

Content Marketing

How Brands are Winning with Video Marketing

11 August 2021
11.00 am - 12.00 pm
(Kuala Lumpur)

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Disclaimer: The speaker's opinion does not represent the position of MTC.

NAILING IT WITH VIDEOS

KUALA LUMPUR (11 AUGUST 2021): How do you make your product stand out in a noisy marketing landscape? Great content? Yes. But this content needs to be seen and heard. Enter video marketing one of the most strategic marketing tools.

MTC in its third installment of its webinar series on Content Marketing shared some insights on how to create a good video in today's webinar titled "How Brands Are Winning with Video Marketing".

Speaker Kazi Nowrid Amin, who is a digital marketing trainer, gave a brief introduction on video marketing; shared four steps to making an amazing video; the 4E Rules and how to make simple videos.

Nowrid said a good marketing video should have the following elements – attention, interest, desire, and action. He said potential customers spent three to five seconds on a video before deciding to explore further and it is crucial to have content that can keep viewers interested. Aligning your brand or products selling point with what customers want will create the desire to visit your company's website or click

on the "call to action" button which may initiate the purchase process.

"There is an 80% chance that you may lose a potential customer if you do not have this 'Call To Action or CTA' button which will allow them to see more details or buy your product," said Nowrid, who is a TEDx speaker.

He said mastering the 4E Rules would make any video marketing a hit. The 4E stands for Entertaining, Educational, Encouraging and Emotional.

"About 60% of all successful videos are entertaining while 20% are educational. If you have these two elements in your video, you have nailed it," said Nowrid, who elaborated on why Petronas' videos are a huge hit because they touch on key emotions that run high during festive periods.

Webinar participants were also given key video marketing strategies which centred on understanding the objective of content creation and target market, finding suitable platforms to share videos and being consistent on social media sites.



Today's Agenda

- Intro - Video Marketing
- 4 killer steps to make an amazing video
- 4E Rules
- Make Simple Videos

