

ADD VIDEO TO YOUR EMAIL MARKETING

BE A GAME CHANGER & WIN EMAIL OPENS, CLICK-THROUGHS, AND CONVERSIONS!

Video support in email is quickly becoming the hottest topic in email marketing circles.

Video Email Marketing offers a return **280%** higher than traditional emails.



01

Stand out of the crowd

Using video in email gives you the first mover advantage and helps you stand out from the competition.

02

Increased ROI

Research has shown that video email receives a better response in terms of open rates and very high click-through rates compared to traditional emails.

07

Video has humongous scope

Relevant, educational, engaging and problem solving videos can consistently motivate the interest and involvement of employees, customers, suppliers and business partners.

7 awe inspiring BUSINESS ADVANTAGES of VIDEO EMAIL

03

Better Branding and Search Results

Using video email leads to increased website traffic, increased conversion rate, brand awareness, and more referrals in turn.

06

Video Creates Buzz

Ease of distribution over the internet allows video emails to go viral

05

Cross-Selling Opportunity

Adding strategic clickable links can direct the recipient to certain web pages or video channels, thus enabling cross-selling or up-selling opportunities for your business.

04

Matches Human Touch

Videos with quality content and that "human touch" adds to strategies. In fact, they can even replace physical salesmen.



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64% of consumers are more likely to make a purchase after seeing a video.



65% of audience will visit your site after seeing a video.



Digital marketers who use video for their campaigns generate **66%** more qualified leads each year.



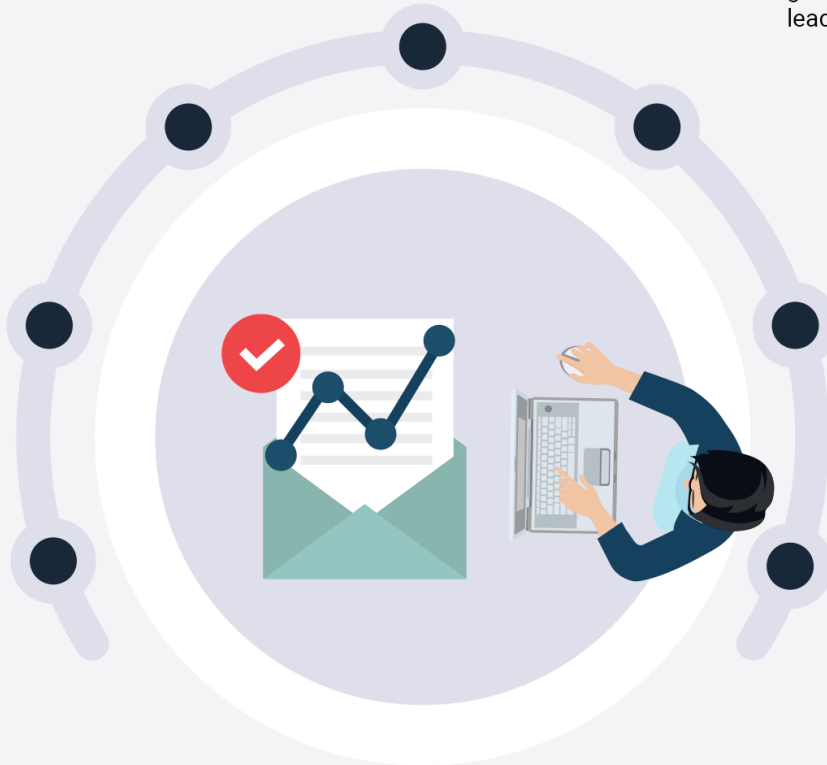
Using the word "Video" in the subject line can increase opens by **19%** and the CTR by **65%**.



Videos can lower your cost per lead by **19%**.



93% of B2B marketers use email to distribute content.



An email including a video can reduce your unsubscribe rate by **75%**.



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Benefits of Video Email Marketing



Video lets you present complex information in a way that is easy to understand.

Most people would rather watch a short video than read an article.

People are more likely to forward a video.

Video can be used to humanize your brand.

Video is highly versatile and can be re-used across various channels.

Stand out from the competition in user's congested inboxes.



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What Kinds of Emails *Can You Put Videos In?*



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HOW CAN YOU INTEGRATE

Video in Email



PRODUCT/SERVICE DEMONSTRATION VIDEO

Demonstrations are very powerful, especially for product-based companies.

CUSTOMER TESTIMONIALS

Include some video testimonials from the customers.

WALK-THROUGH VIDEOS

Walk-through video emails will work wonders, especially for industries like real estate, architecture, and civil engineering.

VIDEO COMMERCIALS

Instead of creating lengthy promotional email text, you can link to a commercial for your product/service.

EDUCATIONAL VIDEO SERIES

Create an educational video series with proper CTA and release these videos through an email campaign with supporting text surrounding each video.

A PERSONAL "THANK YOU." VIDEO

Involve video in your welcome email: Have your CEO or the face of the company record a thank you message and share in your welcome emails.



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How to Include Video in an Email

Method #1: Thumbnail Link

- This method involves adding a thumbnail image to your email that links back to the video on your site.
- This is the easiest way to include a video in your marketing emails.
- This ensures that your entire audience can watch the video - no matter what software or device they are using.
- You can use analytics tools to capture more information about your visitors when they watch the video on your website.
- To drive clicks, select an attention-grabbing thumbnail. Include an overlay with a play button to make it clear that it's a video.
- Ensure a seamless transition from the email to the landing page by setting the video to auto-play, placing the video above the fold, and ensuring that the size of the video won't slow down the page load speed.



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Method #2: Video Embed

- This method is the most challenging to implement, but it looks the most impressive when it works.
- However, many email clients and devices will not show embedded videos in emails.
- By enabling users to watch the video straight away you are eliminating a click and increasing the likelihood that they will watch the video.



Method #3: Animated GIF

- GIFs are a series of images or soundless video that will loop continuously and doesn't require anyone to press play.
- An animated GIF will start playing as soon as the email is opened.
- GIFs are easy to create and embed.
- However, sound cannot be supported.
- They have a much smaller file size and are quick to load. Try to keep GIF file sizes around 1MB or under.
- GIFs are supported by most email clients; however, they won't look good in all of them.



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7 Tips for Video Email Marketing Best Practice

-  **01** **Test Using the Word "Video" in the Subject Line**
Use A/B testing to see if emails with the word "video" in your subject line garner a higher open rate.
- 02** **Place Your Video Below the Email Copy**
Contextualize your video with some text. This will also help to ensure that your email is not mistaken for spam. 
-  **03** **Include Video Captions**
According to Verizon Media, 92% of people view videos with the sound off on mobile. Include captions to ensure that your video makes sense even when it's played on mute.
- 04** **Limit File Size**
Large files from unknown senders can trigger spam filters. Try to limit your file size to a maximum of 2.7MB. To reduce this, you can either adjust the size or compress the file. 
-  **05** **Include a Powerful CTA**
Feature a variety of CTAs throughout your email and in the video itself to make the next steps as clear as possible for the viewer.
- 06** **Don't Enable Video Autoplay**
Let the user choose whether or not they will watch your video. This leads to a better customer experience. 
-  **07** **Measure and Optimize**
Set goals and identify the metrics you will use to measure the success of your email. These insights will help you understand what works and what doesn't so you can optimize your email accordingly.

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Go One Step Further with Personalized Video Email Marketing

Personalized video is powerful because it speaks to one instead of many.

It can generate better open, click-through and engagement rates.



You will need to use a tool that links your CRM and databases to your video content. This will allow you to easily embed details like names, companies, cities, and more into a video.

Consider your sales funnel when planning your campaign. This will allow you to identify the best times to send a mail and optimize the content according to the customer's needs at that point.



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Video Email Best Practices

TACTICS

BENEFITS

Unambiguous Video Proposition:
Ensure the player controls are visible and have a fallback image in case it can't play in the user's browser.

01

Having fallback images and proper buttons, there will be more user interaction leading to an increased conversion rate.

Encourage the sharing of video with social sharing and forward to a friend options.

02

It helps creating a buzz and brand.

Use the word "video" in the subject line and highlight the nature of the video content in the subject line.

03

Audience consuming video content becomes more receptive.

Segment subscribers that have previously watched video or opened emails featuring video.

04

Improves the email opens and click-through of the targeted segment.

Sound for auto-play videos is "off" in the email by default.

05

Auto-playing video without sound on can reduce the complaint and unsubscribe rates.

Use appropriate length video content. Restrict promotional videos.

06

Ensure the subscribers stick to viewing entire video resulting in better sales. Remember, less is more.

Highlight the value of video within the email copy.

07

State explicitly in the email copy why the subscriber should choose to watch the video.



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MYTH BUSTING

Using Motion In Emails Can Distract Users From Your Call to Action.

Rigorous testing of content has indicated that using motion within emails correctly increases engagement.

Deliverability Issues Using 3rd party Plug-In Are Prevalent.

This was resolved a long time ago with the invention of HTML5, which enjoys widespread support across the major email clients.

Certain Email Clients Don't Support Video Even Today!

Your video email will play properly for 58% of users, 42% will see the fallback images instead. Android native clients and Blackberry 9930 will neither show fallback image nor play video.

Video In Email Causes Rendering Problems.

Today, marketers can deploy a single code snippet in their email campaign to cover 100% of the entire database while ensuring that no one receives a broken experience.

Lighter Emails Mean Faster Downloads, And Video Files Are Not Light.

Video files, no matter how small or how short, will always end up heavier than email best practices recommend. However, using progressive playback, we can allow users to begin to watch a video without requiring them to download the entire file.



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