


Chapter 6

Content Optimization in Video Marketing

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ABSTRACT

Traditional marketing communication is being transformed by new trends. With the increase in digital content production, competition has intensified and video content has become central in social media and digital marketing. At this point, video marketing stands out. Brands can interact with their target audiences through video content platforms. However, just producing content is not enough. Just as the cover of a book affects readership, optimization can change viewership and engagement rates. In this study, content optimization in video marketing is discussed, and components such as title, key concepts, tags, description and thumbnails, which are valid for all platforms, are examined to improve content. These elements are considered essential for effective communication with the target audience and should be applied collectively. The study also emphasizes the importance of content optimization in terms of attention economy.

INTRODUCTION

Marketing communication management, which is carried out by organizations only through traditional means, is losing its validity today. With the development of technology, organizations have started to need digital platforms in order to announce and promote their brands, products or services to target audiences and to encourage direct or indirect sales. The concept of digital marketing also gains meaning with the changing and developing structure of marketing. The digital audience, which is

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becoming more crowded every day, constitutes an important market area for brands and organizations. A multifaceted digital world is created by dividing into many sub-units. Users can access content in forms such as visuals, text, video and audio from platforms that include all of them, as well as from platforms that offer content only in certain forms. This versatility of technology also makes digital marketing more versatile. Brands can create content in different forms for each platform in their promotional activities and these forms can be encountered according to the preferences of target audiences. This whole process is also less costly and measurable than traditional efforts.

An increasing amount of information content is being produced around the world, leading marketing professionals to search for new content formats to deliver their messages in the fastest and most effective way (Kotane, et al., 2019). However, visuality comes to the fore in this process. Since the world has existed, it has never been under the siege of such intense visuals (Parsa, 2004, p. 215). Videos, which are one of the content forms expressed in this context, are one of the building blocks of the digital marketing process and digitalization in essence. Video content does not only contain information; it also interacts with the cultural background of the audience and creates a cycle in which each interaction contributes to the visual culture in the digital world. Onursoy (2017) states in that “especially the possibilities offered by technology, such as smartphones that individuals cannot take their eyes off, accelerate the circulation of visuals and prove to individuals that a social culture captured by visuals has been formed”. The fact that television, smartphones and other audio / visual media or media environments are so much involved in our lives creates animage-dominated cultural change (Onursoy, 2017).

People interact with video content, which can influence and guide viewers. King (2018) states that even a successful video featuring a real person promoting library services can create a sincere and strong bond between the library and its users. Combining moving visual content with audio elements appeals to multiple senses of the target audience and increases their perception. Many of today's widely used platforms support content in video form.

Brands also frequently prefer digital marketing activities created in the form of video, which is called video marketing. Video marketing has become one of the entertaining marketing tools widely used by businesses for more sales and promotion (Hofstede, 2017). Gedik (2021) explains the impact of videos as “videos increase sales and brand recognition; provide consumers with content that can be consumed quickly and easily across multiple channels; are effective in answering questions, providing information and building customer relationships; and add emotional appeal to the product/service”.

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