

ALTA

inSIGHTS

REAL TIME | ON-DEMAND



Unleash the Power of Video:
Your Ultimate Guide to Video Marketing Success



American Land
Title Association
Protect your property rights

Today's
ALTA Insights
Featured
Sponsor



RamQuest

Ultimate Guide to Video Marketing Success



Let's Start with Some Statistics

 92% of marketers get a good ROI from video marketing

 91% of businesses use video for marketing

 Metrics determining video success:

- Video Views (63%)
- Audience Engagement (61%)
- Leads (56%)
- Brand Awareness (43%)
- Customer Retention (42%)
- Bottom Line Sales (26%)

 1 in 10 Still Don't Track ROI

 Amount of Video Watched Weekly has Doubled Since 2018 (19)

 Most Used Video Channels:

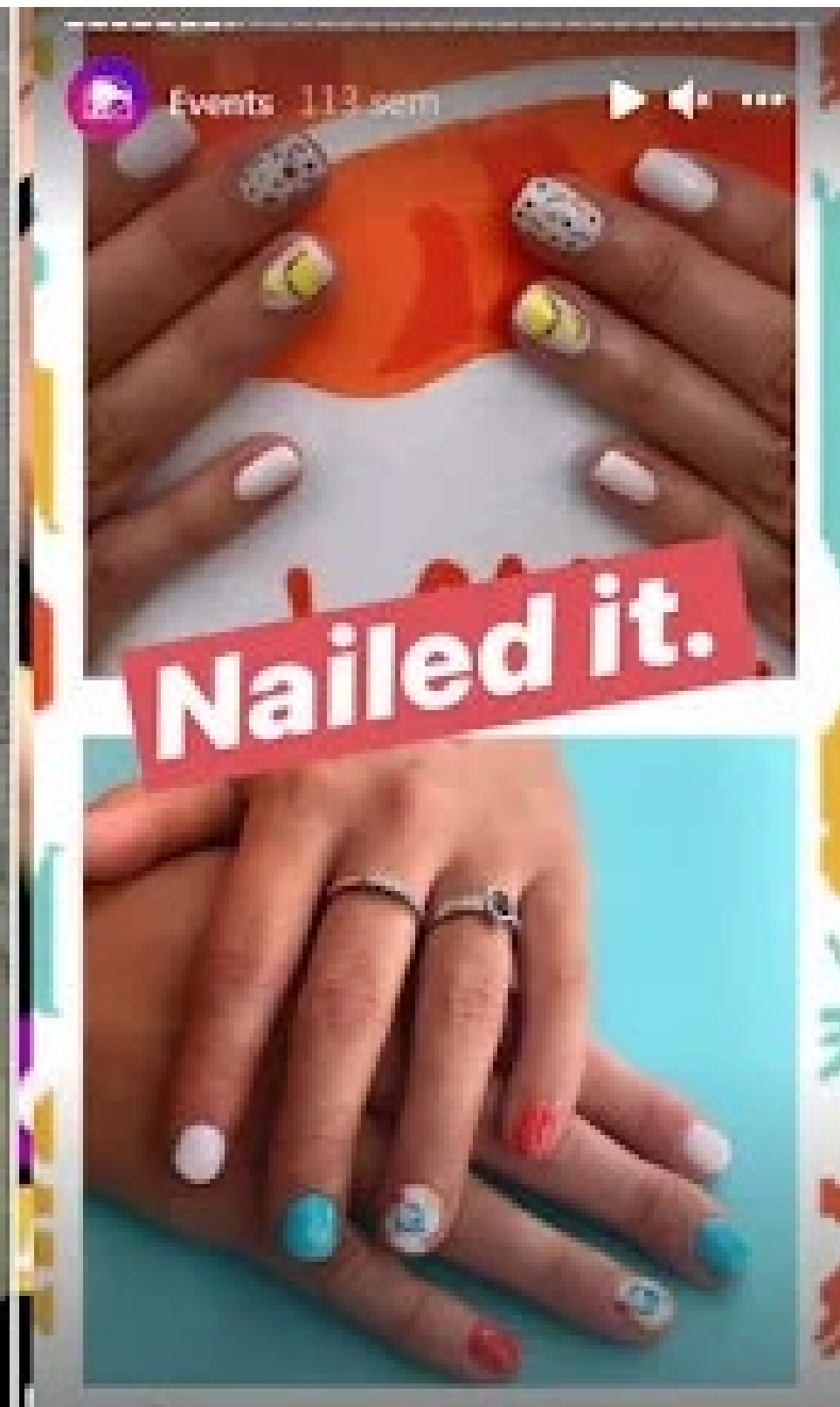
- YouTube
- LinkedIn
- Instagram
- Facebook
- Webinar
- TikTok



LET'S TALK ABOUT Stories

- TIME SENSITIVE
- USER-GENERATED OR PRE-PLANNED
- MOST ENGAGED WITH STYLE OF VIDEO
- ENCOURAGES AUDIENCE PARTICIPATION
- CAN BE PRE-PLANNED/DESIGNED

Average Story Style Example



Pre-Planned/Designed Example

Advertisement 1 (Left):

Awesome place with Affordable price

Real Estate Home for everyone

There will be discount and lots of other offers available if anyone register before July 2019 So, Hurry up, Booking is filling up.



Mr. Andrew Brown
7/H, Parkway Street
Palm Desert
California - 11024
Ph no. 9876543210
Email ID : youremail@ld.com

About Property
Beautiful property with packed with furnitures and in good loxcation also. Metro is 2 min away, and market and hospitals also very close to appartment

Advertisement 2 (Middle):

WWW.YOU SITE.COM

WWW.YOURSITE.COM

Awesome place with Affordable price

LUXURY APARTMENT Home for everyone

Email : Youremail@ld.com Ph no: 9876543210



Advertisement 3 (Right):

Only 6% Loan interest

Awesome place with Affordable price

Real Estate Home for everyone

There will be discount and lots of other offers available if anyone register before July 2019 So, Hurry up, Booking is filling up.

Email : Youremail@ld.com Ph no: 9876543210



Audience Engaging Example

THIS OR THAT
HOME DESIGN

NEW BUILD	CUSTOM REMODEL
BOLD COLORS	NEUTRALS
STAINLESS STEEL	MATTE BLACK
CLAWFOOT TUB	JACUZZI TUB
GAS COOKTOP	ELECTRIC RANGE
OPEN CONCEPT	GALLEY
VIEWS	BACKYARD OASIS
PRIVATE POOL	LAKE ACCESS
PATIO	BALCONY

GET TO KNOW US!
|
ASK AWAY!

PLACE QUESTION STICKER HERE

- 1.
- 2.
- 3.

DREAM HOME
GIF CHALLENGE

Front Door	Master Bathroom
Backyard	Views
Master Bedroom	#1 Thing you HAVE to have

TAG 3 OF YOUR FRIENDS!



LET'S TALK ABOUT Trends

- TIKTOK STYLE: HIGH ENERGY, SHORT, SELF EXPLANATORY
- USER GENERATED VIDEO
- INTERESTING STORIES
- HOW-TO VIDEOS
- BEHIND THE SCENES
- VIRAL TRENDS
- INTERACTIVE VIDEOS
- SILENT CAPTION VIDEOS
- LIVESTREAMING
- PLATFORM OPTIMIZATION

SOURCE:
LinkedIn

Explore what **the world** is searching for right now

● Women's World Cup

Explore

TRENDING IN CANADA



Search interest, past 24 hours



Why is **Women's World Cup** trending?

Search it



Carmona's late goal sends Spain to Women's World Cup final
14 hours ago • Sportsnet.ca

Australia, England battle for World Cup Final berth on TSN
10 hours ago • TSN



Spain stuns Sweden with dramatic late goal to reach Women's ...
16 hours ago • CBC.ca

Dive deeper

Explore issues and events in detail. Curated by the Trends Data Team.



2023 Women's World Cup
The 2023 Women's World Cup, taking place in



2023 NBA Finals
The 2023 NBA Playoffs in Search.

● title insurance
Search term



+ Compare

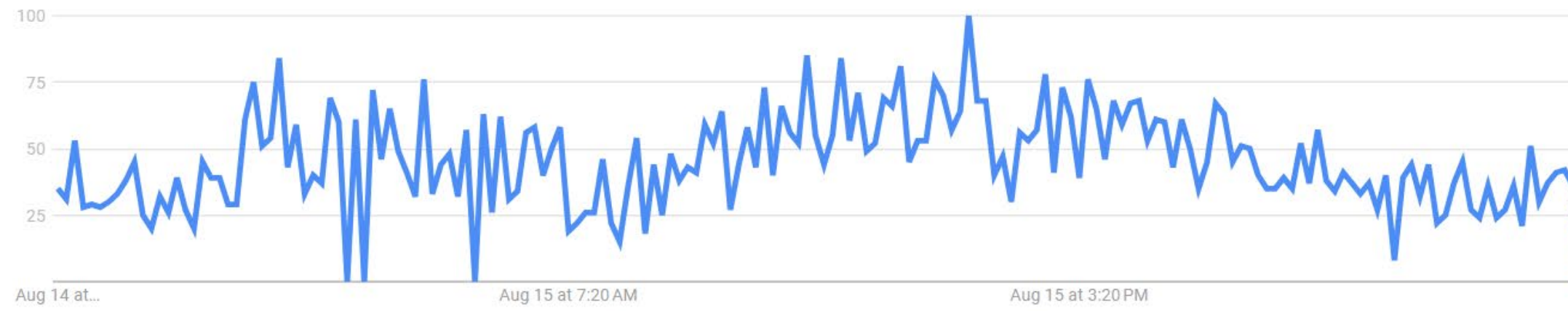
United States ▾

Past day ▾

All categories ▾

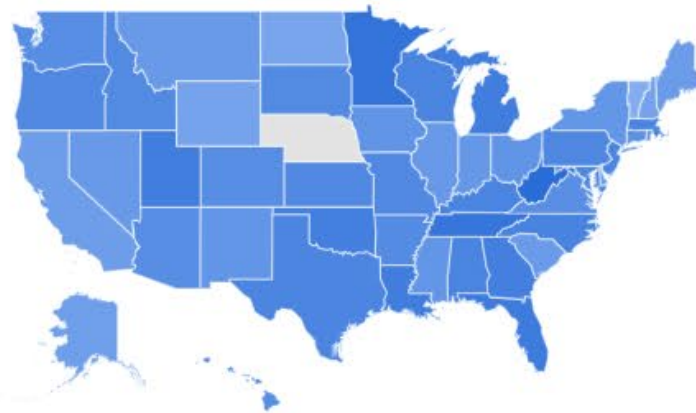
Web Search ▾

Interest over time ?



Interest by subregion ?

Subregion ▾



1	District of Columbia	100	<div style="width: 100%;"></div>
2	West Virginia	80	<div style="width: 80%;"></div>
3	Minnesota	74	<div style="width: 74%;"></div>
4	Tennessee	72	<div style="width: 72%;"></div>
5	Florida	67	<div style="width: 67%;"></div>

● title insurance
Search term



● barbie
Search term



+ Add comparison

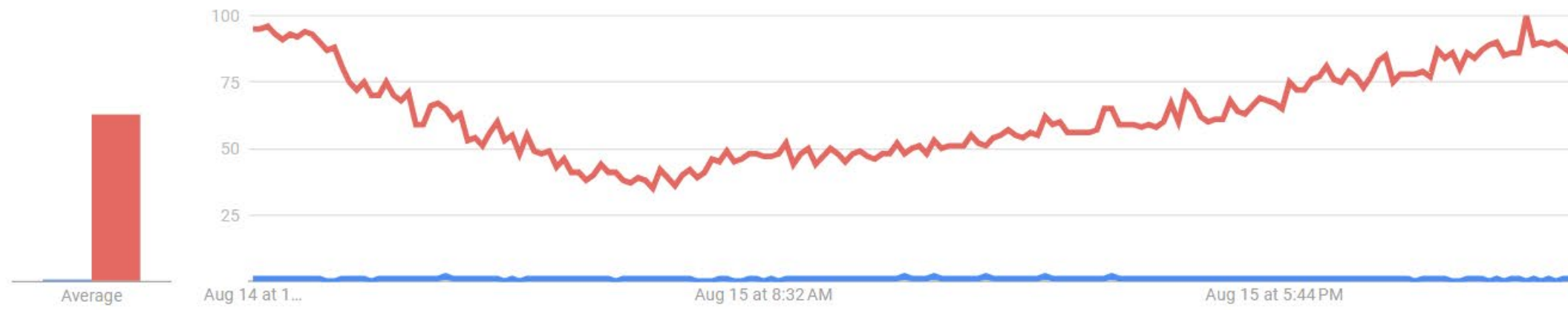
United States ▾

Past day ▾

All categories ▾

Web Search ▾

Interest over time ?



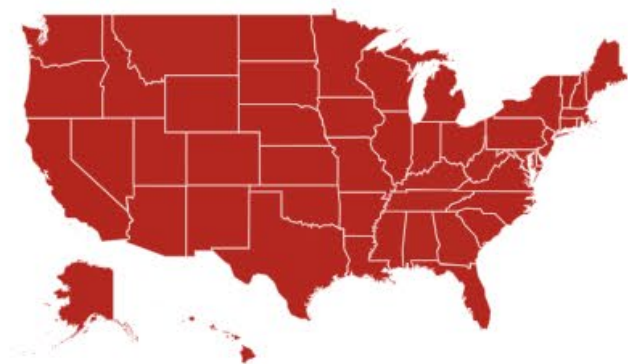
Compared breakdown by subregion

Subregion ▾



● title insurance ● barbie

Sort: Interest for title insurance ▾



1	Montana	
2	Kentucky	
3	West Virginia	
4	Tennessee	

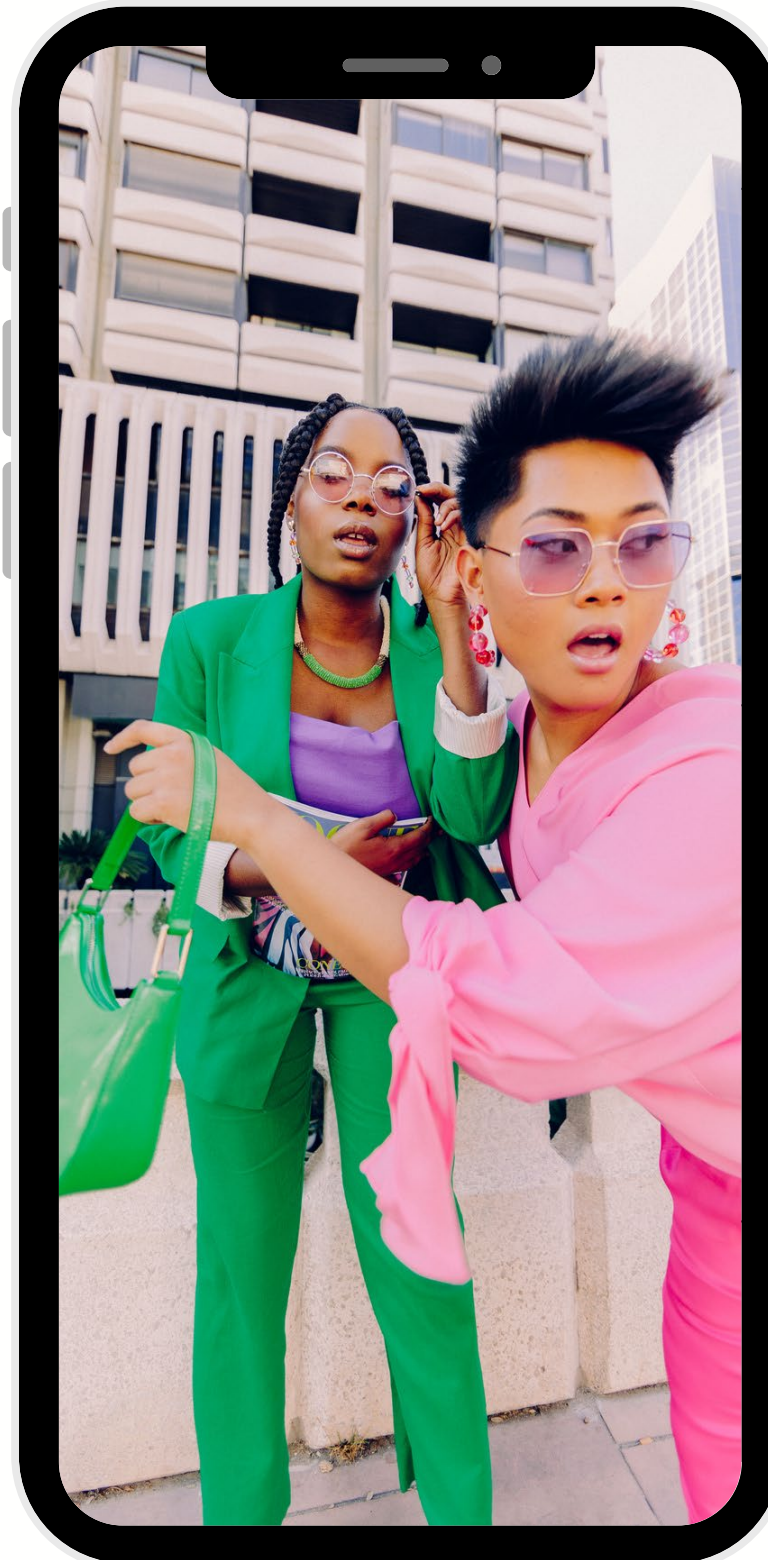
More Video More Content

Get Comfortable Livestreaming

- Average US User: 9 streaming apps
- 80 Apps total, so 10% are streaming
- Growing 55% per year

More Online Training & Education

- e-Learning booming to \$456B in 2026
- Not just for school, increasing everywhere
- One of the most popular styles of content



● Stop Hating Your Voice/Body/Face

You is kind. You is smart. You is important. But seriously, you will be ok.

● Virtual Events are Here to Stay

Consider how to make your trainings, CE courses and more as an engaging and worthwhile virtual option.

● You Don't Need a Studio or \$\$\$

Don't build a studio. Don't expect to be an influencer. Don't spend tons of money on equipment.



LET'S TALK ABOUT THE BUTS

- TIKTOK VS REELS
- YOUTUBE SHORTS
- THREADS
- HORIZONTAL VS VERTICAL
- PRODUCED VS GRASSROOTS
- INTELLECTUAL PROPERTY

Video Tools



Promo
promo.com



Canva
canva.com



Vimeo
vimeo.com



YouTube Studio Editor
vimeo.com



MixKit
mixkit.co



Pixabay
pixabay.com



Other Apps
to Know:

- BombBomb
- iMovie
- Vidyard
- Adobe Express
- Veed.io

Wayne M. Stanley
Founder and CEO

BOWEDIGITAL
bowedigital.com



Let's Stay Connected!

wayne@bowedigital.com

<https://calendly.com/waynestanley>

765-432-7094

