Adapt or Perish: Understanding the Emotion of Web Video

Presented by
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Adapt or Perish: Understanding the Emotion of Web Video

Corey Saban
THELAW.TV

Why do you do business with one company over another?

• McDonalds/BK
• Pepsi/Coke
• Buying decisions are based on 80% emotion and 20% logic
We give into our emotions....even when they’re not rational
Your favorite brands know this (VIDEO)

- Selling happiness
- Ingredients
- "Buy the world a coke"
- On emotional level you attach to it
On an emotional level you attach to it

Your Presenter

- Emmy-nominated and Associated Press winning former TV journalist
- Co-Founder THELAW.TV
- Help firms connect in a digital age

Corey Saban
THELAW.TV
• It’s the feeling
• Controls emotion
• Limbic responds to stories
• We process and retain visuals faster than text

You tell yourself a story
We are visual learners

- 90% of info transmitted to brain is visual
- Visuals processed 60k times faster than text
- Provides more comprehension
- Drives motivation
- It’s how we learn

Firms turn boring text into....

Q: What is sexual harassment?

A: Sexual harassment is any unwelcome sexual advance, request for sexual favors, and other verbal or physical harassment of a sexual or sexist nature directed at an applicant or employee. The conduct must affect or impact an individual's employment, unreasonably interfere with his ability to do his work, or create an intimidating, hostile, or offensive work environment. The harasser may be the victim's supervisor, a supervisor in another department, a coworker, or even someone who is not an employee, such as a client or customer. For more information, see our article on sexual harassment in the workplace.
An educational Video

It creates a connection

- Viewers retain 95% of a message in video compared to 10% in text
- Stimulating two of our senses

(Hubspot)
Why video? Two major reasons

$163$ billion in sales from mobile devices...up $19\%$ from 2016
Will exceed $200$ billion next year
Source: Coda Research
Disruption

Amazon biggest disruptor
Even contest and promotions have gone mobile

You can no longer rely on reputation

The New York Times

*After Era That Made It a Verb, Xerox, in a Sale, Is Past Tense*
Second reason video is vital?

Everything you need can be found on your phone
What’s the first thing you do in the morning?

- Brush your teeth
- Use bathroom
- Walk the Dog
- Make Coffee
- Take a shower
- Nope, 86% check their phone

Source: Constant Contact
How bad are we?

- We check every 12 minutes
- 1 of 3 feel anxiety w/out it for an hour
- 5 of 10 felt lost w/out it for a day
- 4 of 10 rather lose voice than give up phone

Source: Asurion
Take away your phone for one year

- We avg. **87** hours a month
- **73%** give up dining out
- **48%** give up vacation
- **38%** sex
  - Qualcomm
Eight seconds

Nine Seconds

Fewer people are reading
Newspapers on life support

- Subscriptions at **lowest** levels since 2009
- Ad revenue is down, consolidation (Scripps, Journal, Gannett)
- The Newspaper Association of America stopped releasing industry wide revenue data
  - Source: Pew Research

WSJ forced to evolve

- **900k** digital subscribers
- Produce **70** videos a day
- Now avg. **6 million** monthly **views**:

"Getting shares allows viewers to do our promotional work for us, we emphasize shorter videos because they're likely to be watched." Andy Regal SVP WSJ Digital
• 75 person staff
• 500 plus a week
• 18 million monthly video views
• Up from 11 million in 2014
• Source: Comscore

Your clients more connected than you think

• Boomers:
  • Spend 27 hours a week online
  • 2 hours more than 16-34 year olds
  • Check email 4x a day
  • 82% are social
  • 57% are video regulars
  • 70% watch up to 2 minutes
  • Gen. X (35-50) even more connected
  • Pew Research
Firms use their videos everywhere
<table>
<thead>
<tr>
<th>Question</th>
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<tbody>
<tr>
<td>What is a fiduciary duty?</td>
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<tr>
<td>Do Board members have a fiduciary duty?</td>
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<tr>
<td>Does the Board have a fiduciary duty to investigate for construction</td>
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<tr>
<td>defects?</td>
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<tr>
<td>Does the Board have a fiduciary duty to bring a claim if it is aware of</td>
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<td>construction defects?</td>
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<tr>
<td>Does the Board have a fiduciary duty to file a lawsuit if the builder</td>
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<tr>
<td>won’t fix the construction defects?</td>
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<tr>
<td>Are lawsuits really necessary to resolve a construction defect claim?</td>
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<tr>
<td>Are there any time limits on filing a lawsuit for repairs in a</td>
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<tr>
<td>construction defect case?</td>
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<tr>
<td>Does an association need an attorney to make a construction</td>
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<tr>
<td>defect claim against a developer or contractor?</td>
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<tr>
<td>If an association sues for construction defects, does this mean we will</td>
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<tr>
<td>probably take the claim to trial?</td>
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<td>In a construction defect case, who pays a successful claimant’s attorney</td>
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<tr>
<td>fees?</td>
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<tr>
<td>Is it true that construction defect arbitration is cheaper and faster</td>
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<tr>
<td>than a construction defect lawsuit?</td>
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Generally, the answer to that question is yes because if you're asking the question, you've already begun to wonder whether or not there are problems. Once there are any sort of indications that there might be a problem, there might be construction defects, then the board does have a fiduciary duty to investigate further. Some of the indications are going to be had there been any roof leaks, things like that that would indicate there was a problem. Another one that commonly shows up is there was cracking. All these conditions lead to circumstances where the board does have a fiduciary duty to investigate further.
Where you rank on Google?

- Video is great for SEO, keeps visitors on your site longer
- The longer the visit, the higher you will rank
Firms realize the prospect wants a feeling

That’s why many firms use web video
Everyone googles everything...

We demand a connection
Legal marketing used to be so easy

“How big an ad do you want this year?”
“Nobody will ever hire a lawyer off the internet”
94% use search engine first for legal advice

“Nobody will ever hire a lawyer after watching a video”
Video will account for 80% of all internet traffic in 2019, up from 64% in 2014, says technology company Cisco.

Facebook founder Mark Zuckerberg says that 80% of the social network's content will be video-based by 2018.

And network company Ericsson thinks mobile video traffic will rocket 55% a year between now and 2020.
is the *2nd* largest search engine in the world
Google ranks video higher in search
YOUTUBE: The first place Millennials go for Information
Why do we talk about millennials so much?
You can’t ignore YouTube

- 58% of American adults are regulars
- 67% are college educated
- Gen.X watches 1.5 billion YouTube videos a day
- Majority of views from mobile device
- It’s the go to site for Seniors among social networks
Every fortune 500
• **59%** of execs. rather watch video than read text
• **62%** say web video means engagement
• **75%** watch work related videos daily
• Source: Forbes

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68 million users: **35-54 years**

Data: comScore
How do you succeed on YouTube?

1. Create and post videos
2. The right kind of videos
Step #1. Identify the “I NEED” moments in which consumers have a need and your brand can play a role. Find these moments across the entire consumer journey and put them at the center of your strategy.
If people are asking these questions, then they almost definitely have these legal needs.

Big Law
Inform prospective clients
Video is Great for Bilingual Attorneys

YT has localized versions in 88 countries and 76 languages

A few more things that Google says about video ...
#1 MEASURE PROGRESS WITH THE RIGHT METRIC

Views may be the proverbial public scorecard, but they’re not always the best way to track progress against a brand’s unique goals.
What is a federal grand jury investigation?
A charitable remainder trust (CRT) is an irrevocable trust that generates a potential income stream for you, as the donor to the CRT, or other beneficiaries, with the remainder of the donated assets going to your favorite charity or charities.

This charitable giving strategy generates income and can enable you to pursue your philanthropic goals while also helping provide for living expenses. Charitable trusts can offer flexibility and some control over your specified charitable beneficiaries as well as lifetime income, thereby helping with retirement, estate planning, and tax management.

How a charitable remainder trust works

A charitable remainder trust is a “split interest” giving vehicle that allows you to make contributions to the trust and be eligible for a partial tax deduction, based on the CRT’s assets that will pass to charitable beneficiaries. You can name yourself or someone else to receive a potential income stream for a term of years, no more than 20, or for the life of one or more non-charitable beneficiaries, and then name one or more charities to receive the remainder of the donated assets.

There are two main types of charitable remainder trusts:

- Charitable remainder annuity trusts (CRATs) distribute a fixed annuity amount each year, and additional contributions are not allowed.
- Charitable remainder unitrusts (CRUTs) distribute a fixed percentage based on the balance of the trust assets (revalued annually), and additional contributions can be made.

Contributions to CRATs and CRUTs are an irrevocable transfer of cash or property and both are required to distribute a portion of income or principal, to either the donor or another beneficiary. At the end of the specified lifetime or term for the income interest, the remaining trust assets are distributed to one or more charitable remainder beneficiaries.
A revocable living trust, also called a living trust, is a legal entity created to hold ownership of an individual’s assets. The person who forms the trust is called the grantor, and also serves as the trustee in most cases, controlling and managing the assets.

But you may be wondering if this type of trust will work for you.

“A revocable living trust is designed that you are still in control of all of your assets. You as the grantor, settler of the trust creates this document and funds the assets into that trust, which means you title the assets that you own into this trust. You serve as the trustee of that trust,” say Anne O’Soosmon CarWerth of Elder & Estate Planning Attorneys PA.

As the grantor of the trust you still maintain all control of those assets. You can change the trust, you can transfer assets out, you can add assets to that trust. So you maintain the control of your assets in a revocable trust.

Elder and Estate Planning Attorneys PA is a law office small enough to provide personal service but large enough to handle all of your estate and planning needs.
79% delete immediately if text doesn’t render (Hubspot)

Video increases click-through rate by 200%....Hubspot
It’s about engagement
Your prospect are more connected than ever

And more social
1. Facebook
2. China
3. India
4. United States
5. Indonesia
6. Brazil

Facebook by the numbers

- 2 billion active users
- Avg. user age 40 and up
- 20 minutes avg. time per visit
- 94% of active users use the app on their phone

Zephoria Digital Marketing
Video is preferred on Facebook

MARK ZUCKERBERG: BY 2020
FACEBOOK WILL BE ALL VIDEO
FACEBOOK LIVE GOES GLOBAL WITH NEW FEATURES
By Jason Laderman | April 8, 2018

“Video makes an instant connection: It is the most effective way to deliver information especially as more people access information from smartphones and tablets.”
Video on Facebook gets action

Publishers’ Facebook videos are shared 7 times more than links
Lucie Moses @lmoses | May 31, 2016

Publishers are cramming more video onto their Facebook pages as the platform rewards them in the form of exposure and in some cases, even financial incentives. A look at the data makes it easy to see why publishers are addicted to the format: they get much higher engagement on video posts than they do on article links.

Digiday ran numbers from social analytics service NewsWhip across 14 publishers that are top performers on Facebook. Across the board, publishers’ video (including live and canned video) got an average of 4,036 shares per post. Images were also popular, averaging 3,354 shares per post.

But when publishers shared article links (including Instant Articles, Facebook’s fast-loading article format), they got just 571 shares per post. The least-likely format to be shared were status updates, which got 538 shares per post. The period measured covers April 2 to May 27.

Arwani Law Firm, PLLC
Going divorces can sometimes be complicated! What is more complicated is going through a divorce while owning a business. http://ed.gr/lh:36

Evaluating A Business Practice During Divorce | Orlando Divorce Lawyers
Contact the Arwani Law Firm, PLLC, today, and our Orlando property division attorneys can...
Buffer studied:

- **16 million** social media posts
- Professionals (lawyers, Doctors and Accountants)
- Findings?
- Posts that used videos got **71% more** engagement
- That engagement lead to awareness and action
- We respond to images and experiences. Greater stimulation
Video blog = massive response

Who remembers this from school?

Do you like me?

[Checkboxes for yes and no]
Firms are driving likes to Facebook

• Getting clients to like the page
• “Stop, look, like”
• Use as a knowledge tool
• Use as a sales tool by educating
• Get them hooked

Your firm must adapt their communication style
Why should you care?
Firms using web video have success

• Video 10X more likely to engage over text. (Wistia)
• Video increases chance of front-page Google result by 53 times. (Hubspot)
• Sites with video, keep prospects 2 minutes longer. (Hubspot)
• 8 of 10 say a video showing a professional explaining an issue influences them. (PRNewswire)
Style of content has changed

- Video allows us to consume more content faster
- It gives us a feeling
- Allows us to connect to speaker
- Preferred over static text
  - TechCrunch
89 million Americans are going to watch 1.2 billion online videos today.
It’s not a revolution

It’s an Evolution
Be there for today’s clients

And tomorrow’s prospects
Your opinion matters! Please take a moment now to evaluate this session. Thank You!

• Corey Saban
• 561 626-9809
• THELAW.TV
Your opinion matters!

Please take a moment now to complete the evaluation.

Thank You!