Online video marketing plan for a product launch

Case company: Altal Oy

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Abstract

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This bachelor's thesis aims to create a detailed guideline for using marketing videos in various online channels for Altal Oy. The commissioning company, Altal Oy is a Finnish start-up founded by three employees in 2014. It operates in the smart home technology sector. The thesis topic is based on the current needs of the company to promote for the launch of its brand new products in the Finnish market. A real project of making a promotion video is conducted and reported in parallel with the thesis process according to the structure of the study.

The thesis is conducted based on the actual marketing video project and is closely linked to its progress from the beginning to the end. Face-to-face interviews were carried out with a representative of the case company to help me fully understand her expectations. After that, both parties decided the most suitable direction to conduct the video and launch it.

The thesis consists of a theoretical section to cover the first project objective, and an empirical section describes video planning step and provides a launching plan for the video in selective online platforms to get positive marketing outcomes.

The outcomes of the study are not only valuable for the case company, but also for other companies who have dealt with the video marketing or plan to apply the guideline to their coming marketing campaigns and consider video marketing as a key factor in their overall success.

Keywords
Video marketing, social media, engagement, measurement tools, KPIs, email marketing, home automation system.

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1 Introduction

The world of marketing is changing. According Lee (2013), traditional marketing like advertising, public relation, branding and corporate communications are no longer effective compared with the past. On the other hand, online marketing with its distinctive advantages is becoming the most effective form of modern marketing strategies for companies to conduct. Since the application of video marketing is extremely common these days in Business-to-business (B2B) and Business-to-consumers (B2C) marketing and sales, this thesis was determined to develop a practical plan for using video marketing as an effective marketing tool for the case company to strengthen interaction with customers and contribute significantly to the overall success.

The outcome of the study is presented in form of the plan about how to conduct the marketing video and maximize its promotional impact in digital platforms. The outcome is possible to apply in various business contexts but rather connected with the industry that the case company is involved.

1.1 Background

I have the strong motivation in the sustainability of online marketing and believe that in the near future, it is going to be the inevitable trend for companies to promote their products and services to customers.

During spring semester 2014, I was researching for the possible thesis topics and decided to focus on one specific aspect of online marketing to get deeply in details of my study. I headed to MyNet and found a start-up called Altal Oy seeking for students with appropriate thesis subjects related to marketing and promotion for its automation system package. After contacting via email, and having a few meetings at Start-up Sauna in Alto University, Espoo, both parties decided that video marketing should be the official topic for the collaboration, because of two main reasons: It is one of the vital elements of online marketing, which is the field that I already have experience in. Sec-

ondly, since the company was in the beginning step of its development, so promoting its product and brand to people is highly prioritized.

1.2 Case company introduction

Altal Oy is a fresh technology start-up was founded in 2014 in Espoo, Finland, provides home automation software and hardware to make people' lives better. The founders of the company have experiences in Information technology and Engineering. With the package designed by the company and customized based on customers' demand, people can control their houses anywhere in the world from their smartphones. The competitive advantages of the package are the system is:

- Learn from users' behavior to react automatically and help saving resources
- Be installed and used in B2B like offices, hostels
- Possibility to customize and meet customers' needs
- Lifetime technical support
- Lower retail price compared with competitors' offers.

Currently, the company is focusing on the software development and plan to release it before the hardware. The target customers are mainly B2B companies concerning automation and security issues. More information about the company and its packages can be found in its webpage www.altal.fi.
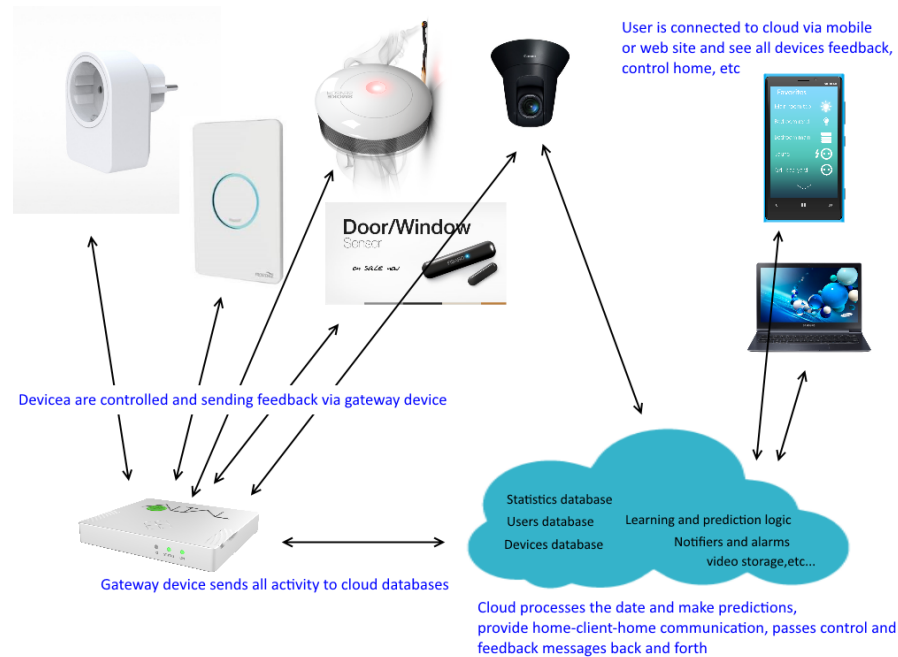
1.3 Product introduction

Figure 1. The smart home system structure (Altal 2014)

The entire package includes a gateway, a mobile application, a web portal for controlling and installing the gateway, the cloud and the devices with chips embedded. Generally, the users are able to control everything in their houses whenever and wherever they are through the application installed in their smartphones or through the web portal installed in their laptops as long as they are connected to the Internet. The picture above explains how the system works. For instance, if the user intends to turn on the light in his living room by swiping the touching button in the application, the request is sent to the cloud. Then the cloud processes it and sends the request to the gateway, which is connected to the Internet by Wifi or 3G. The gateway encrypts the request into Z-wave and sends it to the chip inside the switcher to produce final action. During the device perform tasks, they also send data to the cloud for recording and making predictions. The gateway always communicates with other devices does not depend on the Internet availability.

The important point of the whole system lies on the cloud. It saves all users' action and devices database, learns from the database to make predictions. For instance, if the

smoke detector notices the risk of fire, all electricity sockets and devices will be deactivated automatically, and an alert will be sent to the owner's phone to report the emergency.

1.4 Thesis topic

Based on the factors discussed in the background section, the topic of this thesis is creating "An online video marketing plan for a home automation system launch".

After having qualitative interviews with the company to figure out their expectation of the video and core messages they aim to deliver to customers, both parties have agreed that the video needs to express four main points include:

- Bringing the idea to help customers control their home by their smartphones with the application installed. The main devices are lights, sockets, main doors and windows.
- Increasing the security and safety for their houses with motion detector, fire detectors and camera viewer.
- Showing that the system can learn from users' behavior and response according
- Customizing the package to better match with customer's demand.

As mentioned above, the thesis is conducted at the same time with the marketing video project, and its outcomes are aimed to provide a hands-on plan of using the video in marketing activities. Thus, this study is considered as a project-oriented thesis. The project objective and project tasks have been defined based on the similar concerns of the company and me.

Project objective (PO): Creating an online video marketing plan for Altal Oy to launch its home automation system in Finnish market.

Project tasks (PTs):
PT1: Designing a theoretical framework for the project.
PT2: Video planning based on case company investigation and interviews.
PT3: Launching the video in digital channels.

PT4: Measuring the success based on marketing KPIs.

PT5: Project evaluation and recommendations.

The overlay matrix below describes the logic of the entire thesis, indicates what theory or concept applied and the method of completion and outcome of each project task.

Table 1. Thesis overlay metric

Project tasks (PTs)	Theoretical framework	Project management method	Outcomes
1 (Chapter 2)	Online marketing (benefits and challenges), social media, email marketing, website	Researching academic sources	General understanding of theoretical concepts that are used throughout the thesis, especially in the launching part
2 (Chapter 3)	Structure of a marketing video	Face-to-face interview, reporting, researching, Individual and group brainstorming	Product information, company info, video objectives, resource preparation
3 (Sub-chapter 4.1 and 4.3)	-Launching purposes -YouTube (channel set-up, built-in and paid advertising, optimizing by Google Adwords) -Facebook (Types of advertising, optimizing tips) -Website (How to embed the video in site, optimizing tips) -Email (Maximizing the click through landing page, minimizing number of click by recipients)	Self-expertise, researching available sources	Completed launching plan with minor tips for optimizing the video impact
4 (Sub-chapter 4.2)	Traffic sources (Website) Social media reach (Facebook,	Researching academic sources, Self-expertise	The list of KPI for success measurement of each channel

	YouTube) Open rate, click-through rate, conversion rate, cost per lead (Email)		
5 (Chapter 5)		Self-reflection Company feedback	Own evaluation of the project success, what have been done and what should be improved. Recommendation for further steps

1.5 Demarcation

As mentioned above, the study focuses on establishing the plan of using video as a marketing tool in online marketing channels. The study outcomes benefit start-ups in various industries. However, it is designed to be more suitable for the case company and its current business situation.

Although the research is made for companies located in Finland, its outcomes are possible to partly use for other organizations in international level when they consider video marketing as a part of their entire online marketing campaigns.

The study introduces most essential elements of online marketing and in which situation they should be applied. However, it is not made to cover all aspects but focuses on the ones that are suitable to distribute the video and measure the success at the end.

1.6 International aspect

The commissioning party is the start-up established in Finland and plans to operate its business in the Finnish market. After that, depend on the market reaction and company's human resource, it may expand to central Europe and Asia market. As online marketing is not limited by geographic distance, the outcome of this project is possible to market its products to customers all over the world.

1.7 Anticipated benefits

The outcomes of the study will bring a clear perspective of video marketing, an ideal guideline to distribute contents and measure their impacts after implementing. Besides, a marketing video for product promotion, which is made for the company, is powerful for its B2B selling.

From the company side, it is a technological start-up founded by three founders having skills in information technology and engineering. Thus, they do not have much professional knowledge in marketing, which is intensely vital when launching their first products to the market. This project brings a clear perspective to the company of marketing their brand through online platforms by visual content like video. At the end, a marketing video is made with my support will give tangible benefits to the company.

From the customer side, the video will bring a general picture of the package offer to them, a mean of communication with the company and a basic understanding about how a home automation system works.

From my side, having a case company helps me to fulfill the thesis requirements. I have background knowledge in marketing developed throughout my bachelor study. Thus, the project is a suitable chance for me to apply expertise and experience in making a reliable and practical visual content for the operation of Altal. Moreover, doing the project give me possibility to incorporate with business people, somehow broaden my professional network. In term of the academic purpose, the project is considered as the important part of my bachelor study, and can be list in my resume as a relevant experience.

1.8 Key concepts

Internet marketing (Online marketing) has many similar definitions, which may cause confusion for readers. According to Chaffey (2009), "Internet marketing is simply defined as achieving marketing objectives through applying digital technologies". This term includes various aspects, but in this thesis, the study emphasizes on the rele-

vant ones, which are **social network, video marketing, company website, email marketing**.

Social network (Social media) are platforms enable peer-to-peer communication within a group or between individuals through providing facilities to develop user-generated content and to exchange messages between different users (Chaffey 2009, 688).

Email marketing includes two forms: Inbound email marketing and outbound email marketing. The thesis only focuses on the outbound email marketing, which are "emails that sent to customers and prospects from organization." (Chaffey 2009, 547.)

Video marketing is "The concept of making a promotional video for a product or service and upload to the Internet" (Ehow 2014.)

Key performance indicators (KPIs) are "Quantifiable measurements, agreed to beforehand, that reflect critical success factors of an organization" (Management 2014.)

Social media reach "measures how many people see your social media updates. The reason why it is essential is because it helps you determine how your content is performing." (Cuutio 2014.) Each channel has its own sub-metrics to measure your reach. In this project, the thesis focuses on two social channels include Facebook and YouTube. The sub-metrics of each channel is listed and analyzed at the launching part below.

Traffic sources measure which sources driving your customer to your site, provide comparison between each source (Klipfolio 2013). Three main traffic sources: Direct, referral and organic, which are defined in detail in the launching part below.

1.9 Risks and risk management

The first risk of the study lies on the company situation. Since its products are in the R&D (Research and Development) process, there would not be any concrete sample

ready when video is shoot. This issue may affect to the video's impact, which aims to give the audience a clear product's image. For solving the issue, both parties agreed the overall message of the video is showing general concept of smart home solution and self-learning system possibilities, which means it is not necessary to present the actual products when they are in development process. Meanwhile, the company tries to finalize the design and technological advances as soon as possible.

The other risk is project management and timing. If there is any problem occurs such as the lack of financial resource, equipment, or location, then the video will not be completed before the thesis is finished, which mean it is unable to be tested and measured. This risk can be managed by changing the thesis's direction into only providing a completed launching plan for the video so that its success can be measured once it is ready. For the financial issue, we will maximize the efficiency to bring the best outcome based on the decided budget and ask for support from outside parties like friend networks or university communities.

2 Theoretical framework

The theoretical background of the thesis can be visualized as follows:

Figure 2. Thesis's theoretical background

According to the chart above, I firstly introduce all elements of online marketing, along with its benefits and challenges compared with traditional marketing. After that, I move to specific online platforms that the video is applied to promote Altal's products to customers. The Key Performance Indicators (KPIs) are defined for each channel for success measurement and will be mentioned in the launching phase of the project.

2.1 Online marketing

Murray Newlands (2011, 3) states that Online marketing consists of ten main aspects: Social media, digital branding, company website, blogging, online PR and blogger outreach, video marketing, SEO, email marketing, affiliate marketing, and digital advertising. Since this thesis focuses on video marketing and how to integrate with other platforms, the thesis only goes specifically in social media (Facebook, YouTube), website and email platform because the video's purpose is to bring the significant marketing impact in these channels. In addition, they are the major platforms the company applies to communicate with customers and other stakeholders. The other cause is that these channels are integrated with each other through the video itself.

2.1.1 Benefits

According to Chaffey and Smith (2008, 17-18), the benefits of online marketing are generally summarized in 5S formula:

Sell - Grow sale: Internet platform brings the tailor-made opportunity for companies to accelerate their online sales and indirectly contributes to sales from offline channels. Online channels are advantageous in approaching customers that cannot be reached by traditional selling, also offering wider product or service range with lower prices.

Serve – Add value: By cutting the capital costs, companies can give extra benefits to customers by Re online. Furthermore, your customers do not have to walk to the store before it is closed, they can browse items your online store and place the order when it is convenient for them.

Speak – Get closer to customers: means that customers have rooms to express their opinions with the company's products or services. Forums or social pages are suitable places for two-way dialogues which help the sellers learn from their customers and increase customer retention. Sending to customers "thank you" and "follow-up" emails after the transactions or personalized offers helps to maintain the relationships.

Save – Save cost: As mentioned above, various types of cost such as staff cost, rental or maintenance cost are reduced because of the web self-service, which means customers choose the products that match their actual demands. Companies can order stock based on demand that keep their inventory cost low, instead of purchasing stock for display in store.

Sizzle – Extend the brand awareness: Companies have concrete amount of followers in their online channels. Every single update and effort to offers new customers experiences is recorded and converted into brand loyalty.

2.1.2 Challenges

Devi (2013, 101-102) presents main challenges of Internet marketing including:

Marketing integration: Means each component of online and offline channels normally tackle different parts of the whole work when the marketers need to ensure that they still follow the concrete goals of the campaign. For instance, the promotion of clothing could be somewhat more effective in online platform when sales seem to be less profitable compared with in-store operation. Thus, integration between online and traditional manners should be prioritized to achieve the goals.

Security and privacy: People may worry about their personal information can be stolen or collected for negative purposes like scamming or bank robbing when they provide those data to a website that supposed to belong to a real company. In this case, implementing clear privacy security policies and being verified by trustworthy organizations are essential to solve the safety concern of customers.

Interpersonal service: Customer service is an important factor contributing significantly to customers' buying decisions. Online businesses are likely not to pay attention to this element carefully since the lack of human or financial resource, which makes customers feel careless and do not satisfy since their concerns are not listened. Consider making hot-line support center with real assistants will help improve the outcome.

Improving brand awareness: For the customer segments that prefer to find out information through traditional channels like TV or radio, online advertising seems to be less effective in reinforcing brand compared with repeated traditional commercials invested by bigger financial budget. Therefore, the marketing content needs to be optimized to appear as much convenient as possible for people when they present on the Internet.

2.2 Social media

Recently, despite of the presence of other marketing tactics, social media (or social network) is positioning itself at the center of online marketing with more than 66% of adults are connected to at least one social media platform (Mashable 2014). Even though the number of social platforms has been growing every month, there are most popular platforms that dominate the entire trend.
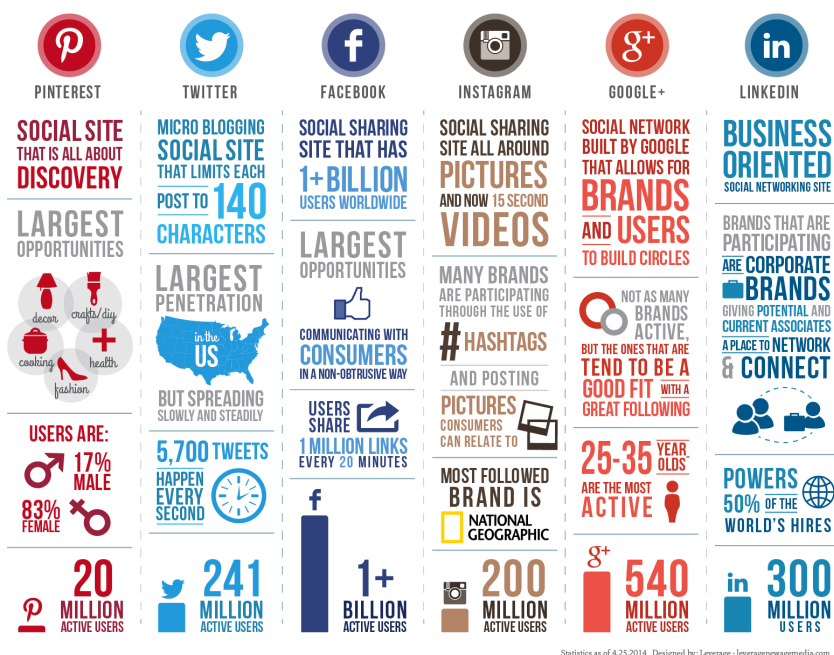

Figure 3. Social media comparison infographic (Leverage 2014)

The infographic above is taken from Leverage New Age media about six most popular social outlets. It clearly shows that each platform has different target users, different communication manners, for different purposes. For example, Pinterest is the ideal platform for marketing fashionable stuff because it is built to post and share creative and visual content. The significant proportion of female users is a plus of this channel. Whereas, Instagram has been developed with the similar purpose to create a forum for people capturing and sharing their photos instantly. The differences are Instagram users take the hashtag (#) as the main communication mean to help their contents go viral, does not limit the target users, plus it allows people share 15 seconds video now.

Since the industry (smart home system) that Altal Oy involves is relatively new with people and contains technical know-hows, the selection of social media platform to

present is considered thoroughly. As the center of this project is the video and its integration between social outlets, it is agreed that Facebook, YouTube and Twitter are three chosen channels for publishing. The reasons are explained below:

Facebook is the most powerful and largest social site with 1 billion active users worldwide (Leverage 2014). All types of online content in all industry can be posted and shared here. The Facebook page is made to distinguish with the personal profile that makes your company's identity become more transparent. They offer **Facebook ads** to promote your page to more users. This platform is ideal for opening conversation with customers. The Facebook Insights provide you all necessary statistics to track if your content engages with people without any payment.

Twitter has 241 million active users, called as the "micro-blogging" site, which means it uses snippets of sentences as the official communication form. A tweet with 140 characters plus the popularity of hash-tag (#) makes Twitter as the suitable platform for breaking news. The @ replies transform Twitter into a space for direct conversation between end user and the company. For instance, a customer can instantly set up a talk with the case company by typing @altal before his tweet, then the company representative will receive and response after a couple of minute.

YouTube is where all of your videos should be available first. YouTube is the 2nd largest search engine after Google (Twist image 2010.). Thus, it is necessary to optimize your content to be found by people looking for your product or related things when they type search words. A YouTube video with high number of view, like, and comment plus some small notices will be more likely to appear on the first page of the search result in YouTube, and in Google also.

2.3 Email marketing

As mentioned in the theoretical concept, outbound email marketing is used as the main form of direct marketing to encourage trial or purchases. The strength of email marketing is that it creates a solid personal interaction between companies and their customers. Almost everyone with Internet access today has an email address. They check

their email actively or passively (by notification) whenever they are online. Thus, it makes email a strong tool in online marketing.

There are many similar suggestions of steps to successfully launch an email marketing campaign, but most of them can be grouped in three main phases: Planning, Execution and Tracking (Newlands 2011, 168).

2.3.1 Planning

Audience and purpose: The initial thing to do in a marketing campaign is figuring out who you want to reach, how to contact and what to tell (Newlands 2011, 169). It helps you form your emails that meet customers' needs and increase the successful rate. Segmenting audience based on CRM tools ensure that your message will be sent to the right people. Besides, having possible clear goals, such as 30 % open rate or 1% unsubscribe rate, which give you more motivation to achieve them through the campaign.

Content: it is not only about what you talk to customers (writing) and but also how you talk to them (designing)(Newlands 2011, 169). Your content should be relevant, consistent to understand and lead to the clear call-to-action. Ideally, taking care in small details can bring the significant influence in this case:

- Formatting the emails so that they can be opened in different browsers and displayed in the mobile devices should be taken care.
- Headline is the most essential thing that makes people decide if they open your email or throw it away. Studies found that emails with 28-39 characters in subject line has the highest click rate (Jordan 2012).
- Content design: One of the common senses about marketing emails is that it makes people lose interest and take time to be understood. In order to handle this issue, designing your message included visual element to make them simple but still keeping the interest from recipients and get them focus on the most important parts of the copy.

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For example, the figure below shows a killer email template layout. According to it, the company's logo is in the top left corner and their contact manners are located at the bottom. The body part includes texts and images to help the recipients get the general idea as quick as possible, along with the call-to-action button placed separately with the proper text.
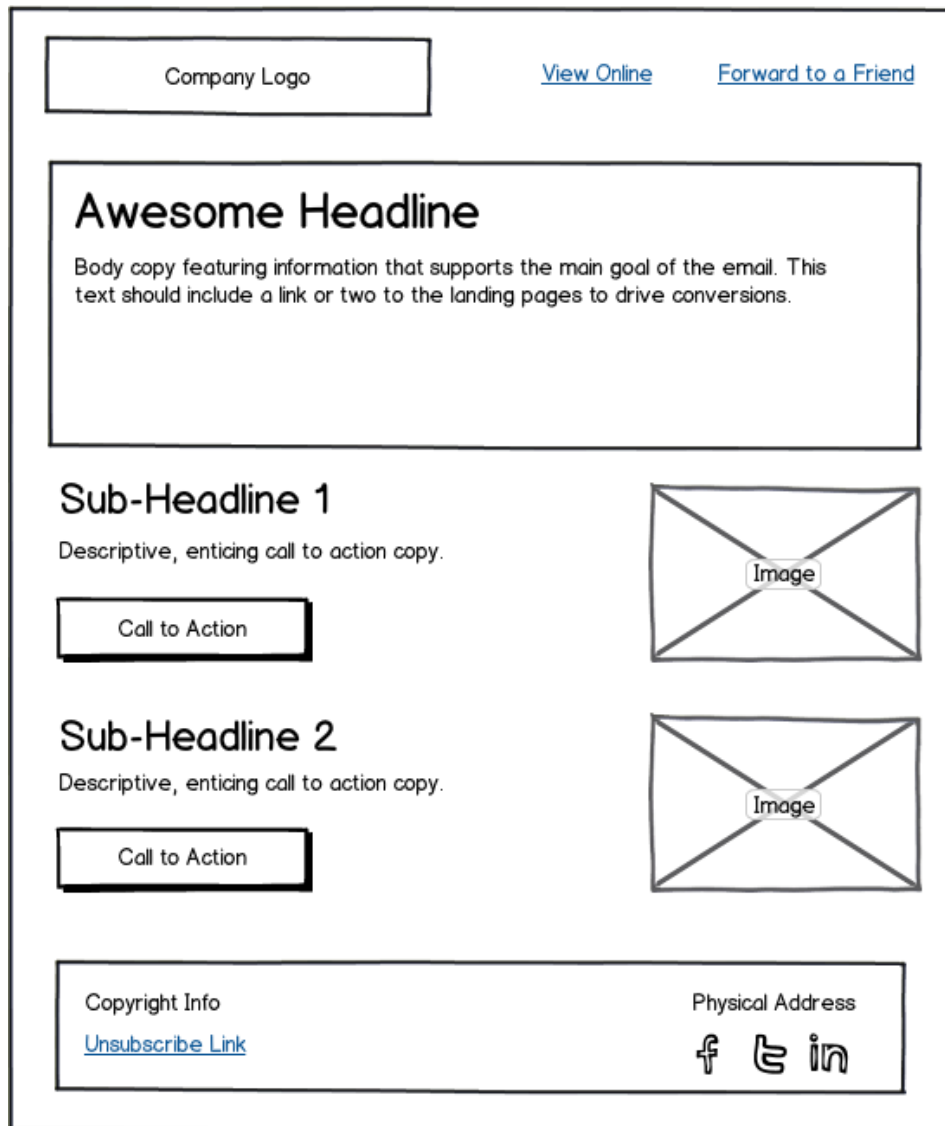

Figure 4. Example of the template layout (Imforza 2014)

2.3.2 Execution

Timing is simple but important to notice. The time you send your emails to customers depends on many factors like holiday, time zones or timing that your competitors are running their campaign. Thus, it is crucial to determine what time of the day, what day of the week your customers tend to open your emails most. (Newlands 2011, 171).

Customer service is the second factor to consider. Getting more customers by email campaigns also means that increasing the issues they may have about processing your message or continuing with the action step. If your email is not clear enough for them to solve the issues by themselves, such as they are not able to unsubscribe your newsletter, or unable to connect to your company anytime, you need to establish supporting staff handling customers' problems readily. (Newlands 2011, 171).

Choosing an email marketing provider is recommended if you are doing a large-scale email marketing campaign. There are many details behind a successful email such as email design, call-to-action link, preview and test before sending, KPI tracking that take time and expertise to control. The email providers like Mailchimp help you simplify these steps by offering a platform to customize, preview and test your email before starting the campaign. (Newlands 2011, 170).

2.3.3 Tracking

One of the advantages of email marketing is you can track and measure the results during and after the campaigns. Google Analytic is the popular tool for email tracking, or you can use other tools provide by email marketing providers such as Mailchimp if you use their platforms to customize your emails. No matter what tools you obtain, there are fundamental key indicators you may use to benchmark your emails, which will be defined in chapter 4.3.

2.4 Website

A domain is one of the initial things customers seek for when they want to know more about your product. With the convenience of Google browser and the integration between other social media channels, having an engaging video in your home page to deliver a big picture of your product or service to customer in a few minutes will pay a significant impact to your products' brand awareness. "A picture is worth a thousand words" – the old adage is definitely true now when people have little time to do leisure activities and they tend to choose options help them save their time as much as possible.

In this project, as mentioned above, the video is first available in YouTube. After that it will be embed into the Altal homepage by copying the HTML code in the YouTube link and pasting it into the source code of the website. As the result, people will be approached by the video immediately when the homepage displays on their screens.

3 Project planning

This chapter mentions elements of planning the video project and reports how the initial plan has been changed in practice.

3.1 Idea generating

According to the previous budget agreement, we (the company contact person and me) had planned to make a real shooting video with emotional scenario, modern location, and professional visual effects. However, due to the cut of financial support, we had not been able to make it since the costs for hiring an apartment and shooting equipment are relatively high. The actual plan was changed to **animation video**, which will be created by the third party.

From these key points mentioned above, we decided to create short videos after discussing. Each of them deliver separate message but contains similar branding elements including company logo, call-to-action part and voiceover. According to Mergan (2014), the united format is kept in each video, which includes 3 parts:

1, Introduce the problem
2, Answer the problem with your solution (via product or service)
3, Call to action (Showing contact information, stimulate audience to call immediately)

Specifically, we created the first video that targets to B2B customers and emphasizes the security aspect of the system. In order to indicate our idea to the video maker, we prepared a detailed script, explained what we want to be involved in each scene, and made it corresponding to the voice-over. Preferences for the image of characters are also provided in this file, which aims to help the producer understand exactly our idea. After completing the file, we continued with making the voice-over. This is one of the most important factor in this kind of video since it deliver our message and work together with the animation. There are plenty of voiceover services from Fiverr (the online platform we find the producer), but for the cost efficiency, we asked a British friend to help us by reading the prepared script.

3.2 Budget and support

As mentioned above, due to the cut of financial support from €1000 to €400, both parties decide to change the format of the video into Animation type, consists four short videos (around €100 per video). The video type change helps us avoid significant costs like hiring location or hiring filming equipment. In addition, since the entire budget is unable to given according to the project timeline, we agree to conduct one video which costs €100 initially.

The given budget is spent for hiring an animation producer (contact via Fiverr) to help us create the video based on our detailed script and our voice-over, which have been prepared in advance. The final price was negotiated according to the price list provided by the producer and our demand for the clip. We tried to maximize the usage of our budget. That is why the script and the narration are made without third party's help.

3.3 Thesis objective

The main objective of the entire project is solving the concern of how to distribute the video effectively to digital marketing channels, after the video itself is ready.
As mentioned above, the video will be published first in YouTube and be shared in other channels, and this is how I use the video for integration purpose.
However, there are many minor details that needed to notice during the launching process (including uploading and sharing), such as optimizing the viral effects of the video in decided channels and what KPIs we should rely on to measure the success. Thus, the thesis is made to covers these issues and aims to provide the most understandable launching plan particularly for the case company.

4 Launching the video in digital channels

This chapter presents the essential idea of the entire thesis, which is the feasible plan of how to distribute the video effectively in digital channels. The plan is created based on my own expertise in online video marketing, combine with the research of academic resources related to the main topic.

There are three main goals need to achieve when launching the video:

- Improved user engagement
- Brand awareness
- Search engine optimization

To improve user engagement, the video content needs to provide useful information, contains creative value and stimulate further action following playback. The other factor contributes to the overall engagement is the suitable placement of the video content on the pages (Facebook, and Altal homepage in this case) to increase the possibility of people watching it and encourage them respond the video in various manners (like, share, comment, contact). Specifically, the video post needs to be outweighed compared with normal posts.

To improve brand awareness, the content should clearly show which brand it supports from the beginning to the end. There should not be any other brand showed in the video rather than the company's brand to avoid distraction in branding preservation of customers. For our case, we planned to limit the duration of the video in one minute to get the general message and brand identity across fast.

For search engine optimization, YouTube and Vimeo are potential communities to place your video initially. However, there is one thing to keep in mind that most people view your videos through video sharing sites are unlikely to have existing knowledge of your brand. Thus, you need to answer the question: What do people search for to lead them watching my video? Then optimize your post based on it.

After setting clear goals, the launching process is divided into 3 steps which is present-
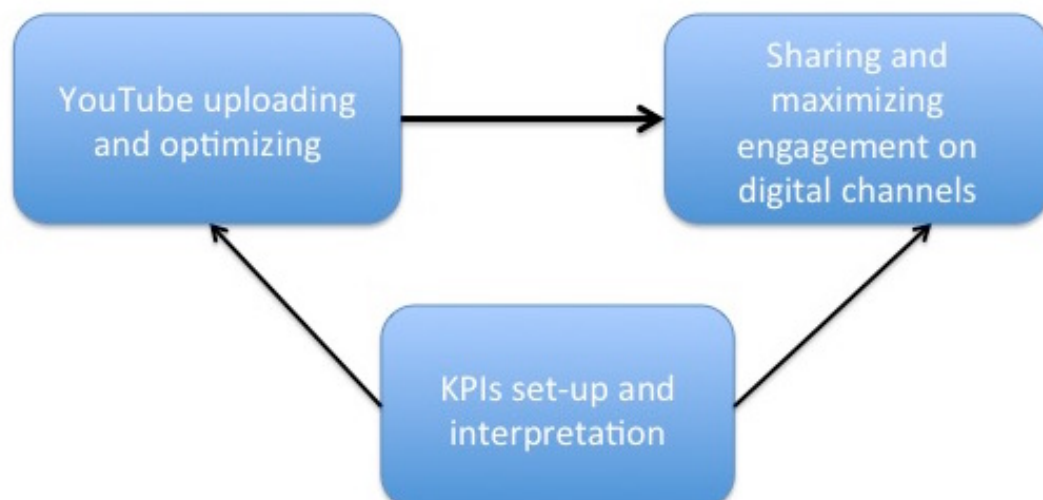ed in the figure below:

Figure 5. Launching process

To briefly explain, the process includes two main steps. Firstly, the video will be pub-
lished on Altal YouTube channel. Several details about setting up channel and modify-
ing the video post to take advantages of the YouTube built-in tools are mentioned.
The next step is sharing the video on other digital channels including Facebook, Altal
homepage and email marketing, along with maximizing engagement in these platforms
by paid advertisment and technical skills. Key performance indicators (KPIs) for each
channel are established throughout the process.

4.1 YouTube uploading and optimizing

Signing up for a YouTube account and customizing your channel to make it looks in-
formative and professional are your first steps. The elements you need to consider
when customizing your channel includes:

- **Channel icon and channel art** are rather similar with Facebook profile picture
  and cover photo. For businesses, company logo should be placed in the channel
  icon, and a horizontal photo of your main product or service should be positioned
  as your channel art.

- **Channel description** is where you give a brief introduction about your company and videos.
- **Custom links** are the icons of social channels, which help you redirect your viewers to your official social pages like Facebook, Twitter, Google plus and Instagram.
- **Email for business inquiries** can be provided so that people can send you a direct message if they have any concern when browsing and watching you videos.

It is recommended that all aspects above should be visible when setting up a channel. An example could be found in the case company's channel below:
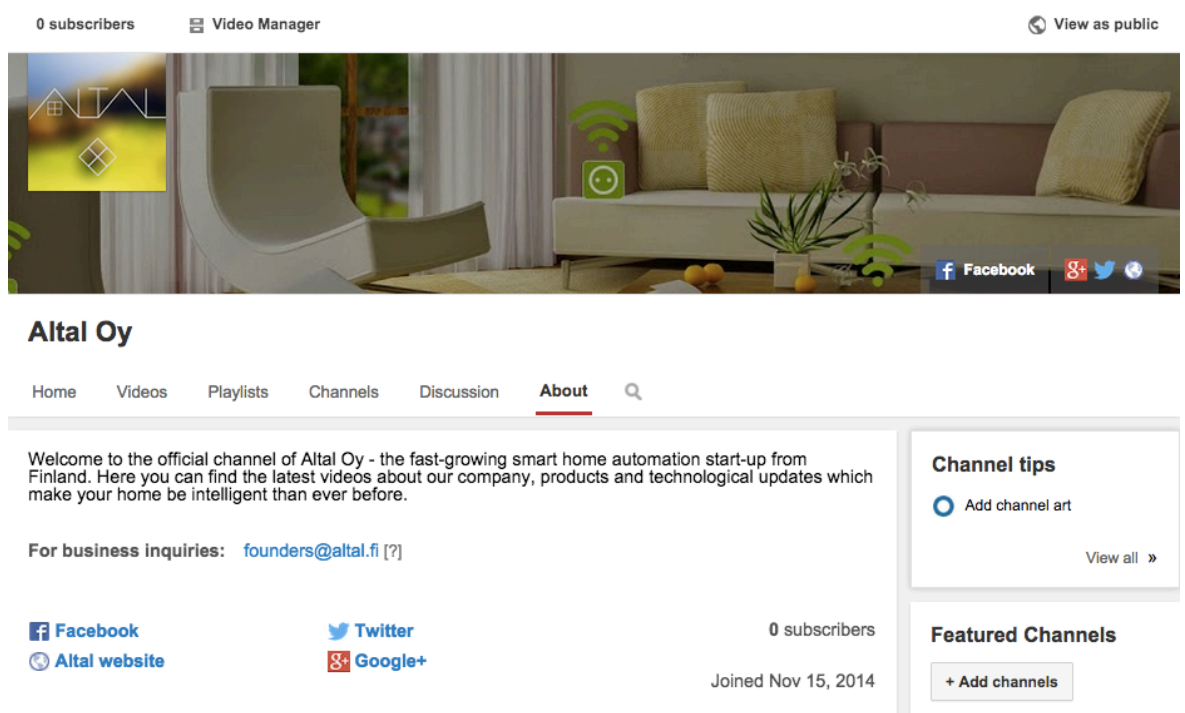

Figure 6. Screenshot of Altal Oy's YouTube channel.

Choosing the right keywords for your video's title and description can make it appear in top result pages when people search your company, or products and services that are similar to your offers. The question is how do we determine quality keywords for our video title, and for its description later? There is a powerful free keyword tool to help you decide the best keywords for each of your videos. The tool is provided by Google AdWords and you can find from this link: http://bit.ly/1Fc4bdV. As mentioned above, since YouTube is a division of Google, determining the keywords' aver-

age searches monthly in Google can give you a general picture of their potentials in search engines including YouTube.

To illustrate, you first clicked on "search for new keywords and ad group ideas" and typed "wireless security system" to check its average monthly searches and compared with other similar keywords. The number is relatively high so this keyword can be used for the video title (8100 searches). Besides, there are several keywords which have significant amount of searches. You can see the rate of "home security" (33100 searches) and "security system" (12100 searches) and considered mentioning them in the description, along with the link to your website. It is noticed that the shorter the keyword is, the more amount of search it gets from people. However, we have to choose the one that reflects the video's message.

Search terms		Avg. monthly searches [?]	Competition [?]	Suggested bid [?]	Ad impr. share [?]	Add to plan
wireless security system	⌇	8,100	High	€10.63	0%	»

1 - 1 of 1 keywords ▾   ‹   ›

Keyword (by relevance)		Avg. monthly searches [?]	Competition [?]	Suggested bid [?]	Ad impr. share [?]	Add to plan
wireless security systems	⌇	2,400	High	€9.10	0%	»
best wireless security system	⌇	880	High	€8.24	0%	»
wireless home security system	⌇	1,600	High	€13.80	0%	»
wireless security camera system	⌇	9,900	High	€4.05	0%	»
wireless security system reviews	⌇	480	High	€8.44	0%	»
wireless home security systems	⌇	4,400	High	€15.35	0%	»
wireless video security system	⌇	720	High	€6.25	0%	»
wireless security camera systems	⌇	4,400	High	€3.89	0%	»

Figure 7. Screenshoot of the Google keyword tool.

For the description, Rouhiainen (2013, 41) states that you should start with a link to your landing page, along with statements of what is included in the video and or the keyword you have in the title can be repeated within the text for better optimization.

Rather than mentioning in the video, the call-to-action step can be put at the end of the video by using Annotation. You can create it by choosing Video Manager, then click Select your video, then Edit, then hit Annotations. There is an annotation box with the link of Altal's website inserted and placed at the end of the video. Thus, when viewers are interested in our products, they click through the box that leads them to the site where they can get more information or directly connect with the company.

4.2 KPI set-up and interpretation

As mentioned above in the key concept part, this sub chapter focuses on the KPIs of benchmarking the video in given online marketing channel, including Social media (YouTube, Facebook), website, and email.

4.2.1 Social media reach

Since the video is presented on Facebook and YouTube, selecting the metrics to measure your reach in these platforms is important to see how the video content is performing. For Facebook, the **Page Insight** provides us relevant data of Post reach and Engagement:
Post Reach is the number of unique people who have seen content and associated with your Page, including ads, during the last 7 days. (Facebook 2014.)
Engagement is the number of unique people who have clicked, liked, commented on or shared your posts during the last 7 days. (Facebook 2014.)

Post reaches do affect to Engagement, but they are not correlated. For instance, a high reach does not result in high engagement. The reason is because there may be many people seeing your posts but they only interact with one of them, thus the overall engagement are less than the post reach. (Markova 2014.)

As mentioned above, YouTube is the main platform to measure engagement because all traffic lead to the YouTube video link. Its engagement metrics are quite familiar, which are Like, Comment, Share and Average view duration to see how much time people stay with our video. Recently, marketers started focusing on the time users

spend watching video because if the average view duration goes up, that means the video is more engaging with people.
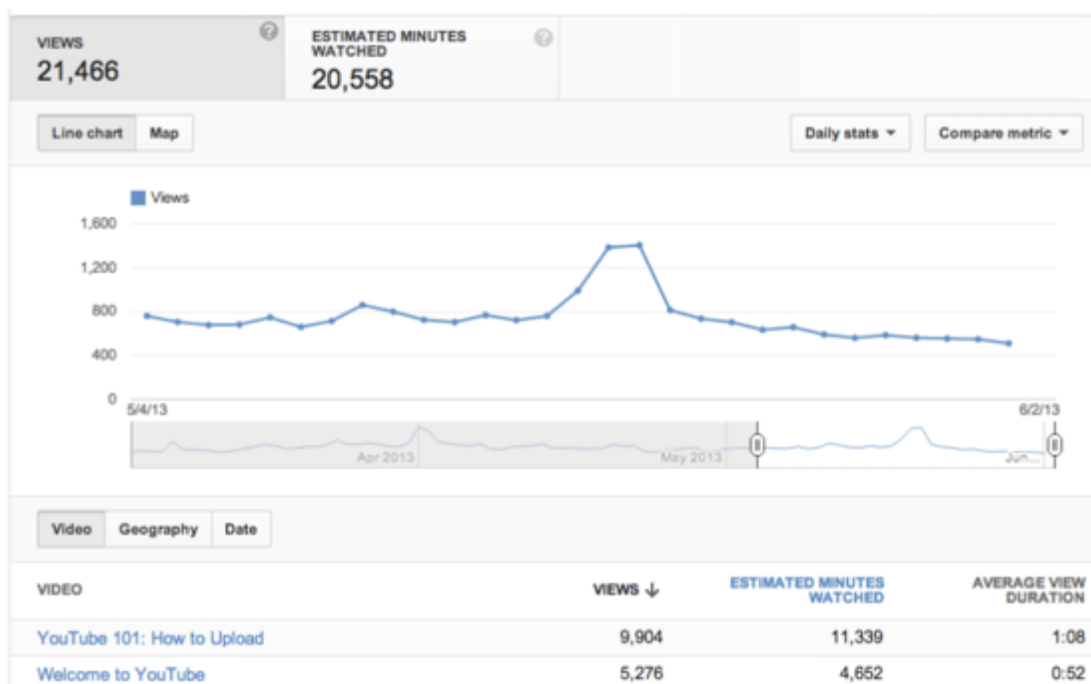

Figure 8. View report in YouTube Analytic (Google 2013)

Besides, number of view is one of the most common KPI to judge the video's success. However, if you have a clear CTA in your video, then "the easiest way to check out the video success is measuring how many people have actually followed through with the CTA" (Walls 2012.) In this case, the page views you have received from the video would be the actual KPI to measure, which belongs to the Referral traffic.

4.2.2 Traffic source

Traffic source to websites includes three types: Direct traffic, Referral traffic and Organic traffic. Each source can be analyzed by different manners. For our project, the traffic of people visiting Altal's homepage where we place the video from each type of source will be measured by Google Analytics.
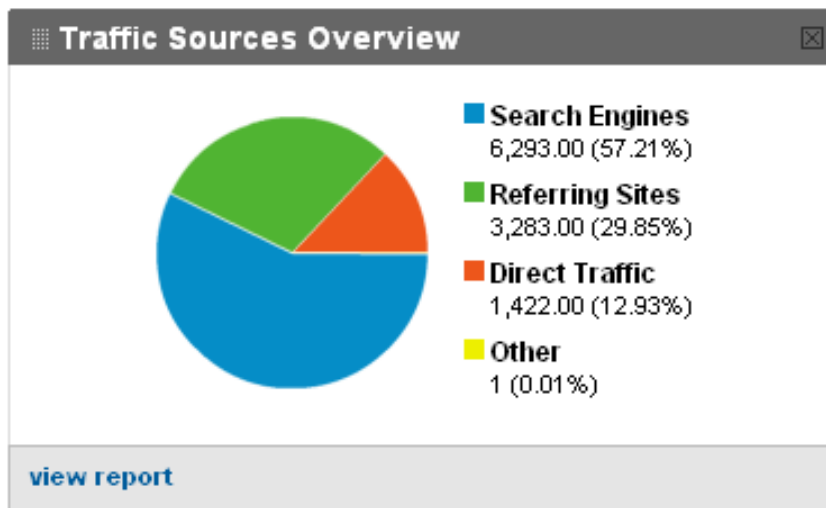
Figure 9. Example of Traffic source overview by Google Analytics

Organic traffic is "visitors who discover your site by typing searching keyword in a search engine (Google, Bling) and click on the search results." (Klipfolio 2013.) This source can be acquired by optimizing your video in YouTube so that it appears on top of the search results of Google.

Referral traffic is "visitors who visit your site by clicking on the URL on another website" (Klipfolio 2013.) For instance, people can visit Altal website and see the video by clicking the link in our Facebook page's description.

Direct traffic is "visitors who visit your site by typing the URL into their browser." (Klipfolio 2013.) It is estimated not to be the main source since the video URL is relatively long and contains complex symbols. However, if the video is positioned in the homepage, there could be more traffic from this source.

4.2.3 KPIs for email tracking

Open rate means how many people actually open your emails. This figure is calculated based on the formula: Open rate = (Unique open/Total email sent)*100%. (Idealware 2008.) For example, if you sent your email to 10000 email addresses and 400 of them are opened, the rate is 4%. A small notice that the unique open means if your email is opened more than one time, it only recorded one as the result. The figure below shows the open rate chart in 30 days with the highest rate is 1062 in day 20.
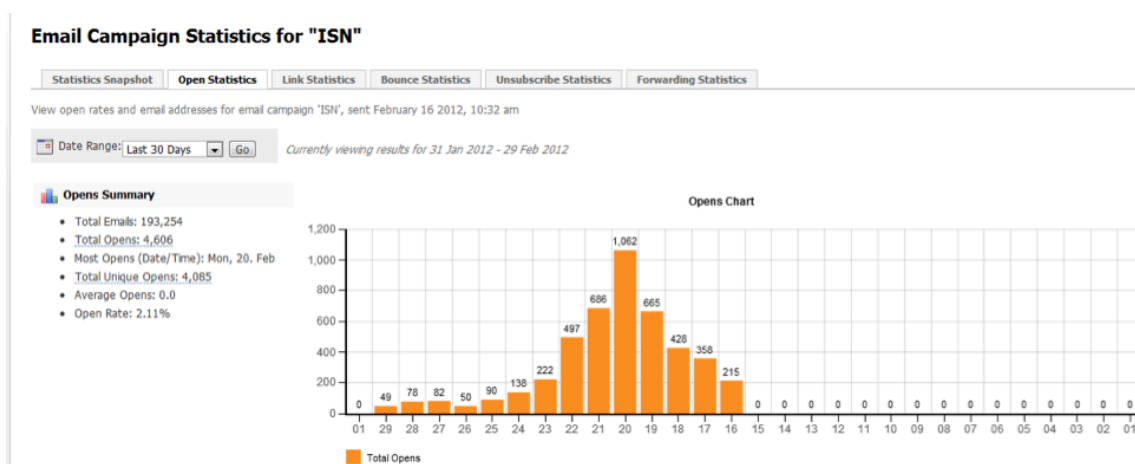

Figure 10. Example of Open summary report (Blog-xtraffic 2013)

Click-through rate means in many cases, even though people open your email, they may not continue any further step that you want them to do for leading to your landing page. This number can help you measure it by using this formula: Click-through rate = Click-through / Impressions *100% (Idealware 2008.) Click-through is the number of clicks to your links or banners. Impression is the number your link or banner display to them when they open your email. The figure below shows that the number of clicks the clicked chart within 30 days with some core statistics on the left side.
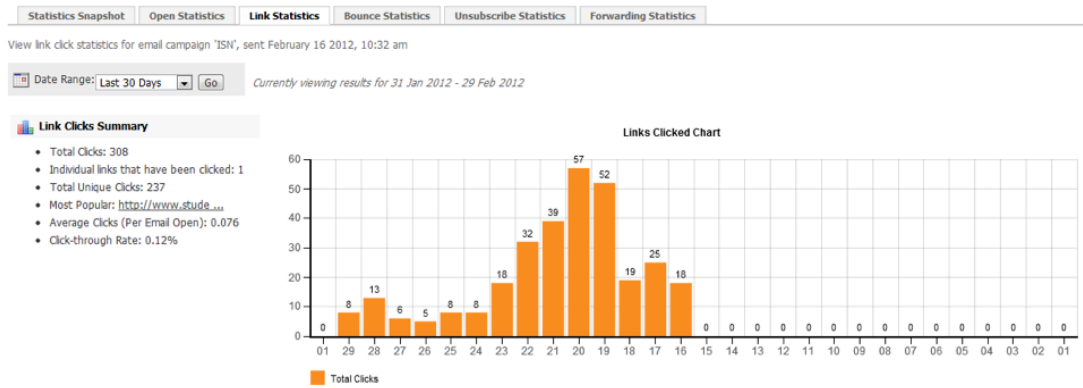
Figure 11. Example of link clicks summary (Blog-xtraffic 2013)

Conversion rate is the statistic that remarkably helps you answer the main question about how your email campaign works. Conversion rate = (Lead/ Message delivered)*100% (Idealware 2008.) Lead means the actual potential customers who go through all step you lead them by your emails. For instance, if you send invitation emails for participating a conference to 1000 addresses, 300 people open them (open rate is 30%), 100 people click the link to your website placed in the email (click-through rate is 10%) and 50 people actually register there, your lead is 50. The conversion rate is (50/1000) *100% = 5%.

4.3 Sharing and optimizing on digital channels

In this sub-chapter, there are suggestions of sharing and optimizing the video in four platforms YouTube, Facebook, website and email following this order.

4.3.1 YouTube

Sharing

In our case, YouTube is the initial platform where our video is available. Thus, the video should maximize its branding and promotion impact in the host site by built-in and paid-advertising tools. Video Programming is a powerful built-in tool in gaining views of your videos and creating brand awareness. By going to Creator studio, then click Channel, then In video programming, you can see three options to apply to your video:

- **Branding watermark** is the option allows you to upload your channel logo and place it in the corner during the whole video or a part of it. You can decide when the logo appear and disappear when your clip plays, and where to put it on the frame.
- **Featured video** means you choose another video in your playlist and there will be a pop-up window fades in at the bottom of your playback video when it plays to the end. In the other words, it is your suggestion for people to stay longer in your channel, which is the natural way to increase the views.
- **Branding intro** is an up-to-3 seconds intro about your brand could be added in the beginning of your videos.

Optimizing

Beside free programs that are available for all users, YouTube offers the Google Ad-Words for video. Your video becomes an advertisement and it is playback or shown in form of thumbnail. Spiegel (2013) states that there are various kinds of advertising you can conduct, however the most popular and flexible one is TrueView program, which means that you pay for your video ad only when a viewer chooses to watch it. Companies can use TrueView in three different ways and it is possible to take all of them together to make a bigger branding impact:

30

TrueView in-stream ads mean your video is played before, during or after an ad partner's video. It is noticed that a user can skip your ad after 5 seconds watching, and you only pay if they watch at least 30 seconds. If the ad lasts less than 30 seconds, you will be charged if the user watches it until the end (Google 2014.). This option offers advertisers a possibility to target the specific groups of audience due to the use of selective keywords, location and displayed languages, which help companies maximize their budgets.

TrueView in-search is rather similar with Google AdWord text ads, it appears when people searches the keywords you bid on YouTube, is placed in the top of the video result page (Google 2014.). Like Google text ads, the position of your video ad depend on how much you bid in your keywords. You only pay when a user clicks and begins watching your video.

TrueView in-display ads appears alongside other YouTube videos, or in the partner's websites among Google Display Network that target to the similar audiences (Google 2014.). Like above, you only pay if your ad is clicked and watched.

For setting up you video advertising campaign, selecting the ad format is the first step you need to do. TrueView in-stream ads should be the first option to take into account first because it allows you to measure the campaign's success, target your ads to the right audiences. After that, you need to define your right audience. For the case company video, the target audiences should be defined as people living in Finland, be from 25-64 years old, search videos whose topics are Home office, Home appliances, Fire & Security services, and search by typing one of those keywords I mentioned above. After that, you set the bid of your ad, which means how much you are able to pay for each view (CPV). According to Siu (2014), YouTube allows advertisers customize bid per format, which means that you can set different price for TrueView in-stream and TrueView display if you run both of them for instance.

4.3.2 Facebook

Sharing

According to our initial plan, the YouTube video link is shared on Altal's Facebook page in form of post. However, the question is how to optimize this post to make it appealing to right Facebook users and stimulate people click to watch the video. This figure below shows various ways of advertising on Facebook, depends on the objective of your campaign.
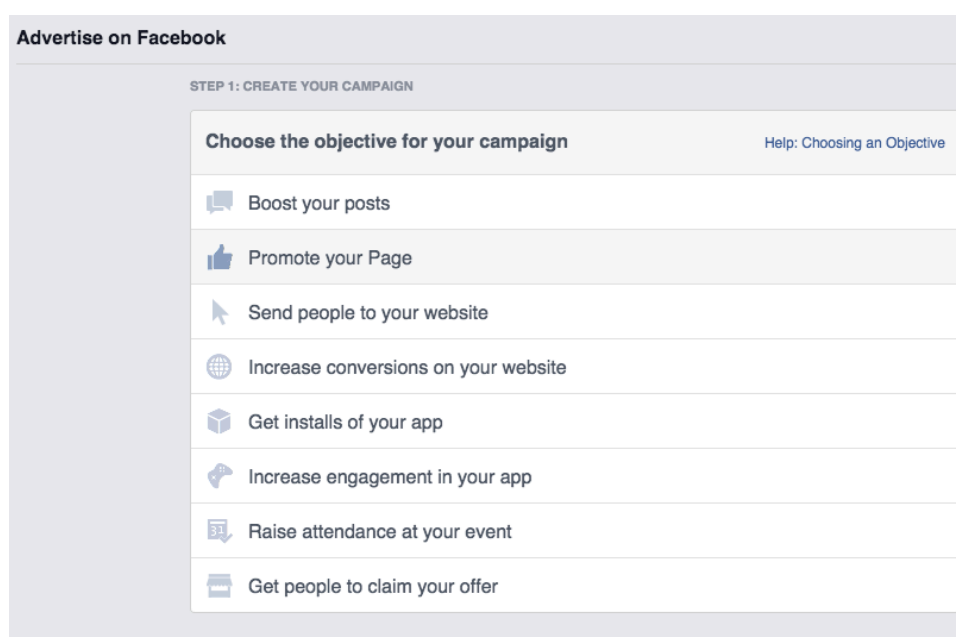

Figure 12. Advertise on Facebook (Facebook 2014)

For promoting our video, the "boost your post" option was chosen. In the next step, user can set up and customize his ad to meet right customers. The chosen post appears in people' walls based on age, location, gender, language, industry, interest, behaviors and connection. For example, a 30-years-old man living in Finland, knows English, works in Architecture sector, be interested in technology could be one of our target customers. After defining your audiences, you can set the budget for your campaign, either per day or entire campaign lifetime, schedule the campaign by setting the start and end date, optimize your bid for engagement, impression or clicks and set the price for each action. Before finishing the process, you can preview your ad in three posi-

tions of Facebook's interface: Deskstop news feed, mobile news feed and desktop right column, then add or remove each of them for better targeting purpose.

Optimizing

In order to make the most of your Facebook advertising campaign, Rouhiainen (2012, 46-48) lists key recommendations below:

Generic tips: Set the specific goal for your campaign (increasing view for Altal's video). In the body text, you should include the company's phone number, website or other call-to-action means and stimulate people by your limited time offers. In addition, the ads' performance tends to decrease over time since they are shown to the same target again. Thus, you need to make small adjustment of your ad content to maintain its impact (Rouhiainen 2012, 46-47.)

Designing your ad: Images is the most vital element of an ad. Thus, you should select the images that stand out from the blue and white background, including human being factors like faces to catch people' attention. Even in video post, you can customize the thumbnail by uploading your own photo instead of using default screenshot by YouTube (Rouhiainen 2012, 46-47.)

Targeting: Paying careful attention in narrowing the target audiences for your ads by demographic categories. The audience definition meter shows estimated the number of audience you may reach depend on your customization. After activating your campaign, you can visit Page Insight to figure out the demographic of those who interact most with your ads, the edit your target based on this result (Rouhiainen 2012, 47.)

Monitoring and review: Create different variations of your ad with different images and texts and see which one bring the best results (Rouhiainen 2012, 48.)

4.3.3 Website

Sharing

As mentioned above, the video is presented in Altal's homepage after it is available on YouTube. To embed it, you first click the Share button under the video, then click Embed link, copy the code provided in the expanded box and paste it into the html box of your webpage.
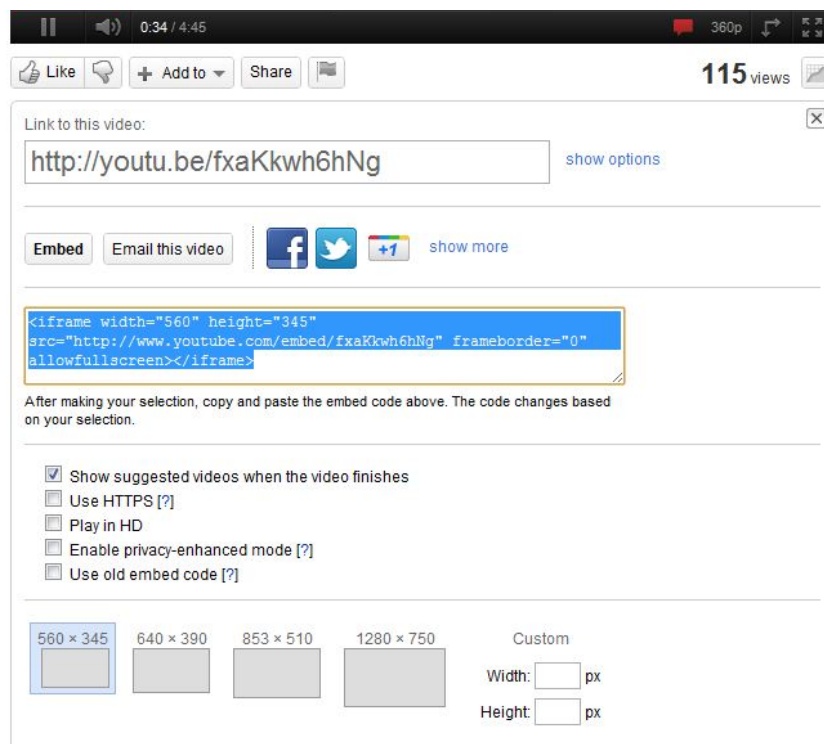

Figure 13. How to embed YouTube video in other site

It is recommended that you need basic coding skills when embedding the video to your site and make it appear in your expected position and following your customization, such as video box size or starting at certain time.

Optimizing

It is no need for optimization in this platform since the video is automatically shown to everyone who access to the site from its homepage. However, the company should consider spreading the site address in other marketing means and materials (social media profile, brochures, marketing emails, etc) to increase the traffic to their site.

Video placement on page is one thing to consider. According to Lift (2012), your website's analytics are able to tell you where visitors are clicking, whether they are scrolling down to the second fold of your site. If you place your video in the bottom of your site and figure out only small percent of all visitors click on it, you may reposition it to appear right in front of their eyes when they first see your site.

4.3.4 Email

There is no doubt that the video is one of most valuable contents that need to be spread to customers. However, you need to figure out what happen after the recipient click and see your video. "In most cases, email is just a stepping stone to take a customer to a landing page where the journey can continue with deeper engagement. You have to get the click-through." (Watson 2014.) It means that if you embed the YouTube video in your email and place a call-to-action box that link to your website at the end of the video, it needs 2 clicks to the final site, which decreases conversion.

The solution is you only place an engage frame of the video with the landing page link behind it. When people click through the image, they are taken to the webpage that already display your video. In this way, it saves the number of clicks for your customers and increases the conversion rate at the end.

5   Project evaluation and recommendation

This chapter provides the general picture of the entire thesis, evaluates the project's impact toward on me and the case company, and suggests further steps to improve for upcoming marketing video projects.

5.1 Project summary

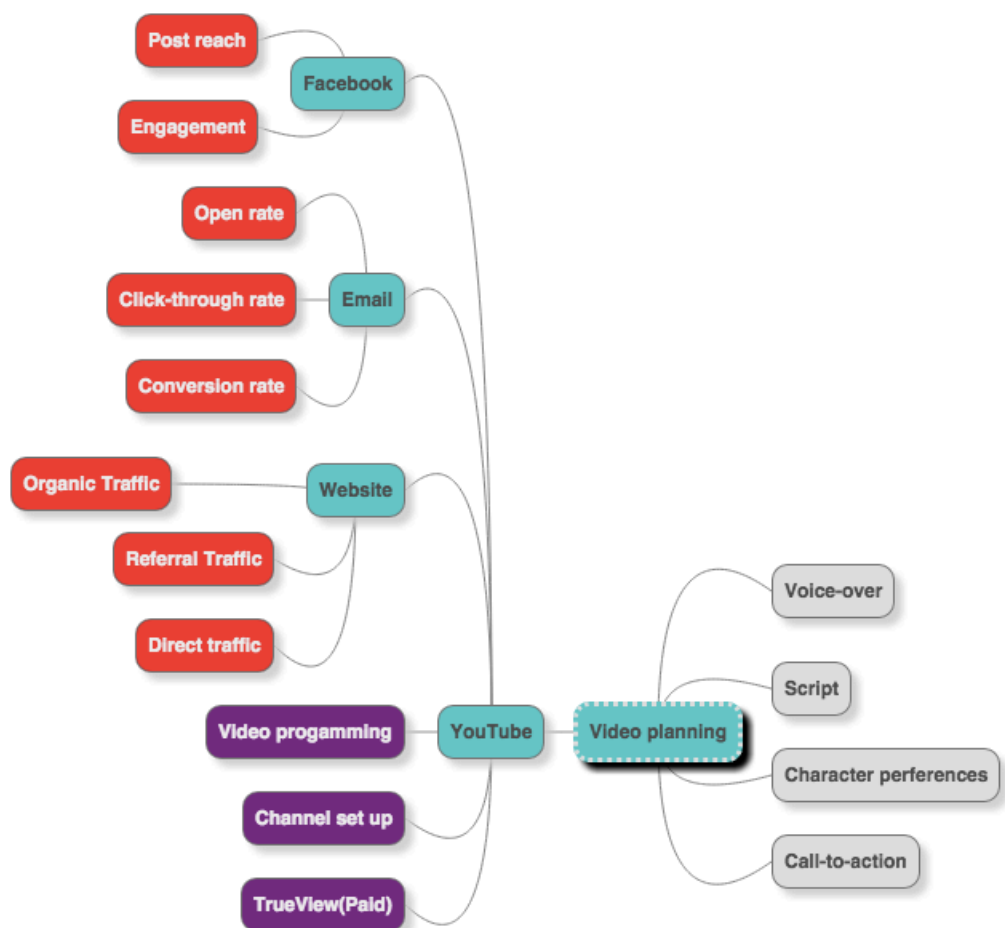In order to give you a big picture, the launching process is summarized in this concept-map below:

Figure 14. Launching plan summary

5.2 Evaluation

During three years studying in a university of applied science, I have participated in various business related projects. Most of them required strong team collaboration and team communication. However, this thesis project is somewhat different with others. It lasts for longer period and offers me more challenges. I had to manage the project by myself, put my hand in every single step. It required me to improve my time-management skill to follow the deadline for each component but still assure the highest quality of my work.

5.2.1 Self-reflection

Doing the thesis gave me a chance to reflect and develop my personal and professional skill. The reason why I select a project-based is because I am a kinesthetic learner. I am motivated by creating tangible things and I learn a lot throughout the process from nothing to the final outcome. The thesis topic is also a factor that keeps my interest remained. As mentioned above, online marketing is the field that I have the greatest passion so far. However, it includes many minor aspects so I have to figure out which ones I should specialize to devote my effort to and develop my skills. By doing this thesis, I got the answer for my concern. I realize that I have most enthusiasm and eager to accelerate my skills in digital advertising in social media and website, conducting email marketing campaigns and web analytic by Google analytics tool. By designing the launching plan for the video, I also collect practical experience in those dimensions, which turn out to be supportive for my future career.

5.2.2 Case company collaboration

Case company is the party I have communicated during the process. Since they are a start-up established at the beginning of 2014, there are many changes in the company structure and business plan, so maintaining regular communication is essential for me to keep track with the company's status and lean my study to the appropriate direction. I am delighted that the Altal's contact person is really helpful and enthusiastic in

providing relevant information for my thesis, and arrange his time to have face-to-face meetings with me while he was having other businesses to pay attention.

Regrettably, due to the financial problem, the company was not be able to provide enough budget to make the video according to the initial video plan and timeline. Thus, the video has not finished yet before the thesis's due date. I force to change the format by providing a completed launching plan to the company so that they can fully take the video's marketing impact, and do not apply it to measure the video's success in reality.

5.2.3 Feedback from company

The final version of my thesis was sent to the company contact person. His comment is presented below:

"The material prepared by Quan helped a lot in understanding the online marketing techniques. Regardless of the limited budget Altal Oy achieved desired results in web page visiting, gathering interest of the target audience and which is the most important the first contacts of the potential customers including their feedback, wishes and promises to be in contact during the Minimum viable product (MVP) launch in 2015.

With Quan's help Altal Oy set up the online ad in Google AdWords, landing web page with the subscription for the updates, YouTube channel for the future introduction videos and planed the first videos scripts.
The idea of having the animation videos supported by Quan and hiring freelancers for that job was approved as the best in price/quality rate by Altal Oy board of directors.

Overall Quan's work evaluated as excellent and is used now and will be used in future as a source of help in online promotion of Altal Oy MVP." (Sergey, 29 December 2014.)

5.3 Recommendations

For the video production process, the company may think about shooting a real video instead of the animation video if they are able to provide more budgets to the production. If the video includes human being factors and emotional frames, it will play more positive marketing effect at the end.

When conducting the second video online marketing campaign, there is no doubt that the company already has collect experience from the previous one. They should use the statistics collected from the first project to figure out which channels are more potential to reach audience and covert to profit, then specialize their budget on those channels. Once the video is ready to distribute, the company can follow the launching process specializing for their selected online marketing channels. Using paid advertising tools like Facebook Ads, Google Adwords, YouTube Ads or Email marketing tool can be considered for maximizing the viral effect of the video. At the end of the campaign, the company can measure the video success by using the KPIs set up by me when interpreting data collected from each channel.

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+Marketing+and+Communications+Insights+Blog+-+Mitch+Joel+-+Twist+Image.
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Attachments

Attachment 1. Video script

1, Introduce the problem

Hi! Meet Harry! Harry is a small barber store owner, he styles his neighbor's hair and run this business for many years still keeping it small and family place. [Shows Harry at work smiling and happy, cutting hair and waiving hand to his neighbors, happy and sunny day.]

But one day he noticed that his tools start disappearing. Too sad to see this, right Harry? Need to think about setting up some security. [Shows Chubaka from Star Wars coming at night through the window, trying hair brushes and scissors, liked them and took them away. Harry comes in the morning, sees his tools are missing and become sad.]

But, all that security systems are so expensive to buy and install. Harry is looking for something suitable his small and cozy place. [Shows how Harry is looking for the security system comparing several offers from newspaper, one is hard to install, another is expensive] or maybe we can show some security items with the prices tags in front of him, then he desperately passes over.]

2, Answer the problem

Hey Harry, need help? [Probably to show Altal logo and system scheme or parts, video cameras, gateway. He agreed to accept help from us] Check out Altal Wireless Security system! Now you have motion sensors and video camera! The system is 100% wireless, easy to set up and with full control via your smart phone or laptop! [Shows how he has his camera installed, how he use his smartphone to check the video from the camera, smiling and happy again. Harry locks the door of his barber store, turn on security from smart phone and night comes.]

No need to worry about any paranormal activity at your barber store, Harry! You will get the alarm on your smart phone triggered by motion sensors! No worries if you miss

it! All the video is stored in a cloud, you may see a video archive or pictures taken from camera when movement is detected anytime later! [Shows Chubaka again, this time he brought Yeti, a snowman, showed him that there are nice tools for his fur. But the system tracks them, took pictures and start Harry's phone ringing. He wakes up. Next the police arrested Chubaka and Yeti, harry become a millionaire by selling the pictures of hairy friends taken on his Altal Security camera.]

3, Call to action

So nice to know that things are going smoothly again! Right Harry?

If you feel like Harry and need help in secure your small business, we are happy to hear from you! Contact us at <u>info@altal.fi</u> or call us today to get more information! [And show the company logo at the last scene.]

Check our other videos, you may get much more than just a video security. [links to related YouTube videos. The links will be captured as additional 5 sec scene and will be mounted to YouTube uploads only.]

The voice-over text only

Hi! Meet Harry! Harry is a small barber store owner, he styles his neighbor's hair and run this business for many years still keeping it small and family place.

But one day he noticed that his tools start disappearing. Too sad to see this, right Harry? Need to think about setting up some security.

But all that security systems are so expensive to buy and install. Harry is looking for something suitable his small and cozy place.

Hey Harry, need help? Check out Altal Wireless Security system! Now you have motion sensors and video camera! The system is 100% wireless, easy to set up and with full control via your smart phone or laptop!

No need to worry about any paranormal activity at your barber store, Harry! You will get the alarm on your smart phone triggered by motion sensors! No worries if you miss it! All the video is stored in a cloud, you may see a video archive or pictures taken from camera when movement is detected anytime later!

So nice to know that things are going smoothly again! Right Harry?

If you feel like Harry and need help in secure your small business, we are happy to hear from you! Contact us at info@altal.fi or call us today to get more information!

Check our other videos, you may get much more than just a video security.