

DirectAd Factory : Nosh & Knowledge

# ▼ The Hitchhikers Guide to Digital Video Marketing

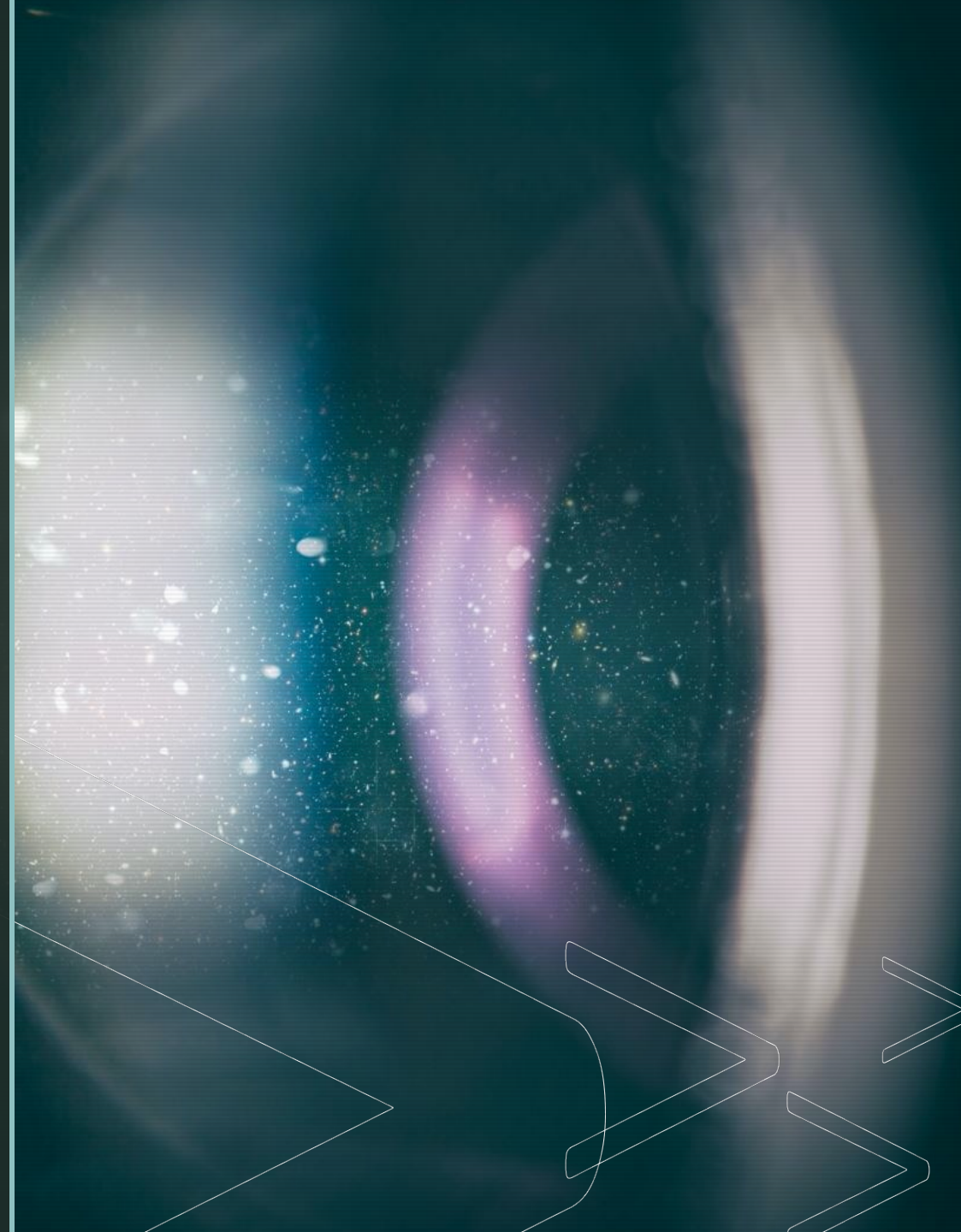


# Agenda

- The Forms and Functions of Digital Advertising
- Storytelling: Approaching your narrative
- Content focus: Video
- Get SOCIAL with it!
- Key Metrics
- Q&A

Approaching Your Narrative

# Digital Storytelling



There are no good ideas or bad ideas.  
There is only the right story or the wrong  
story.

*Bernadette Jiwa*

# Start with a Single Sentence

- Storytelling boils down to the essence, the passion, the emotion.

Hemingway wrote this short and solemn story:

“For sale: baby shoes, never worn.”





# The Grunt Test

*People respond to passion. They like knowing that a business is run by people who care deeply about an issue that matters, even if that issue isn't generally on their radar.*

*Josh Levs*

- What do you offer?
- How will it make my life easier?
- What do I need to do to buy it?

# Storytelling – 4 Tips to get you started!



# Digital Advertising – Forms

Blogs

Search  
Engine Ads

Banner  
Ads

Email  
Campaigns

Podcasts

Social  
Media Ads



# Content Focus Video

# How It Helps!

Visibility

Information/Education

Promotion

DATA!

# Video Forms

Behind The Scenes

Testimonials

“Meet The Staff”

Social Media Advertisements

Video Blogs (vlogs)

Your Story

Website Video

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Load Speed

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1080p

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MUTE

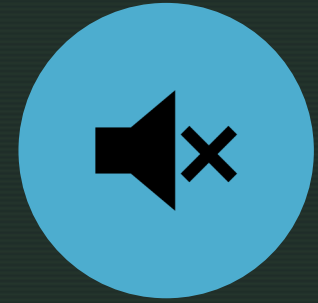
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Strategic Placement

# Social Media Video



DURATION



MUTE



RESPOND

A dark, atmospheric photograph of a crowd at a party. In the foreground, the silhouettes of people's heads and raised hands are visible against a dimly lit background. Several colorful balloons (pink, blue, yellow) are floating in the air. The overall mood is festive and social. The text 'Getting Social With It!' is overlaid in a clean, white, sans-serif font. A thin white line graphic, resembling a speech bubble or a stylized arrow, points towards the text from the left. In the bottom right corner, there are several white geometric shapes, including a large right-pointing chevron and some overlapping lines.

# Getting Social With It!

## The 3 keys to Content Marketing



Consistency



Frequency



Relevancy

# Social Media Lead Generation

## Paid

- Facebook Lead Ads
- Instagram Lead Ads
- LinkedIn Forms
- Youtube Action Ads

## Organic

- Use CTA posts.
- Questionnaires and Polls
- Direct Traffic (carefully)

# Key Metrics



VIEW COUNT



PLAY-THROUGH



ENGAGEMENT



CLICK-THROUGH  
RATE

# Q & A



Chamber  
Special

60 Second “Our  
Story” Video

Regularly  
\$1,500.00

Special Chamber  
Price: \$1,350.00



# Contact – Direct Ad Factory

Brian Geddes – Founder

Phone: (902) 521-0441

Email: [brian@directadfactory.com](mailto:brian@directadfactory.com)

Web: [www.directadfactory.com](http://www.directadfactory.com)

