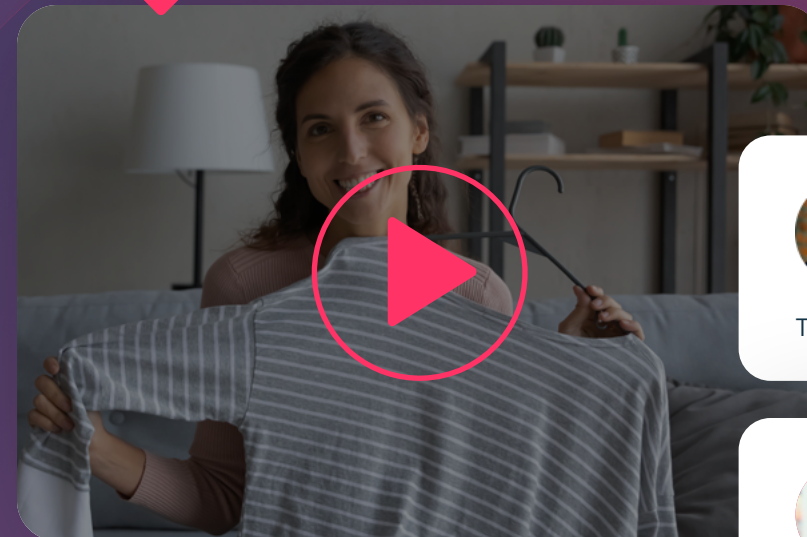


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Turning Customers into Advocates

How to leverage the power of your customers through video



Ana_P

This is the only brand that gets me.



Miya_X

I recommend this to all of my friends!!

Executive Summary

If your brand has customers that love your products, then you could have a powerful, untapped marketing resource at your fingertips: brand fans.

Brand fans, or brand advocates, are customers willing to tell the world why your brand and products are so great.

How does this benefit you?

A brand advocate's opinion significantly influences potential customers—and provides you with free, far-reaching marketing.

Cultivating brand advocates is about identifying the right customers eager to interact more with your brand. Once you know who they are, your next step is to give them a medium to share their experiences. Today, that medium is video.

Video is widely acknowledged as a key digital marketing strategy thanks to overwhelming viewer preference and recent search engine prioritization. It's also shown to positively—and significantly—impact brand awareness and purchasing. **When you add video to your site, for instance, not only will potential customers spend more time, the likelihood they'll purchase dramatically increases.** So, adding videos created by brand advocates that share their reviews, tips and opinions can supercharge these benefits.

The key to effective video-based brand advocacy is giving advocates enough of a framework to create relevant, high-value content and overcome (or eliminate) technical or production issues without impacting authenticity. With that scaffolding in place, you can then invite your brand advocates to create as much content as they want: **reviews, demos, unboxings, product previews and more.**

Once your video library starts to grow, what can you do with all that brand advocate content?

A lot. From embedding on your website and sharing on social channels to mining for new marketing insights and identifying more brand advocates, there's a list of ways you can make the most of this content.

The key to this strategy is embracing the right tools to make it happen. For video-based brand advocacy, selecting the right video platform is critical.

A platform that facilitates brand-led storytelling, social sharing, rights management, and video curation, among other features, will help your brand advocates tell the most impactful stories and streamline the process for you.

**Any way you look
at it, video is the
future of content.**

ARE YOU READY?

The Power of Fans

The power of fans is undeniable. Ask any celebrity today and they'll likely agree. That's because fans make it a priority to support, follow and sing the praises of their favorite athletes, musicians, fantasy book series—and brands.

Recently, a group of “fanthropologists” (cultural anthropologists studying fandom) reported that **85% of people said they were fans of something.** “When we define ourselves as fans, we do more,” says journalist Susan Kresnika, **“we watch more, share more, buy more, evangelize more, participate more, help more.”**¹

If you have customers that love your products, then it's possible to cultivate them into brand advocates to harness all these great benefits.

Brand fans—also known as brand advocates—can be a powerful marketing machine with plenty of perks²:



They can help you boost revenue without impacting your marketing budget.



They'll do plenty of unsolicited and authentic word-of-mouth referrals, not only to their friends but also on social media, giving their testimonials a much wider reach.



They'll likely engage with other fans of your products to trade tips, tricks, hacks and other community-building content.



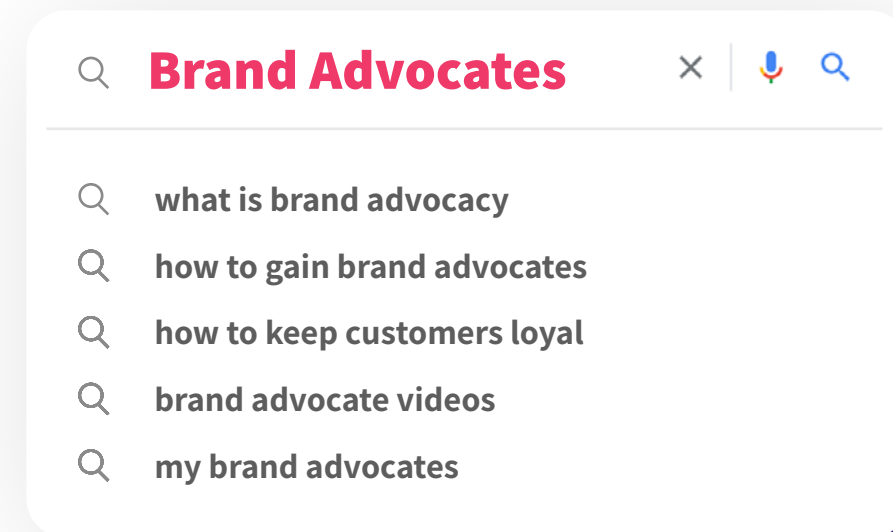
If you stay true to them, they'll remain loyal for the long haul, which benefits both you and them.

Cultivating Brand Advocates

The first step is to identify which customers can be cultivated into brand advocates.

Start by establishing which customers welcome more interaction with your brand. These can be people who opt in to hear from you, such as email list subscribers and members of your loyalty or referral programs. Also, think about repeat buyers—customers that have an account with you—and product beta testers. Finally, consider key voices in your communities such as customer feedback committees or your online community.

Once you know who your potential advocates are, the next step is to give them a platform to share their thoughts in multiple ways about the products they love and why they love them. Remember, brand advocacy is an ongoing effort, not a one-and-done process. Consequently, **one of the best ways to let your brand advocates be heard is with video.**



The Age of Video

Today, video content is king.





Video content is listed as a key digital marketing trend.³

In fact, **93% of consumers said video is helpful when they're purchasing a product.**⁴ Video is so powerful that Google now indexes video content separately so that videos appear in standard search and video-specific search results. And YouTube has become the second most powerful search engine after Google. Experts predict that **82% of online traffic will be video content**⁵, which is one of the reasons why video SEO is emerging as a key marketing strategy.



This is great for search, but what about the impact of adding videos to your website?

Turns out video is a winning formula on business sites as well. Here are some compelling stats:

-  — **While visitors tend to skim text-based content in about 30 seconds before moving on, videos increase site viewing time by an average of two minutes.**
-  — **Video also increases your business's chances of landing on Google's first page by 53%.**
-  — **Your site visitors are 85% more likely to purchase after watching a video about a product.**
-  — **And 69% of mobile device users prefer video content.⁶**

The case for video is clear. So, if video equals prime online content when it comes to search, site views, purchase decisions, and user preference, it only makes sense to give your brand advocates a voice via video.

Video Content Challenges for Brand Advocates

It's easy for brands to say, "Let's get users to make more videos!" But as every digital marketer knows, it's harder in real life.

The challenge is that brand advocates aren't marketers. **They know what they love about your products, but they may not know how to share that in a compelling way that makes sense for your brand.** They may also lack the tech know-how to create and upload videos easily, or the skills and equipment to deliver videos with acceptable production value.

The secret is to make video easy for advocates to tell their story about how much they love you.

You can do this in 3 steps:

1

— **Give them the tools.**

An all-in-one video submission platform makes it easy for advocates to create and submit content with the production value you need.

2

— **Give them a framework.**

Within the video platform, include storytelling prompts to help advocates frame their thoughts in a logical way to benefit other viewers and support your brand story.

3

— **Give them the ability to share.**

Even though they're submitting content to you, give them a way to easily share their videos on their own social channels, helping you spread the word organically.

Types of Content to Invite Advocates to Create

Now that you've given advocates the tools they need to create high-value videos for your brand, what types of content should you invite them to create?

There are actually a lot of different types of videos brand advocates can create with your help. Here are some common categories along with basic hashtags (so you can review actual content in the social media-sphere):

Video Type	Brand Advocate Story	# Basic Hashtag
Testimonials	Why they love a specific product	#review, #productreview
Reviews	Pros and cons of a product and their overall impressions	
Demos/tutorials	How to use the product according to your directions	#demos, #tutorials
With Me content	How they use the product in their own life	#GRWM, #cleanwithme
Haul reviews	Opening and providing initial feedback on several new products from your brand	#haul
Unboxing	Walking viewers through initial opening and impressions of your newest product	#unboxing
Product preview	Give a first glimpse of a new product on its release (or an early glimpse as a preview	#newproduct, #newproductalert

Remember, this list is just a starting point. Feel free to brainstorm your own types of content as it relates to your product, and invite advocates to create with your brand.

9 Things to Do with Advocate Content

You've hit your stride: your advocates are on board and you've made it easy for them to create content about how much they love you. They're creating volumes of great content for your brand for free. Now what?

Put that content to work! Here are some things you can do with your advocate content:

1.

Embed on your website and product-specific pages

This is what most marketers think of first. Put product reviews and testimonials right on your product pages to dramatically improve conversion rates. This is ideal for digital point-of-purchase.

2.

Upload to Instagram stories and/or TikTok

These popular image-first social channels love video. Advocates will be excited to see themselves on your channel—and eager to share with their followers.

3.

Duet video content on TikTok

TikTok offers a duet feature that allows users to respond to a previously posted video via split screen. Consider having someone from your brand duet an advocate video to provide more information (like ordering info or specific product information). It's a great way to add a face and personality to your brand while promoting viewership of your advocate content.

4.

Mine content for marketing insights

Videos are a great way to learn what matters most to your customers. Set some time aside to review content to identify key selling points or possible product improvements and innovations.

5.

Cultivate even more brand advocates

Users who interact positively with your advocate content might be good potential advocates themselves. Watch for users that comment on your content and share on their own channels.

6.

Include in promotional emails

This works best for product-specific touch-points featuring 100% relevant content and gives customers a new experience versus text-based brand correspondence.

7.

Feature in online ads

Incorporating snippets of advocate content can be a powerful motivator to purchase. Some brands are doing this by creating videos that mimic user content. But consumers can sniff out “fake” storytelling a mile away. With legitimate brand content at your disposal, you can supercharge your online ads.

8.

Use in drip campaigns to increase views, engagement and conversion

Want to promote a line of products or services? Create a drip campaign featuring relevant advocate content to get prospects' attention more effectively.

9.

Incorporate in sizzle reels for a new product launch

If you have product preview content, use it in your launch sizzle reels, product landing and ordering pages, your social channels, and any other way it can help you generate buzz online.

Nuts and Bolts: Making Video Content Easy for Advocates

Now that you know how to help brand advocates generate great video content, let's talk about logistics of making it happen. The key is finding the right video engagement platform to help your advocates create their content. Here are features to consider to make the video content process as seamless as possible:

Video Platform Features

Brand Advocate Story

Recordings	<ul style="list-style-type: none">• All-in-one video recording and submission• Nothing needs to be downloaded• Simple, straightforward interface• Easy to submit content to your brand• Able to generate different types of videos to create a volume of relevant content that meets viewers’ preferences (such as geography)
Brand Storytelling	<ul style="list-style-type: none">• Storytelling prompts to help advocates tell their story• Seamless and unobtrusive
Rights Management	<ul style="list-style-type: none">• Easily get advocates’ permission to use their content in the ways you want• Plain language—nothing they need a lawyer to interpret
Curation	<ul style="list-style-type: none">• A system to help you curate submitted content, including:<ul style="list-style-type: none">- Reviewing for relevancy- Flagging if something needs to be re-recorded- Tagging according to your specifications (product, category, etc.)
Social Sharing	<ul style="list-style-type: none">• Easy for advocates to share videos on their social channels
Video SEO	<ul style="list-style-type: none">• Video content optimization for better search rankings

Conclusion

Let Brand Advocates Help You.

Brand advocates want to spread the word about you and your products. So let them! Give them the tools they need to create high-value video content that can build your marketing library, boost conversion rates, increase brand awareness, and supercharge your go-to-market efforts—

all for a fraction of the cost of a single brand-produced video. Remember, happy advocates equal a happy brand, so ensure that when your advocates create video content for your brand, it's an extension of the brand experience they already love. That can ensure a win-win relationship between you and your brand advocates for years to come.

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Sources:

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