

THE RISE OF MOBILE VIDEO: FINDING YOUR BRAND'S SWEET SPOT



Find a coin and flip it. We're going to play the classic game of heads vs. tails, except in this case, heads is video content, and tails is all other data accessed on a mobile device.

You might be surprised to know that the chances of getting one over the other based on a coin flip are on par with the outcome of someone simply turning on their smartphone. In 2015, video accounted for a little more than half of all mobile data traffic, and that number is quickly growing. By 2020, video is expected to make up more than 75% of the data utilized by more than 11.6 billion mobile devices worldwide.

Just let that sink in for a minute; when we talk about mobile video, we will soon be talking about three quarters of the content consumed on a number of mobile devices that will exceed the total projected global population by 50%.



If it's not already clear, dynamic, engaging video content should not be part of your digital advertising strategy; it should be the core.

Great video content delivers a powerful return on investment, and a truly effective video is found where your brand's message and your audience's interests overlap. To find the sweet spot of successful video marketing, you have to ask questions:

- WHO is finding, watching, and sharing your videos? What is leading them to you?
- WHAT is your target audience interested in? What videos are they currently finding, watching, and sharing (your competition) and what sets you apart?
- WHERE is your audience hanging out? What video platforms (YouTube? Facebook? Snapchat?) do they use?
- WHEN should you "pay to play?" When is it both effective and necessary to promote your videos? (Here's a hint – video is most readily consumed in the evenings!)
- WHY is Snapchat so important? Why is it different from everything else we have?
- HOW will you measure the value and impact of your mobile videos?

The answers – even those that might surprise you – will clearly tell you who your audience is and where your brand fits in their daily digital activity. This knowledge is crucial to propel your brand toward the next step: creating your content.

We'll be sharing more about that soon, but we wouldn't put off finding the answers to the questions above. Remember that coin flip? Chances are, your target audience is already consuming videos at a high rate, and if they aren't yours, they just might be your competitors'.

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