



Bright Light Animation

PRODUCT Marketing & Promotion

Having a great service is all good and well, but if nobody knows about it, it's not going to make you any money.

In this document we'll show you how to get maximum impact from our Explainer Animation and Marketing Packs.

ONLINE MARKETING - 5 critical steps:

There are five steps that are critical to your marketing in today's attention economy:

1. Attract attention
2. Convert that attention to curiosity in 3-8 seconds
3. Retain that attention for long enough to get them interested to know more
4. Make a call to action
5. Convert interest into action

Our Marketing Packs are focused on the first four points and our Explainer Animation on the last point.



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The MARKETING PACKS

Video is the most engaging content type across all social media platforms, closely followed by images. They attract attention, stimulate curiosity and get results. When it comes to online marketing most people tune out almost instantly, so the ads need to be different, galvanising and short. That's exactly what our Marketing Packs were designed for.



How to use the MARKETING PACKS

Driving traffic to your Explainer Animation, or wherever you want to engage with prospective clients, requires creating awareness and curiosity. This is where the Marketing Pack comes in.

There are two primary ways to use the marketing images and videos: post them directly to your social media channels or use them for paid advertising, or you can choose to do both.

Social Media Posts

The top Social Media Channels for Business to Business marketing are:

- LinkedIn: <https://linkedin.com>
- Twitter: <http://twitter.com>
- Facebook: <http://facebook.com>
- YouTube: <http://youtube.com>
- Instagram: <http://instagram.com>



LEARN HOW TO SCHEDULE



Scheduling your posts



Posting to social media can be time consuming but there is help at hand. Social media scheduling tools allow you to schedule your post saving you a lot of time. Here are a few of the top ones to look at:

- Buffer: <https://buffer.com>
- Hootsuite: <https://hootsuite.com>
- Sprout Social: <https://sproutsocial.com>
- Sendible: <https://sendible.com>
- Agora Pulse: <https://www.agorapulse.com>
- Social Pilot: <https://socialpilot.co>
- Later: <https://later.com>

Paid Advertising

Social media advertising is a must if you're looking to reach a new, targeted audience - fast. That means setting up paid advertising campaigns on one or more social media channels. Once you've set up an account on your chosen channel, you can find the Ad setup here:

- LinkedIn: <https://business.linkedin.com/>
- Twitter: <https://business.twitter.com/>
- Facebook: <https://business.facebook.com/>
- YouTube: <https://ads.google.com/>

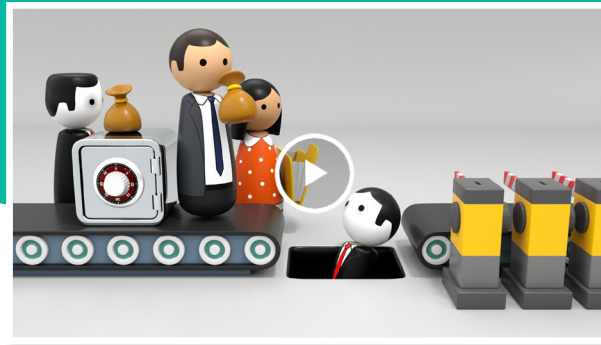


THE EXPLAINER ANIMATION



The EXPLAINER ANIMATION

The main purpose of the Explainer Animation is to boost sales and drive conversions. It informs the potential customer of the value of the product or service on offer, so they are more likely to take some sort of action like getting in contact or subscribing to a newsletter. And if they are not yet ready to take action, they are much more likely to remember your brand and service offer and get back to you.



Where to use the EXPLAINER ANIMATION

The best place for your Explainer video is on your website. You can upload the video directly to your website. Ask your web developer for assistance if you don't know how to do this.

Alternatively, you can create an account on a video platform such as YouTube or Vimeo. They will then allow you to embed the video into your website after uploading.

Once your video is online you can share the link to the video on social media, in your newsletter, blog, webinars and in your emails.

Keywords

While uploading your image ads, video ads or explainer video, you should include relevant keywords in your content. Doing so ensures that your content shows up in the top results of search engines.

Here is a tool that will get you started:

https://ads.google.com/intl/en_uk/home/tools/keyword-planner/

