



Video Marketing in Email Best Practices

This is an extra resource to go along with the original article:
[Video Marketing in Email: It's a Thing & Why You Need to Be In On It](#)

Get to the point quickly. It's Mission Impossible style. Your message will self-destruct in ten seconds if you don't get to the point. And by self-destruct, I mean people will click away from your video.

Keep your videos short. Unless you're going for a webinar, or instructional presentation, shoot for three minutes or less.

Break longer videos in a series. If you can't share your sentiments in less than three minutes, consider creating a series. In your series, share targeted information on a specific topic.

Don't forget to A/B test. Create A/B marketing campaigns with slightly different videos or one with no videos at all to see how it compares.

Optimize your landing page. Don't just have a video and nothing else on your landing page. Include a call to action that drives the visitor into a deeper business relationship. Perhaps offer a free ebook, a discount code, or a 15 minute consultation.

Don't link to a YouTube page. An optimized landing page will give you more control of the user experience. A YouTube page can potentially advertise your competitors and ultimately distract your viewer from completing your desired call to action.

Encourage your audience to share. Don't forget to include social share buttons on your video marketing landing page that your audience can use to share your content with their friends.