



Crisp Video

# A Case Study In Multi-Channel Video Ads

HOW LAW FIRMS CAN LEVERAGE VIDEO TO GENERATE TOP-OF-FUNNEL AWARENESS FOR THEIR BRAND



# A Case Study in Multi-Channel Video Ads

## WHAT VIDEO LENGTH WORKS BEST ON SOCIAL MEDIA?

### OVERVIEW AND INTRODUCTION

Is there a way to maximize engagement and minimize spend on each social media platform using video content you already have?

Is some content more effective on some platforms, while other content is more successful elsewhere?

Most importantly, is there a way to reach everyone in your target market without breaking the bank?

Spoiler alert: **the answer is yes**. And we're about to show you just how to leverage the strategy our team discovered in your own law firm.

Here's the thing: it's no secret that video works well on social media. There are plenty of articles, case studies, and infographics illustrating the impact video can have when incorporated into a marketing strategy. But just to make sure everyone is on the same page, here are some mind-blowing statistics:

- . YouTube users watch **1 billion hours** of video content every day
- . More video content is **uploaded in 30 days** than the major U.S. television networks have **created in 30 years**
- . 90% of customers say video **helps them make buying decisions** and 64% of customers say that seeing a video makes them **more likely to buy**

But there's one thing these statistics neglect to include — there are certain factors that have a huge influence on the success of your video, including the **video specs (dimensions, quality, etc.), content, and length**.

Social media platforms have been adjusting their algorithms to favor video content over any other form of content, but if your video isn't optimized for that platform, you won't see the same results.

For instance, we already know a 2-minute brand video works wonders when embedded on a company homepage - it can effectively **increase web conversions by up to 300%**. But does it have the same impact when run as an ad that plays after someone watches a Facebook video? We weren't sure.

So, our team decided to run an experiment. What if we took videos we already had, cut them up in different lengths and dimensions, and tested them on each of the Big Four (Facebook, YouTube, LinkedIn, Instagram) social channels?

***Social media is where people (especially millennials) are spending their time. Social media advertisement guarantees viewership in more places than just a website homepage.***

Would a 6-, 15-, or 30-second version of a video that was originally 2 minutes in length reach more people? After all, attention spans are only getting shorter, so we posited that a shorter video that still packs a punch would be a more effective way to reach a wider audience without breaking the bank - and **without producing a single new video**.

It also opened up **new advertising channels** for us, as certain ad formats (like a YouTube bumper ad) don't allow you to upload videos any longer than 6-15 seconds.

We thought the experiment was worth a shot - and we were shocked by the results.

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Keep reading to find out what we discovered and how we implemented those discoveries to help two law firms reach thousands of people in their market for pennies on the dollar.

## THE EXPERIMENT

This experiment was two-fold:

First, we wanted to see if running content of different lengths (6-, 15-, and 30-seconds) had any advantage over running a standard full-length brand video (generally around 2 or 3 minutes in length). Would these altered lengths resonate differently across the different social media platforms?

Second, we wanted to see if running content of different dimensions (either the cinematic 16:9 dimensions or square dimensions) had an impact on engagement and deliverability.

We decided to test our hypothesis by taking Crisp's original brand video and cutting it down into a 6-second, 15-second, and 30-second spot. In addition, we created both square and cinematic (16:9) versions to see if a video's aspect ratio affected engagement and reach. We also hardcoded subtitles onto each video to increase accessibility for users watching the video without sound.

We ran ads on the following platforms:

- **Facebook:** the world's most popular social media platform
- **LinkedIn:** one of the world's most trusted platforms for networking and professional connections
- **Instagram:** the fastest-growing social media platform
- **YouTube:** the world's second-largest search engine and go-to platform for video consumption

Our total investment in the experiment (accounting for ad costs across all platforms) was \$714.66. We spent between \$150-\$200 per platform over the course of approximately two weeks.

## THE RESULTS

### FACEBOOK

As the world's most popular social network, Facebook is arguably one of the most important (and profitable) marketing channels. As organic reach decreases year-over-year, it's becoming all the more necessary to invest in Facebook advertising options to get your content in front of your target client.

Here is a brief summary of the specs for our Facebook ad campaigns:

- **Placement:** Newsfeed and In-Stream (ads that play during and after other videos on Facebook)
- **Aspect Ratio:** 16:9
- **Device:** Mobile
- **Audience:** Males aged 32-57 that meet the following qualifications:
  - Law Firm Behaviors, Facebook Page Admins, employed by law firms

The result was an audience of approximately 8 million people. Over the course of two weeks, we ran a variety of ads to this audience that contained similar messaging so as not to skew the results. We wanted to see which video length was cheapest, which reached the most people, and which generated the highest engagement. Or, if we were lucky, maybe we could find a video length that accomplished all three.

You can see an example of one of our Newsfeed ads below. Users were encouraged to click a button that took them to the Crisp website.



After the two-week trial was up, here's what we found:

- The 6-second video outperformed all other videos in terms of views and relevance score, with an **83% increase in views** over our 2-minute brand
- The 30-second video achieved a **10x increase in clicks** over the 6- and 15-second spots
- The 6-, 15-, and 30-second spots cost **less than \$0.05/view**
- The brand video exhibited an impressive amount of engagement, but reached fewer people, indicating it's better leveraged farther along in the buyer's journey

FACEBOOK	6-SECOND	15-SECOND	30-SECOND
Views	2,988	2,187	1,750
CPV	\$0.02	\$0.02	\$0.03

So what does this mean for your advertising?

Well, a couple of things. Primarily, it means that your advertising goals for a 6-second video should be different than your goals for a standard length brand video.

For instance, you can (and should) leverage your shortest cuts (6- and 15-second cuts) towards a top-of-funnel audience to generate awareness, not necessarily engagement. This might be an interest-based audience that shares characteristics with your target persona, such as age, location, employment, interests, etc.

Then, you can continue to move prospects down the funnel by continuing to show them more of your video content. One prime example would be to craft a retargeting audience of everyone who watched your 6- or 15-second video and then retarget them with the 30-second video cut – or even your standard brand.

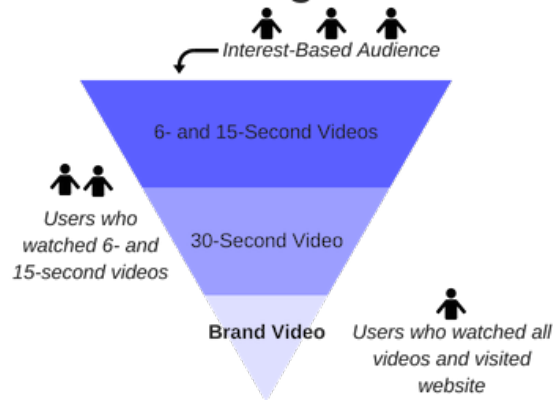
So, to reiterate:

- 6-second and 15-second cuts of your video are useful for the top of the funnel
- 30-second cuts are useful for longer ads and mid-funnel personas
- A brand video belongs on your website to drive conversions

The shorter video ads proved to generate more engagement (i.e. clicks), and because you've already captured their attention with your shortest videos, they're more likely to follow through to your website, Facebook page, a lead form, etc.

Check out the illustration below to see how a Facebook user could move through your Facebook advertising funnel.

## Facebook Advertising Funnel Example



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### THE RESULTS

#### INSTAGRAM

Instagram is the most rapidly growing social platform with nearly 100 million daily users. This number is expected to grow another 10 million in the next year, so it makes sense to incorporate Instagram into your social media strategy. Instagram has the greatest utility when viewed on mobile because 81% of social media users engage with at least one video each time they log on.

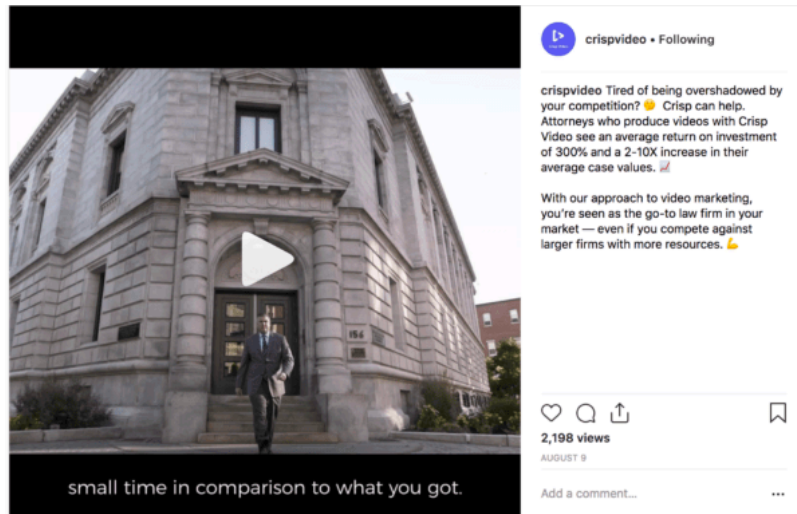
Here is a brief summary of the specs for our Instagram ad campaigns:

- **Placement:** Newsfeed and Instagram Stories
- **Aspect Ratio:** 1:1 (square)

- **Device:** Mobile
- **Audience:** Males aged 32-57 that meet the following qualifications:
  - Law Firm Behaviors, Facebook Page Admins, employed by law firms

The result was an audience of approximately 8 million people. Over the course of two weeks, we ran a variety of ads to this audience that contained similar messaging so as not to skew the results. Due to Instagram's upload restrictions (you cannot upload videos longer than 60 seconds in length), we were unable to run an ad using our full length brand video.

Here's an example of one of our Instagram ads:



After the two-week trial was up, here's what we found:

- Each video cut reached **more than 5,000 people** (that's 15,000 people we didn't previously reach on Instagram because our video was too long!)
- The cost per view for each video was just **\$0.03**

In addition, all of the ads received a generous number of clicks, meaning they either clicked through to Crisp's profile and/or on our CTA back to our website.

INSTAGRAM	6-SECOND	15-SECOND	30-SECOND
Views	1,772	1,902	1,775
CPV	\$0.03	\$0.03	\$0.03

Again, these shorter video lengths open up a new advertising platform for marketers who are looking to generate awareness and engagement for a relatively low investment. With such a small barrier to entry, Instagram seems like an obvious choice for attorneys who want to expand their reach, **especially those trying to target a millennial audience.**

Optimizing our ads for Instagram proved that you can generate high engagement and incredible reach for just pennies on the dollar, a remarkable investment when compared to many other online channels.

## THE RESULTS

### LINKEDIN

LinkedIn is more than just a job board or networking platform. It has quickly grown into one of the most used social platforms with two people signing up every second. It's considered the world's largest (and most trustworthy) professional social network.

While LinkedIn was slow to catch on to the video trend, they've recently increased video functionality on the platform to make video content more accessible to its users.

Here is a brief summary of the specs for our LinkedIn ad campaigns:

- **Placement:** Newsfeed
- **Aspect Ratio:** 16:9
- **Device:** Mobile
- **Audience:** Males aged 33-55 that meet the following qualifications:
  - Field of Law, Industry: Law Practice, Job Title: Attorney/Lawyer, Law Degree, Company Size of 1-50

We were working with an audience of around 31,000 LinkedIn users.

Here's what our ad looked like:



While LinkedIn doesn't allow video ads any longer than around a minute in length, we uploaded our brand video to our Company Page and promoted the post to compare the results.



Here's what happened: our 6-second spot achieved **triple the clicks** of the brand video and an **18% lower CPV**.

LINKEDIN	6-SECOND	15-SECOND	30-SECOND
Impressions	837	832	876
CPV	\$0.18	\$0.17	\$0.20

For all of the cuts, we didn't pay more than \$0.20/view, which, while higher than the other platforms, makes sense due to LinkedIn's very recent foray into video advertising and a smaller audience. We saw an **average watch time of 32%**.

## THE RESULTS

### YOUTUBE

YouTube is the second most used search engine, just behind Google. It processes **3 billion searches** a month, making it a tremendous opportunity for advertising a law firm.

YouTube is a special platform for advertising in that it provides you with the valuable opportunity to leverage all three additional cuts of your brand video along with your standard-length brand.

The brand video makes for an obvious organic video to add to your channel, but the 6-, 15-, and 30-second cuts can be run as in-stream ads and bumper ads. Additionally, you can promote your brand video so that it shows up first in the search results, thereby hiking up views and potentially driving more traffic to your site.

Here is a brief summary of the specs for our YouTube ad campaigns:

- **Placement:** Newsfeed
- **Aspect Ratio:** 16:9
- **Device:** Mobile
- **Audience:** Users matching the following interests/search history:
  - Video Marketing, Business Development, Legal Studies, Legal Marketing, Law, Legal, Legal Services, Law & Government

We included an example below of a YouTube bumper ad, a 6-second spot which plays before a video.



For our YouTube experiment, our team leveraged every single one of our video cuts in different ad forms. Check out the results we saw – you'll be shocked!

- Our 6-second bumper ad garnered **34,000+ impressions**, a **1,900% increase** over our standard brand video
- The bumper ad also got 52 clicks at just **\$0.79/click**, a **550% increase** from our standard brand
- Average watch time for all campaigns was much higher with an average of **almost 40%**
- We got (across all campaigns) **37,094 impressions** with a total investment of just \$190

YOUTUBE	6-SECOND	15-SECOND	30-SECOND	BRAND
Impressions	32,472	1,923	1,085	1,614
CPM (Cost per 1k Impressions)	\$1.27	\$26.29	\$46.13	\$31.18

What does this all mean? It means that using **short video content works incredibly well as an ad on YouTube**, especially when leveraged as a bumper ad.

And when you leverage longer video content (i.e. 15- and 30-second videos) you can still generate both awareness and engagement, as our average watch time was well over 30% for all our campaigns, with some campaigns reaching as high as 85% watch time. As users travel further along the sales funnel, you can then begin retargeting them with longer video content (brands, FAQs, attorney profiles) that you promote to stay at the top of YouTube's search results.

So if you want to **reach up to 40,000 people** with your firm's messaging while spending less than \$200, YouTube might be the platform for you.

#### SO, WHAT DID WE DO NEXT?

This experiment reinforced our idea that people are looking for different things — at different times — during their buyer's journey. In the Awareness stage, and even the Consideration stage, your audience will respond to content that piques their interest but doesn't overload them with information.

We found that our original hypothesis was not only proven correct, but uncovered an incredible opportunity for other marketers to spread their brand's messaging at a fraction of the cost.

Just imagine: instead of investing in a traditional marketing campaign (like a four-week billboard lease) which offers minimal tracking and a huge investment, you could increase the impact of your marketing and advertising by **spending a fraction of the investment** and tracking the whereabouts and engagement rates of **more than 20,000 people**.

At the end of this experiment, we were pretty thrilled. But we didn't stop there. Sure, this advertising tactic worked for Crisp, **but would it work for law firms?** We obviously couldn't extrapolate our findings to a completely different industry.

It was time for another experiment.

This time, we took the same exact strategies we used for our internal experiment and ran a test campaign on **two different law firms in two different markets**: one in the Tampa Bay Area and one in Lafayette, LA.

Both law firms already had a Crisp brand video, so we cut those videos down into the 6-, 15-, and 30-second spots and exported them in square and cinematic dimensions. **Then, we go to work.**

# THE SECOND EXPERIMENT

## APPLYING OUR FINDINGS TO THE LEGAL INDUSTRY

We'll go ahead and give away the ending to this experiment: our findings held true. In fact, some ads within this campaign blew Crisp's campaign results out of the water.

We've compiled the most impressive statistics on each campaign below, but here are the basics on their campaigns:

- Both campaigns ran over the course of one month
- Both campaigns are for personal injury firms, so ad targeting was narrowed down to match characteristics associated with the firms' target personas
- Every iteration of the ad kept the same messaging to exclude copy as a variable in the experiment
- Each ad included contact information for the firm, including a website link and phone number

### LAW FIRM ONE: TAMPA BAY, FL

YOUTUBE	6-SECOND	15-SECOND	30-SECOND
Impressions	247,659	11,162	9,745
Clicks	1,334	21	16

FACEBOOK	6-SECOND	15-SECOND	30-SECOND
Clicks	363	306	180
CPC	\$0.73	\$0.67	\$0.69

INSTAGRAM	6-SECOND	15-SECOND	30-SECOND
Reach	78,604	28,487	16,431
Total Actions <i>(Actions on Page, including visits, clicks, and follows)</i>	1,792	613	348

We've highlighted the statistics that truly blew our minds. With an incredibly small initial investment, you can put your videos on Instagram and, as a result, reach almost a **quarter of a million people** on YouTube alone. The firm was also able to reach upwards of 2,500 people on LinkedIn and generate more followers for their company page.

Not only are you reaching them, but **you're engaging them as well** - as illustrated by the hundreds of clicks and page actions throughout the course of the campaign. Imagine if you were able to get 2,000+ people to click through to your Instagram profile, subscribe to your content, and/or visit your website. That's an impressive number, right?

Let's check out the results for the second firm.

#### LAW FIRM TWO: LAFAYETTE, LA

YOUTUBE	6-SECOND	15-SECOND	30-SECOND
Impressions	98,433	4,844	4,867
Clicks	690	14	8

FACEBOOK	6-SECOND	15-SECOND	30-SECOND
Clicks	84	140	100
CPC	\$1.14	\$1.07	\$1.36

INSTAGRAM	6-SECOND	15-SECOND	30-SECOND
Reach	24,329	14,662	163,276
Total Actions <i>(Actions on Page, including visits, clicks, and follows)</i>	944	621	7,165

Again, for just a fraction of what many advertising channels cost in a month, this firm was able to reach tens of thousands of people online, including almost 2,000 impressions on LinkedIn.

#### LEAD GENERATION VS. AWARENESS

Many of you may be wondering, “Sure, there are a lot of views, but where are the conversions? The appointments? The clients?” We hear you. But the goal of this campaign was **not to generate conversions, but to boost top-of-funnel awareness**. There’s an important distinction. You see, at any given time, only 3% of your target market is ready to move forward (make a purchase decision). By focusing solely on lead generation, you’re missing out on about 97% of your market. And, what’s worse is that **your competitors are also competing for that same 3%**.





Sounds bleak, right? It doesn't have to be. Instead, you can shift your efforts to investing in a long-term multi-channel marketing strategy that allows you to consistently increase your online audience while nurturing that audience over time until they're ready to convert.

Investing more money in top-of-funnel awareness campaigns means that **more people know who you are**. So while they may not be ready to hire an attorney right now, if they see your firm's name across four separate channels multiple times, **they're going to think of you as soon as a legal need arises**.

And once you build out the top of your funnel, you can begin nurturing that audience with educational content, more videos, exclusive downloads, and other methods of communication like emails and direct mail.

## CONCLUSION: THE FUTURE OF LEGAL MARKETING

This might be a bold claim, but hear us out: if you're not incorporating video into your current marketing efforts, you could be leaving hundreds of thousands of dollars in revenue on the table.

You can do the math yourself - just take the lifetime average value of a client, and then estimate how many new clients you could take on if you were able to reach hundreds of thousands of people a month on the most prominent social channels for just pennies on the dollar. It doesn't seem unreasonable to project that by exponentially increasing your firm's top-of-mind awareness, it will drive more conversions later on down the funnel.

Considering the brevity of the experiments and the relatively low budget, we were astounded at the results we saw. It proved to us that in an age where **people want information quickly, conveniently, and at their fingertips**, catering to their preferences with shorter video content can be **incredibly effective**.

## By expanding your online reach, you can increase your offline impact.

If you already have a brand video, the next steps are simple: reduce that video down to shorter versions, and then leverage those shorter cuts online. Then, when users go to your website, they'll see your full-length brand video (which highlights your UVP) and have a much greater chance of converting.

Each of these video ads complements one another to create an **immersive brand awareness campaign** that drives traffic, boosts conversions, and generates leads.

## KEY TAKEAWAYS AND DISCOVERIES

If you're reading this, you're probably in one of two situations. Either you read the entire thing and you just want a summary, or you skipped to the last page to read the most important findings. Either way, we salute you.

Here are the key findings from running three separate test campaigns for three different businesses (ours included) in three different markets:

- When advertising on YouTube, the **6-second bumper ad** that streams before or after a video plays is the most cost-effective and has the **highest reach and overall engagement**
- If you're publishing content on Instagram, **use a square video**. For LinkedIn, Facebook, and YouTube content, use a **16:9 (cinematic ratio) video**
- Running **awareness campaigns to a broad audience** increases the size of your audience further down the funnel, which increases conversions
- Shorter content (6-, 15-, and 30-second cuts) **perform exponentially better as ads** than a full-length video, which is better utilized on the **homepage of your website** to drive conversions
- Social media advertising has an **incredibly low initial investment** to get started and allows you to reach tens of thousands of people for **pennies on the dollar**

# INTRODUCING CRISP SOCIAL STACK

After seeing the final results of these experiments, our team couldn't help but decide to put together a service that would allow other law firm owners the opportunity to reap the benefits of top-of-funnel awareness campaigns.

We decided to call it Crisp Social Stack, and here's what it includes:

- **6 Online Commercials**

- 6-, 15-, and 30-second videos in both square and cinematic dimensions

- **Full Scale Social Campaign**

- Paid Advertising Campaigns across Facebook, YouTube, LinkedIn, & Instagram

- **Ongoing Optimization and Detailed Performance Reporting**

- Constant ad optimization & performance reporting to ensure your campaign is set up for success

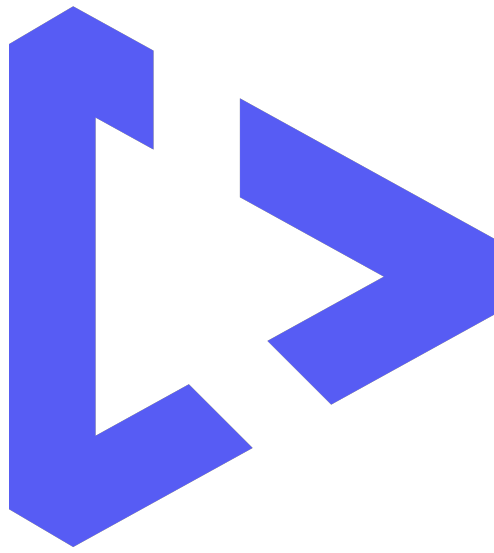
This done-for-you service is ideal for attorneys who need a reliable, long-term way to...

- **Expand their law firm's messaging** to multiple social media channels
- **Reach, connect,** and **engage** with potential clients specific to a particular practice area
- **Stand out in an overly competitive market**, especially against larger law practices

The Crisp Social Stack makes it easy for you to saturate all of the major social media channels with your law firm's messaging, while creating a massive reach to targeted prospects (including millennials) and ideal clients.

Are you ready to expand your brand video's potential? **Learn more about Crisp Social Stack today at [www.crispsocialstack.com](http://www.crispsocialstack.com).**





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