

Increasing your

CONVERSION RATE

with **VIDEO:**

Turn viewers into customers

@csavage



Does video increase conversion?

Google Analytics tells you what's happening. **KISSmetrics** tells you who's doing it.

Your Website URL

LOG IN WITH GOOGLE

FREE EMAIL UPDATES
Get the latest content first.

First Name

Your Email

Join Us

FREE WEBINAR:

JUNE 4TH,
1PM EDT
10AM PDT

JUSTINE
JORDAN
LITMUS



Beyond Email Open Rates:
How to Unlock the
Potential of Your Audience

REGISTER NOW

Can Product Videos Increase Conversion Rates?

If a picture is worth a thousand words, a product video could very well be worth a thousand sales. Considering that video now appears in [70% of the top 100 search results listings](#), and that viewers are anywhere from 64-85% more likely to buy after watching a product video – this is one marketing force you can't afford to ignore. Here's why:

Online video marketing has finally come of age. We no longer have to deal with a glut of sluggish connections, incompatible technologies or bland commercials begging for our business. These days, smart companies and innovative entrepreneurs are turning the online broadcast medium into a communications cornucopia: a two-way street of give-and-take.

How Well Does Online Video Convert?

The great thing about online video is that people vastly prefer watching over reading (just consider the last time you watched the news versus reading a newspaper!) It spans nearly every industry and demographic.

Organizational housewares e-tailer [StacksAndStacks.com](#) reported that visitors were [144% more likely to purchase](#) after seeing a product video than those who

25

Like

662

Tweet

26

+1

275

Share



HTA HIGH TRAFFIC ACADEMY
LEARN LATEST TRAFFIC GETTING STRATEGIES
USED BY **TOP MARKETERS** TODAY

WATCH TRAINING NOW! 100% FREE



What kind of marketing technology can we help you find?

Landing Page Videos Increase Conversions 130%

- f
- 🐦
- g+
- in
- 🍷
- 📌
- t
- ✉



Scribe

More Traffic and Leads
Less Time and Hassle

An Inbound Marketing Crash Course



Video converts and here is the proof: 46% increase in conversion rate

Posted in [A/B Split Testing](#), [Case Studies](#), [How To](#) on January 18, 2011

[Tweet](#) 1 [Share](#) [Like](#) 0 [+1](#) 0

Through his website [SixPackAbsExercises.com](#), personal trainer Carl Juneau teaches men the best ab exercises for getting six pack abs. Carl heard his top competitor doubled his sales after he started to use video to market and demonstrate his products so he decided to use [Visual Website Optimizer](#) to test video on this website. Carl carried out three split tests which conclusively proved that videos increased conversions on his website by as much as 46%.

A/B Test #1 (call-to-action test)

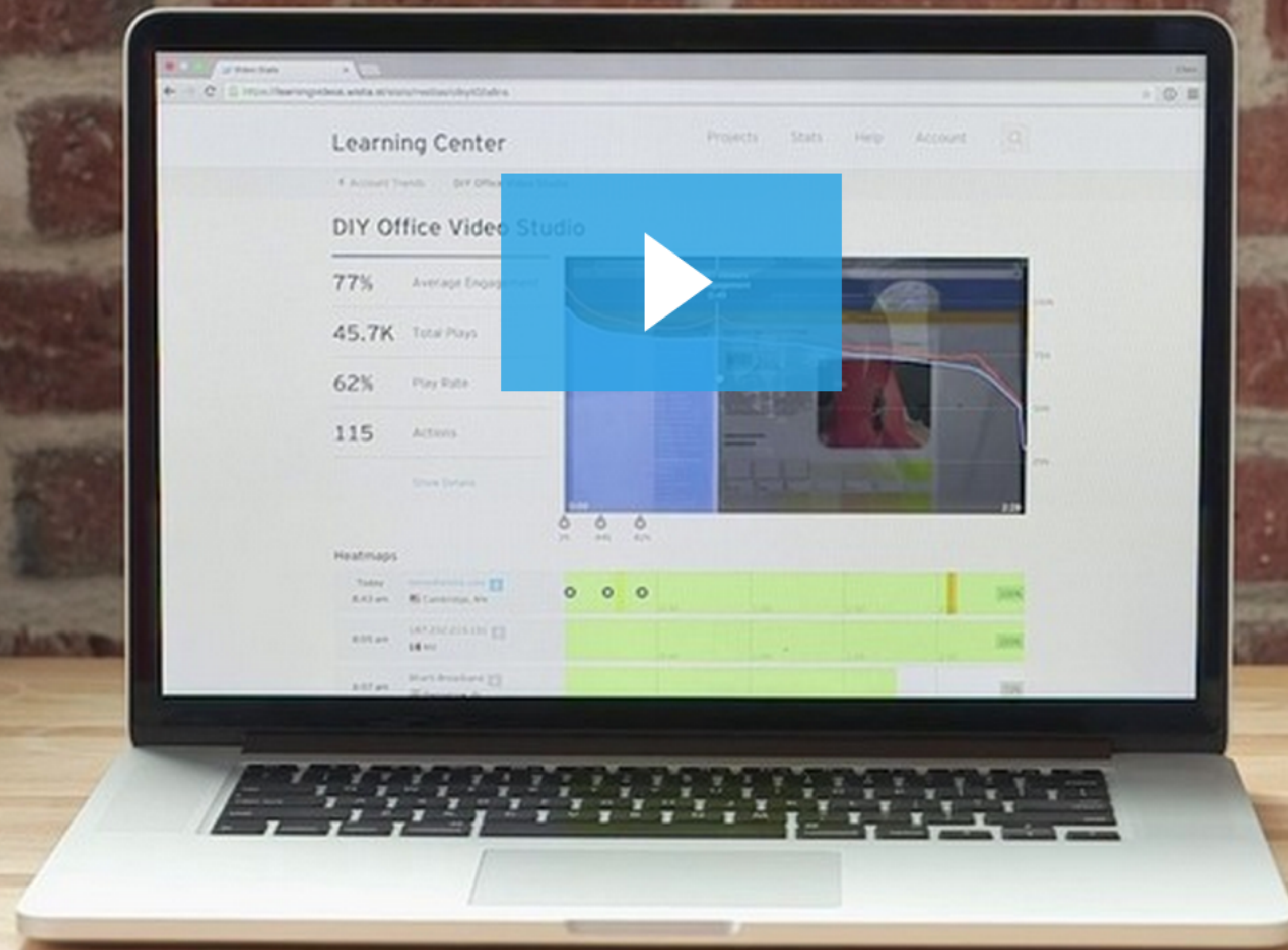
In first split test, he tested two variations of the “call to action” on his sales page.

- The control was: “Next Page Read Sample of Book”

Yes!

How do we make
ENGAGING VIDEOS,
put them in the **RIGHT PLACES,**
and make sure that they
DRIVE ACTION?

What is the goal of the video?



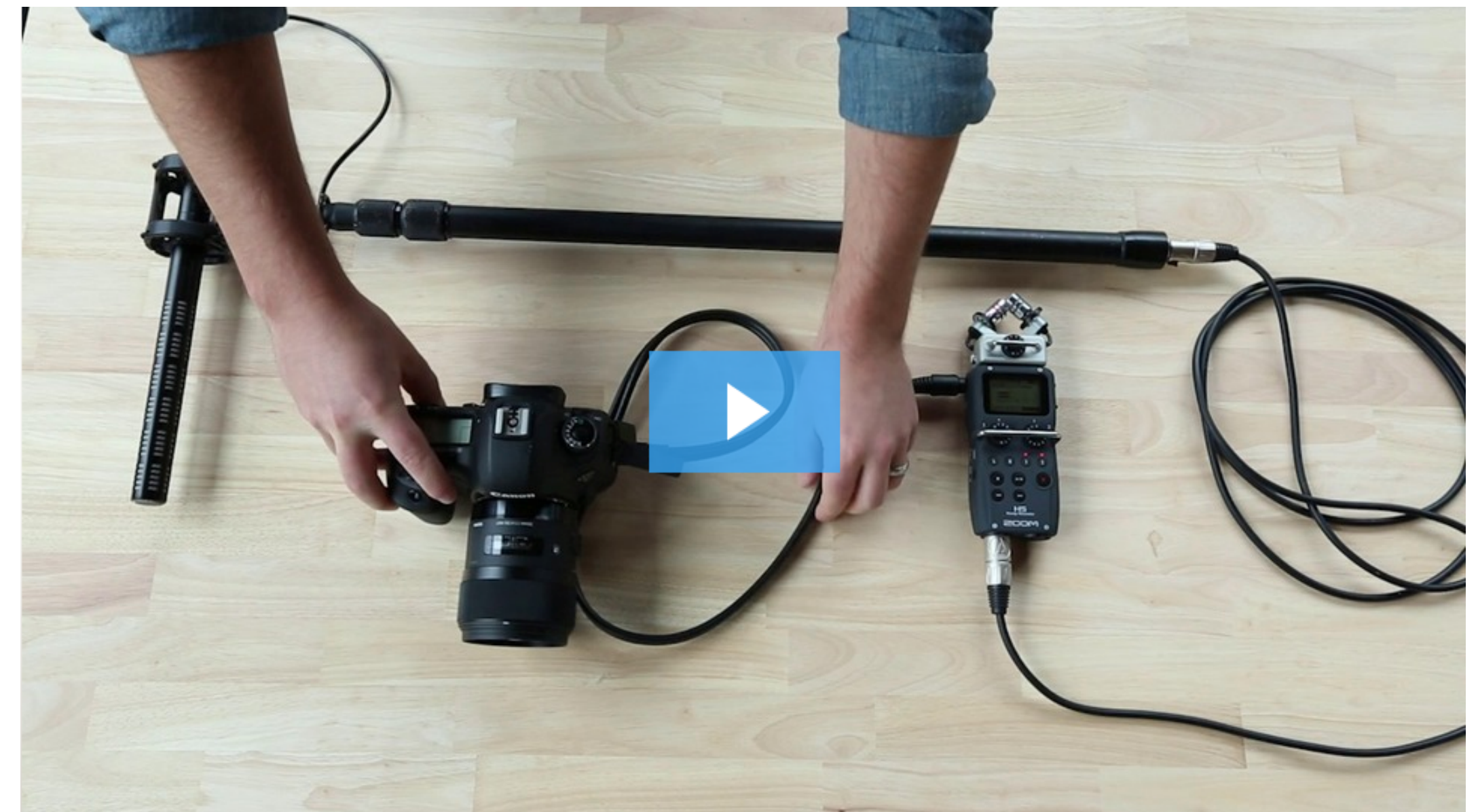
After someone watches this video
I want them to _____.



Video Measurement Basics

Five video metrics to measure for conversion

1. Time on site
2. Play rate
3. Engagement
4. In-video conversion
5. Conversion on site



Time on site

Primary Dimension: Page Page Title Other

Plot Rows Secondary dimension Sort Type: Default

blog advanced

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	74,660 % of Total: 10.20% (731,974)	67,668 % of Total: 10.83% (624,554)	00:04:00 Avg for View: 00:02:25 (65.48%)	49,018 % of Total: 12.21% (401,313)	60.70% Avg for View: 47.18% (28.64%)	67.38% Avg for View: 54.83% (22.89%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /blog/sandwich-video-interview	9,323 (12.49%)	8,693 (12.85%)	00:05:44	7,186 (14.66%)	89.16%	81.15%	\$0.00 (0.00%)
✓ /blog/introducing-timeline-actions-and-improved-analytics	8,343 (11.17%)	7,703 (11.38%)	00:07:24	7,004 (14.29%)	41.91%	77.08%	\$0.00 (0.00%)
3. /blog	5,869 (7.86%)	4,436 (6.56%)	00:00:55	1,138 (2.32%)	39.52%	20.60%	\$0.00 (0.00%)
✓ /blog/go-pro-lessons	4,412 (5.91%)	4,154 (6.14%)	00:26:10	4,124 (8.41%)	54.06%	93.16%	\$0.00 (0.00%)
✓ /blog/how-we-record-audio-canon-5d	3,222 (4.32%)	2,976 (4.40%)	00:12:08	2,851 (5.82%)	68.35%	89.54%	\$0.00 (0.00%)
✓ /blog/interview-tips-from-sarah-green	1,640 (2.20%)	1,543 (2.28%)	00:05:11	591 (1.21%)	56.32%	54.39%	\$0.00 (0.00%)
✓ /blog/non-sequitur-fridays-boston-video-time-capsule	1,566 (2.10%)	1,489 (2.20%)	00:19:50	1,318 (2.69%)	17.53%	86.59%	\$0.00 (0.00%)
8. /blog/fullscreen-video-homepage	1,515 (2.03%)	1,249 (1.85%)	00:04:11	1,059 (2.16%)	7.36%	60.13%	\$0.00 (0.00%)
9. /blog/wearing-color-camera	1,504 (2.01%)	1,416 (2.09%)	00:04:54	1,400 (2.86%)	93.93%	92.62%	\$0.00 (0.00%)
✓ /blog/remove-black-bars-from-online-video	1,447 (1.94%)	1,376 (2.03%)	00:05:34	1,268 (2.59%)	85.40%	85.49%	\$0.00 (0.00%)

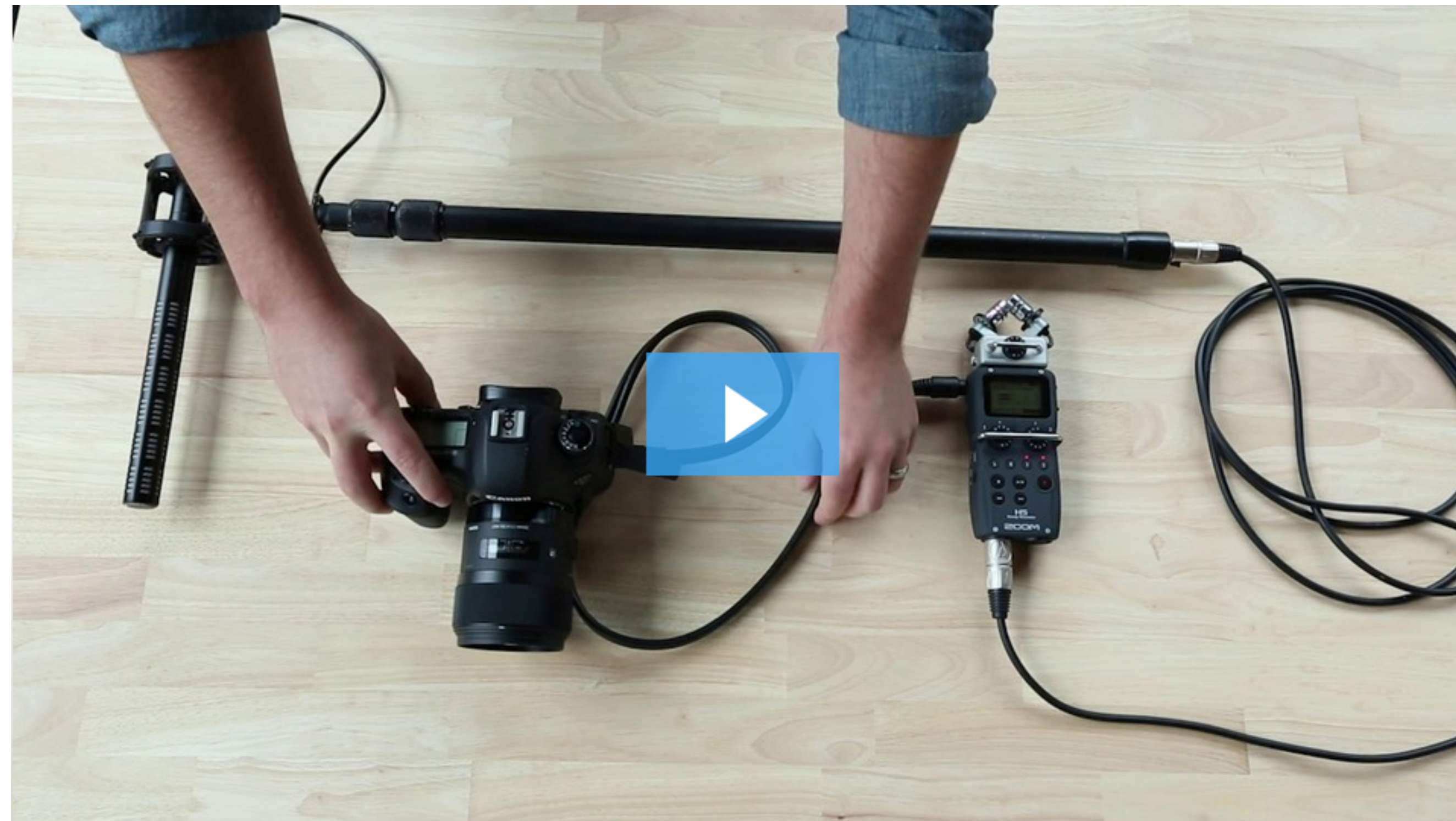
Show rows: 10 Go to: 1 1 - 10 of 1442

© 2015 Google | Analytics Home | Terms of Service | Privacy Policy | Send Feedback

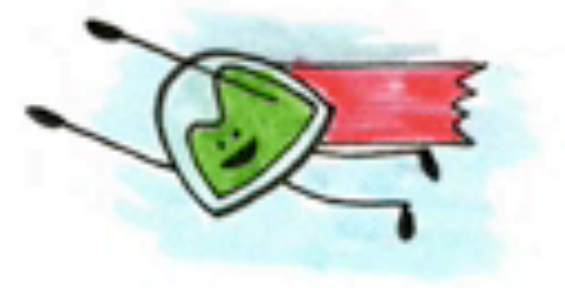
Average time on blog
4:00 min

Average time with video
12:30 min

Play rate



% of people that load the page and click play



These Basecamp success stories are inspired by real customers who found a little more joy in their work life with Basecamp.

Kevin's small software business was booming! He avoided dropping the ball on his plate of growing projects by moving all of his clients and responsibilities to Basecamp.



25 video views / 100 page views = 25% play rate



Engagement



How much of the video was watched (and rewatched)

Learning Center

< Project Trends: Production Choosing Music for Your Video

Choosing Music for Your Video

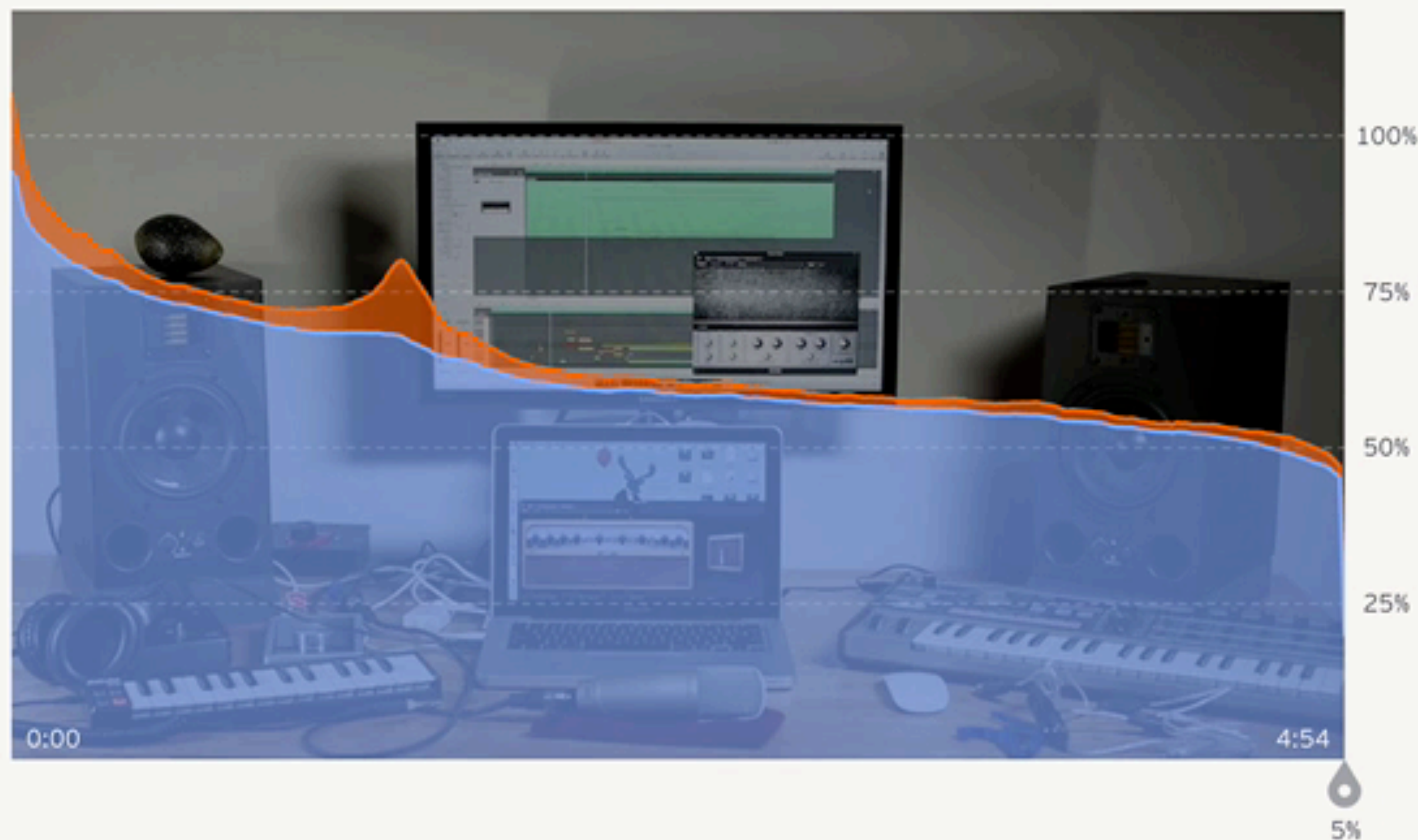
61% Average Engagement

27.2K Total Plays

64% Play Rate

40 Actions

[Show Details](#)



Heatmaps

Today	SBC Internet Services	1							
10:01 am	North Hollywood, CA		1:00	2:00	3:00	4:00			11%

Learning Center

< Project Trends: Production Choosing Music for Your Video

Choosing Music for Your Video

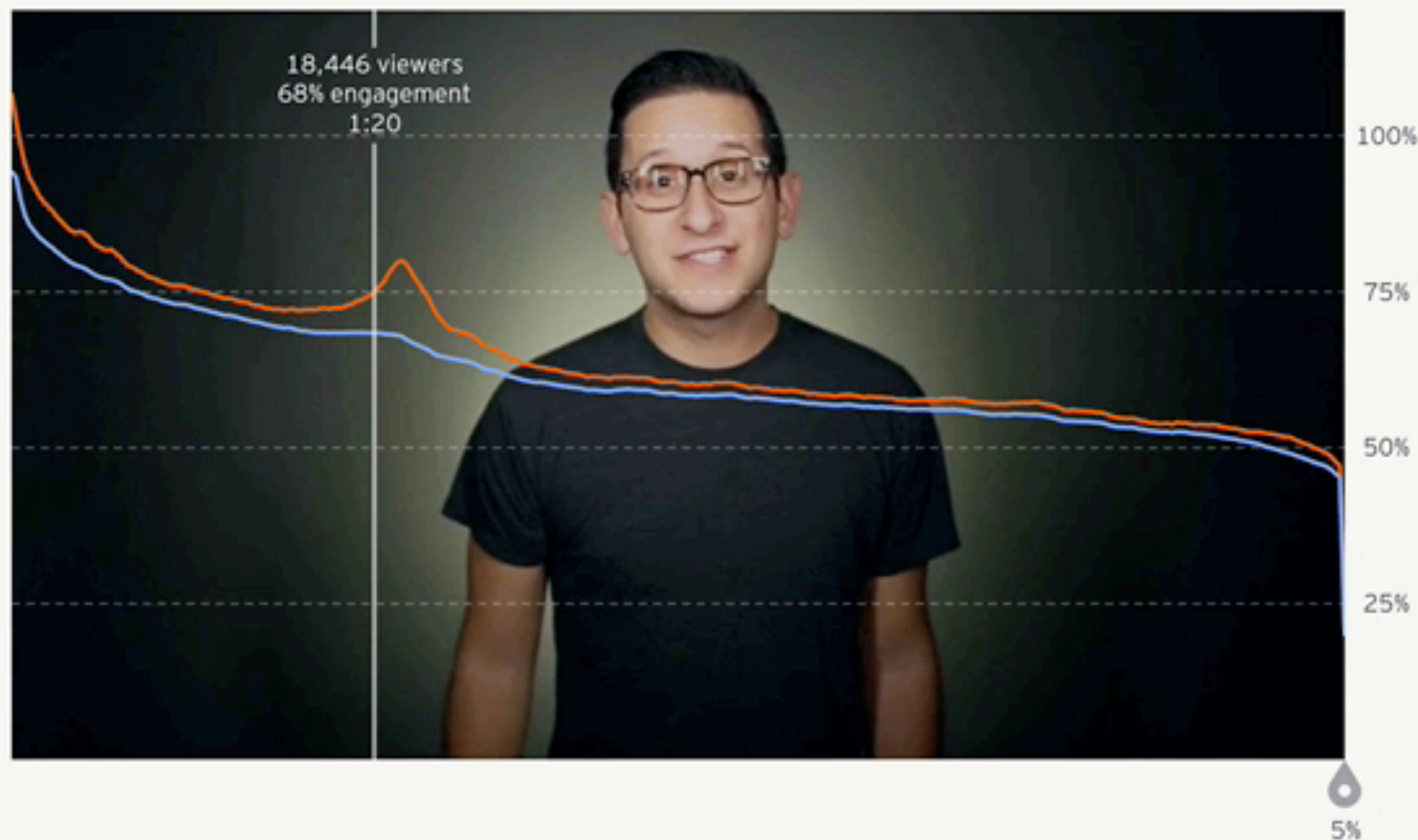
61% Average Engagement

27.2K Total Plays

64% Play Rate

40 Actions

[Show Details](#)



Heatmaps



Engagement is viewing momentum



They want to know what to do next

In-video conversion

DIY Office Video Studio

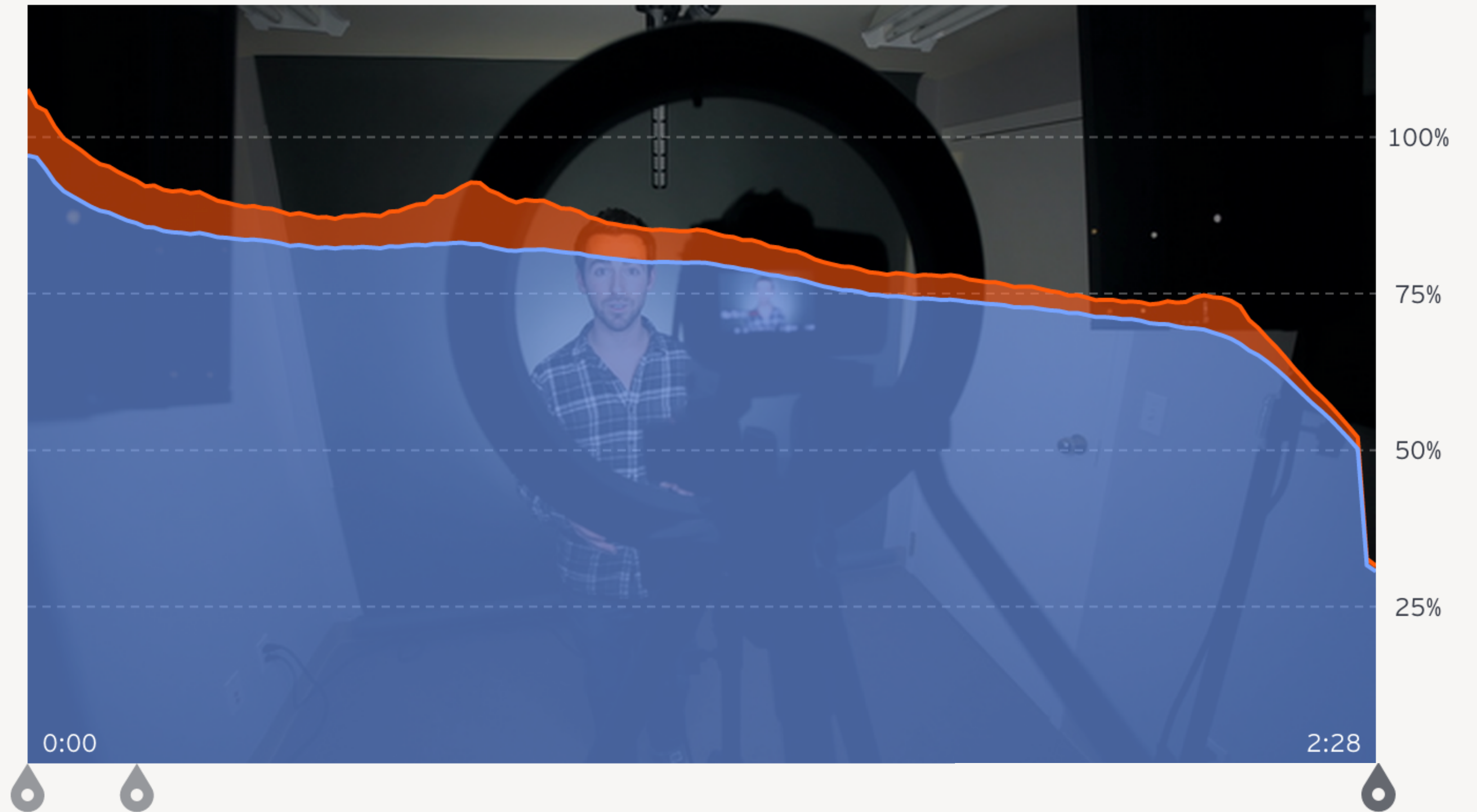
76% Average Engagement

46K Total Plays

62% Play Rate

2.1K Actions

[Show Details](#)



82% - Call to Action
140 clicks / 171 impressions

Heatmaps

Conversion on site

Video Strategy Guide for T x

Chris

https://app.unbounce.com/11864/pages/855be2a8-e09e-11e0-814e-12313e003591

CLIENTS Default Client Search Pages... Support Chris Savage

Create New Page

PAGES All Pages (4)

Organize pages with groups! Use the link below to create a new group. You can then add individual pages to a group using the page's gear menu.

+ New Group

DOMAINS (1)

USERS (1)

SETTINGS

Video Strategy Guide For The Deck

Change URL http://guides.wistia.com/video-strategy-guide-marketing/

1741 VISITORS 128 CONVERSIONS 7.35% CONVERSION RATE

Created 3 years ago, updated 3 years ago. Last Published 3 years ago.

BLAH BLAH BLAH BLAH

Edit Notes »

A/B Test Centre

Reset Stats Preview Variants Add Variant

Current Champion	Weight	Visitors	Views	Conversions	Conversion Rate
A No video Edit	100%	1741	1895	128	7.35%

Optimize your conversion rate by testing additional variants of this page.

Start with a Copy of your Existing Page or Create a new Page Variant from Scratch

Conversion Rate Chart - Last 30 Days

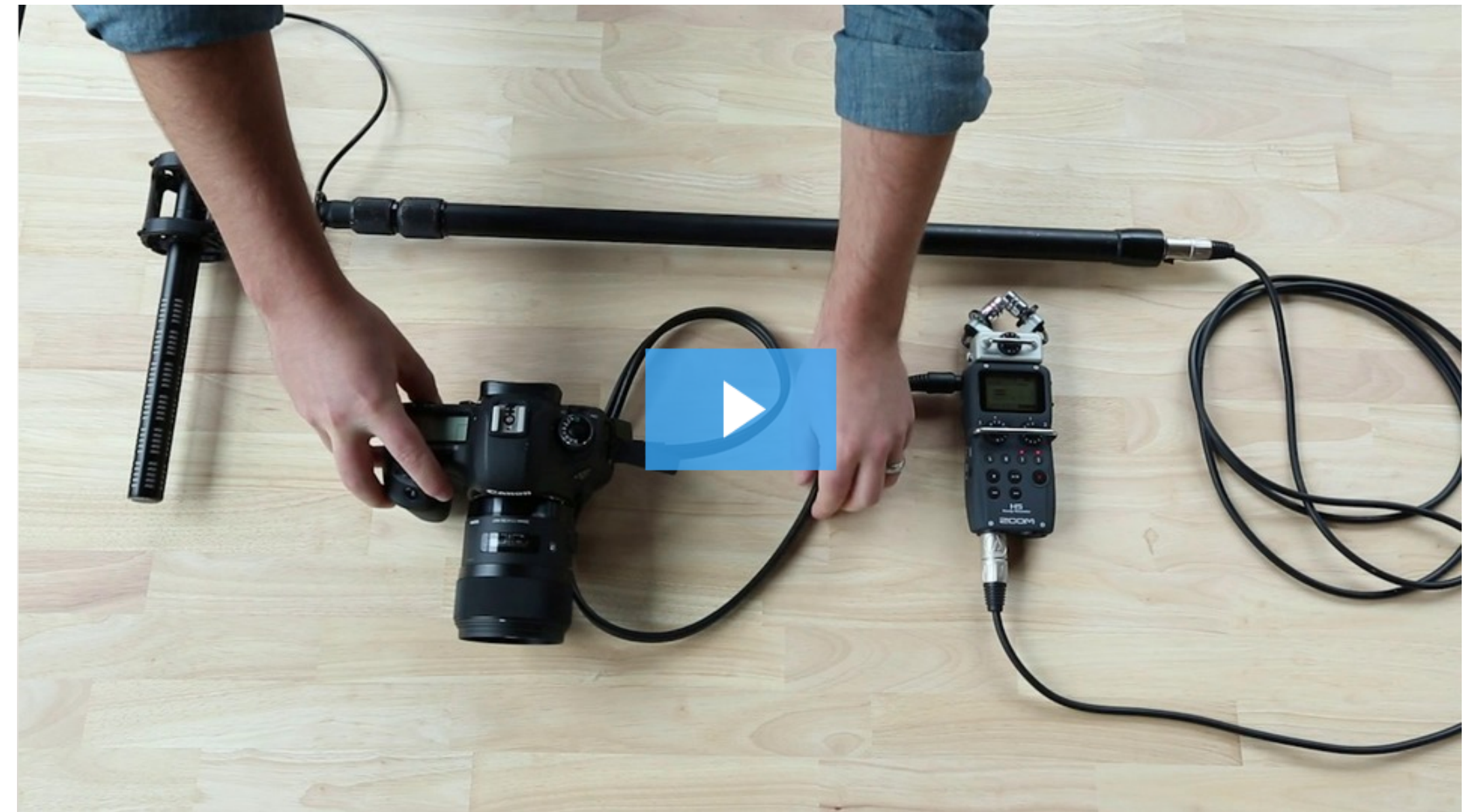
Leads (128)

View Leads

Generate CSV of Leads

Five video metrics to measure for conversion

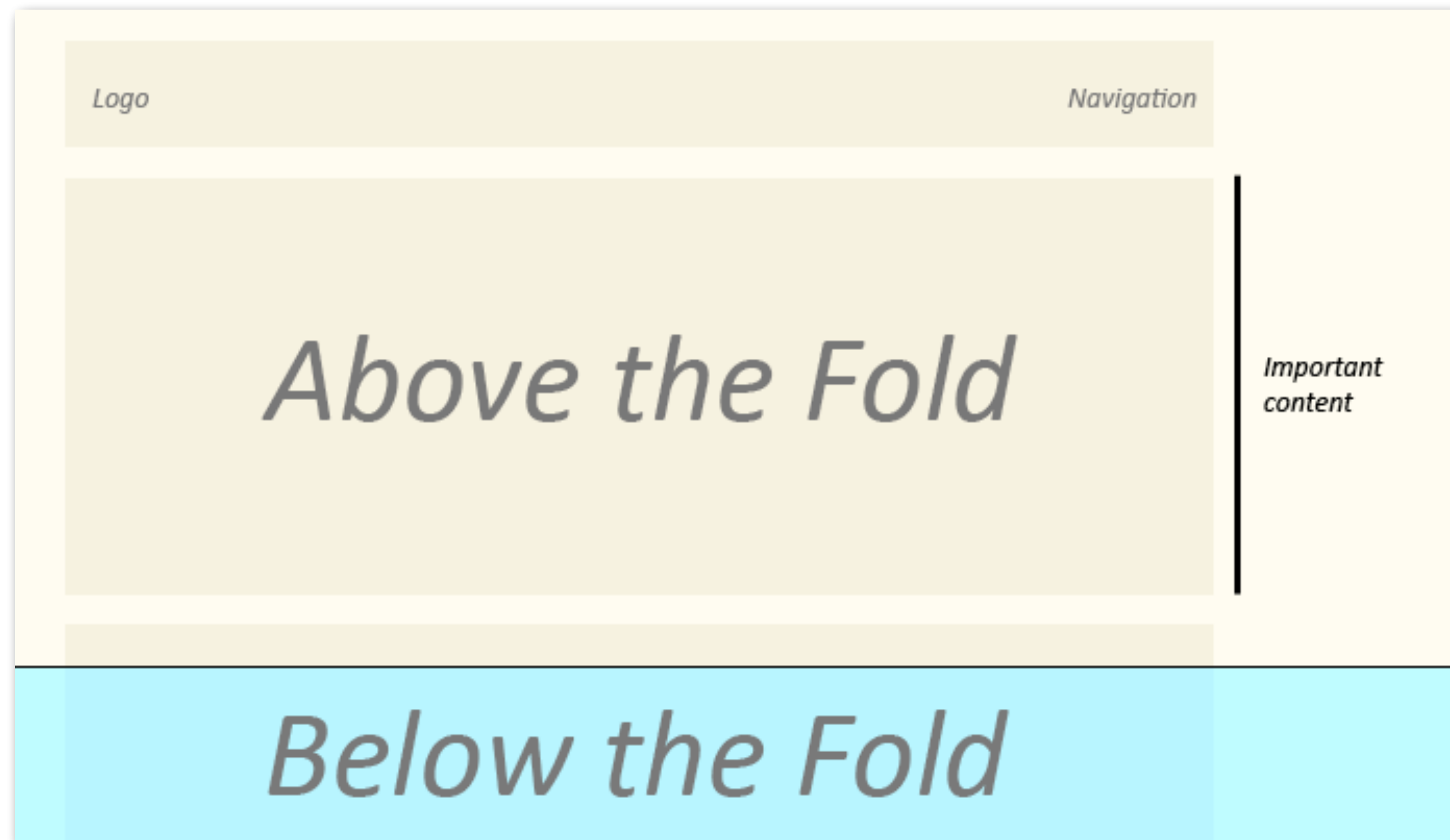
1. Time on site
2. Play rate ✓
3. Engagement ✓
4. In-video conversion ✓
5. Conversion on site





Increasing Play Rate

How much does placement matter?



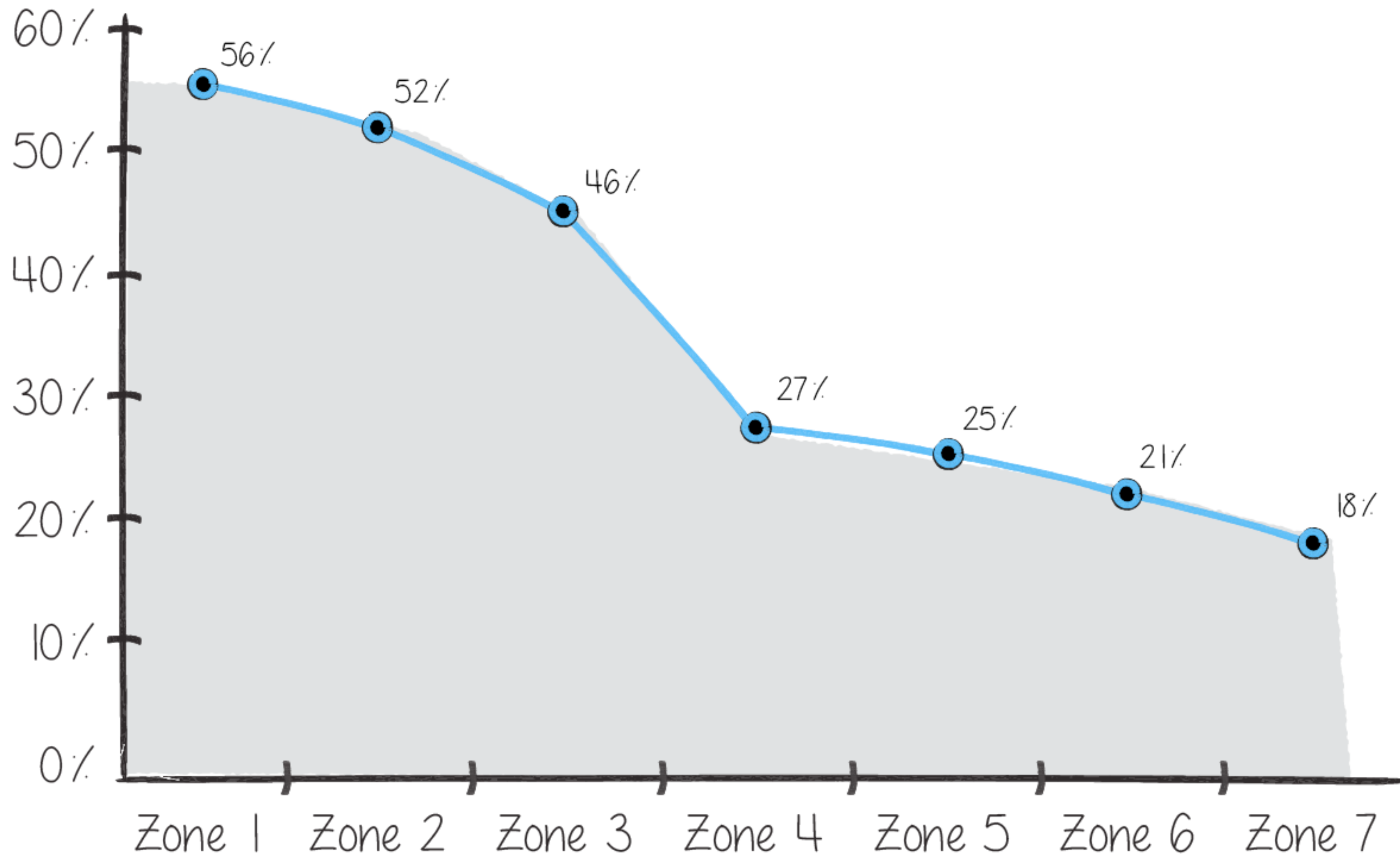
Crawled 80k pages with Wistia-hosted videos

Each zone is
250 pixels in height

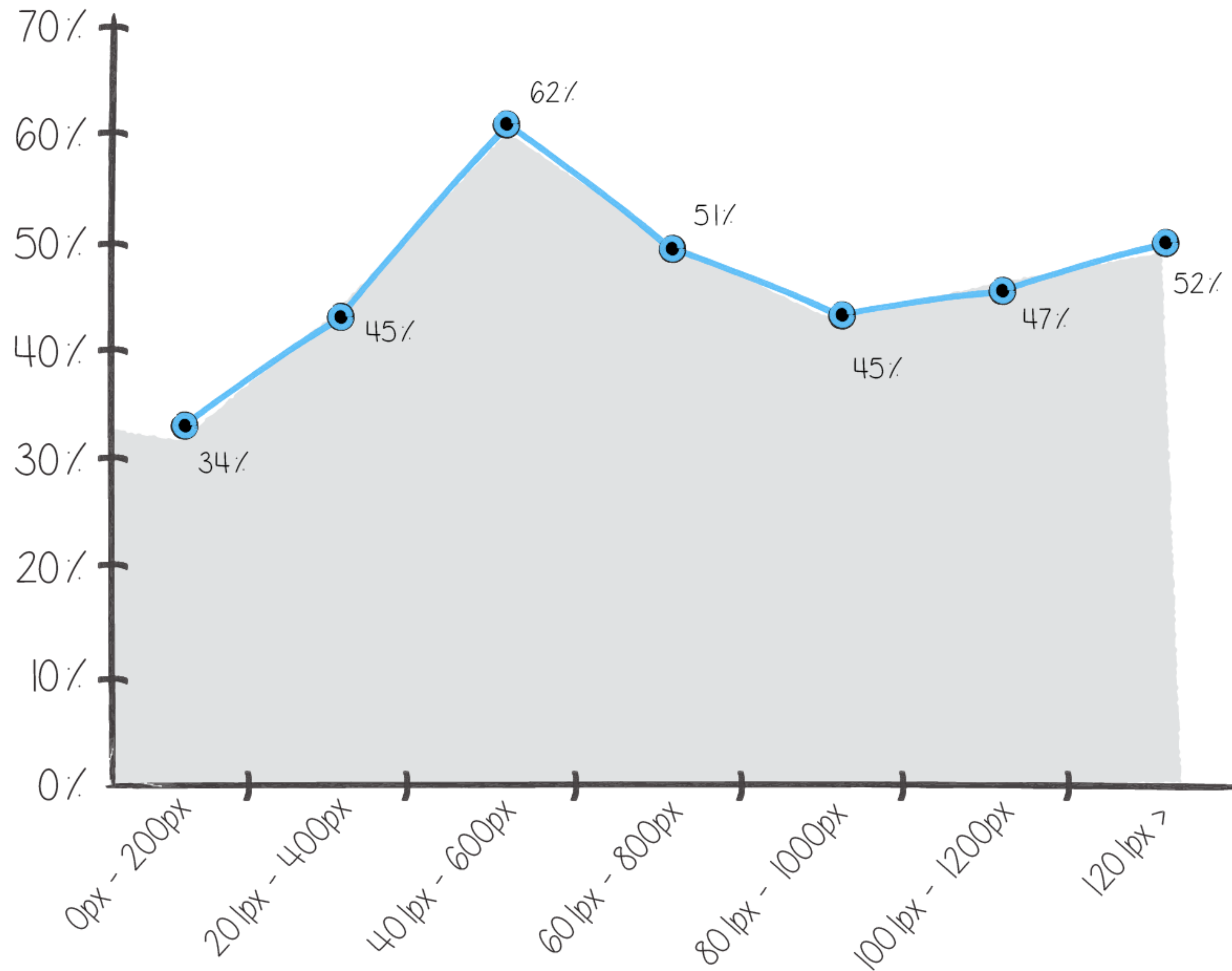
The image shows a screenshot of a Wistia blog post titled "How to Remove Black Bars from Your Video". The page is divided into three horizontal zones, each 250 pixels high, highlighted with colored overlays and labeled "ZONE 1", "ZONE 2", and "ZONE 3".

- ZONE 1 (Blue):** Contains the top navigation bar with links for Product, Company, Learning, Support, Sign Up, and Login. Below this is the Wistia logo and secondary navigation for Learning Center, Blog, and Community. The main content area includes the "Our Blog" header, a social sharing bar with RSS, Like, Follow, and Subscribe buttons, and the author's profile for Ezra Fishman, marketing director at Wistia.
- ZONE 2 (Green):** Contains the main video player area. The video thumbnail shows a hand holding a camera on a wooden surface. Below the video is the article's introductory text: "Ugly black bars appear on videos, both on TV and on the web, when the aspect ratios of your video and the housing it lives in don't match." It also includes a sub-section header "Why black bars appear" and the start of the main text: "The issue is most clear in the case of TV, so let's start there."
- ZONE 3 (Pink):** Contains the concluding text of the article: "Prior to HDTV, televisions and the video created for them followed a 4:3 aspect ratio. With HDTV came a new standard of 16:9. What happens when you watch a video created at the old aspect ratio of 4:3 on a TV that is 16:9? Black bars show up on either side to fill the extra space (image credit):". Below this text is a diagram showing three 55-inch TV screens. The first is labeled "55\" TV 21:9" and shows a video with black bars on the sides. The second is labeled "55\" TV 16:9" and shows a video with black bars on the top and bottom. The third is labeled "55\" TV 4:3" and shows a video with black bars on the top and bottom.

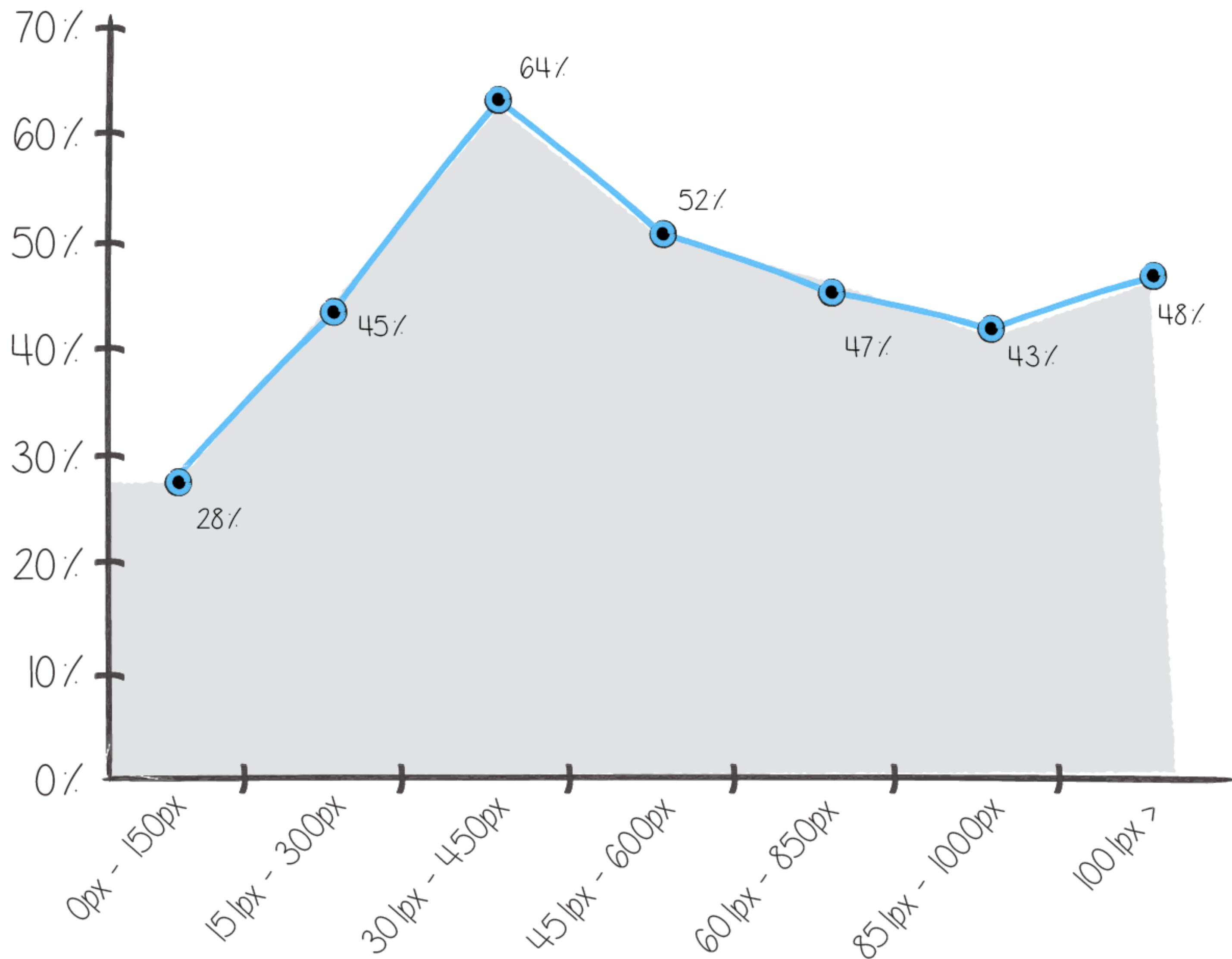
Play Rate / Zone



Play Rate / Video Width



Play Rate / Video Height



19% increase in play rate w/unique player color

The screenshot shows a web browser window with the URL <https://home.wistia.com/medias/enmsecmwwc>. The page is titled "Shooting with an iPhone Intro" and features a video player with a custom yellow-green play button. The video player is set to "Video Actions" mode. The video title is "Shooting with an iPhone Intro" and the author is "Chris Savage".

The left sidebar contains a "Customize" panel with the following settings:

- Buttons: Load Settings, Save, Close
- Appearance:
 - Change Thumbnail: [Upload a new image](#), [Use the current frame](#)
 - Player Color: A color picker showing a gradient from red to green, with a selected color of #9ac223 (Yellow green).
 - Comments: Enable comments on this page
- Controls: (unchecked)
- Social Bar: OFF
- Timeline Actions: (unchecked)
- Captions: OFF

35% increase in play rate w/custom thumbnail

The screenshot shows a web browser window with the Wistia video player interface. The browser's address bar shows the URL <https://home.wistia.com/medias/4xk35bd7jj>. The page title is "Trevor Holmes - Timelapse of the Dome Construction".

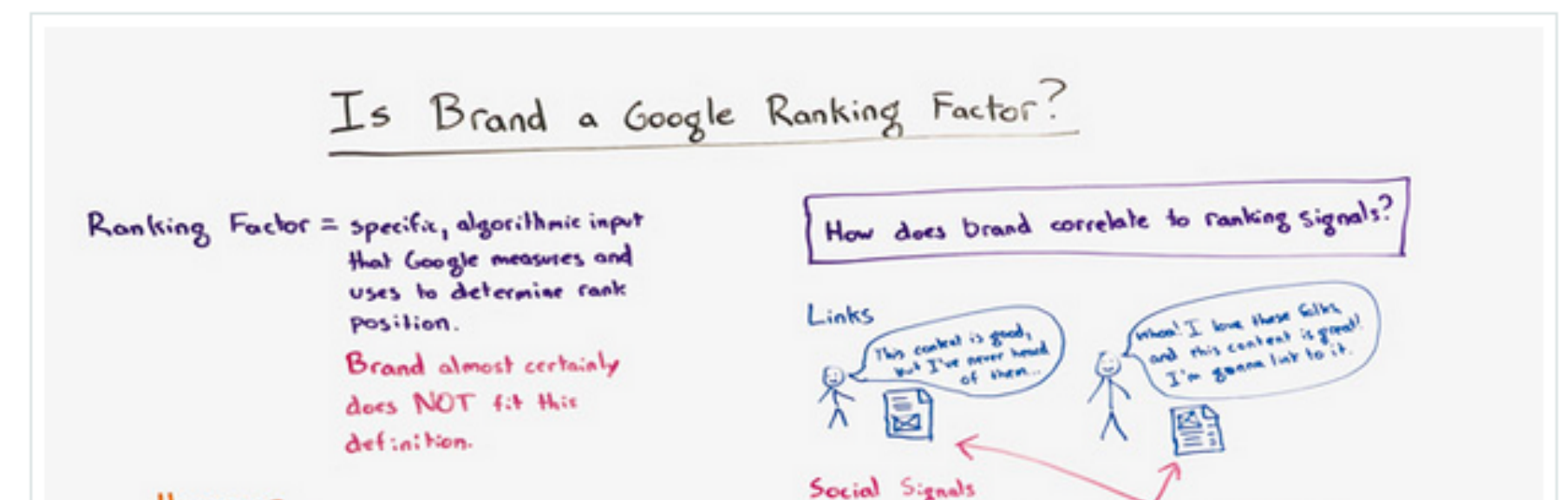
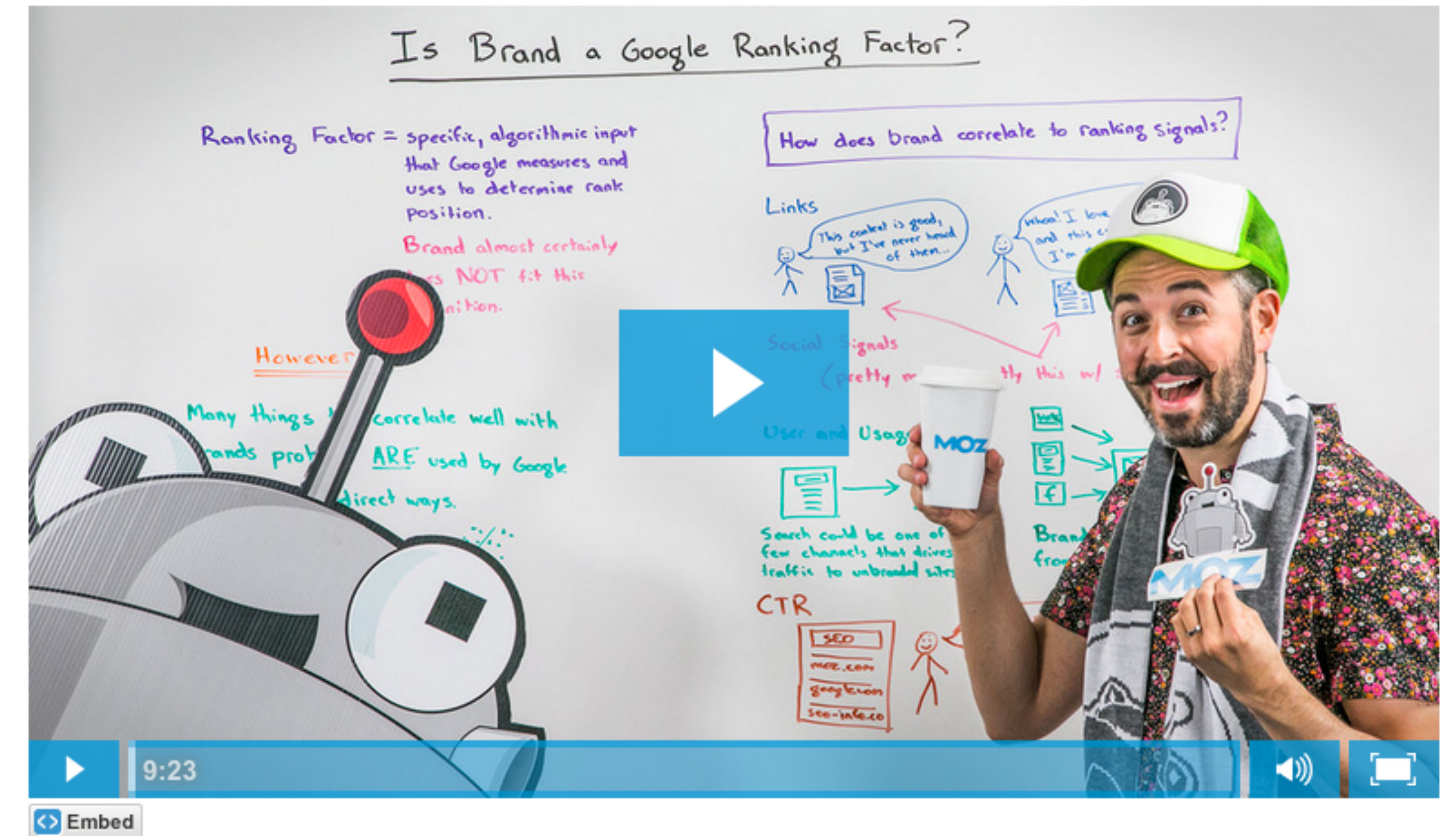
The interface includes a "Customize" sidebar on the left with the following options:

- Buttons: Load Settings, Save, Close
- Section: Appearance
- Change Thumbnail: [Upload a new image](#), [Use the current frame](#)
- Player Color: A color picker showing a gradient from red to blue, with a selected color of #3ea9f5 (Dodger blue).
- Comments: Enable comments on this page
- Controls: (checked)
- Social Bar: OFF
- Timeline Actions: (checked)
- Captions: OFF

The main video player area shows a video thumbnail with a blue play button. The thumbnail image depicts a large white geodesic dome under construction in a modern office space. A man in a blue shirt is touching the dome, and several other people are standing around it. The video title "Trevor Holmes - Timelapse of the Dome Construction" is displayed below the thumbnail. At the bottom of the player, there is a comment section with the name "Chris Savage" and a text input field containing "Your message".

Entice with the thumbnail

A frequently asked question in the SEO world is whether or not branding plays a part in Google's ranking algorithm. There's a short answer with a big asterisk, and in today's Whiteboard Friday, Rand explains what you need to know.





Make the video big and enticing



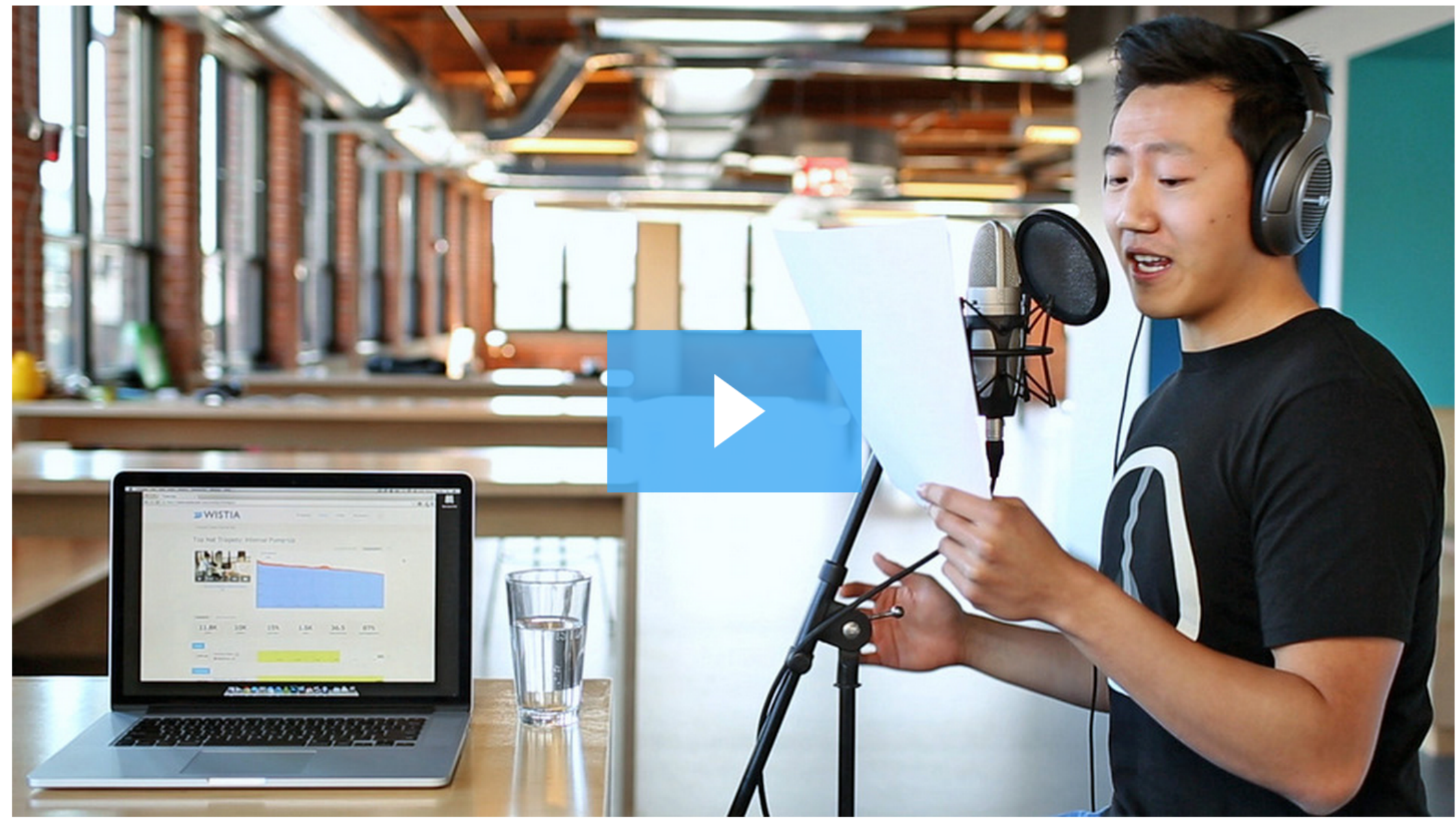
Increasing Engagement

BLOG » PRODUCT UPDATES

A New Way to Organize Your Videos

by Alyce Currier on March 25, 2014

We've given the organization tools within Wistia a major overhaul! Now, you can move videos across projects without losing your stats or customizations.



WistiaFest 2015: Relive the Magic
COMPANY NEWS - June 1, 2015 - 4 Comments

Introducing Timeline Actions and Improved Analytics
PRODUCT UPDATES - May 13, 2015 - 88 Comments

Storytelling and Authenticity at Sandwich Video: An Interview with Adam Lisagor
PRODUCTION - May 7, 2015 - 26 Comments

Conducting Great Interviews: A Meta-Interview with Sarah Green
STRATEGY - April 21, 2015 - 41 Comments

Sign up for the Newsletter!

Email Go



Context guides improvements

< Back to video page: Introducing - Move & Copy

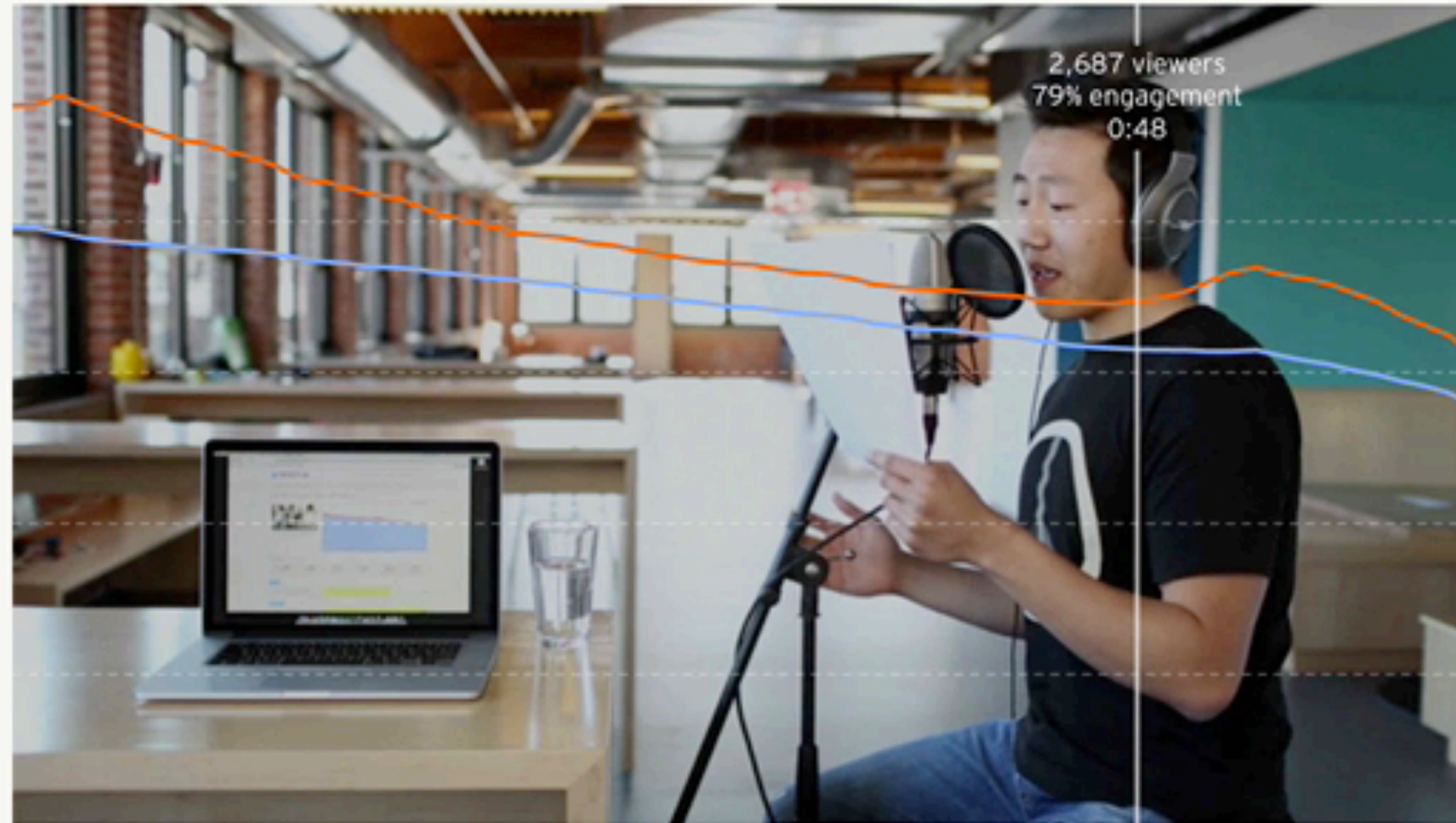
Introducing - Move & Copy

84% Average Engagement

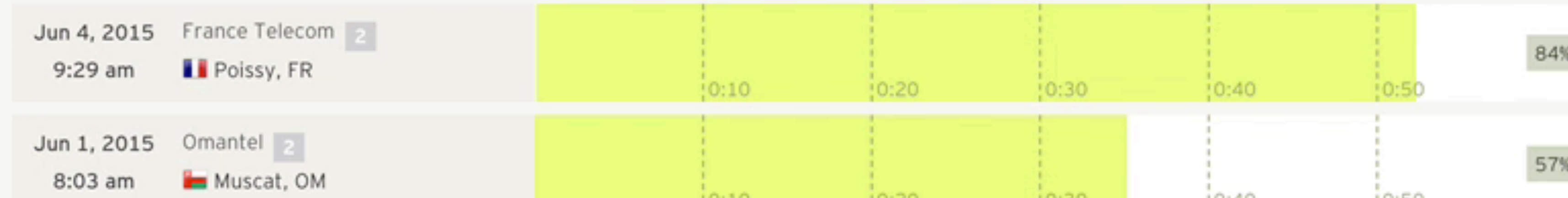
3.5K Total Plays

63% Play Rate

[Show Details](#)



Heatmaps

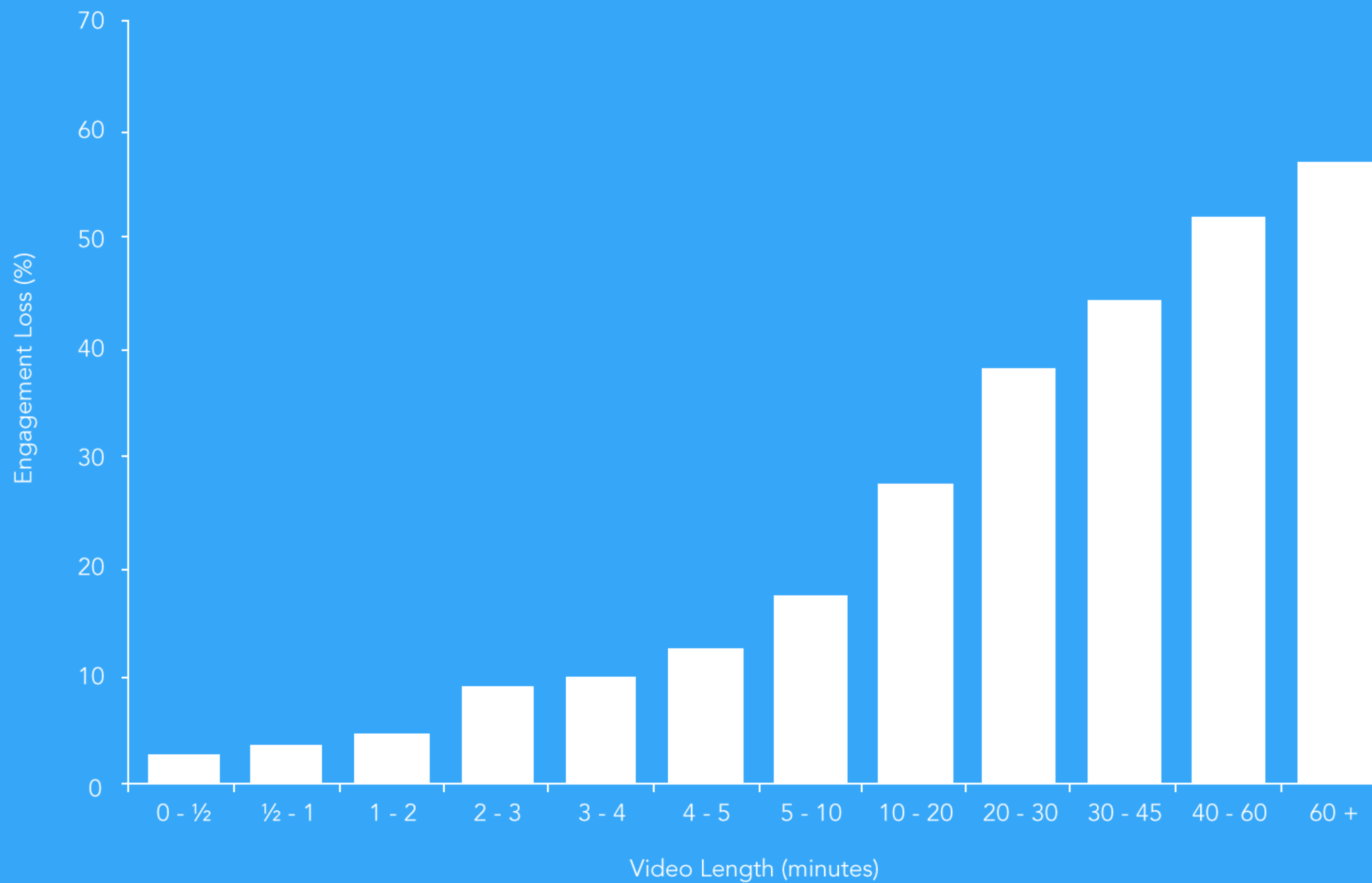




The parts of a video

Nose - Body - Tail

Nose: Average Engagement Loss by Video Length



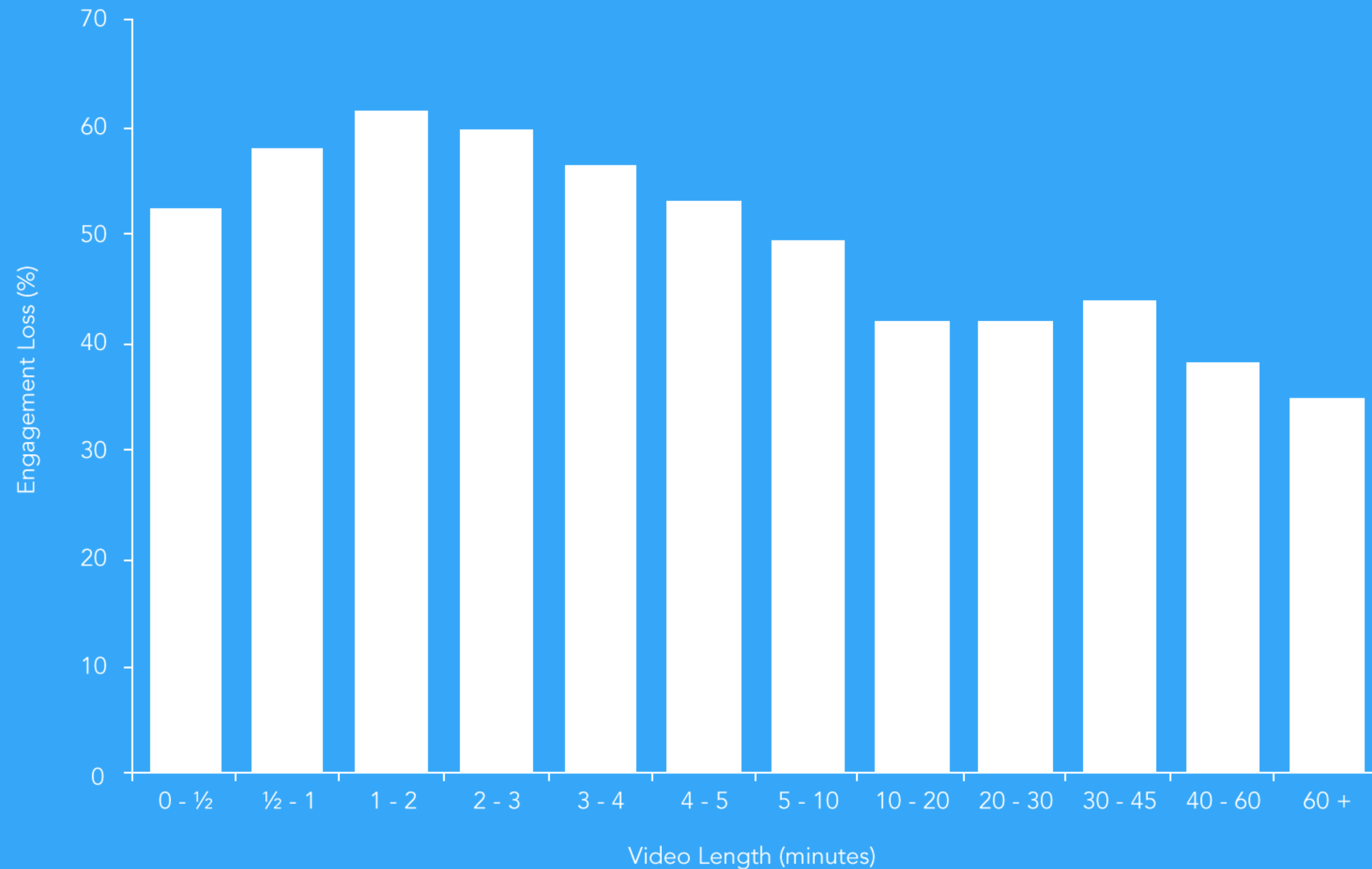
The Nose

The first 2% of the video

To improve:

- Jump right in
- Hook the audience
- Impress quickly

Body: Average Engagement Loss by Video Length



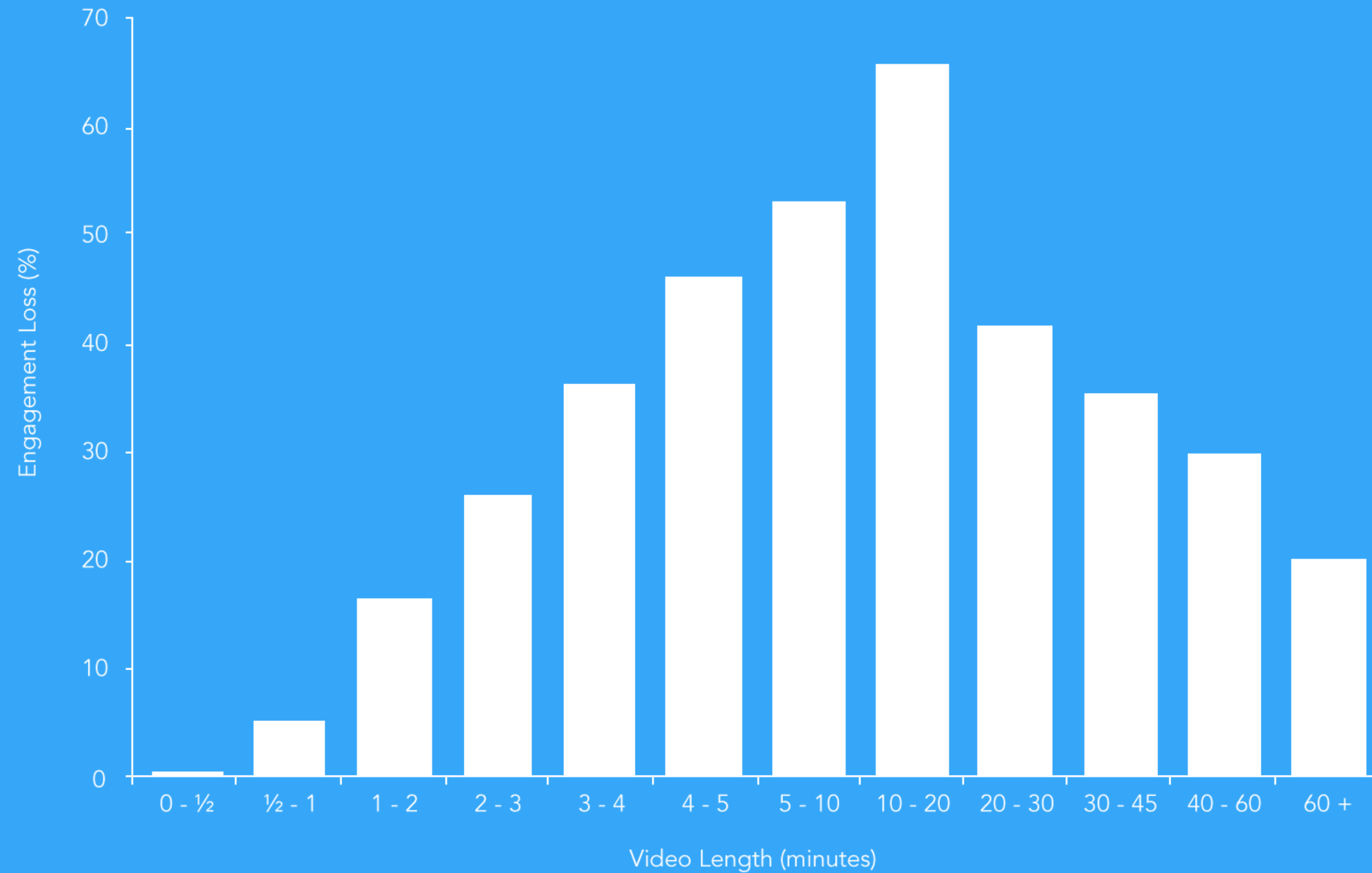
The Body

The middle 96% of the video

To improve:

- Split into parts
- Change locations and people
- Add personality
- Use music for momentum

Tail: Average Engagement Loss by Video Length



The Tail

The last 2% of the video

To improve:

- Don't "wrap up"
- Keep logo/titles super short
- Beware ending music

Use context to learn & pay attention to the parts



The Customer Support Handbook

Here's how some forward-thinking companies are rewarding their customers:

- The support team at Sprout Social keeps an eye on high-profile customers over social media and sends them gift packages based on their interests. If you're a Sprout customer in Chicago, you may get some Intelligensia coffee delivered!
- GrubHub uses Snapchat to send surprise coupons to their followers, and lots of companies are dispensing coupon codes in their Instagram feeds. (Sure, Twitter and Facebook are good options, too, but they're kind of old hat by now.)

However you decide to reward customers—whether it's real money, credit, or surprise discounts—make sure you're doing something fun and thoughtful that benefits the customer, not your company. You don't want to be a company that holds rewards hostage for survey responses or a certain number of shares. Real rewards are surprising and unconditional—make sure yours always are!

What can you do to show your customers you care?

- Send handwritten notes! (Invest in a good pen and a stress ball!)
- Send personal notes or emails on customers' anniversaries using your app.
- Send personalized thank you notes to your first 100 customers who are still active.

54

The Customer Support Handbook

- Profile customers and how they use your product, blog or social media pages.
- Offer % discounts for customers after they purchase, year mark and every anniversary after that.
- Follow top customers on social media and send them you gifts relevant to their interests (not company swag!)
- If you do send swag, make sure it's inclusive and fun. Wants a corporate pen when you could send a beer koozie?
- Offer discounts for referrals, or set up an affiliate program that earns customers account credit.
- Automatically pause billing on accounts that are inactive or dormant and contact the customer to let them know they won't be charged until they use it again.
- Are your customers local? Show up in person with a gift pack to introduce yourself! (Don't be creepy.)
- Include funny gifs or pictures in support emails when you have a good rapport with a customer.
- Post contests on your blog and offer account credits to anyone who participates (not just the winner!).
- Refund the last billing (not just offer account credits to anyone who has had a frustrating support experience, even if they don't ask. (If they do ask, maybe give more than they ask for!))
- Hide discount or freebies in Instagram, SnapChat or other social feeds. (Yeah, we said SnapChat, but don't be creepy.)

55

Drive action from the video



Annotations
Full screen CTAs
Email Capture

Annotations

Why is Mat wearing a Superman costume? >



Align annotations to rewatching

< Project Trends: Production Choosing Music for Your Video

Choosing Music for Your Video

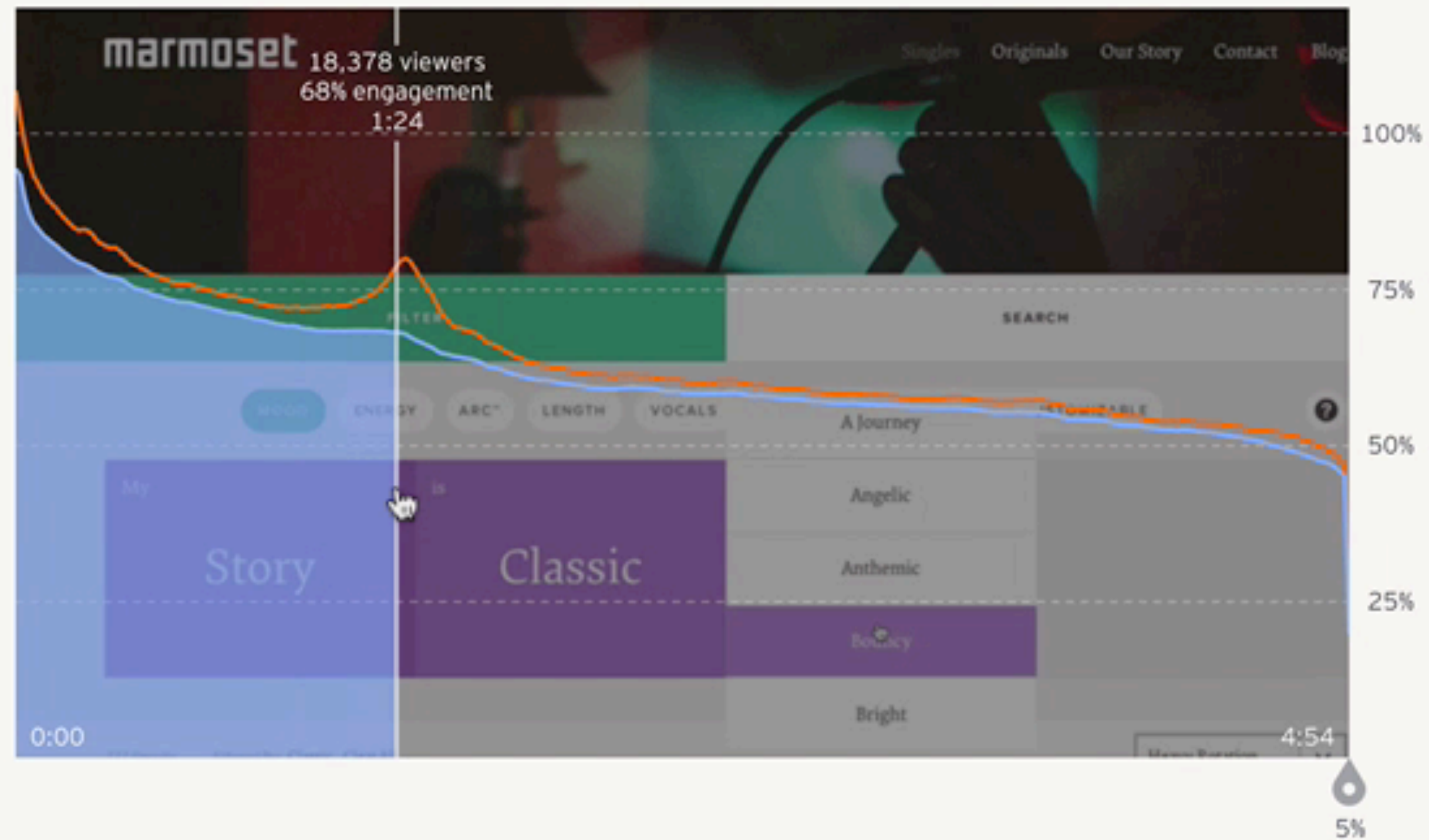
61% Average Engagement

27.2K Total Plays

64% Play Rate

40 Actions

[Show Details](#)



Heatmaps



Full Screen CTA

Is Brand a Google Ranking Factor? - Whiteboard Friday

Branding | Whiteboard Friday

A frequently asked question in the SEO world is whether or not branding plays a part in Google's ranking algorithm. There's a short answer with a big asterisk, and in today's Whiteboard Friday, Rand explains what you need to know.



Capture viewing momentum

Is Brand a Google Ranking Factor? - Whiteboard Friday

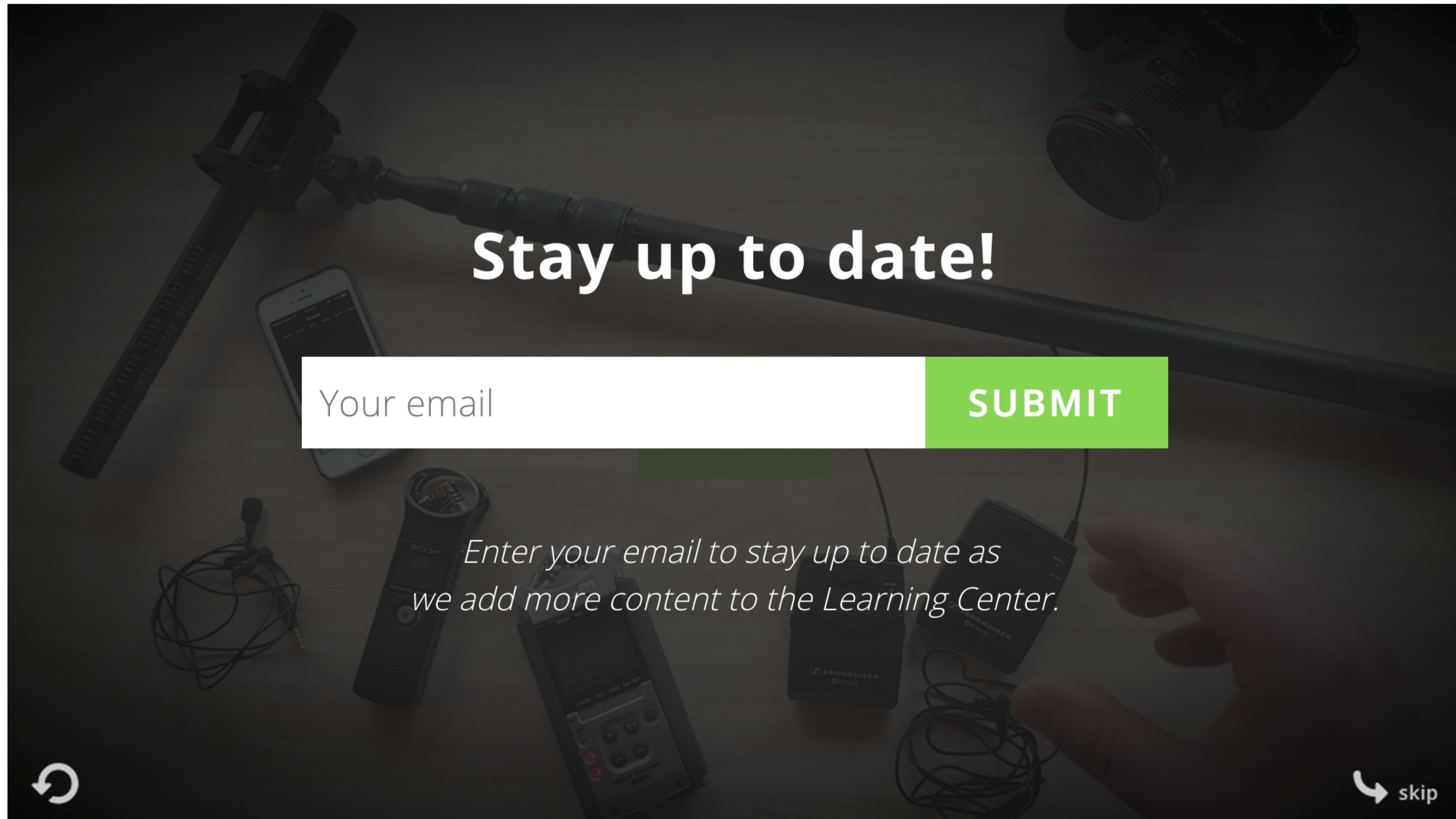
Branding | Whiteboard Friday

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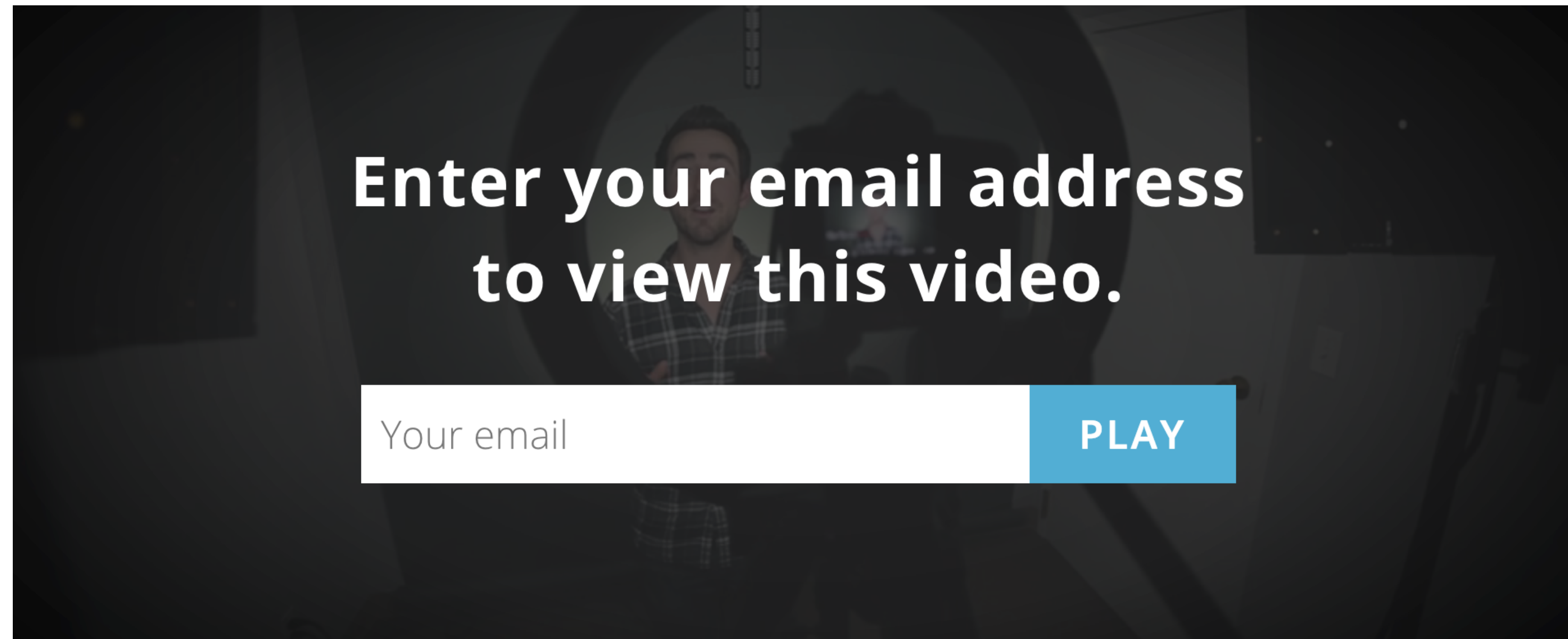
If you enjoyed this Whiteboard Friday, check out "How to Provide Unique Value in Your Content" with Rand Fishkin

Turnstile



1.2 million emails collected

Turnstile Location

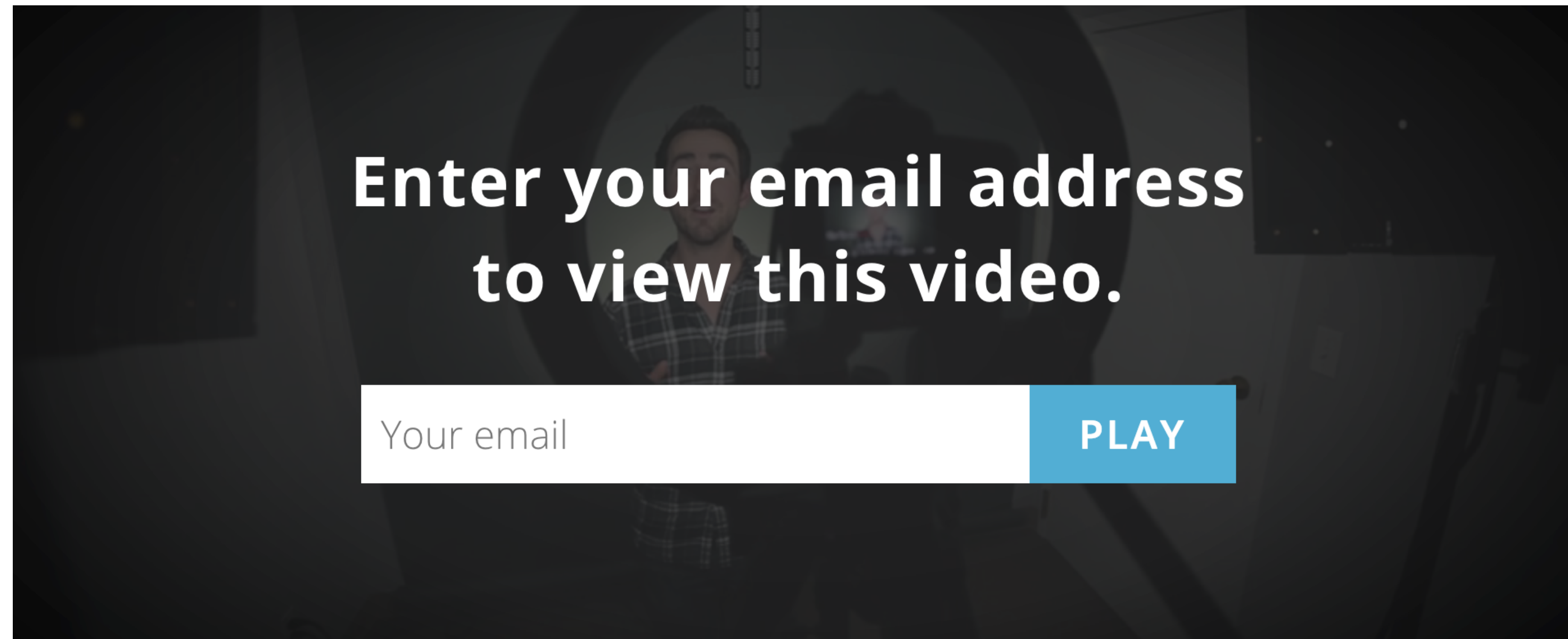


25%
@ START

26%
@ MIDDLE

49%
@ END

Conversion Rate by Location



16%

CONVERSION
@ START

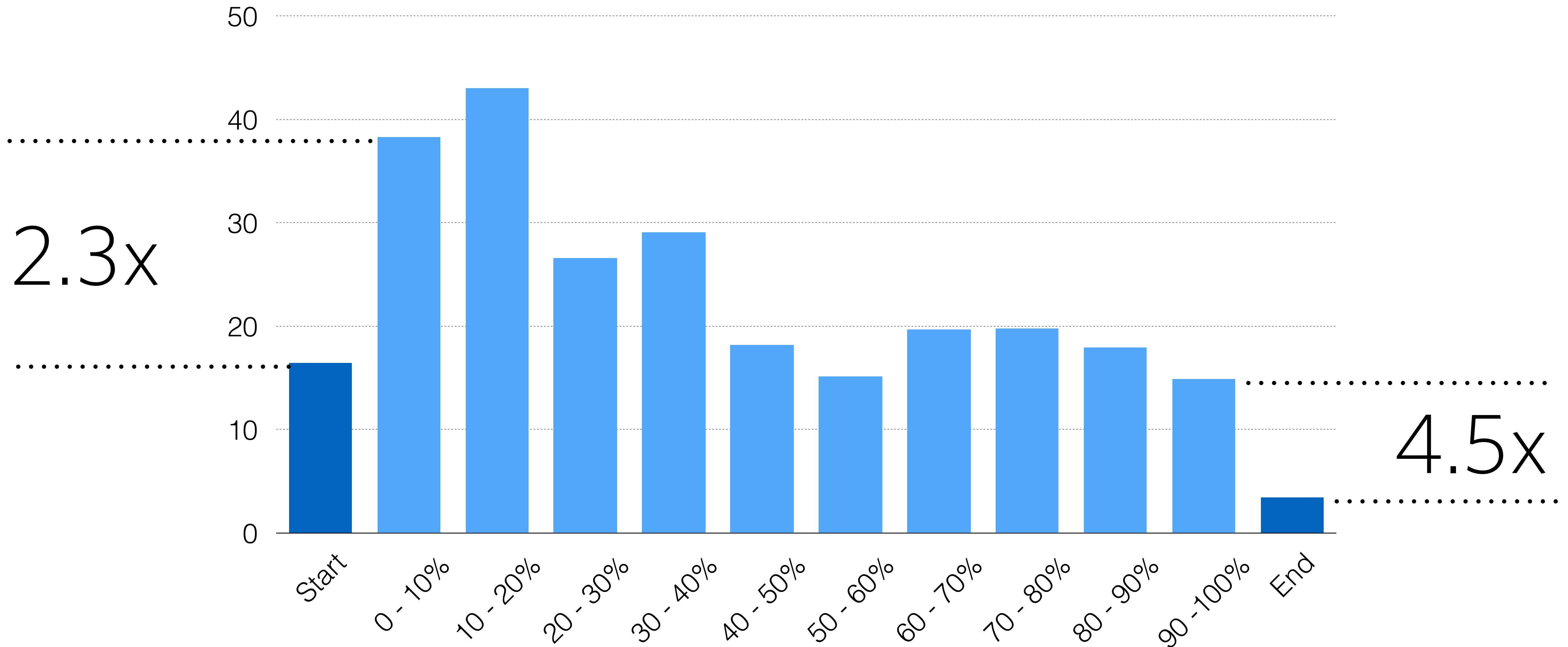
24%

CONVERSION
@ MIDDLE

3.4%

CONVERSION
@ END

Turnstile Conversion Rate by Location





Small differences in placement
make a huge impact



Get people to play

Keep people watching

Drive contextual actions



Bonus Op: Paid landing pages

Crawled 100k keywords

Google laptop computer

Web Shopping Images Books News More Search tools

About 262,000,000 results (0.30 seconds)

MacBook Air
Ad www.apple.com/
All the power you want. All day long. Learn more.
OS X Yosemite - MacBook Pro - Compare Macs - Features
199 Boylston St, Chestnut Hill, MA - (617) 454-9940

Surface™ Pro 3 Does More - Microsoft.com
Ad www.microsoft.com/Surface
4.3 ★★★★★ rating for microsoft.com
A Tablet That Replaces Your Laptop. 12" HD Touchscreen. Starts at \$799.
The Best Everything Device Ever Made – Mashable

Laptop Computer Deals - Highly Rated Models, Low Prices
Ad www.tigerdirect.com/
4.3 ★★★★★ rating for tigerdirect.com
Shop & Save More @ TigerDirect!
Ratings: Prices 10/10 - Selection 9/10 - Website 9/10 - Shipping cost 8.5/10
TigerDirect.com has 6,853 followers on Google+

Laptops & Notebook Computers - Best Buy
www.bestbuy.com/.../computers.../laptop-computers/abcat0502... Best Buy
Shop Best Buy for the best laptop or notebook computer to meet your needs at home, school, or work.
Laptops - PC Laptops - MacBooks - 2-in-1s

Laptop Computers : Electronics - Walmart.com
www.walmart.com/.../laptop-computers/3944_3951_132960 Walmart
Shop for Laptop Computers in Electronics. Buy products such as Toshiba 15.6" Satellite C55D-B5319 Laptop PC with AMD E1-2100 Processor, 4GB Memory, ...

Google pc monitor

Web Shopping Images Videos News More Search tools

About 211,000,000 results (0.68 seconds)

Computer Monitor Deals - tigerdirect.com
Ad www.tigerdirect.com/
4.3 ★★★★★ rating for tigerdirect.com
Save Up to 40% Off Select Monitors Shop & Save More @ TigerDirect!
TigerDirect.com has 6,853 followers on Google+
24"-26" Monitors Widescreen LED Monitors
Clearance Deals 18"-19" Monitors









4K PC Monitor at Amazon - Amazon.com
Ad www.amazon.com/computers
4.5 ★★★★★ rating for amazon.com
Save on 4K PC monitor Free 2-Day Shipping w/Amazon Prime!

Monitors | Computer Monitors - Newegg.com
www.newegg.com/Monitors/Category/ID-19 Newegg
Buy Computer Monitors from Asus, Samsung, Acer, HP, Viewsonic at Newegg.com.
We offer the best prices, fast shipping and top-rated customer service.
LCD Monitors, LED Monitors - Large Format Displays - Touchscreen Monitors

Computer Monitors: LCD, LED Monitors - Best Buy
www.bestbuy.com/.../computers-pcs/computer-monitors/abcat0... Best Buy
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 HP 20-Inch LED Monitor... \$99.99 Staples ★★★★★ (805)	 Lg - 27" Ips Led Hd Monit... \$199.99 Best Buy ★★★★★ (206)	 Asus - 23" Widescreen L... \$158.99 Best Buy ★★★★★ (63)	 Dell - 24" Led Hd Monitor \$179.99 Best Buy ★★★★★ (430)

LCD Monitors at Walmart
Ad www.walmart.com/LCD-Monitors
4.2 ★★★★★ rating for walmart.com
Low Prices on Quality LCD Monitors.
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Price Range

- \$25 to \$49 (5)
- \$50 to \$99 (48)
- \$100 to \$199 (242)
- \$200 to \$499 (306)
- \$500 to \$749 (109)
- \$750 to \$999 (52)
- \$1000 to \$1499 (59)
- \$1500 to \$2000 (35)
- More than \$2000 (1)

Manufacturers

- 3M (9)
- Acer (68)
- American Industrial
- AOC (18)
- APC (2)
- See More...

Screen Size

Categories

- 1 of a Kind Items
- Accessories
- Apple
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- Gaming
- Laptops
- Monitors
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Functions: rankingCoach at a glance

References:

.25% of landing pages had a video

That's only 937 landing pages!!!

Welcome to the Library

A catalog of resources on how to succeed with video marketing.

ALL PRODUCTION STRATEGY VIDEO GEAR CONCEPTING

ALL TYPES VIDEOS GUIDES

Sort: NEWEST

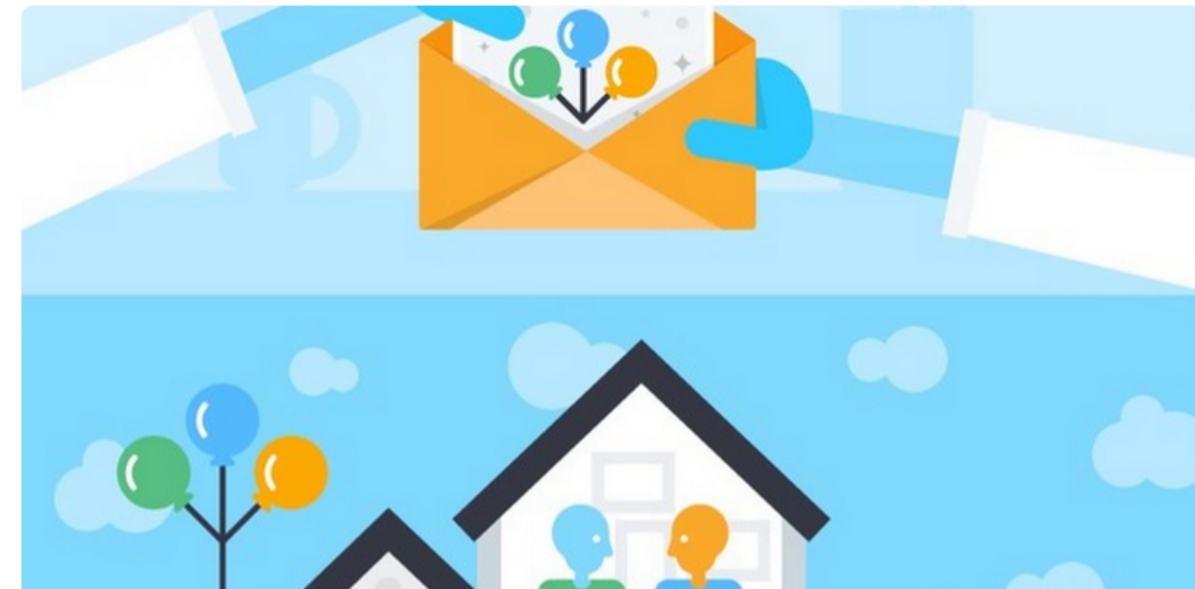
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LIBRARY » STRATEGY

Hiring an In-House Video Producer

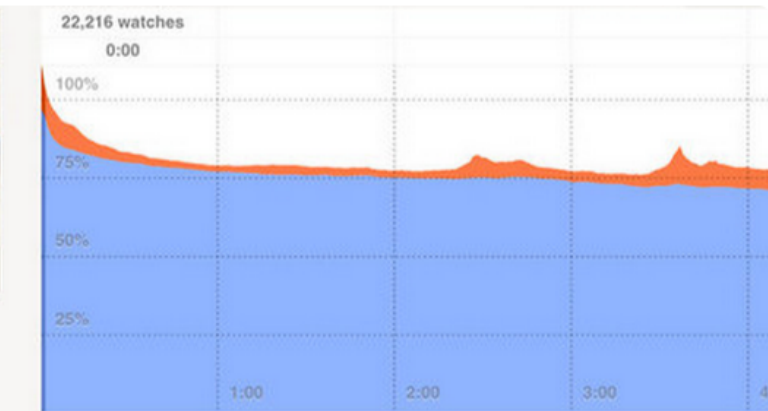
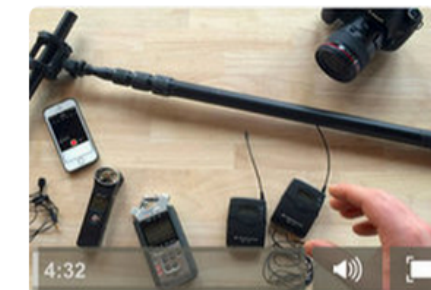
For many companies, bringing video production in-house represents uncharted territory. Figuring out how and when to start can be challenging.



LIBRARY » STRATEGY

Guide to Video in Email

When two mediums exist in beautiful harmony: Marketing goals, technical limitations, and user experience



ARY EXPLANATION

0.1K 36.9K 47% 20K 1.1K 75%

LIBRARY » STRATEGY

Guide to Video Metrics

How to understand what your analytics are really telling you and measure the impact and effectiveness of your next video.

- All Posts
- Concepting
- Production
- Video Feedback
- Marketing
- Non-Sequitur

ADMIN AREA

+ NEW POST

HEY CHRIS!
No Notifications



- Preventing noise from a lav mic**
By Diana Madrigal - last reply about 10 hours ago
6 Replies Production
- Long distance customer testimonials?**
By Jamie Gregory - last reply about 10 hours ago
5 Replies Production
- Converting blogs to video**
By Paul Petroskey - last reply about 19 hours ago
13 Replies Marketing
- Bringing video in-house**
By Meryl Ayres - last reply about 23 hours ago
23 Replies Production
- Need affordable lighting for a growing media dept.**
By Danielle Boudreau - last reply a day ago
3 Replies Production

Thank you!



WISTIA