

Viral Video Marketing Campaigns

Since the launch of YouTube.com in 2005, viral videos (and online video in general) have taken the world by storm. Many companies have already realized how lucrative online video can be, and have incorporated a viral video campaign as part of their comprehensive marketing strategy. With viral video, your customer willingly promotes your product or service for you, for free!

Technically, anyone with a webcam, computer, and Internet connection can post videos online. However, if you are seeking **real results** and a **high ROI**, there are many key components that must be well understood and implemented. Outlined below are just some of the necessary key components for viral video **success**.

Key Components For Viral Video Production

Creative Writing

One of the most important parts of a successful viral campaign is good, creative writing. The story being told in each video needs to be unique, creative, funny, or memorable. It needs to have an effect on the viewer, so that they want to share it with others. Whether the stories are serialized or singular they need to be something “you don’t see every day”.

Brevity

Attention spans run short, especially when it comes to online video. Keep the duration within a specified length in order to provide valuable content while captivating viewers and maximizing “whole-video” views.

Homemade Touch

Viral videos shouldn’t shout, “I am a \$10K production crafted by a team of professionals”! They need to have an “indie/homebrew” look and feel to them, yet not sacrifice the production value.

Production Value

Eye-popping imagery, crystal clear audio, and tight, smooth editing are essential. Online video shouldn’t be painful to watch! The onscreen elements, editing, and general artistic style should tell the story more effectively, not detract from it.

High-Definition

Online video viewers are becoming more demanding every day. Satisfy your audience and stand out from the crowd with HD video formatted and optimized specifically for the purpose of giving the best quality online experience. An all-HD native workflow ensures maximum quality and stunning results.

Company & Product Branding

We employ several specific techniques and strategies that significantly help to establish your brand identity, awareness, and credibility, using both direct and indirect methods.

Specific Call to Action

Each video must have a specific call to action. On screen text, lower thirds, and animated 2D and 3D graphic bumpers all work together to accomplish this in a direct (yet not overbearing) manner.

Results-Driven Purpose

Every video must be planned, designed, and executed with a specific purpose in mind, such as lead generation, sales conversion, brand awareness, etc.

Key Components For Viral Video Distribution

YouTube Channel

This is where all your videos reside. A well-designed and optimized channel ensures the maximum number of views of your videos. Since your videos are hosted on YouTube’s servers, they foot the bill for the bandwidth costs! Videos can be viewed on the YouTube.com website, and embedded on your own website, or any other site on the Internet.

Secondary Distribution Platforms

In addition to YouTube, you can significantly expand your audience by taking advantage of other popular directory-based distribution platforms such as iTunes, Zune, Miro, Blip, Vimeo, Viddler, Metacafe, Break, and RSS.

Social Media Tie-Ins

As your videos are being published, let the whole world know! Social Media outlets such as Facebook and Twitter are crucial elements to utilize as you share and promote your company through viral video.

Release Schedule

You are more likely to create a loyal following if you adhere to a set release schedule. Loyal fans will be able to look forward to the next release, and first-time viewers will be more inclined to invest in watching video from a producer that is actively uploading new content on a regular basis.

Meta Tags

Each video has different Meta tags that help drive targeted traffic to the video. Understanding how to most effectively customize these tags to boost views in your target market is absolutely essential.

Sponsored Promotions

PPC (Pay-per-click) advertising can be very lucrative when done right, and you can setup a combination of Facebook Ads, YouTube Promoted Videos, and Google AdWords campaigns to drive targeted traffic to your videos turning even more potential leads into sales.

Let Market Vision Media Run Your Campaign

How It Works

At Market Vision Media, we have an exceptional understanding of all of the necessary key components of needed for a successful viral video campaign. Our viral video campaign package is an all-inclusive, flat rate contract deal. We offer contracts ranging from 6 to 24 months, with 1 to 4 new video releases per month.

Initial Campaign Setup

To launch your campaign, we do the following:

- A Complete *Viral Campaign Analysis*
- YouTube Channel Setup, Optimization, & Design
- Facebook Page Setup, Optimization, & Design
- Twitter Profile Setup, Optimization, & Design
- Several Dozen Video Concepts

Campaign Management

We actively manage your campaign for the duration of your contract. We send you easy-to-understand statistical data of your campaign on a monthly basis, but you can always login yourself and see how things are going at any time. As new videos are released, we handle all the uploading and tagging. You can just sit back and let us run your campaign for you!

Video Releases

We brainstorm dozens of different video concept ideas, and write up a brief synopsis of each. You can then pick and choose which videos you want produced, and when you want them released. We then further develop and storyboard your chosen concepts into detailed scripts, ready for production. We then handle all aspects of production:

- Concepts, Storyboarding, & Scripting
- Talent Casting
- Location Scouting
- High Definition Filming
- Audio & Video Editing
- Text & Still Graphics
- 2D & 3D Motion Graphics
- Music & SFX Composition
- Optimizing & Encoding for the Web
- Uploading your video to the web
- Meta Tagging your video once online
- Statistics tracking

How Much Does It Cost?

Our comprehensive campaign packages are much more complete and more economic than our competitors. (Don't believe us? Shop around!) Packages start as low as \$450 per month!

Give Us A Call

Market Vision Media has the expertise and experience necessary to create and manage a successful viral campaign for your company. Give us a call today at (801) 542-9361 to find out what we can do for you!