

THE FUTURE OF SEARCH IS VIDEO.



GARY GUMBLETON - CREATIVE DIRECTOR

APRIL 2024

UNLEASH YOUR DIGITAL PERFORMANCE >>



CONTENTS.



- 01 Introduction - Who is Gary Gumbleton?
- 02 Section Two - Why video content?
- 03 Section Three - Challenges
- 04 Section Four - Trends
- 05 Section Five - How to strategise and create
- 06 Section Six - Q&A



WHO IS GARY GUMBLETON?



WHO IS GARY?



Introvert pretending to be an extrovert

Spent the last 10 years agency side making content for clients and internally.

Previous 10 years was in global corporate sales. Spent 10 years in New Zealand (moved back about 8 year ago)

Made around 1000 videos a year for the past few years.

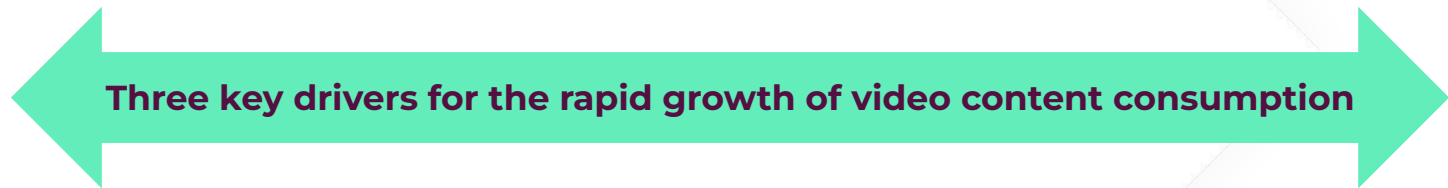
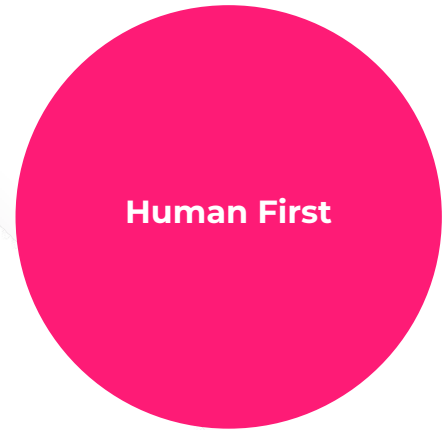
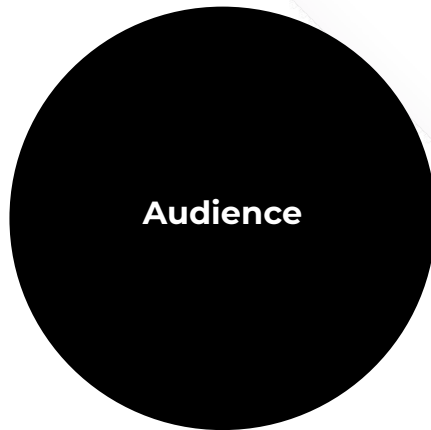
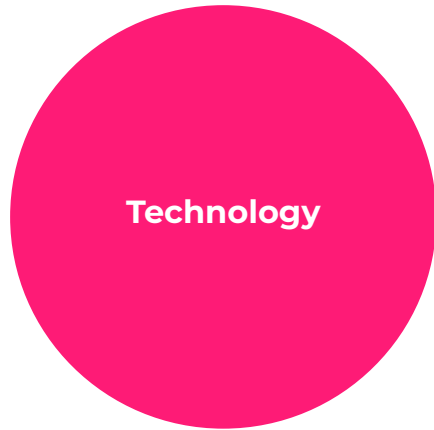
Super power is to be able to ideate on the spot.



WHY VIDEO CONTENT?



WHY VIDEO CONTENT?





INCREASE IN PUBLIC WIFI 5G & BROADBAND SPEED.



**COMPLEX TO SIMPLE
PEOPLE ARE LAZY.**



**REAL STORIES
AUTHENTICITY.**



A woman with long brown hair and glasses is sitting at a desk, looking at a laptop. A small brown dog is sitting on her lap. The background shows a window with a plant. The image is overlaid with a dark diagonal shape on the left side.

**50% OF USERS ARE LOOKING FOR VIDEO
53 TIMES MORE LIKELY TO BE ON FRONT PAGE
VIEWERS RETAIN 95% OF THE INFO.**



Forrester Research & Google

THE TRADITIONAL FUNNEL.



Video is at every stage

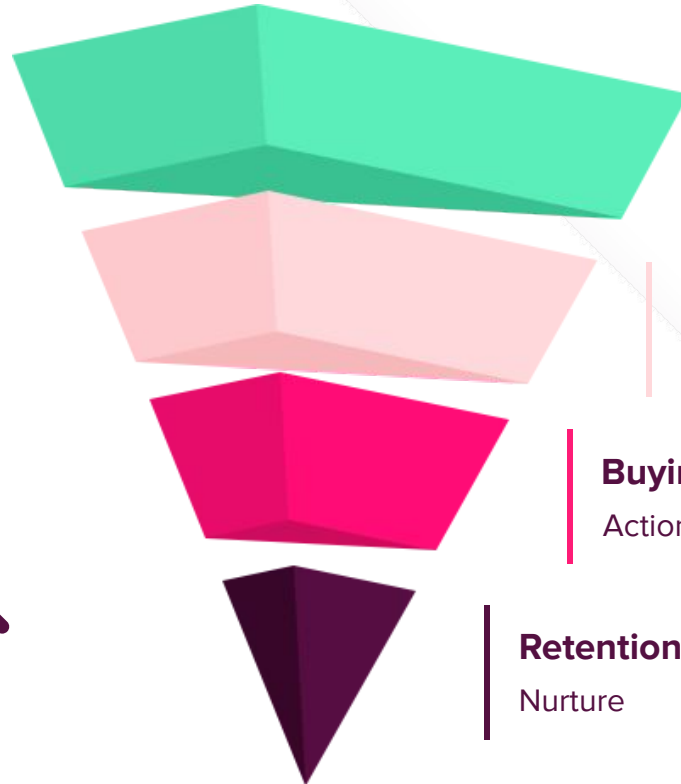
Organic video content made for your audience is 'top of funnel'

With search, video sits at the end of your term.

An emotive based 'About Us' is good to capture consideration

How To's work extremely well at converting and SEO

Product Journey or business stories to keep the relationship



Identifying their need

Raising awareness

Researching their options

Consideration/Evaluation (learning)

Buying / Enquiring

Action

Retention and advocacy

Nurture





86%

OF TIKTOK USERS AGREE THAT
THEY CAN FIND THEIR TYPE OF
CONTENT ON TIKTOK.





60%

OF GEN Z TIKTOK USERS HAVE
BOUGHT A PRODUCT BECAUSE THEY
SAW IT ON TIKTOK IN THE PAST YEAR.



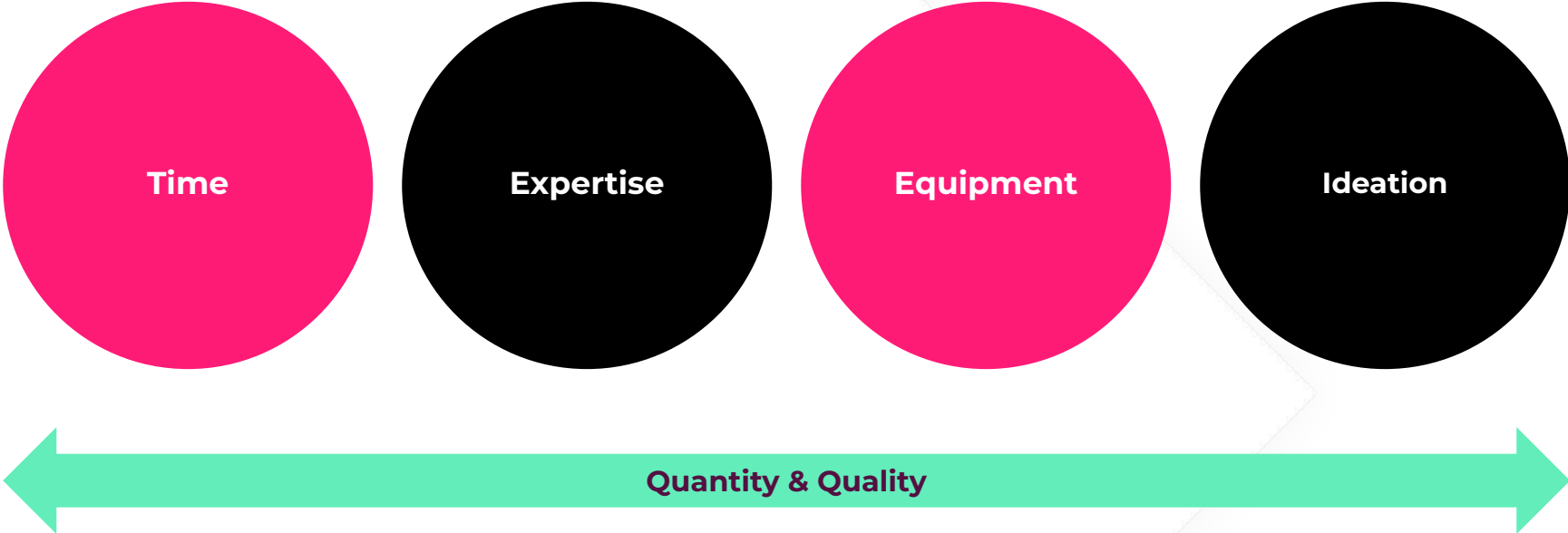
CHALLENGES AS A BUSINESS.



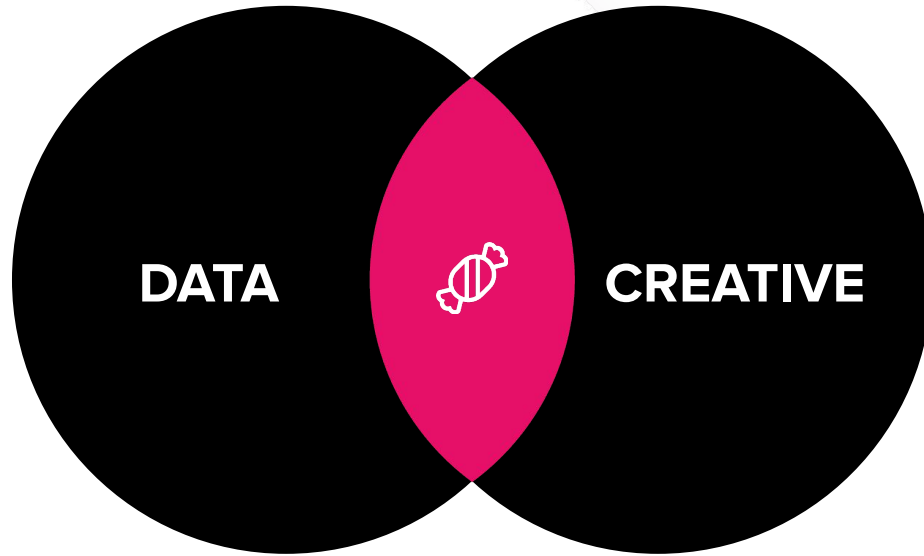
CHALLENGES.



The key challenges to consider:



STAKEHOLDER MANAGEMENT.





**TOO EXPENSIVE
LASTS A YEAR OR MORE.**





TOO BORING
NO BORING BUSINESSES
ONLY BORING CONTENT.



R





**TOO DISRUPTIVE
CONTENT DAYS.**





TOO SCARED
AUDIO ONLY PODCASTS.



TRENDS FOR 2024 AND BEYOND.



EMPLOYEE GENERATED CONTENT.



Leaders and staff are the new brands

Cisco are training all 80k staff to be LinkedIn influencers

Human connection

Better organic reach

Volume of content

Multiple topics

Messenger Effect

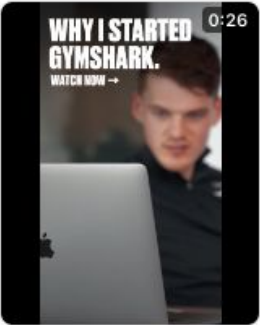


EMPLOYEE GENERATED CONTENT.



I'm SO excited to showcase the products that the...

1.7K 47



It's hard to believe that if someone had told me back i...

1.6K 45



Companies House has just published our results for ou...

5.4K 203



Another very exciting move for Gymshark... Stay tuned...

2.8K 64



AI GENERATED VIDEO.



We are human first

Branding is important when it comes to video.

Right first time and client amends are tough

Good for storyboarding

Good for stakeholder buy in

Cut through the noise with IRL content



EMOTIONAL STORYTELLING.



Connect with your audience

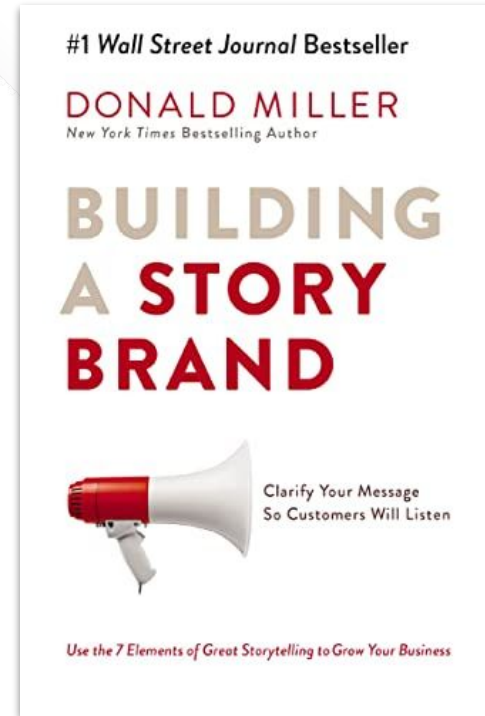
Some brands are doing it well

Community building

Full circle consumption

TV Network Strategy

Relatable and approachable



EMOTIONAL STORYTELLING.



HOW TO STRATEGISE AND CREATE.



TV NETWORK STRATEGY.



CREATING CONTENT WITH PURPOSE.

CHANNEL

Business Objective
Eg Ease of Use

SEASON

Content Suite
Eg FAQs

EPISODE

Individual Videos
Eg Pay by ApplePay



**ANCHORING
29 SECONDS NOT 31 SECONDS.**





HOOK MODEL FIRST 5 SECONDS.





CONTENT CASCADE.



COPYWRITING KEYWORD RESEARCH CHATGPT.





THANK YOU.



UNLEASH YOUR DIGITAL PERFORMANCE >>