



Video in Email - How to Record, Publish, and Measure Success?

1. Recording a Video

Recording a video is a carefully planned process that consists of several elements you should be focusing on. These include the video background, the recording device, the content, the video thumbnail, and the CTA.

1. If you choose a solid background for your video, use dark colors such as grey, dark blue, etc. and create a gradient effect using lighting.
2. Choose a background with people for customer testimonials, case studies, and casual videos to make your video seem natural and authentic.
3. Use a DSLR camera designed for recording videos to get the best possible results.
4. Alternatively, use a smartphone for recording videos and use accessories such as tripods and creative lens to record a smoother, polished, and professional footage.
5. Use an external microphone for recording the audio as this will drastically enhance the audio quality.
6. Three steps to crafting great video content –
 - a. Find an overarching theme for your video,
 - b. Zero in on your target audience's problems and needs,
 - c. Craft a story that evokes emotions
7. A thumbnail is the first thing that your audience is going to notice. Set a custom image that best suits the message you wish to convey with your video as your video thumbnail. Add a text overlay to your thumbnail to make your message clearer and help your video stand out.
8. Never forget your Call To Action (CTA) at any cost. Use powerful, actionable, and positive words to craft a persuasive CTA that tells your viewers what to do next.



2. Publishing a Video

Recording a great video is just the beginning. Next, you need to publish your video on the right platform to create maximum impact. There are several options for publishing a video.

1. Publish your video on your own website to generate more leads, increase conversions, and improve your search engine rankings.
2. Hosting a video on your website takes up a lot of space, slows down the load time, and the video quality might suffer as different browsers require different formats and sizes. An alternative is to publish your video on a video hosting site such as Youtube, Vimeo, Wistia, or Vidyard.
3. If you're a beginner to video marketing and your goal is to reach the maximum possible viewers and get favorable search rankings, use Youtube.
4. If you've got some experience with recording and publishing videos and your business goal is to appeal to a niche community of filmmakers and creators, then use Vimeo.
5. If you wish to achieve more with your video marketing efforts and can afford to spend more to increase the value and ROI of your video, opt for a video hosting and marketing solution such as Wistia or Vidyard.



3. Measuring the Success of a Video

Clearly define what you wish to accomplish with your video as per your business goals and requirements, and then start testing what's working for you and what isn't. Optimize the ones that are working, analyze the reasons for the ones that aren't. Once this is clear, use the following metrics to measure the success of your video.

1. Measure email open and clickthrough rates to know whether your emails are getting opened and whether your subscribers are clicking through the link to your video.
2. Test different thumbnail images and identify which entices your audience to click and watch your video.
3. The total number of views shows how popular your video is and how many people its reaching. Video shares let you know how popular your video is and how active your viewers are with your video content. View time shows you exactly how long people were viewing your video for, if they completed it, and where exactly they stopped watching. Several tools such as Youtube Analytics, Vimeo, and video hosting solutions measure these data.
4. Capturing viewer demographics helps you determine if the profile of your viewers is consistent with your target profile. Video hosting solutions like Wistia and Vidyard help you in capturing this piece of information.
5. Also measure –
 - a. What is the percentage of viewers who follow through with your end-of-video call to action?
 - b. What is the total amount of video content that your leads consume?
 - c. Which specific videos did your converted leads watch?
 - d. What type of device are your viewers using to consume your video content?