



Boost your business with strategic video



Video production can be intimidating.

It's especially true in healthcare, where challenges to scheduling and production get in the way of achieving the results you're looking for.

Video should move the needle.

If it doesn't, there are changes you can implement right away to help you get back on track.



We'll show you what works.

Here are some insights to get you started based on the patterns we've seen from the past eight years of working in the healthcare video space.



The most useful video is the video people see

It sounds obvious, but looking at the metrics of existing video assets not created with a strategy-first approach, you may find poor performance in overall viewer count and viewer retention. There are many ways to boost video performance:

Strong video title and thumbnail

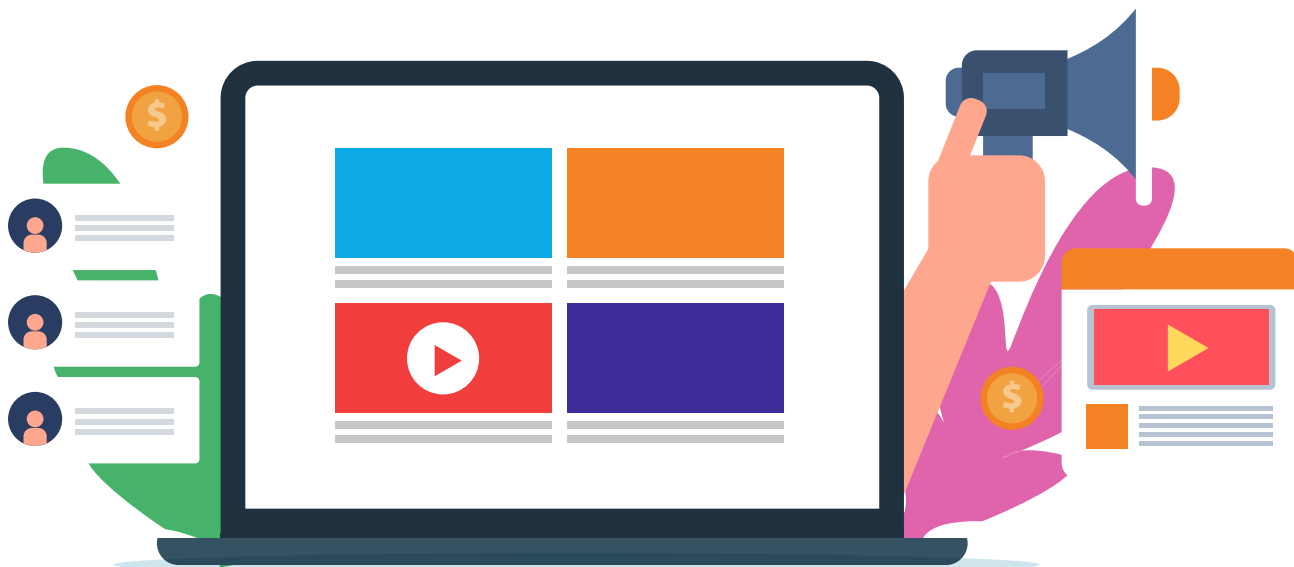
The title and thumbnail provide your earliest opportunities to catch the viewer's attention, so it's important to take full advantage of this in a way that entices but also accurately reflects the purpose of the video they're about to see.

Clear context

The entire context of the video's placement matters - where it lives and how it is presented will shape the audience's interest in giving it their time and digesting your message.

Strategic planning

The final presentation of the video is key, but planning with a strategic vision from the onset of concepting is equally important. Does the video serve your goals and give the viewer a clear takeaway question or call to action to consider? Or is it a video that is only vaguely "about" the topic without providing a clear sense of direction?





Successful video is visual

Business leaders rightly see video as an engaging way to present information that will pique interest better than other forms of media. Polling shows that more people prefer to watch a video about a product or service than any other medium by a wide margin, accounting for 44% of respondents.

It works best when video is leveraged for what it is: a visual medium. Strong design choices, brisk editing, motion graphics, and quality production are all factors that can strengthen engagement.

Too often, the implementation becomes a company leader with limited on-camera experience, speaking at length about the topic in a way that doesn't do what video does best. Featuring company talent is a great place to start, but to let your talent shine effectively in video one must consider the entire creative and strategic package.



See more statistics about the efficacy of video marketing in Wyzeowl's 2023 survey results:

<https://www.wyzeowl.com/video-marketing-statistics/>



Play to your strengths

Engagement is about strong visual appeal and a clear structure. You must grab the audience's attention in the first ten seconds. It's also important to leverage your greatest strengths and highlight them through your video campaign.

Feature clinicians

Highlighting your world-class team of experts is a powerful way to leverage your company's talent in a way that resonates in sales and recruiting messages.

Value Propositions

The value you offer should be communicated clearly without it feeling like a sales pitch. Video creates opportunities to do this in many creative ways that can be tailored to the specific mission and voice of your business.

Boost Traditional Methods

Video offers a valuable supplement to traditional sales and recruiting techniques. Your audience can hear from your recruiting and sales teams, but also directly from clinicians or other unique perspectives that are presented in a polished and highly engaging way directly to them.





Strategic video saves time

Great video campaigns expedite sales and recruiting by providing powerful, informative tools that improve engagement - sometimes dozens of times over, as seen in our case study. This offers a tremendous time savings.

And yet, surveys show that the number one reason marketers do not adopt video strategy is that they feel they do not have the time. In a fast-moving field like healthcare, you do not have time to be burdened by months of planning, production, and revisions. This is why a streamlined and efficient approach to strategy and production is key.

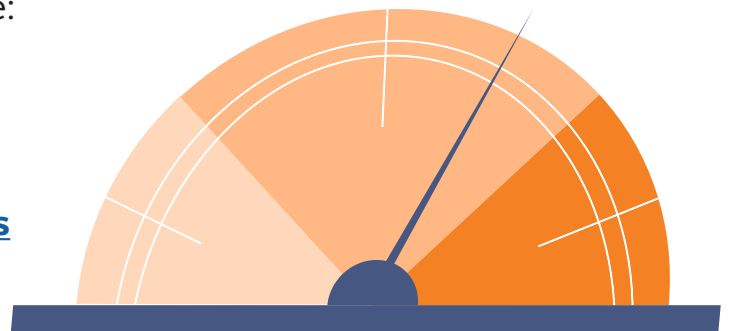
Strategic video moves the needle

It's important to diagnose the problem first and prescribe the solution second. Successful video campaigns should pay for themselves several times over by boosting sales, recruiting, or other measurable challenges your business is facing.

We encourage you to examine your video initiatives and assess whether the results justify the costs in time, resources, and budget.

For examples of what's possible, see the results we've delivered for healthcare companies before:

- [Email Campaigns Before and After Video](#)
- [Soaring Engagement with 1.1 Million Views](#)
- [Solving Marketing Pain Points](#)





Book a strategy session



Whether you're looking to grow your sales, boost recruiting efforts, or accomplish other business goals in healthcare, we'd love to take a high-level overview of your business together.

Our strategy sessions typically cost upwards of \$1000 to begin planning a new video campaign. If you've gotten this far you're likely working in healthcare and the type of person we'd like to meet, so we're offering your first strategy session for free.

In this session, we'll explore:

- Understanding your ideal customer or recruit
- Current marketing and video implementation: what is working and what isn't
- Challenges you're looking at right now and whether video is a part of solving them
- Potential ROI for a video campaign and what you'd like to accomplish
- Actionable tips to make improvements right away

Our goal is to provide you with ways to implement video-related improvements quickly.
To get started, you can email us directly at philip@vdynamo.com