DIGITAL STORYTELLING

HOW CAN DIGITAL STORYTELLING FACILITATE GREATER ENGAGEMENT BETWEEN THE UNIVERSITY AND THE BROADER COMMUNITY?

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WHY VIDEO IS IMPORTANT TO US
IF A PICTURE SAYS 1000 WORDS, THEN VIDEO IS... PRICELESS
VIDEO ENGAGES THE SENSES

Think about it. People remember...

20%  30%  70%
20% of what they hear  30% of what they see  An amazing 70% of what they see & hear!

http://www.socialmediaelearning.co.uk/why-video-marketing-is-so-powerful/
THE RISE OF VIDEO

Fact 1
74% Increase

Videos increase people’s understanding of your product or service by 74%.

Fact 2
World Ranker #2

YouTube is the number two search engine in the world which shows people don’t read.

http://www.quicksprout.com/2013/11/27/if-a-picture-says-1000-words-than-video-is-priceless/
INCREASED ENGAGEMENT

When marketers include video in email...

2x-3x increase in click-through rates when marketers included a video in an email.

75% decrease in subscriber opt-outs when a video was included in an introductory email.

51% increase in subscriber-to-lead conversion rates when video was included in an email marketing campaign.

http://www.quicksprout.com/2013/11/27/if-a-picture-says-1000-words-than-video-is-priceless/
EXAMPLE 1
We asked a number of our prominent alumni and supporters from the corporate and industry sectors to share the career advice they wished they knew earlier.

CEOs, Directors, Executives, Senior Managers and recent graduates share their views, opinions and hard learnt lessons on leadership, career development and success.

Click on videos below to hear their thoughts and advice.

1. Find out about the BCom
2. Find out about graduate study
3. Connect with our alumni community
‘LEADERS START EARLY’
FBE CAMPAIGN

LEADERS
START
EARLY

https://vimeo.com/fbe
'LEADERS START EARLY' CAMPAIGN

- What was produced:
  - 1 overarching video 1:34
  - 12 individual shorter videos

- How it was used
  - Recruitment and alumni engagement
  - Distribution via FBE website, EDM and social media

- Cost:
  - $5K on production
CAMPAIGN RESULTS

- In the first month
  - 5,288 video views
  - 46% completed views
  - 10,435 interactions with users
  - Increased engagement with social media channels
    - Approx. 500 new Twitter followers
    - Approx. 800 new Facebook followers

https://vimeo.com/fbe
EXAMPLE 2
‘A LIVING, LEARNING BUILDING’
ABP CAMPAIGN

A LIVING, LEARNING BUILDING
FOR THE UNIVERSITY
OF MELBOURNE
CAMPAIGN RESULTS

Overview
- 2hrs to produce
- Pre-existing footage
- Multi-purpose engagement

STATS
- 10,335 views
- 104 likes on Facebook
- 79 shares
- 14 comments
KEY THINGS TO REMEMBER
CONSIDER YOUR APPROACH

Discovery
- Briefing
- Concept development
- Quoting

Pre-production
- Scriptwriting
- Storyboarding
- Shot listing
- Location scouting / studio hire
- Talent and crew selection

Production
- Filming
- Voiceover recording

Post-production
- Editing
- Motion graphics and special FX
- Animation
- Music (original or library)
- Final edit, grade, mix and master

Distribution
- DVD design / Duplication
- Website Upload
VIDEO BRIEF

1. General Information:
   - Faculty/Department:
   - Contact Person:
   - Contact Email:
   - Date:
   - Job Title:
   - Description:

2. Project Overview:
   - Background: Why is the communication needed?
   - Target Audience: Who are we talking to? (Target Audience and Stakeholders)
   - Market: Who are the direct competitors? Do you have market analysis or research?
   - Objective: What key thing must the communication achieve?

Project Stakeholders:
- Name of the project:
- Project Number:
- Project Address:

Guidelines:
- Does the job involve creating and implementing a new brand or updating an existing brand?
- What is the scope of the project? (Identify the project's objectives)
- What problem does the project try to solve?
- What are the main benefits?

Questions:
- What is the best way to achieve the objectives?
- What are the main challenges?

Contact:
- (Optional) Email address:
- Phone number:
- Twitter handle:

Illustrations:
- (Optional) Illustrations:
- (Optional) Photos:
- (Optional) Graphics/Charts:

Details:
- (Optional) Details:

Reference:
- (Optional) Reference:

Signature:
- (Optional) Signature:

Date:
- (Optional) Date:
If done properly, video marketing can benefit your business in so many ways.

Quality is important when it comes to creating video’s and if you want people to leave positive feedback and share with their community it needs to of a high quality.

If the video looks like it has been made without any effort or professionalism, your community will know and won’t value your business.

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Consider
- How the video will be used
- How it will integrate with other platforms

Distribution is important
- Just putting it up on YouTube is not enough
- A targeted communication strategy is required
- Social media is proving effective for us
Video can be a highly effective way to facilitate community engagement. It can be resource intensive (both cost and time) but the rewards are there.

Remember:
- A good brief is crucial
- Production values are important
- Supporting distribution is a must
QUESTIONS?