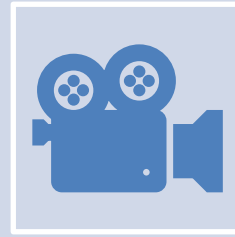


How to Use Video Content to Connect with Your Target Market

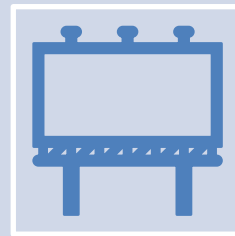
With content creator and
social media/digital
marketing consultant,
Anna Ruck



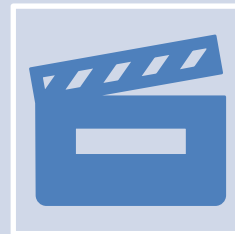
Here's what we're going to be discussing today:



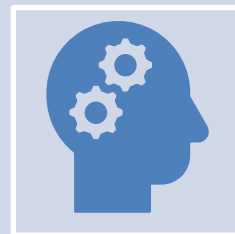
why you should be prioritizing video content within your social media strategy (even if you feel like you don't have one).



how to identify who your target market is on social media and how to attract and connect with them through video content.



how to effectively provide **value** via video marketing to grow a following and convert sales.



how to brainstorm and organize **strategic** video content ideas and streamline your video production process (like a pro!)

Hi! I'm Anna Ruck

I'VE BEEN CREATING CONTENT FOR ALMOST
8 YEARS NOW!

As a blogger/influencer ([@struckblog](#)), and now I create content for others and educate my clients on how to grow their business using social media/digital marketing via [@socialstruck](#).

I'VE WORKED WITH/FOR SMALL AND LARGE
BRANDS ALIKE

Such as Reebok, McDonald's, Metro Ontario, and local organizations such as Tourism Kingston, St Lawrence Parks Commission, and countless small businesses throughout Canada.

I'm a content creator, digital
marketing and social media
teacher/consultant, shop owner,
wife, and mom of two.

FOR PHILIPS AVENT
(BABY BOTTLES)



So, let's talk video...

Why do we even care about video content marketing as business owners and marketers?

- Some say video marketing is the way of the future but honestly that future is now. It's already happening!
- People consume an average of 18 hours of video online per week. You should **not** be putting off video and should be prioritizing it.
- Videos are **more** engaging than images on social media. Images still have a place, but that's a topic for another day.
- Videos are one of the best ways to...



INCREASE TRAFFIC



INCREASE TIME ON
YOUR SITE/CONTENT



CONVEY A CLEARER
PICTURE



GENERATE NEW LEADS



REDUCE REPETITION/
CUSTOMER SERVICE

Now that we understand the importance of video content marketing...

How do we determine what videos to make and where to start?

Determine your
target audience



Create your ideal
customer avatar



Brainstorm their
challenges and
pain points

Step 1: determining your target audience (online)

In order to create your ideal customer avatar.

- We have to know who the video is for/who we are talking to in order to create relevant content that **serves** our audience.
- If we **don't** first determine this and don't know who our audience is, we:
 - won't know how to create video content that attracts, engages, and converts the right people.
 - risk creating content that feels useless, won't be watched by many/for very long and it will feel like the message is falling on deaf ears.
 - won't see significant social media growth, engagement, or customer conversion, because we're not talking to the right people!

But wait, what is an ideal customer avatar?

It's a snapshot of who your audience is, a representation of them, based on outlining one particular person/customer.



Use these questions to identify your audience and create your ideal customer avatar:

1) What are the values and goals of my customer?

Eating healthy, exercise, gaining independence, self care time, spending more time with friends, more travel, personal improvement/hobby development (learning how to do something)

2) What are my customer's sources of information?

What books, magazines, blogs, websites, and other accounts do they follow on social media?

3) What demographic information applies to my customer?

Their age, sex, marital status, number of children (if any), occupation, where they live, annual income, level of education.

4) What are my customer's challenges and pain points?

You know what they want to achieve, what obstacles are they facing in doing so?

Brainstorming content ideas based on pain points:

But, how do we know what
they are?

- Identifying a customer's pain points involves understanding their needs, wants, and problems.
- You can likely think of a handful based on what you've heard from your customers already, but you could also look into...



CUSTOMER FEEDBACK & REVIEWS



DIRECT CONVERSATIONS:
DM CONVERSATIONS/COMMENTS



ANALYZING BEHAVIOUR VIA
ANALYTICS

Here's an example:

Let's say you own a store that
sells outdoor gear...

What would your list of customer
pain points possibly look like?

Difficulty finding the
right size or fit for
clothing and
equipment

Lack of information
or guidance on how
to use the products
properly

Limited selection of
products for certain
activities or
locations

Long shipping times
or high shipping
costs

Products that break
or wear out quickly

Lack of personalized
recommendations or
support

Complex or
confusing returns
process

Lack of sustainability
or ethical practices
in the production of
products

**Maybe you
didn't know
what video
content to
create.
Now, you have a
list of relevant
content ideas!**

Brainstorming content this
way you're ensuring that
you're serving your audience
and providing value!



Shows customers that you understand their struggles and are committed to helping them solve their problems.



You are more likely to hold their attention and keep them engaged with your brand.



You are positioning your business as a thought leader and expert in your field. This can help to establish your brand as a go-to resource.

Let's take the first idea and figure out how we could make a video from it...

Show your customer that you understand their struggles and that your business offers the solution to this problem:

Difficulty finding the right size or fit for clothing and equipment

What kind of videos could we make to address this?



Size charts and fitting guide: you explaining/voiceover



Try-on haul: you try-on different sizes



Fit and sizing Q&A: answer common question(s)



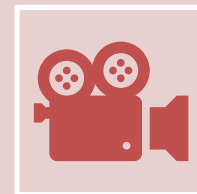
Let's look at some video examples...



Difficulty finding the right size or fit for clothing and equipment



Specifically skates: how do I know what size?

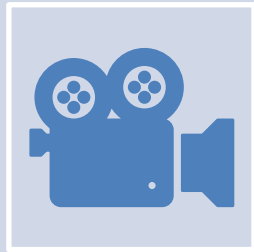


Create a short video answering this common question.

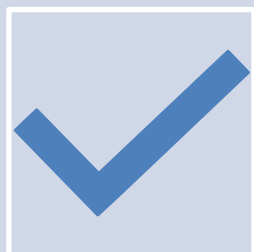
Let's look at one more example...



Complex or confusing returns process



Film yourself processing a return



Overlay text on screen to clarify the process



So, you could create a video on...

Lack of information or guidance on how to use the products properly

- how to use a particular product
- what product you need for a certain scenario
- expert advice on top product picks

Limited selection of products for certain activities or locations

- show how in-stock products can apply to multiple activities or locations
- focus and highlight products that are needed for activities and locations where you audience is (analytics)

Long shipping times or high shipping costs

- behind the scenes content sharing shipping process
- how to save on shipping by stacking your order
- alternatives, such as local pick-up and delivery

Products that break or wear out quickly

- highlight the quality products you sell, customer reviews
- show product quality by showing it in action!
- share how you choose products as an expert
- this or that, how your products are better
- [Video example](#)

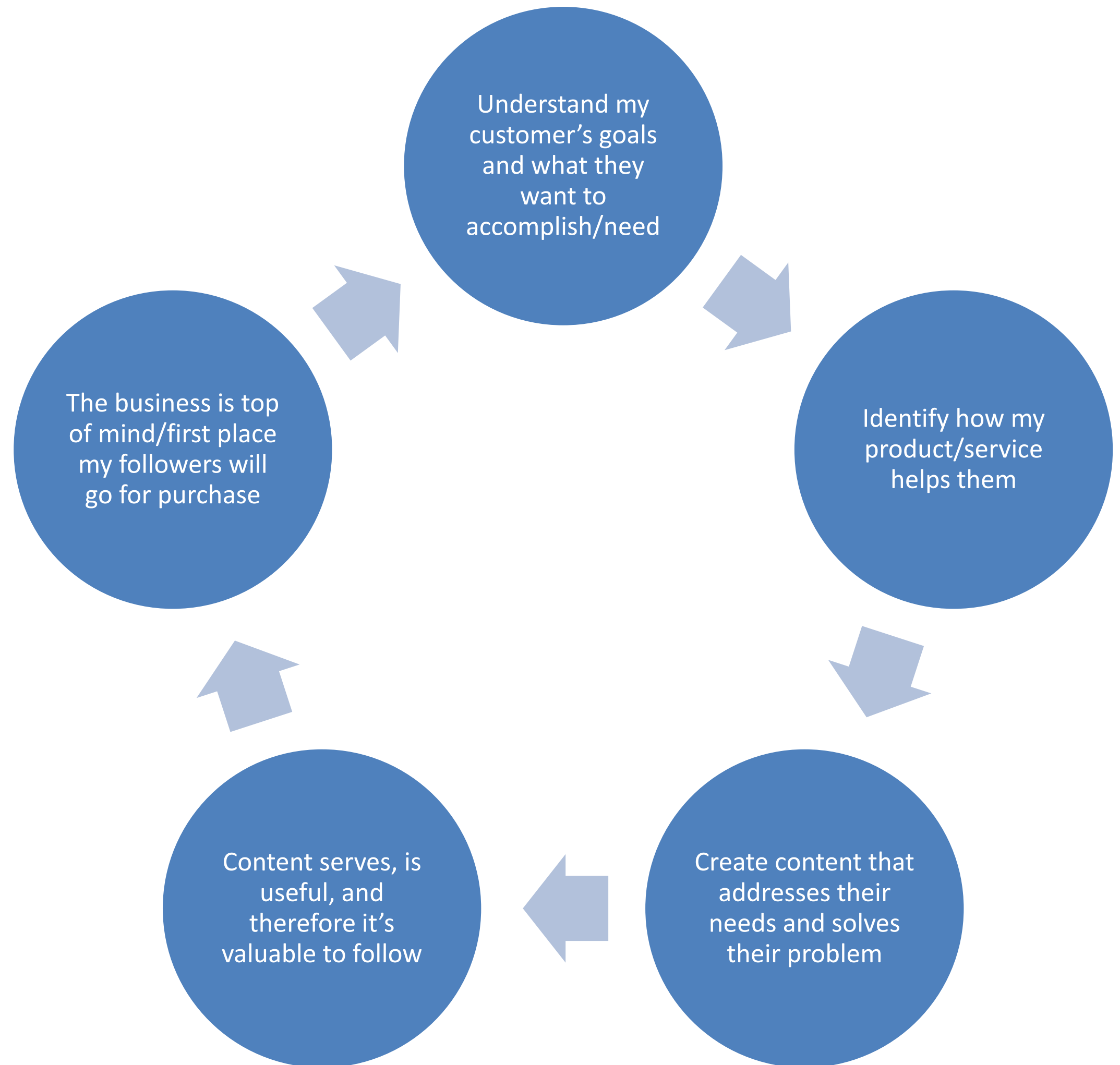
Lack of personalized recommendations or support

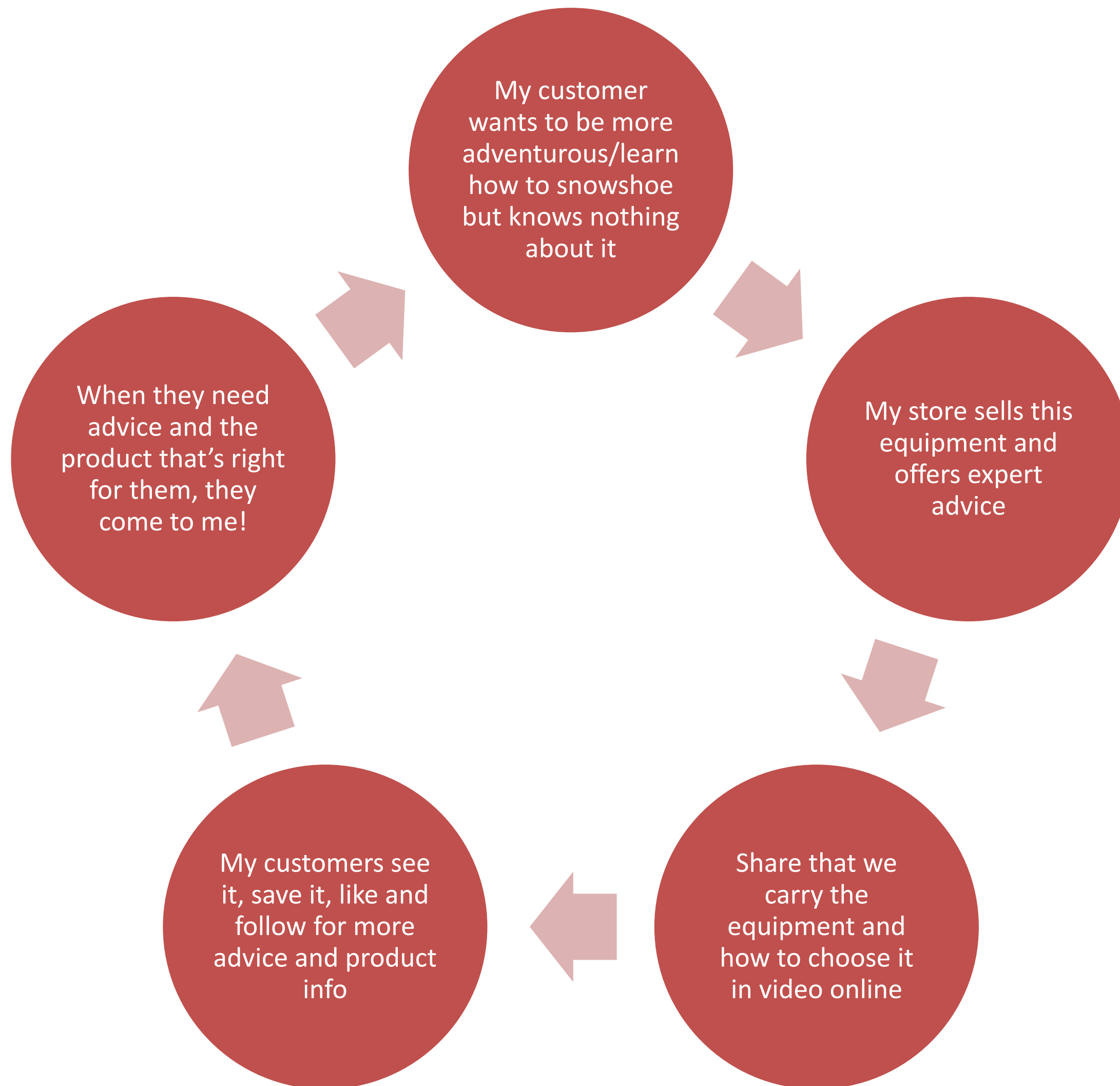
- highlight the service and guidance you offer (one product or multiple)
- customer reviews discussing quality of service
- offer this support via video, give recommendations for different scenarios

Lack of sustainability or ethical practices in the production of products

- share how yours are sustainable and eco
- this vs. that, show how your products are the sustainable option
- explain how you research and select only sustainable products

How does
creating
video
content
this way
provide
value and
convert?



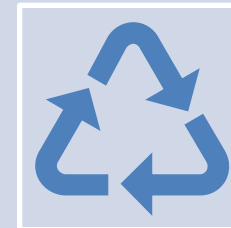


More specifically, back to our outdoor retail store and the video content they might create...

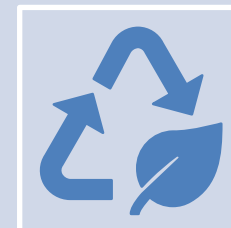
Your mission: write out 10 pain points your customers may have...

You know their goals so what obstacles stand in their way?

How does your business help them overcome those challenges with the products/services you offer?



My customer wants to live more eco-friendly



My business sells sustainable and eco-friendly products



Make videos featuring these products and show how they will help you become more eco-friendly!

Now you have my permission to go scroll some videos and call it research!

Tutorials, listicles,
expert advice and
talking videos

Save these and
recreate them!

Audios you
can use and
apply to
your own
video

Filming ideas, such as
b-roll video with text
on top

Inspirational
background
videos with
stories or
motivating
words

While keeping how this content serves your
ideal customer at top of mind...



Follow along on Instagram
for more advice and social
media tips!



[@socialstruck](https://www.instagram.com/socialstruck)

You can also get in touch
via email:

anna@struckblog.com

Questions
for me?
Let's hear
it!