. How to improve videos

The fifth step involves implementing, and learning from, analytical findings. When companies use videos for the first time, they often struggle with measuring successes within their own target group. But whether a company is a beginner or a professional video marketer: repeated self-reflection and improvement is key. Good video marketing is a never-ending process. As the target group's needs and expectations change frequently, so the company's goals can change.

Recognising optimisation potential
Optimising derives from the KPIs, as defined in step 4. If users stop watching abruptly, then you should work on the storyboard. If the conversion rate is deficient, then you should redefine your CTA. The most important thing is to heed criticism and poor figures, as well as boldly trying out new ideas.

Getting in contact with the target group
Step 4 already dealt with taking criticism from comments seriously. Moreover, it is very easy for companies to engage directly with their own followers on Facebook, Instagram and TikTok, and to get detailed feedback.

Keep at it
Never mind if the first video was not a great success! It is still worth keeping at it. Video marketing is by no means self-propelling, but requires a lot of practice. And: it pays off! The more experience a company gathers, the easier producing effective videos will become and the next one may go viral!

THE MOST IMPORTANT TIPS AT A GLANCE

- **No long introductions:**
  get to the point as quickly as possible!

- **Offer added value:**
  humour, information or emotions produce the best results.

- **Insert subtitles:**
  dramatically increases the potential of the video!

- **Support multilingualism:**
  allows to gain access to larger target groups

- **Interact with users:**
  Use the comment function.

- **Use the analytical tools on the platforms:**
  knowledge is power.

- **Keep at it:**
  analyse, learn, continue!

EXPERT-LEVEL INFORMATION

ANALYSING VIDEOS – KEY ASPECTS

Analytical tools and KPIs are crucial in improving a company's own video marketing in the long run and coordinating video content and its parameters with the users. They also highlight users' different practices. Here are the most important key figures companies ought to keep an eye on:

Playback Time on the Channel
Total time users have watched videos on a channel overall. One of the most important ranking factors on YouTube, meaning: the higher the value, the more probable it is a video on that channel will be recommended and obtain a higher search result score.

Playback time of an individual video
Indicates the popularity of a video. Allows video marketers to break down the percentage a video is viewed on average. The higher the value, the more likely the company is on the right track and should produce more content of that kind. This indicator also has a decisive influence on search-result rankings on YouTube.

View-Through-Rate
The VTR indicates how many users watched the video to the end. The view will not be considered, if a user cancels playback after a few seconds.

Scene Analysis
This KPI analyses the passages a user has watched more often, and where he/she paused or cancelled playback. Companies can therefore draw conclusions upon the segments viewers have mostly engaged with, and analyse the whys, as a result: is the segment particularly interesting, or perhaps too complicated to understand?

Click Rate
The number of clicks usually sky-rockets right at the beginning, as channel subscribers are recommended new videos. A stable high value indicates that subscribers respond to the thumbnail and the title. However, the click rate is only relevant in combination with playback time which indicates whether the video lives up to its promise.

Click Rate Info Card
Companies should take a separate look at the degree of interactive elements related to the video. YouTube, for instance, uses the "Recommended" feature to suggest similar videos, or the "Subscription" info card. What elements do users use? When is the best time to integrate them?

What are YouTube info cards?
Info cards are notifications displayed to those watching a YouTube video in the upper right in a square box. The linked info card appears when viewers click on the teaser. Companies can use these very effectively, i.e., to link to other video content that is related to the current video and thus increase click rates.

Viewers

The number of explicit viewers reveals how many users are reached by the video. If they are fewer than the subscribers on the channel, these are not particularly active and could be integrated better. Does every viewer only watch the video once or are there several retrievals per viewer, which indicates that the content is relevant? Moreover, viewers can be broken down according to various features, such as age, gender and location. It is particularly interesting determining which languages are relevant to the target group.

Access Sources

How do users access videos? Via search engines, external links or recommendations? Moreover, access sources tell you which search queries lead viewers to which videos.

A/B-Testing

Allows companies to compare two videos that only differ in one variable (e. g. different audio or subtitle language), to find out which version performs better. There are endless possibilities with regard to variable change: colours, fonts, languages, subtitles or even titles or thumbnail. However, one variable change alone is enough to avoid diluting the test and obtain high-quality results.

While YouTube Analytics does not directly support A/B Testing, it is nonetheless possible to upload two videos and to compare their analytics side by side, to find out which one performs better. Moreover, companies can also commission third-party providers with A/B testing.

WHY VIDEO MARKETING AND MULTILINGUAL SUBTITLES ARE WORTH YOUR WHILE

The "Dollar Shave Club" case study we mentioned at the outset clearly confirmed the facts and figures in statistics and numerous other examples: good video marketing is worth any company's while and easier to implement than it appears at first glance. Companies with a little know-how can use the analytical tools on the platforms in order to learn a great deal about user behaviour and their target group's interests, thus adapting their video content in the process.

Even the "Dollar Shave Club's" "Our Blades Are F**king Great" could have reached even more people worldwide and be even more successful using multilingual subtitles.

Paying attention to the best quality in terms of translation and subtitling is key, because both processes can help companies exploit the full potential of video marketing.

About 24translate

Companies have been able to connect with the entire world for two decades, thanks to 24translate - one of the leading international language service providers. Our core compentencies - specialised translations, text optimisations, as well as process optimisations across all industries - thus offer our customers our unique technical expertise and our advanced security standards, especially for very demanding translation projects.

Do not hesitate to get in touch with us if you still have questions or would like to know more about how to make better use of your multilingual communication potential. We will gladly offer you individual and free-of-charge advice.

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