



Case Study: Creating A Basic Marketing Video For Recruiting

PRESENTED BY THE PSA SECURITY NETWORK SALES AND MARKETING COMMITTEE
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Introduction

We wanted to find ways to increase our content output for our website and social media channels and increase the engagement with our posts. Research is showing us that video was a great way to achieve better engagement results.

This year, we are looking for simple ways to create marketing videos that can be produced with limited resources and still be impactful. This case study explores a recent scenario where applied a few additional resources and are already seeing exceptional results.

About our Video

LEVEL – BEGINNER/BASIC | Recruiting Video

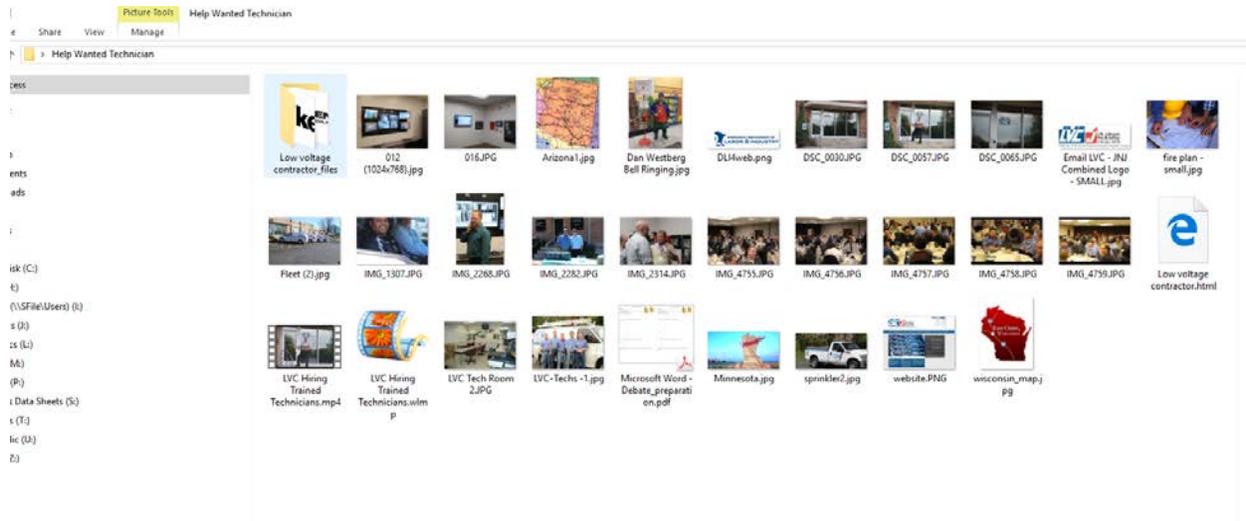
Increasing business levels has put us in a position to start looking for additional labor, and we decided to use radio advertising as one method of attracting new talent. Part of our contract with the station we chose included them producing a recorded file of the script we wrote for them.

I have produced the same kind of video with a script I wrote and recorded using the voice memo function on my smart phone. From that app, I emailed the mp3 file to myself and used that for the video.

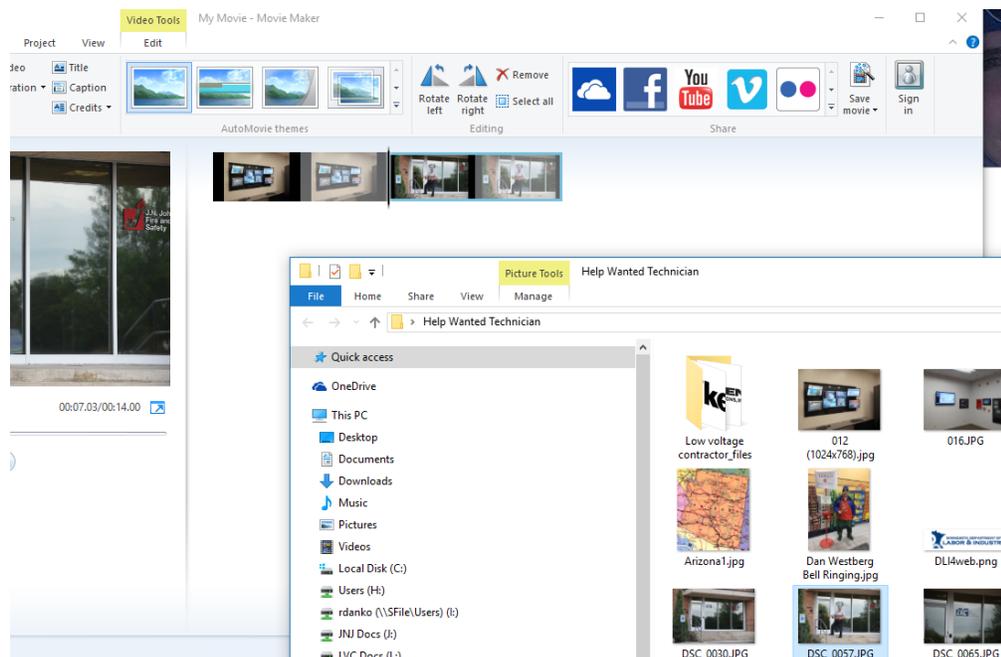
To create a movie, we selected still images that would complement the recording and using movie maker edited to create the final product.

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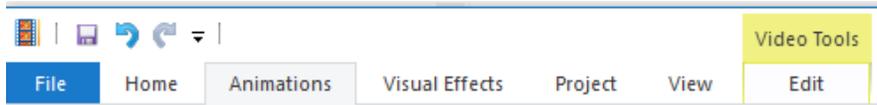
STEP 1 - CHOOSING IMAGES: I created a folder on my desktop and began dragging and dropping images I thought would be good to include. I grabbed logo files, pictures from previous company events, technicians and fleet shots. My goal was to find good examples of what its like everyday at LVC. I ended up using google for some supplemental shots to show our locations. Because I had an idea of what pictures I wanted to use and have a good cataloging system, it took me about 5 minutes to get my file ready to go.



STEP 2 - CREATING THE MOVIE SEQUENCE: I used the Movie Maker app to create this video. I opened the app and started dropping image files in the order I thought they should appear based on my memory of the recorded ad.

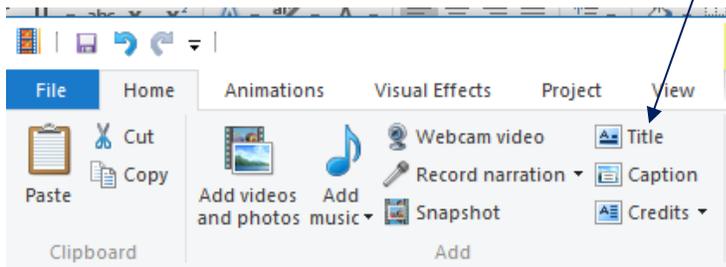


In my app, all image files default to play for :07 seconds, which can be changed in Video Tools (more on that to come).



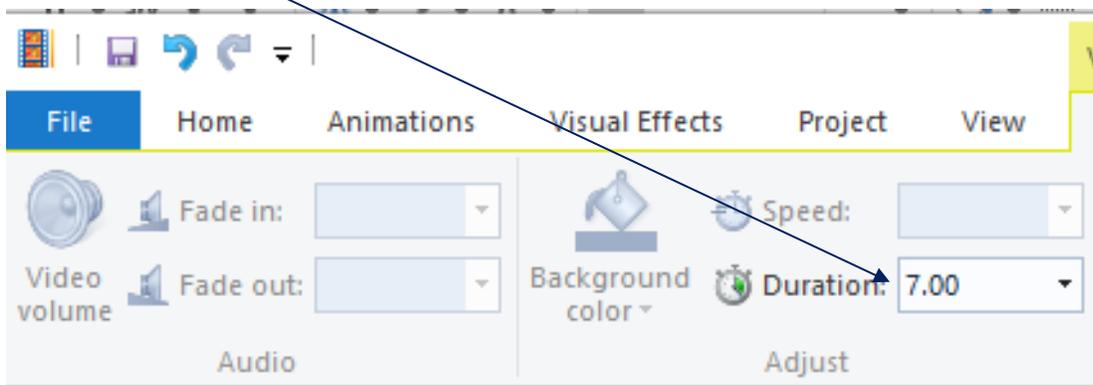
Next, I grabbed my audio file and dragged that into the Movie Maker app. To start, my image files were MUCH longer than my audio file. Now it was time to start editing.

STEP THREE – EDITING: I first started by adding a title page from the home screen. Clicking on title adds a block that I edited the text, background color and text color to what I wanted. It defaults to a black background with white text.



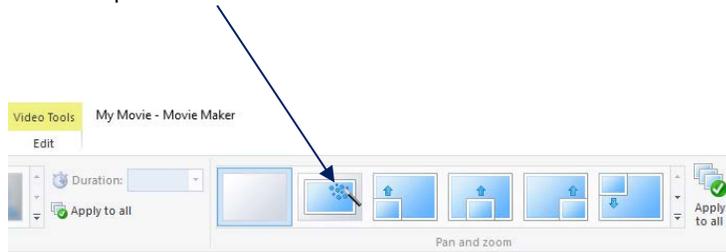
I did the same for adding credits at the end with my call to action – Call US!

Finally, using the Video Tools, I edited the timing of each image (which defaults at :07 seconds), so it flowed with the audio file.

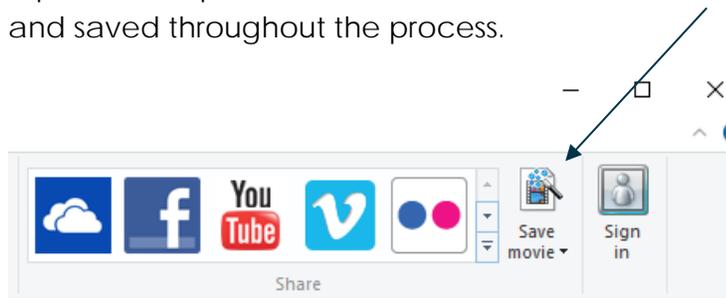


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Once I had the timing right between the images and the audio, I added animations for more interest. To keep it simple I selected all images and used the automatic pan and zoom option. You can select an animation for each image if you choose.



Once that was all done, on the far right of the home screen, I saved the movie to a mp4 file. Keep in mind that when I started, I named and saved the working document and saved throughout the process.



When that is complete, get to promoting your content on your website and social media sites.

In all, the editing process took around 20 minutes. It will vary by user, depending on comfort level with technology, lack of disruptions and other factors. The point is, that if you can devote a small and fixed amount of time to editing, you'll be surprised at how quickly you will have useable and interesting content.

Measuring Results

We posted the video 17 days ago on February 3, 2017. Below is an account of our results in a short period of time.

Linked In:

2009 impressions | 21 clicks | 18 interactions | 1.86% engagement rate | 10 likes

We linked this post (and our Twitter feed) to our You Tube page so we could attribute views to those channels. You will see below that we tracked our Facebook engagement separately.

Low Voltage Contractors Low Voltage Contractors has immediate opportunity for trained technicians. You must have a Minnesota Power Limited License and background in fire alarm, security and/or structured cable. <https://lnkd.in/exRaqzu>



LVC Is Hiring Trained Technicians

youtube.com - Low Voltage Contractors has immediate opportunity for trained technicians. You must have a Power Limited License and background in security and structured ca...

Organic ?

Targeted to: All Followers

2,099 impressions	21 clicks	18 interactions	1.86% engagement
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Sponsor update

Like (10) · Comment · Pin to top · 16 days ago

 [Low Voltage Contractors, Rachel Blixrud](#) +8

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Facebook:

This post on Facebook has been one of our more popular ones. Results on this post are what we have started seeing when we add video. Before video, our results were about half of what they are. Because video is a new tool for us, I'm cautious to say it's the magic pill, because it's just too soon to tell. I will say that our results are trending in the direction we thought they would.

For this post, we reached over 1,000 people, had 406 video views, 42 likes – comments or shares. Video metrics show that a lot of people started the video but did not watch through. On this post we housed the video on facebook instead of redirecting to YouTube so we could understand our different audiences.

The screenshot shows a Facebook post from 'Low Voltage Contractors' dated February 3 at 3:53pm. The video thumbnail features a brick building and several white LVC service vans. Text on the video reads 'IMMEDIATE CAREER OPPORTUNITIES FOR TRAINED TECHNICIANS' and 'LVC is Looking for Trained Technicians'. The video duration is 01:03. Below the video, there is a 'Boost Post' button and a notification that 1,058 people reached the post. The post has 31 likes, 4 comments, and 7 shares. The right-hand side of the screenshot displays detailed video metrics: 1,058 People Reached, 406 Video Views, and 42 Likes, Comments & Shares. A breakdown shows 31 Likes (5 on Post, 26 on Shares), 4 Comments (0 on Post, 4 on Shares), and 7 Shares (2 on Post, 5 on Shares). Post clicks are 99 (17 Clicks to Play, 0 Link Clicks, 82 Other Clicks). Under 'NEGATIVE FEEDBACK', there are 0 Hide Post, 0 Report as Spam, 0 Hide All Posts, and 0 Unlike Page.

Metric	Value
People Reached	1,058
Video Views	406
Likes, Comments & Shares	42
Likes	31
On Post	5
On Shares	26
Comments	4
On Post	0
On Shares	4
Shares	7
On Post	2
On Shares	5
Post Clicks	99
Clicks to Play	17
Link Clicks	0
Other Clicks	82
NEGATIVE FEEDBACK	
Hide Post	0
Report as Spam	0
Hide All Posts	0
Unlike Page	0

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Post Details

Video Post



Video Performance In This Post

Minutes Viewed	158
Unique Viewers	362
Video Views	406
10-Second Views	196
Video Average Watch Time	0:10
Audience and Engagement	

Low Voltage Contractors: LVC is Looking for Trained Technicians

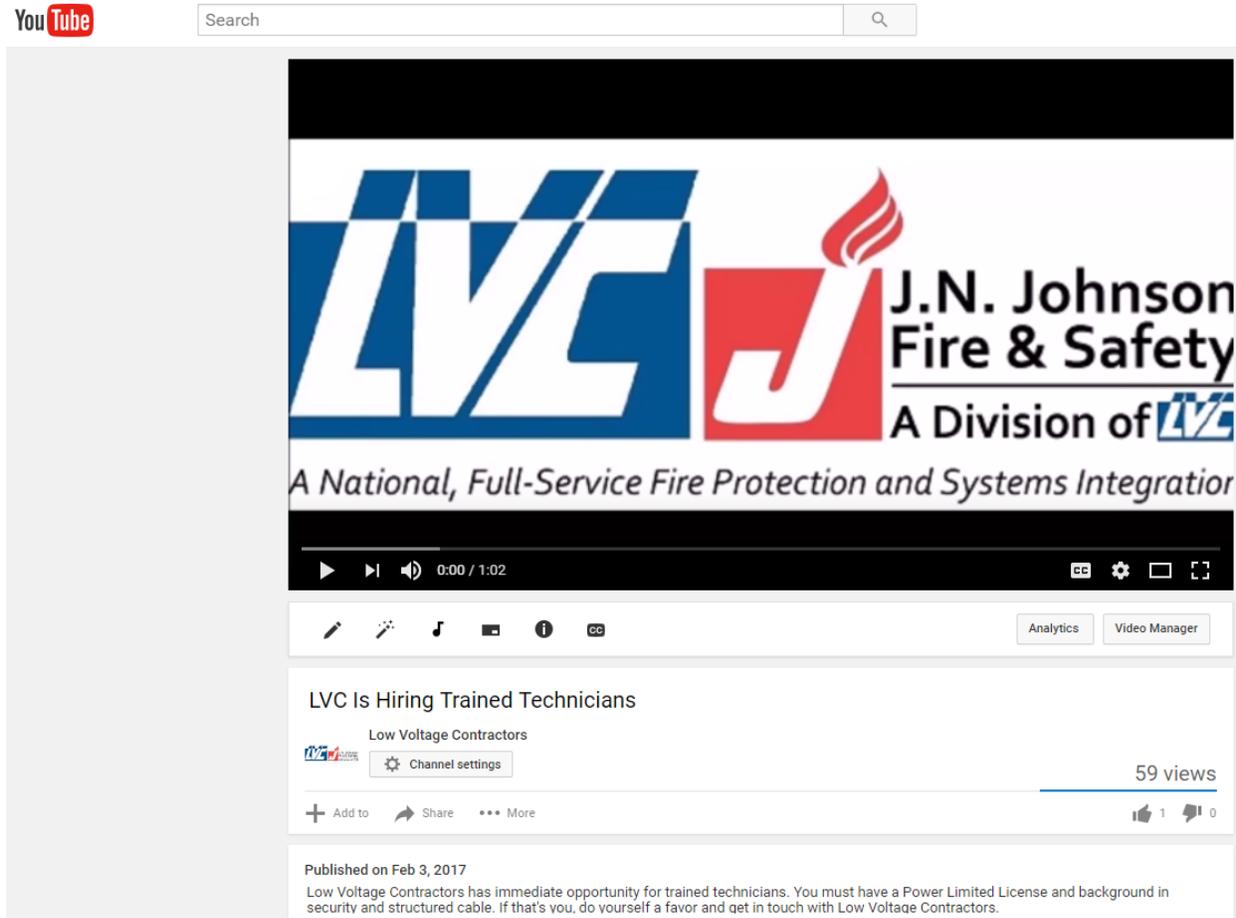
1:03 · Uploaded on 02/03/2017 · View Permalink

Twitter:

Twitter is our underperforming social channel in general and that is true for this post too. If you look at the statistics for this post (the second one down) we had 76 impressions and no interaction. #opportunity

	Organic impressions	Tweets	plies	Promoted	Impressions	Engagements	Engagement rate
 LVC @LowVoltageContr · Feb 14 Contact Rob at 952-835-4600 to learn more about our fire extinguisher training. youtu.be/iYWXB-2frY?a View Tweet activity	69	0			47	0	0.0%
 LVC @LowVoltageContr · Feb 3 Apply on our website. lvcinc.applicantpro.com/jobs/522802.ht... youtu.be/5y4j6EFQziM?a View Tweet activity					76	0	0.0%

You Tube: This video on our You Tube channel has been viewed 59 times. We had direct links to this you tube video from our company Linked In and Twitter pages. Based on Twitters results, this number is either organic views or Linked In referrals.



Conclusion

For a time investment of an additional 15 – 30 minutes for something we were going to do anyway, we increased our exposure as a growing company to a variety of online audiences.

Since launching this campaign, we have received seven applications for the open positions.