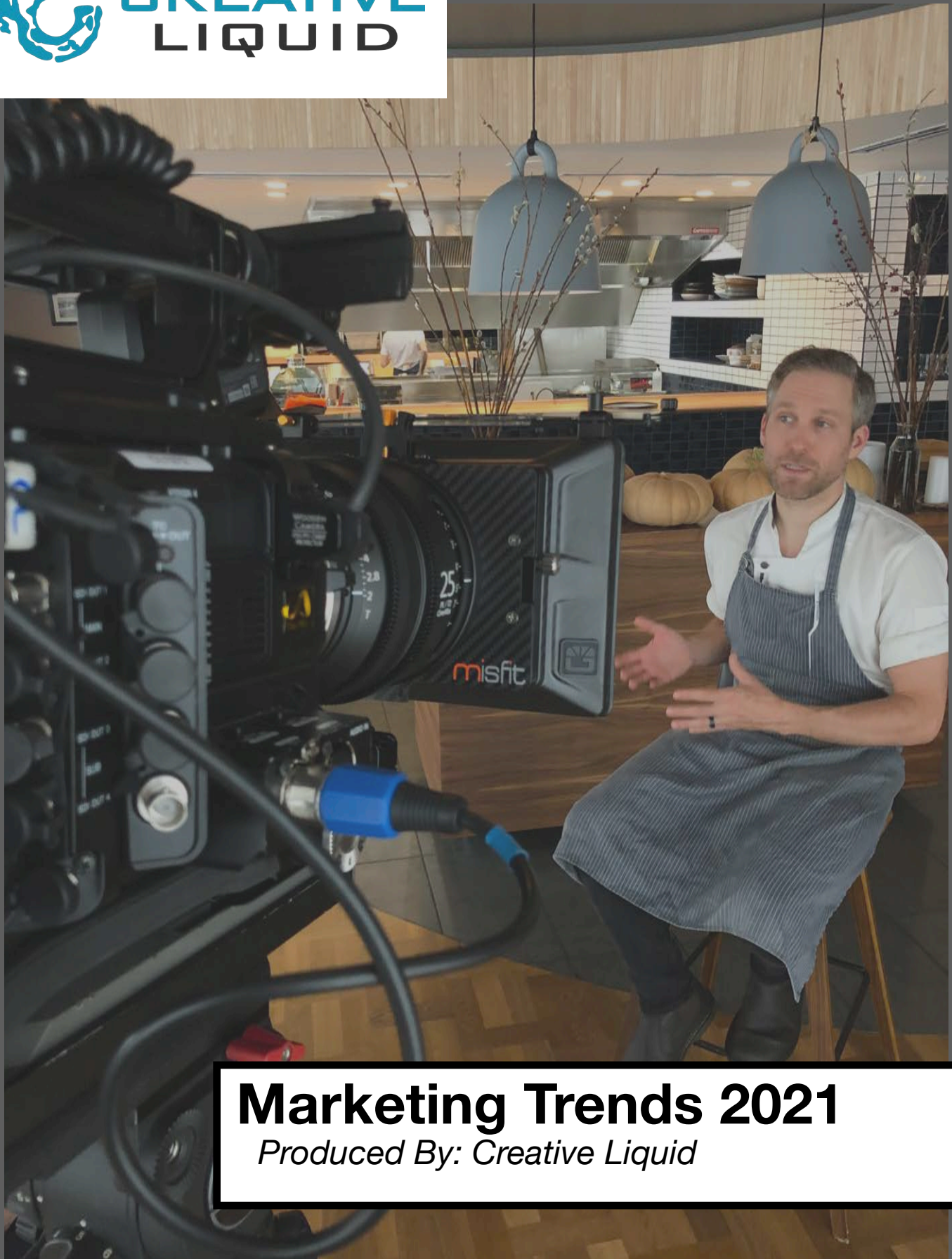




**CREATIVE
LIQUID**



Marketing Trends 2021

Produced By: Creative Liquid

CREATIVE LIQUID

1170 Cameron Street
Alexandria, VA 22314
p. 703.459.9900
info@creativeliquid.com

CreativeLiquid.com

CONTENTS

- 3 WELCOME
- 4 KEY LEADERSHIP
- 5 TRENDS 2021
- 6 MAXIMIZE YOUR VIDEO
- 7 GOING VIRTUAL
- 8 WEB SERVICES
- 10 THREE TIPS FOR VIDEO
- 11 WORKING WITH OUR TEAM

WELCOME

It's time to look to the future. In February 2021 Creative Liquid turns 15. Over the years our brand and company have evolved, but today our mission remains the same, serving our clients.

Whether your organization is a small business or a large enterprise, a nonprofit or trade association, your brand is vital to your success. Today, your brand is social media, your website, and other digital media content. More and more we interact with our clients, partners and members through the digital world. The perceived importance of video as a marketing tool has increased significantly. **93%** of marketing professionals say video is an important part of their strategy.¹

We're here to help. This guide is our assessment of various digital marketing trends in relations to video, web development and social media management. Our goal is to spark a conversation and build a relationship to help your brand succeed. Thank you for reading.

Ryan Pratzel
President & CEO

¹ Wyzowl State of Video Marketing Survey 2021

KEY LEADERSHIP

CREATIVE LIQUID

WE'RE A DEDICATED TEAM, HERE TO SERVE
OUR CLIENTS AND PROVIDE EXCEPTIONAL CUSTOMER SERVICE.



RYAN PRATZEL

PRESIDENT & CEO

Ryan founded Creative Liquid in 2006. He has more than 20 years of experience in television and video production. Ryan has worked around the world supporting our clients.



TREVOR JOHNSON

CHIEF TECHNOLOGY OFFICER

Trevor is our CTO and manages our web services team. He has more than 15 years of experience managing web projects from large government clients to small businesses.



JULIA COWELL

SR. PRODUCER

Julia is Creative Liquid's Sr. Producer and Post Production Manager. She has a decade of experience and has been at Creative Liquid since 2013.

TRENDS 2021

VIDEO MARKETING

2020 WAS A CHALLENGING YEAR.
WHAT CAN ORGANIZATIONS EXPECT IN 2021?

Keeping your target audience engaged is a key factor in making your brand successful, and video is a great way to do that.

Online video is growing exponentially faster than TV, partly due to its multichannel nature. Users are consuming online video on mobile devices, but also coming back into the living room with video streaming.

99% Of Video Marketers will continue using video in 2021 and 95% plan to increase or maintain their spend. 87% of marketing professionals report video provides a positive ROI.¹

The challenge with video in 2021 is cutting through the noise and producing content that viewers want to watch. Consumers want trustworthy content. 68% of consumers learn about a new product from a video, compared to just 3% from a sales call or demo. The type of video you produce matters. 51% of consumers want to see explainer and demo videos, while 20% want to see entertaining viral-style videos.¹

85% Of Video Marketers say YouTube has been successful for them.¹

The most commonly-created types of videos are explainer videos (73%), social media videos (67%), presentation videos (51%), sales videos (41%).

While many consumers have embraced short-form video on platforms such as Facebook and Instagram, Google reports YouTube is still a growing channel for business-to-consumer and business-to-business content.

60% of marketers expect the pandemic to affect their video marketing budget for 2021. 7 out of 10 say their budget will increase.¹

Over 75% of consumers say that videos have convinced them to buy software or download an app.²

60% of executives prefer video over text.³

The number of businesses using video as a marketing tool has increased by 41% since 2016.¹

So what do all of these statistics mean? The overall, crystal-clear, message is that video is popular and it's effective. Organizations should look at their marketing budgets and make adjustments to focus more on brand-driven video content and distribution through a variety of online channels including YouTube, Facebook, Instagram, and Twitter.

The Creative Liquid team is here to help. Our first step is to get to know your organization, understand your message and your brand. Give us a call to start the conversation: **703.459.9900**.

¹ Source: Wyzowl

² Source: Animoto

³ Source: Wordstream

MAXIMIZE YOUR VIDEO

MULTIPLE USE OPTIONS

Written By: Julia Cowell
Sr. Producer & Post Production Manager

**“VIDEOS CAN BE
USED IN A VARIETY
OF WAYS TO ENGAGE
YOUR AUDIENCE.”**

*96% OF OF CONSUMERS
SAY THE AMOUNT OF
VIDEO CONTENT THEY'VE
WATCHED ONLINE HAS
INCREASED DURING THE
PANDEMIC.*

(WYZOWL)

Keeping your target audience engaged is a key factor in making your brand successful, and video is a great way to do that.

Whether it's on your website or posted on a social media platform, a polished and professional video can spark interest in your organization and encourage your audience to act - whether that's buying your product, getting involved in your nonprofit, or simply spreading the word about your mission.

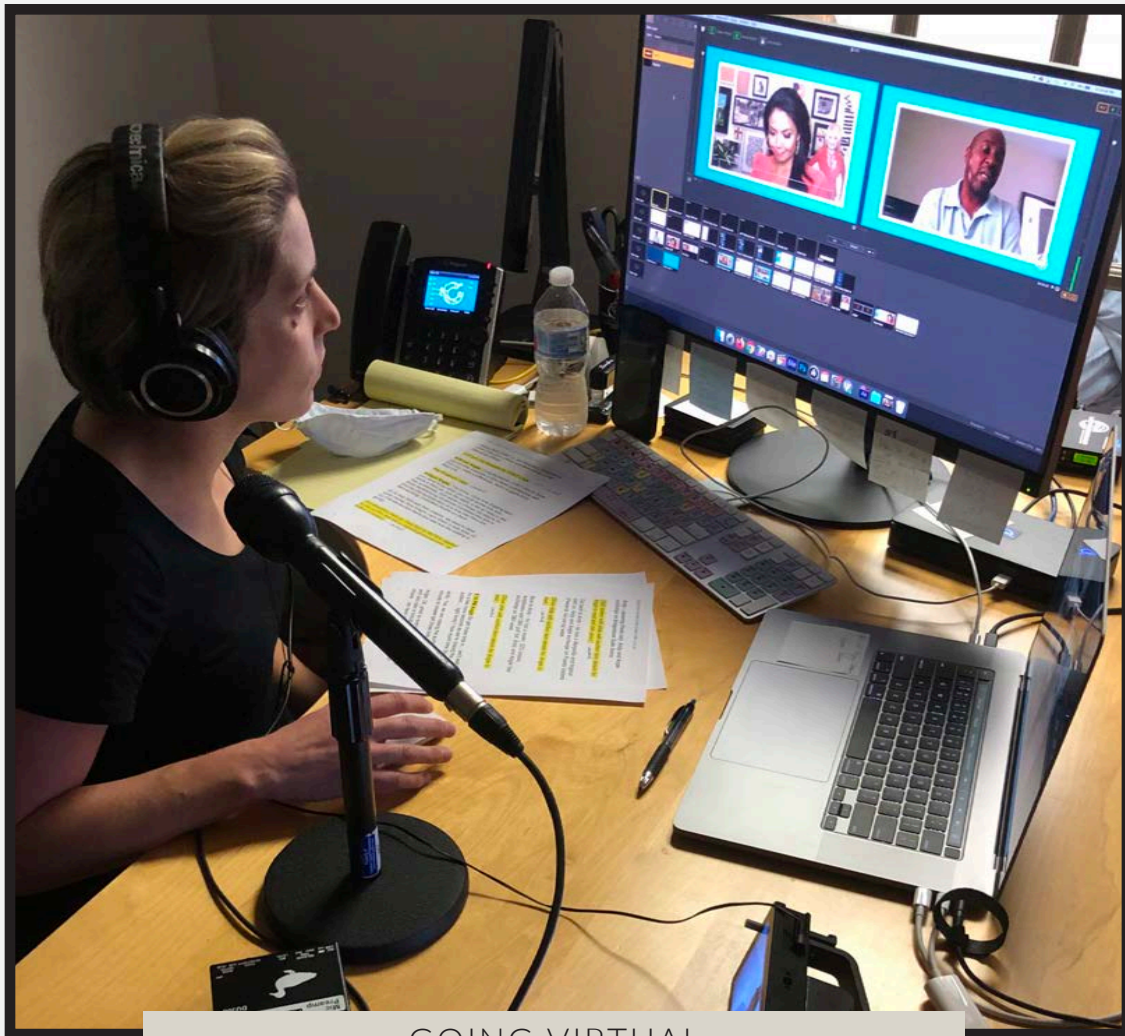
Videos can be used in a variety of ways to engage your audience. One of the easiest ways to use video is simply promoting your brand. A quick 90-second video on your website can introduce viewers to your organization. It should make a connection with them - how does your product or service make their lives better?

A product or demo video is a great way to highlight the features and benefits of your product or service. Product videos can be short commercials, but they can also be longer-form how-to videos. These videos can showcase your team as subject matter experts and keep viewers coming back for more.

At Creative Liquid, we make a point to capture more content than you'll need in your final video. This way, you'll have extra content to upload to social media sites like Facebook, Twitter and Instagram. Regularly releasing short (15 - 30 second) videos on social media is a great way to keep your organization at the top of viewers' social media feeds and on their radar. You can use shorter, teaser versions of your videos on social media sites to peak viewers' interests.

Internal videos can help train staff and recruit new employees. Corporate culture videos will make viewers feel they've gotten to know the organization on a personal level. Videos can also provide important training information in a consistent format.

Finally, video can be a powerful tool offline as well. Trade shows, conventions, and even sales meetings are a great way to utilize video. Introduce viewers to your leadership team, grab their attention with powerful testimonials, and establish your credentials in short bites.



GOING VIRTUAL

In 2020 the world went virtual, *really virtual*. But going virtual doesn't mean work has to slow down, messaging has to stop and your brand has to suffer. We produced dozens of live streams and webinars in 2020 and we worked with a wide range of clients with different messages. Some formats work well in the virtual environment, some not as much.

You can take your message virtual with live streaming and webinars. Live streaming can reach an audience large or small and webinars give you greater flexibility for audience interaction. We've been live streaming for more than a decade. If you're not sure which solution is right for your event, we're here to help. We offer professionally managed virtual events, letting you focus on your content.

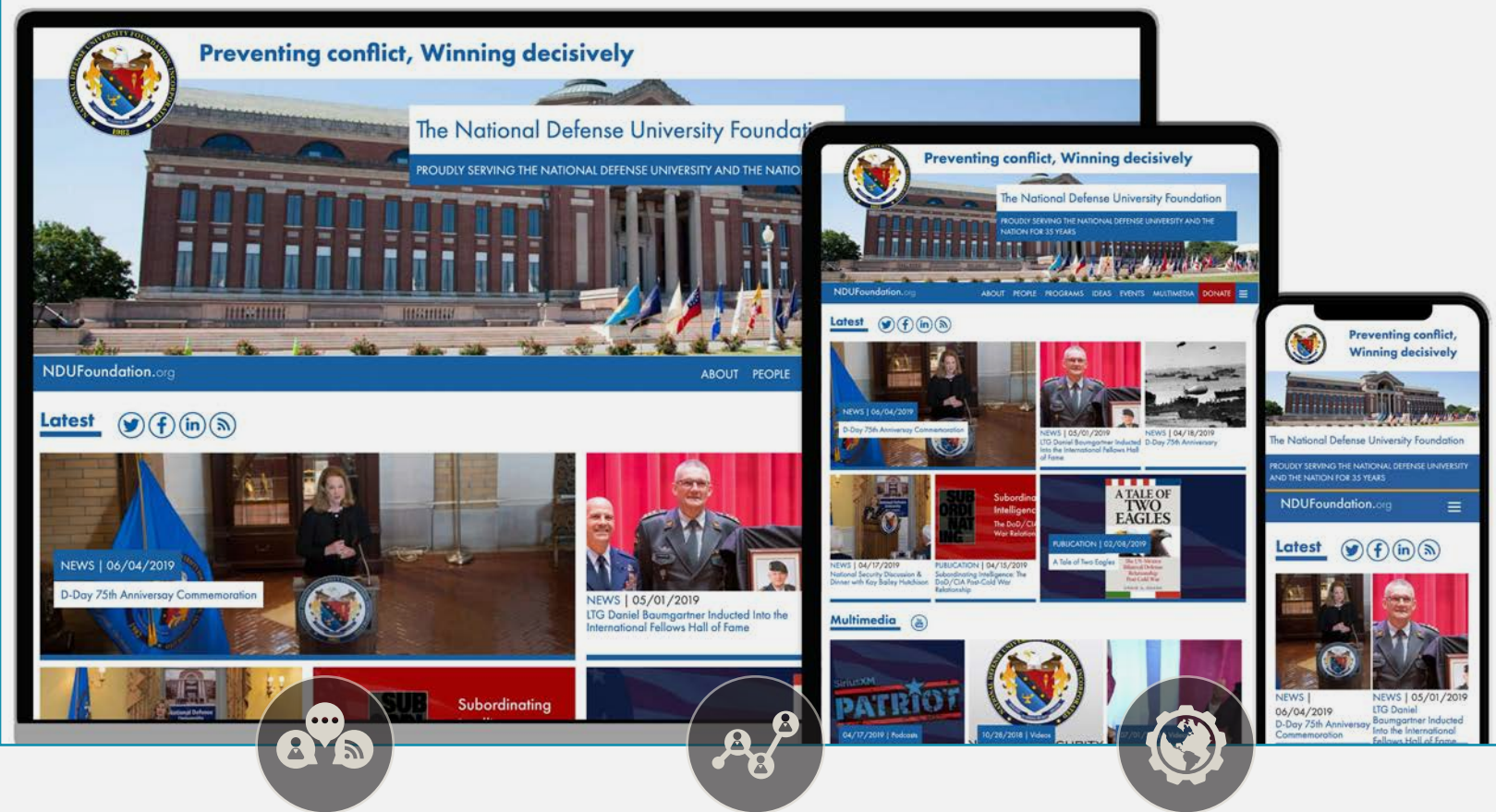
So what didn't work? We found clients struggled to retain their audience with long presentations with little audience engagement. In a virtual world viewers can turn you off if they become disinterested.

What did work? Engaging content, kept to a reasonable length. For example, we did a series of sales meetings with a large corporate client. Instead of holding one long 8 hour day virtually, like they would if the event was in person, the event was broken up over several days and question and answer sessions were added to keep the audience engaged. Also, think outside the box. How can you entertain your audience? Many of our nonprofit clients turned to entertainment, games and virtual experiences to engage donors and members.

Virtual can be confusing. Chat with our team about how to focus on your message. **703.459.9900**

WEB SERVICES

WHAT DOES YOUR WEBSITE SAY ABOUT YOUR BRAND?
WE BUILD RESPONSIVE WEBSITES AND WEB APPLICATIONS.



Connect with your audience.

Our web services are catered to each client, but first we need to understand your organization and its message. We can then provide the best solution to connect with your audience and best represent your brand online.

The creative process.

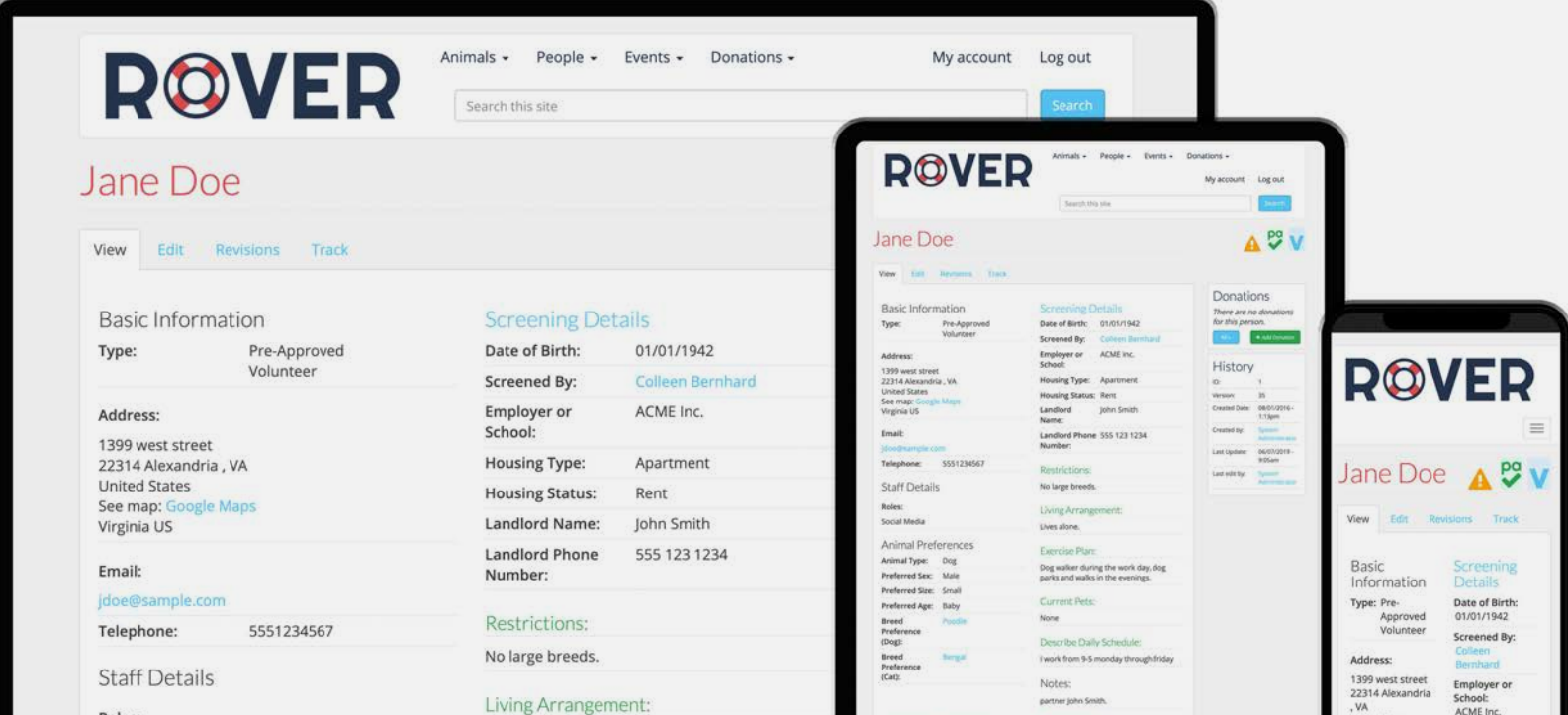
We work with you to determine the scope of work and discovering your needs. We create site maps, wireframes, and establish technical specifications.

We create mockups using your branding and messaging, working to ensure we integrate your marketing strategy and meet your goals.

Ongoing support.

After delivery, we offer scaled support solutions that provide ongoing assistance for client websites.

This includes ensuring websites receive security patches and recommended backend updates as well as assisting clients with content updates.



Web applications can increase an organizations productivity.



Our team has a passion for finding efficient solutions for problems.

Our developers leverage Drupal, an open-source content management system, to build simple-to-use and powerful web based applications to help your organization meet your goals, without the overhead normally associated with complex custom application development.

Web applications can increase the efficiency of your organization. For example, web applications may be used as databases, electronic forms, and data capture tools.



3 Tips For Video

Before you start a new video project there are a few things to keep in mind. We've outlined three tips that will help make your video successful.

01

What is my message? This is the core of your story.

The message is what your viewers connect with. It should be clear and concise. Try writing it out in two sentences. Make sure to include key differentiators. What sets your product, service or organization apart.

Your message should do three things. First, it should highlight the most important aspects of your organization, product or service that you want to convey in the video. What makes you stand out in your field? Second, it should explain the action the viewer should take once the video is over. Do you want them to buy your product or join your cause? Finally, it should explain why the viewer should take that action.

02

Who is the audience that I want to reach?

The answer can be broad - my audience is potential buyers; or specific - I want to reach the 18-24 year old demographic in the city. Your audience will help inform your decisions on the style of the video, how you present the content of your video, and even where you will distribute the video.

Perhaps your target audience is the C-Suite. You'll want to tailor the tone and messaging to appeal to that audience. If your target audience is in that 18-24 demographic, you may want your content to be presented in a high-energy, fun way to spark and then maintain that audience's interest. Distribution is likely through social media.

03

What does my video look like?

The answer to this question should tie in with the answer to your first two questions. Visuals should first and foremost support your message. What photos, video or graphics need to be captured to promote your product, service or organization?

Next, the visuals should fit your audience. A video geared towards corporations will look very different from a video geared towards a nonprofit.

Deciding what visuals your video uses will inform the needs and logistics for the production phase of the project. This will impact schedules and timelines as well as the budget.

WORKING WITH US

THE PROCESS

VIDEO DOESN'T HAVE TO BE A DAUNTING TASK.
WE VIEW OUR CLIENTS AS COLLABORATIVE PARTNERS.

Working with a creative agency can seem like a daunting task. Our team understands this. We have learned from years of experience the first is listening and getting to know a potential client.

91% of marketers feel video is more important for brands in light of the pandemic.¹

We need to understand their brand, their organization and their message. Some clients approach our team with a concept already developed. Some rely on our team for creative guidance. We're comfortable working either way.

Once we determine the message, we determine the approach. Are we creating a live action video or animated video? Where will the video be distributed? Does the client need a how-to video, product video, corporate message?

While working to determine the scope of the project, we also discuss the budget. Video, like many tools your business might employ, is an investment. There's no one-size-fits-all budget, but we can provide some guidance.

For example, let's say your CEO or an executive needs to create a 3-5 minute, on-camera segment for a presentation. Factor in crew

time and editing, this type of brief video may be achievable with a \$5,000 budget. A project like this is relatively easy to produce and requires less labor hours than say an animated video.

Speaking of animated videos, let's say you want to create a 2-minute explainer video with motion graphics and text. This type of video may require a budget in the \$10-15k range.

Why the increase? A fully animated video is more labor intensive. First, we'll spend more time working on the script, creating storyboards and design samples. Second, animation takes longer to produce, thus requiring more hours in the edit suite.

Video budgets can vary wildly, but we are always transparent in our pricing and will work with clients to find creative solutions that meet their budgets and their goals.

78% of marketers say video has helped directly increase sales.¹

The video process is generally broken into three phases, pre-production, production and post. Each project has a producer assigned who serves as the manager. A timeline is established with milestones and deliverables. We pride ourselves on our project management.

The first step to creating a video is starting the conversation. Give us a call.

¹ Source: Wyzowl



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