Michigan
Advertising & Marketing

Vidvision
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Michigan Advertising & Marketing Club
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Executive Summary

In our work for Vidvision over the course of the semester, we have assembled three main recommendations going forward in order to grow the business, spread awareness of the company, and take advantage of resources in order to offer the best product possible.

Our first recommendation is to spread awareness of Vidvision by growing social media presence and redesigning the website. Specifically, we believe that Vidvision should update its Facebook, LinkedIn, and Twitter accounts. Graphics (including icons and cover/banner photos) should be adjusted to hook the attention of the audience, and links to the website should be added in order to increase website traffic. Content should be published more frequently and should be diverse in structure and content. Sample posts can include updates and news from the company, testimonials from clients using the service, insights about the industry, and information about new products and services. The social media analysis section of this document can be referenced for suggestions about each platform specifically. Overall, by updating and increasing the use of social media, Vidvision can expand its network with its clients and improve overall brand awareness.

Next, we recommend that Vidvision analyze potential competitors and adjust their online presence to distinguish themselves from their competitors. Vidvision can use analyses of its competitors in order to find what sets them apart from other video analytics services. A competitor analysis with three of Vidvision's main competitors (Vidyard, Bravo, and Brightcove) can be accessed in this report.

Our final recommendation for Vidvision is to use our complete market research report and proposed case study to become more familiar with clients and their expectations. We believe that the research we have compiled in this report can be helpful to Vidvision and serve as a valuable resource for marketing materials, website design and advertising, and in talks with new or potential clients.

Goals

Our main goals for our client are as follows:
1.) Improve and expand online presence and brand awareness
2.) Establish differentiators between Vidvision and its competitors
3.) Explore possible new markets to which Vidvision can target

Social Media Analysis

Our team conducted a comprehensive analysis on Vidvision's current social media practices and compiled suggestions based on our findings. These are broken down into broad findings and platform-specific findings.

The following are general comments applicable to all platforms:
- Icon and cover photos should be updated to catch the eye more and include company name (see samples sent in email).
- Posts should occur more frequently and on a consistent basis
- Posts/content should be diversified
  - Sample content topics:
    - Company news
    - Testimonials or examples of the product in use
    - New products/services
    - Industry insights
- Interact more with other companies and accounts

The following are platform-specific comments:
LinkedIn
- Include value proposition in the "About Us" section; make it clear what the product is
- Join/follow/participate in groups related to the industry
- Include link to LinkedIn profile on the website
Facebook
- Add an "About" section
- Include video from website on page- potential for a video as a cover photo
Twitter
- Make tone consistent- some posts are very casual, some more on the professional side
- Interact with companies tweeting about Vidvision

Industry Analysis

Key Economic Drivers:
 Number of businesses
 Corporate profit
 Per capita disposable income

Key Success Factors:
 Easy to use product
 User interface is visually appealing
 Product description on website is clear and concise
 Products priced on value rather than cost
 Identifying new markets to infiltrate

Industry Trends:
 Use of video by businesses increasing
 Pace of change in tech industry is rapid

SWOT Analysis

Strengths	Weaknesses
• Quick response to customer inquiries • Price cheaper than competitors	• Website tough to navigate and lacks concise, informative info and story • No reputation in the market--yet • Unclear positioning
Opportunities	**Threats**
• Increased popularity of video as marketing collateral • Few products on the market focus solely on video analytics • Potential new clients at universities (clubs tracking membership, administration tracking new students), YouTubers and bloggers	• Competitors' top-tier social media engagement includes case studies, market research reports, and news articles • Potential to be seen as "just another startup" • Rapid technological changes in the industry

Competitor Analysis

Our team conducted a competitor analysis to serve as a reference point between Vidvision and their main competitors in terms of pricing, product capability, target audience, and social media statistics. From our analysis, we found key differentiators for companies in the in the field to be customizable call-to-actions, lead conversion, and A/B testing. Currently, Vidvision only offers A/B testing. Considering the target audiences of Vidvision's competitors, it would be advantageous for them to strategically expand their target market to individuals such as freelancers, YouTubers, social media influencers, bloggers, and small business owners.

	Vidvision	Vidyard	Bravo	Brightcove
Product Capacity	- Lead capture - Video analytics - A/B testing	- Lead capture and conversion - Video analytics - Personalization and optimization - Video asset management - Video streaming - Feature customization	- Campaign generation and management - Playlist feature - Campaign analytics - API access	- Lead capture and conversion (custom call-to-action) - Video analytics and leads analytics - Video streaming - API access
Pricing	Basic: $15/month Pro: $40/month	Custom pricing; starts from $550/month	Starting: $49/month Regular: $99/month Plus: $199/month Premium: $399/month	Starter: $199/month Plus: $499/month Professional: custom pricing Enterprise: custom pricing
Target Audience	- B2B companies - Potential to expand to YouTubers, social media influencers, and bloggers	Large companies with ample budget	- Individuals that need video marketing (YouTubers, social media influencers, and bloggers) - Small, medium, and large companies with different amounts of budget	Large companies with ample budget
Marketing Strategy	- Social media - Marketing materials (information deck)	- Social media - Search engine optimization - Press - Marketing materials (customer stories, video marketing guidebook, product overview videos, blogs)	- Search engine optimization - Marketing materials (customer stories, video marketing guidebook, product overview videos, blogs)	- Social media - Search engine optimization - Press - Conference - Webinars - Marketing materials (customer stories, video marketing guidebook, product overview videos, blogs)

Website Analysis

This analysis serves as a brief comparison of competitors' websites. It discusses each competitor's marketing strategy and website design. The purpose of this analysis is to provide insights on areas Vidvision can improve its online presence.

<u>Vidyard</u>

Product
- Video platform that provides solution in marketing, sales, employee communication and collaboration, and customer support

Website
- Tabs: home, solutions, tour, features, customers, resources, blog
- Messaging:
  - Home page: The New Generation Video Platform for Business; Go beyond traditional video hosting and unlock the power of video
  - Marketing solution page: The new generation video platform; So much more than video hosting and management. Vidyard helps you generate more leads, accelerate your pipeline and understand the true impact of video.
  - Learn how to maximize the impact of your video marketing
- Call-to-Action:
  - Home page: product summary video
  - Marketing solution page: video marketing handbook
- Summary:
  - The website has a clear structure that is easy to navigate and has an extensive amount of marketing materials including guidebook, videos, blogs, and customer stories
- Takeaways:
  - Vidvision's website can have several tabs including: feature, resources, and company
  - The website element design needs to be in the same theme, clean and simple
  - The messaging and positioning can be re-tailored to better reflect Vidvision's core value and differentiate from competitor
  - Although Vidvision is very young now, it can create a case study (perhaps with a beta tester case) to show how to use Vidvision efficiently to help a company grow

Bravo
Product
- Video software that allows setting campaign, capturing leads, and video analytics.

Website
- Tabs: home, how it works, tour, plans and pricing, customer spotlight, resources
- Messaging:
  - Home page: Easy-to-use video testimonial software; Establish credibility, convert more leads and close more business online with Bravo.
  - How It Works page: Build, Publish, Review, Showcase
- Call-to-Action:
  - Fill out a contact form
  - Start free trial
- Takeaways:
  - Bravo may not be a direct competitor as it does not seem to offer analytics
  - Probably not a good idea to display the contact form on the home page

Brightcove
Product
- A video platform that offers a wide range of solutions including broadcasting, marketing, employee communication, and live streaming.

Website
- Tabs: Why Brightcove, solutions, products, partner, company
- Messaging:
  - Home page: The Brightcove Video Platform. Everything video. Simplified.
  - Marketing solution page: Video marketing moves your business (with a few stats)
  - Lead generation solution page: Super-charge the customer journey with video lead generation
- Call-to-Action:
  - Talk to us (contact form)
  - Telephone number
  - Download guide
- Takeaways:
  - At the corner of the web page, create a widget window that showcases a white paper or guidebook to attract visitors leave their contact information
  - Have call-to-action on the top right corner of the page. Call-to-action can be "Start Free Trial" or "Talk to Us"

Website Analysis

Takeaways for Vidvision:
1. Vidvision's website could add several tabs including: feature, resources, and company
2. The website design needs a clean and simple theme
3. The messaging and positioning can be re-tailored to better reflect Vidvision's core values and differentiators from competitors

Recommended Strategies and Tactics

In addition to our website and social media suggestions, which were proposed in the above report, we recommend the following to Vidvision:
1. Reach out to current clients in order to conduct case studies that can be used as marketing material
2. Relaunch the Vidvision brand through a revamp of the logo, website, and social media platforms
   a. The rebrand can be promoted through a social media campaign, eblasts, and media outreach

We believe that Vidvision has great potential to be successful in the video analytics market.