

This is where your target market is. Where are you?

 By [Travis Bussiahn](#)

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Statistics time. Yes!



Image credit: Alex Suprun on Unsplash.

Statistics of how video is exploding are available. They're on many successful advertising and business content platforms. One of those is *Forbes*.



Video, the new document: Where do you start?

Travis Bussiahn 1 Oct 2019



In a [forbes.com](#) 'state of video marketing' update the following facts present themselves:

- More than 500 million hours of videos get watched on YouTube every day
- More video content is uploaded in 30 days than the major US television networks have created in 30 years
- By 2021, a million minutes (17,000 hours) of video content will cross global IP networks every second
- Did you know that the average user spends 88% more time on a website with video?
- Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text?

Those aren't nebulous stats. That's where your target market is. And there's a powerful correlation between CPM, CPC and video done right.

The potential of the massive video market unlocked. Capture a percentage of it and you're good to go.



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Production and placement

According to *Forbes*, video marketing in the USA alone was worth \$135bn in 2018. Entire marketing budgets are now spent on effective video marketing.

It saves money for the client when produced in an affordable and honest manner. How? Those CPMs and CPCs will confirm it.

The secret sauce is finding the right combination of production and placement. You should be using ideas learnt from linear broadcasting. Promo, promo, promo. That's how the best TV channels and radio stations ramp their brand value.



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Promo, promo, promo. Production + placement + timing = better CPMs and CPCs. To TV channels or radio stations, that's like how many eyes and ears they get for how much they spend on getting them.

Believe me when I say it, do not fear the 4IR. Whether Gen X (1965), xennials (1975), millenials (1980) or iGen/Gen Z (1995). It's still human eyes and ears fixed on your messaging.

Don't fear your audience from behind a cloud of scary articles. Embrace them and give them what they've always responded to promo, promo, promo.



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Video it right

Classy video content, done right, served to the viewer will resonate. There's no trickery or hidden secrets. The whole Cambridge Analytica scandal came down to one thing in the end: Video done right.

The difference is that it was video done right for the wrong reasons: To win elections by swaying souls. It was a little too much secret sauce used in an unfair way. Comparable to an athlete winning through substance abuse, or Obelix drinking magic potion.



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Having mentioned radio, let's give it due praise. When digital video campaigns combine with key radio messaging it yields incredible results. The same goes for linear TV and social media video – they love one another.

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“We are bringing the #GucciChangemakers initiative to life by bringing it into the real lives of real people.” A short film by @satchellee with creative direction by @wearedrome is a call to action for Gucci's commitment to creating lasting social impact in diverse communities and within the fashion industry. The Changemakers interviewed in the film explain what they stand for, how they look out for one another and build a community, with a call to action to take part to the initiative. Discover more through link in bio. @alessandro_michele #AlessandroMichele #GucciEquilibrium

A post shared by [Gucci \(@gucci\)](#) on Oct 7, 2019 at 12:15pm PDT

”

we've seen it on many mixed-media campaigns. Creative detail on radio and video spend combines to overwhelming results. Digital still loves linear. Don't throw the baby out with the bathwater.



VR/AR/gamification - Placing your customer inside your brand story with experiential marketing

Keletso Nkabiti 2 Oct 2019



Now you know where the eyes and ears of your target market are sitting. It's time to do something bold about it.

Get the right video strategy in place, promo, promo, promo, and watch those CPMs tumble as you engage the world.

ABOUT TRAVIS BUSSIAHN

Travis Bussiahn is the Executive Creative Director of the Happy Media Video Agency. He solves creative and business problems for both Happy Media and its clients. He understands the importance of emotional connection in content, branded or otherwise and believes in traditional media's ability to be blended with new media to profound and holistic effect. He loves and excels at concept and the art of story. Contact details: website www.happymedia.co.za | Twitter [@TravisBussiahn](https://twitter.com/TravisBussiahn)

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