

# BEST PRACTICE SERIES: VIDEO ADVERTISING

Video advertising offers dealers a way to connect with customers in a manner that suits their consumption needs. Six out of ten people prefer online video platforms over live TV. In fact, YouTube alone reaches more 18-49 year olds than any broadcast or Cable TV network. To ensure you're optimizing your video ads, reference the best practices listed below.

## ✓ RETAIN INTEREST

**Keep videos relatively short and hook your audience quickly.** Frontload your video with the most important information (model information, incentives and special offers), use familiar faces, and develop your video for sound. This will help retain the attention of your viewers.

## ✓ BRANDING

**Include your brand name or logo early in the video and at the end.** Including your branding (dealer name and logo) up front helps reinforce your brand before a user skips the video ad or loses focus. Reinforce your brand name and your value proposition audibly as well – 95% of YouTube ads are watched with sound on.

## ✓ CALL-TO-ACTION

**Create a strong Call-to-Action.** A strong CTA will help inspire your ad viewer to click through and take the action you most desire. This will help you convince and convert your video viewer into a website visitor or potential contact opportunity.

## ✓ ADVERTISING FORMATS

**Leverage the full spectrum of Video Ad Formats available.** YouTube, Facebook, and Instagram are the primary digital platforms for automotive video advertising. Between the three platforms, dealers have several ad formats to choose from - we encourage you to utilize many of them to connect with customers in different ways.

## ✓ TARGETING CAPABILITIES

**Utilize multiple targeting capabilities.** Each video platform has extensive targeting capabilities to help you reach the right audience. Here are a few examples of the different ways to target through video advertising: demographics, interests, affinity audiences, in-market audiences, retargeting audiences, placement targeting, keyword targeting.



## QUICK TIPS:

- Don't reinvent the wheel – if you already have creative video assets from a TV commercial or content for your website, use that creative as a starting point for your video advertising.
- While high quality videos are ideal, don't underestimate the power of your smartphone. There are plenty of video editing apps in the universe at your disposal.
- Be sure to modify your video content and produce different cuts to accommodate each unique ad format across all platforms.