



## Using Variable Video to Create an Engaging Dialogue with Your Customers

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Data Driven Video

Each internet user is averaging more than 2 online videos each day

33% of consumers that hit a product page with a video will watch that video

Video ads double click through rate

#1 in online retail marketer priority to increase video – more so than social media

Relevant video increases response rates 2.3x higher than static direct marketing

**Backroads** – The world's #1 active travel company

Selling an experience so video is important – show you the hotels, so the activities elevates the value proposition

Backroads wanted a way to engage anonymous users on the website, using relevant video.

Variable offers based on potential for repurchase.

**Family Trip Advisor** – Asks for age of kids, when do you want to go, level of activity, interested in nature or culture? Variable video results. 18 different versions of CEO lead in, then mix and match other clips.

To drive traffic, sent postcard with image of last trip with call to action for next adventure, variable offer and personalised URL. Talking directly to whoever made the previous booking. Personalised website.

Email follow up to postcard. Response rate doubling of response if received both postcard and email

In terms on anonymous - use of family trip advisor have a double conversion rate versus those who don't. Very long engagement times on site due to video.

## **Challenges incorporating video into direct marketing**

### **Production challenges**

- Not enough video content
- Too costly to do versioning
- Too time consuming to create

### **To overcome challenges**

- Lose the formality, use own merchants and employees as talent, leverage inexpensive cameras and stages in your own office. Use photography instead of video
- Consider alternatives to full motion video – use still images combined with voiceover and pan zoom effects for relevant infill (\$1,000 per 3 minute segment vs. \$25,000 for full motion video production). Also means less bandwidth.

### **Integration challenges – where to host it?**

- One landing page for each major segment – works well if don't have many segments.
- Data-driven personal website – achieve one to one. Variable fields, offers, etc
- Video landing page bandwidth a major issue after email blast.

### **Tracking**

- Plugs into Google analytics so you can see in a funnel where people are dropping out/conversion