

VIDEO AND ASSET PLACEMENT

When it comes to video testimonials and other video assets, placement is crucial for maximising their reach and impact. Here are some key considerations for effective video and asset placement:

UNDERSTANDING YOUR AUDIENCE:

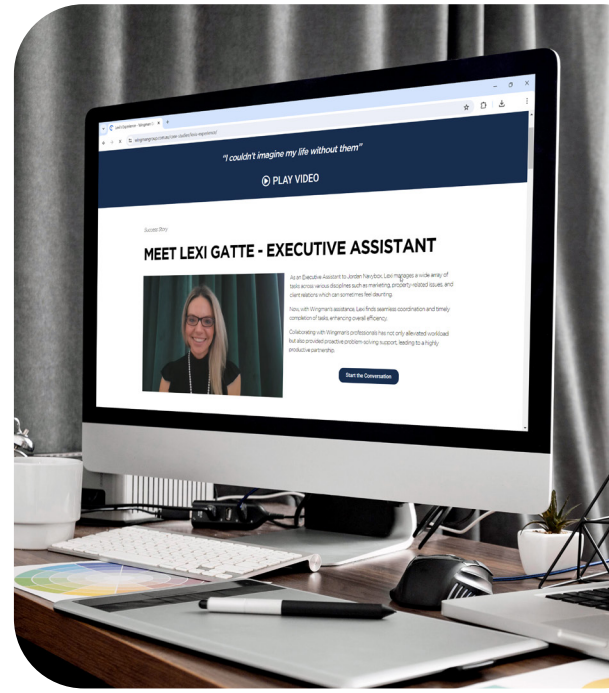
- **Target Platforms:** Identify the platforms your target audience frequents most. This could be your website, social media channels like YouTube, Instagram, or TikTok, or email marketing campaigns.
- **Content Consumption Habits:** Consider how your audience consumes content. Do they prefer short, engaging videos, or are they more receptive to longer, in-depth testimonials?

MATCHING FORMAT TO PLATFORM:

- **Tailor Length and Style:** Adapt your video testimonials and other assets to fit the platform's preferred format. For example, social media might favor short, fast-paced videos, while landing pages can accommodate longer, more detailed pieces.
- **Optimise for Mobile:** Ensure your video assets and landing pages load quickly and function seamlessly on mobile devices, where a significant portion of online consumption occurs.

STRATEGIC PLACEMENT ON YOUR WEBSITE:

- **Hero Section:** Feature a powerful video testimonial prominently on your homepage to capture attention and build trust with visitors.
- **Product/Service Pages:** Showcase relevant video testimonials or explainer videos on specific product or service pages to provide context and social proof.
- **Blog Posts:** Embed video testimonials or short video clips within relevant blog posts to add credibility and visual interest.
- **Call to Actions:** Use video testimonials strategically alongside calls to action (CTAs) to encourage viewers to take a desired action, like contacting you or subscribing to your newsletter.



SOCIAL MEDIA STRATEGIES:

- **Organic Posts:** Share your video testimonials as organic posts across relevant social media platforms.
- **Paid Advertising:** Consider paid advertising campaigns to target your ideal audience with specific video testimonials that resonate with their needs and interests.
- **Stories/Reels:** Utilise short-form video features like Instagram Stories or Reels to create bite-sized, engaging content snippets from your longer video testimonials.

