

5 Steps To Video Commerce Success



Choosing The Components That Will Drive Increased Conversions

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retail
TouchPoints

White Paper

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Introduction

Videos and video marketing are exploding on the retail scene as vital elements of a successful omnichannel strategy. Both pure-play e-Commerce and multichannel retailers are finding success with online video. If executed properly, video marketing can help tell an enduring story about a retailer's products and services, as well as engage consumers, build credibility and drive revenue.

The numbers confirm the premise: 183.8 million Americans watched 48.7 billion online videos in January 2014, and video ad views totaled 11.3 billion, according to comScore. Additionally, during that month, almost 85% of the total U.S. Internet audience viewed online videos.

Retail marketers are getting the message: 51.9% of marketing professionals worldwide cite video as the type of content with the best ROI, eMarketer reported. In another study, the Web Video Marketing Council reported that 93% of marketing professionals used online video for marketing and communications in 2013.

While clever text and compelling graphics always have attracted eyeballs, the right video marketing solution can deliver real-time data on how a product is performing. With metrics including average order value, engagement tracking and conversions, retailers can modify content and tweak their video marketing strategies on the fly.



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-comScore

Eastern Mountain Sports (EMS), for example, has seen a staggering 77% increase in online video viewing over the past year. “Consumers are coming to expect video as part of the customer experience,” said Eric Irwin, Content Manager at the outdoor sports gear and equipment retailer. “So if you don’t have a video marketing strategy, you’re at a huge disadvantage.”

Yet creating high-quality videos and making them a part of an omnichannel commerce program isn’t always easy. For this reason, when planning or expanding a video marketing strategy, retailers should use a five-step process to evaluate and decide which solutions and services to implement.

This white paper will guide retailers through this important process in order to derive maximum value from videos and video marketing strategies.



Click to view the Eastern Mountain Sports Testimonial



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-eMarketer



STEP 1:

Create Compelling Video Content

You've determined once and for all that it's time to step up your organization's commitment to video. The next step entails implementing advanced video capabilities including content that will most effectively highlight your products and services and deliver the most measurable returns.

This question may arise: Should we produce our own videos or stick to user-generated content (UGC)? According to comScore, professionally produced video optimized for e-Commerce outperforms UGC by 30%, delivering a 24.7% lift as compared with an 18.7% lift for UGC video.

Types of videos with proven success include:

Testimonials featuring top customers

Product videos

How-to-videos

Product reviews

Event coverage

Spokesperson videos

Each can help shoppers make buying decisions and showcase a retailer's expertise. But regardless of content type, there's one thing effective videos have in common: a strong narrative.

At **eBags**, an online retailer of handbags, luggage, backpacks, laptop bags and accessories, video storytelling is key. "What I think many retailers miss is a fundamental understanding that video is an excellent way to tell all kinds of stories," said Rob Cassidy, President and COO. "Product demos, brand stories, instructional videos, customer care information, community service events and user-generated content can all be wonderfully brought to life with video."



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Robert Moses, a photographer for EMS, agrees. Rather than “bore” viewers with an exhaustive read-through of a product’s key features, Moses said the sporting goods retailer has been careful to craft videos that display a product’s benefits by wrapping its value in a well-told, tightly knit story. “We’re a company that sells not just a bunch of products but a lifestyle,” noted Moses. “So, in the majority of our videos, we try to convey that lifestyle. We feel that’s very important.”

The EMS approach to creating video marketing content is unique; and the strategy has helped the merchant garner 165,000 video plays of the more than 1,000 videos featured on its site over the past 12 months. Additionally, EMS reported that conversion rates are five times greater among consumers who watch the videos compared to those who don’t take the time to click.

Brookstone is looking to crowd-source online video content from store employees. The retailer is considering the Liveclicker [MobileStudio](#) iOS app to allow its associates to create simple and professional product videos with an iPad. “We think that using our knowledgeable store employees to create product videos could cultivate more genuine and informative content,” said Nathan Harker, Video and Training Specialist at Brookstone. “It’s one of the big things we’re looking at for the near future.”

The product category page also is an important video content consideration. For example, Cassidy said: “Customers who are shopping for a great carry-on appreciate it when we walk them through how to evaluate and find a perfect bag for their needs.” The benefit of casting a wider net rather than emphasizing a particular product, he explained, is that “this type of broader coaching through video content can be distributed across a wide range of relevant list and product pages and will remain evergreen longer. If ROI is a primary metric for you, you will see better results with more general stories and broader on-site distribution.”



Rather than “bore” viewers with an exhaustive read-through of a product’s key features, Eastern Mountain Sports crafts videos that display a product’s benefits by wrapping its value in a well-told, tightly knit story.

STEP 2:

Conduct A/B Testing

Because of the time and effort involved in a video marketing strategy, retailers simply can't afford to leave results to chance. Fortunately, creating A/B tests can ensure that retailers pinpoint which video thumbnails, banners and other calls to action are generating the best playback.

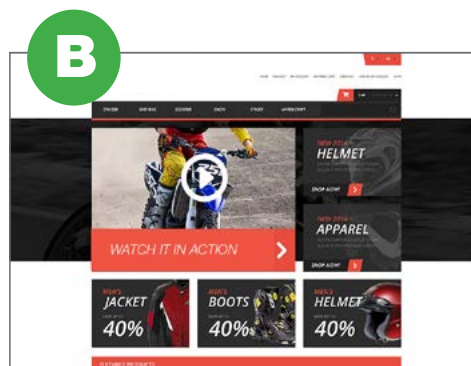
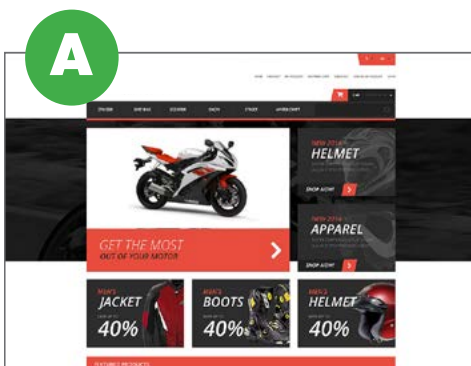
EMS has gleaned some revealing insights through A/B testing. Among these findings, "people tend to click on a video thumbnail with a good-looking person looking straight at the camera," said Moses. In addition, consumers "click on thumbnails of products that are somewhat ambiguous because they are interested in seeing more of what the product looks like."

More than simply a feedback mechanism, A/B testing also can boost a company's bottom line. Brookstone, for example, used *Liveclicker's Custom Insight* report to discover a costly mistake: "Our biggest win with A/B testing was being able to show that our professionally produced videos were missing the mark and not covering the things that needed to be covered," explained Harker. "This was hindering conversions while costing us a significant amount of money."

By bringing video production in-house, and shifting its focus from highly stylized clips to customer experience-oriented videos, Harker said, "we saw a significant increase in conversion right off the bat. People just were getting so much more engaged and so much more information from our videos."

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– Nathan Harker, Brookstone



STEP 3:

Focus Efforts On SEO And Distribution

With today's blended search results — YouTube now ranks as the second-largest search engine — it's no wonder video SEO has become a marketing necessity. As many as 70% of marketing professionals optimized video for SEO in 2013, reported the Web Video Marketing Council.

"Being a specialty retail company, we need to boost our SEO as much as we can and come up on Google's first page," said Brookstone's Harker. "It's very important to us to be the store that comes up first when someone searches general terms."



When it came time for Brookstone to upload a video describing its automatic watch winders, the company was careful to add the right metadata, content and descriptions — SEO variables that would draw the most viewers and promote distribution to Facebook and YouTube. The result: Harker said the watch winder videos earned one of the highest search engine rankings, trailing behind only two of the world's leading eTailers.



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Some of the top SEO strategies, outlined by the Web Video Marketing Council

Tagging videos with keywords

77%

Optimizing filenames of online videos with keywords

64%

Enabling others to embed your videos on other sites

55%

Cassidy of eBags also is a firm believer in the power of SEO when it comes to devising a video marketing strategy, especially within social media channels. "YouTube is becoming one of the most relevant search engines on earth," he noted. "Having consistent distribution on YouTube is a must for any instructional content."

Retailers also are focused on the best ways to distribute video via the mobile channel. Worldwide mobile phone subscriptions hit the 6 billion mark in 2013, motivating many retailers to leverage video within mobile channels. From cross-platform smartphone support, mobile video QR codes and integrated video shopping on iPad tablets, a "video everywhere" strategy is possible, enabling retailers to engage consumers across multiple platforms.



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For example, retailers can integrate interactive videos directly into their mobile shopping applications and sites using integrated HTML5 video support, interactive iPad players and automated bandwidth detection and video versioning technology. Using an integrated video QR code system, retailers can create unique QR codes with every video uploaded. Each code, when scanned, plays back a mobile version of the video on iPhone, Android and BlackBerry devices.



As many as **70%** of marketing professionals optimized video for SEO in 2013.

-Web Video Marketing Council



STEP 4:

Dive Into Video Analytics

Evaluating video programs, measuring their success and examining metrics such as dollars per video and video conversion rates are critical for justifying any investment in video marketing. Enter analytics: A powerful tool for accessing both conversion and engagement metrics on videos.

At Brookstone, analytics helped the company determine which videos were resonating the most with customers, which were selling more and which were most engaging overall. By delving into this data, Brookstone discovered that its one-minute videos had a much stronger engagement rate than longer form videos. "The engagement of our customers online is short," explained Harker. "Through analytics, we could see that our engagement trailed off at 45 seconds and nosedived at a minute. So, now as a rule of thumb, we try not to go over a minute."



Number-crunching also taught Brookstone that customers who watched anywhere from two to four videos on the site purchased 13% more than individuals who watched only one video. Furthermore, shoppers who watched five or more videos spent 25% more than individuals who watched only one.



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In addition to measuring total plays, dollars per play and 10-second engagement rates, Brookstone added Liveclicker's feedback feature to its video player, soliciting hundreds of comments directly from customers. "Ratings aren't the only way to figure out if our videos are resonating," said Harker. "We also look at customer feedback and comments to make adjustments to our videos and to plan how to make future videos address our customers' questions and concerns."

eBags also relies on the power of analytics to examine video plays, site traffic and video engagement. The company depends on the [Liveclicker Report Builder](#) "to get macro-level assessments of the quality and performance of our content library," said Cassidy, who noted that the purpose of video analytics isn't only to collect data. Rather, it is important for retailers to use analytics to identify poorly performing videos in order "to cull down any videos that have expired their useful shelf life. After all, it's important to never waste a customer's time. Video clutter is just wasted space and mindshare."



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STEP 5:

Use A Video Solution Designed For E-Commerce Success

Having the right tools and experts at your disposal is extremely important when building and optimizing a video strategy. It is important to find a video solution that helps to enable and grow success in creating compelling content, A/B testing, distribution and SEO, and e-Commerce performance measurement.

“When deployed effectively, video enhances e-Commerce from the top of the marketing funnel to the bottom,” said Justin Foster, Co-Founder and VP of Market Development at Liveclicker. “That’s why the e-Commerce leaders that grow successful video programs know how critical it is to measure video’s impact not just on revenue and conversion, but also on SEO, engagement and overall awareness. In my view, a video solution that captures this data, paints a path forward and pushes the limits of what’s possible with video is hardly a luxury in today’s world. It’s a necessity.”

Retailers like Eastern Mountain Sports, eBags and Brookstone chose Liveclicker because it is a solution centered on e-Commerce performance that includes the ability to:

- Track e-Commerce analytics with a fully customizable e-Commerce video player
- Automate video distribution and video SEO
- A/B test and compare videos across custom fields like video type, length, brand, etc.
- Access expert coaching for personalized best practice recommendations

The Liveclicker VideoCommerce solution delivers all four of these abilities by facilitating content creation management and optimization; offering in depth A/B testing; providing video comparison and type insight; and delivering best-of-breed video commerce analytics, video distribution and video SEO.



“When deployed effectively, video enhances e-Commerce from the top of the marketing funnel to the bottom.”

–Justin Foster, Liveclicker



"We can think toward the future with Liveclicker," noted Moses. "Using Liveclicker, we are able to publish our videos to our web site, our video gallery, EMS YouTube channel, Facebook, Twitter and other social media sites in one place. It is extremely advantageous for Eastern Mountain Sports to have a video platform that makes our team more efficient, and provides in-depth e-Commerce analytics, customization and expert advice."

"Liveclicker is helping us stay on the edge of Internet shopping and really own our video presence," said Harker. "Liveclicker has given Brookstone a lot of great insight into how some of our videos are performing. The platform also allows us to expand beyond just videos on Brookstone.com, and deliver to other channel partners, like social and mobile."

"We use Liveclicker to manage our video assets," added Cassidy of eBags. "The company renders our video on the site, handles our social distribution and provides a huge array of analytics so we can see how our videos are performing. Liveclicker has been able to provide not only a robust architecture, but great technical expertise and coaching along the way. We like the one-stop-shop component of Liveclicker — we can bring many various types of content together in the Liveclicker portal."



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Conclusion

Approaches to videos and video marketing may differ but there are some commonalities that can help ease the decision-making process. “Keep content relevant, authentic and helpful and it will likely work wonders for you on your site and in places like YouTube,” advised Cassidy. “Think about what is relevant to a customer, and don’t be afraid to take risks and to experiment. In many cases, video is so much more effective than asking a customer to read a full page of content.”

Ultimately, video commerce success can be summed up in five simple steps:

- Step 1** Create Compelling Video Content
- Step 2** Conduct A/B Testing
- Step 3** Focus Efforts On SEO And Distribution
- Step 4** Dive Into Video Analytics
- Step 5** Use A Video Solution Designed For E-Commerce Success

Investing in a video commerce strategy that enhances the shopping experience can mean the difference between converting consumers and losing them to the competition. The good news is retailers don’t have to invest hundreds of thousands of dollars in studio equipment, professionally produced content and high-priced consultants to bring about desired results. Rather, by carefully curating content, testing and tweaking the approach, optimizing content for search, performing deep-dive analytics and using a video solution designed for e-Commerce success, today’s retailers can implement a successful video commerce strategy.



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LIVECLICKER

ABOUT LIVECLICKER

Liveclicker is the leading provider of video commerce solutions for the web's top brands. From production through conversion, Liveclicker's video commerce solutions help clients generate the most ROI from video. For more information on Liveclicker, click on the following links:

[Solution Info](#)

[Case Studies](#)

[Testimonial Videos](#)



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retail TouchPoints

ABOUT RETAIL TOUCHPOINTS

Retail TouchPoints is an online publishing network for retail executives, with content focused on optimizing the customer experience across all channels. The Retail TouchPoints network is comprised of a weekly newsletter, insightful editorial blog, special reports, web seminars, exclusive benchmark research, and a content-rich web site featuring daily news updates and multi-media interviews at www.retailtouchpoints.com. The Retail TouchPoints team also interacts with social media communities via Facebook, Twitter and LinkedIn.



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