



THE ICE CREAM MODEL OF VIDEO MARKETING

JELLYFIELDERS.TV



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What is it?

All businesses should be utilising video as a key part of their marketing strategy, but what sort of videos do you need?

The Ice Cream Model of Video Marketing is a simple way for you to ensure all of your video content is not only working together but is also working with your other marketing efforts.

The shape and flavour of each video can be unique to you, while the Ice Cream Model serves as a guide to understanding complementary combinations.

Strategy vs. Content?

There are two main elements to building a great video marketing campaign: Strategy and Content. It is important not to confuse the two if you want your campaign to be successful.

The strategy is what allows us to determine when and where your content is shared, who you are aiming to reach, and how it fits with your other marketing efforts. Ultimately, the strategy is what enables us to monitor the progress of a campaign.

The Four Types of Content

Cornerstone

Tells your potential customers who you are and what you do. Summarise your offering and explain what makes you the company to choose.

Resources

Resource videos should serve your visitors helpful information, tips or advice.

Bragging Rights

Your Bragging Rights videos are a chance to be proud of the work you do, either in your own words or those of your happily satisfied customers.

Active

Active video helps you tell the story of your brand and keeps your followers feeling involved and engaged.

Cornerstone

Your Cornerstone video tells your potential customers who you are and what you do. The video should summarise your offering and explain what makes you the company to choose.

When placed on a homepage, Cornerstone videos can replace lengthy text and create a welcoming introduction for website visitors. Cornerstone videos are the foundation of your video marketing strategy.



To maximise your complete video views, do not exceed 3 minutes.



Cornerstone videos should be refreshed every 12-24 months.



Pages with video are 53 times more likely to rank on the first page of Google



Video on your homepage leads to 25% more time

Resources

Resource videos should serve your visitors helpful information, tips or advice.

By answering commonly searched for questions in your field, potential customers can find you organically, helping you become a reliable and trustworthy source of information and thought leadership. Resource videos can increase both return visitors and referral traffic.



To keep viewer interest, limit videos to 5 minutes. For longer topics,



Resources last as long as the information is useful and relevant.



94% of people who share posts do so because they think it might be helpful to



Video on your homepage leads to 25% more time

Bragging Rights

Businesses often have difficulty talking themselves up without feeling like they are showing-off, but this is not the time to be subtle!

Your Bragging Rights videos are a chance to be proud of the work you do, either in your own words or those of your happily satisfied customers.



To maximise your complete video views, do not exceed 3 minutes.



You should update your Bragging Rights videos at least every 6 months.



Customer Testimonials are considered the most effective content marketing tactics, identified by 89% of B2B marketers.

Active Video

Active videos are those that are posted solely to your social media platforms. As with most content on social media, the lifespan of a post is short, and your channels need constant updating.

Active video helps you tell the story of your brand and keeps your followers feeling involved and engaged.



Social media moves quickly, so keep your videos short. Facebook recommends 3 min.



There are hundreds of options for types of Active video, but the most important thing is to be consistent.



Visual content is over 40X more likely to get shared on social media than other types of content.



Posts with videos attract three times as many inbound links as plain text posts.

Where's the Ice Cream?

The Ice Cream Model helps us understand the weight and importance placed on each video type. There are many different flavours and types of ice cream, each bespoke to the individual brand.



● Bragging Rights

These are the extra toppings, the bits that show-off how special you are.

● Active

Your Active videos are the sauce and sprinkles - the popular eye candy your customers are drawn to and bind the strategy together.

● Resource

Your Resource videos are the ice cream. This is the tasty bit - the bit your audience is looking for and why they keep coming back for more.

● Cornerstone

Your Cornerstone video is your cone. It is the foundation - the video that supports your marketing strategy and core messaging.