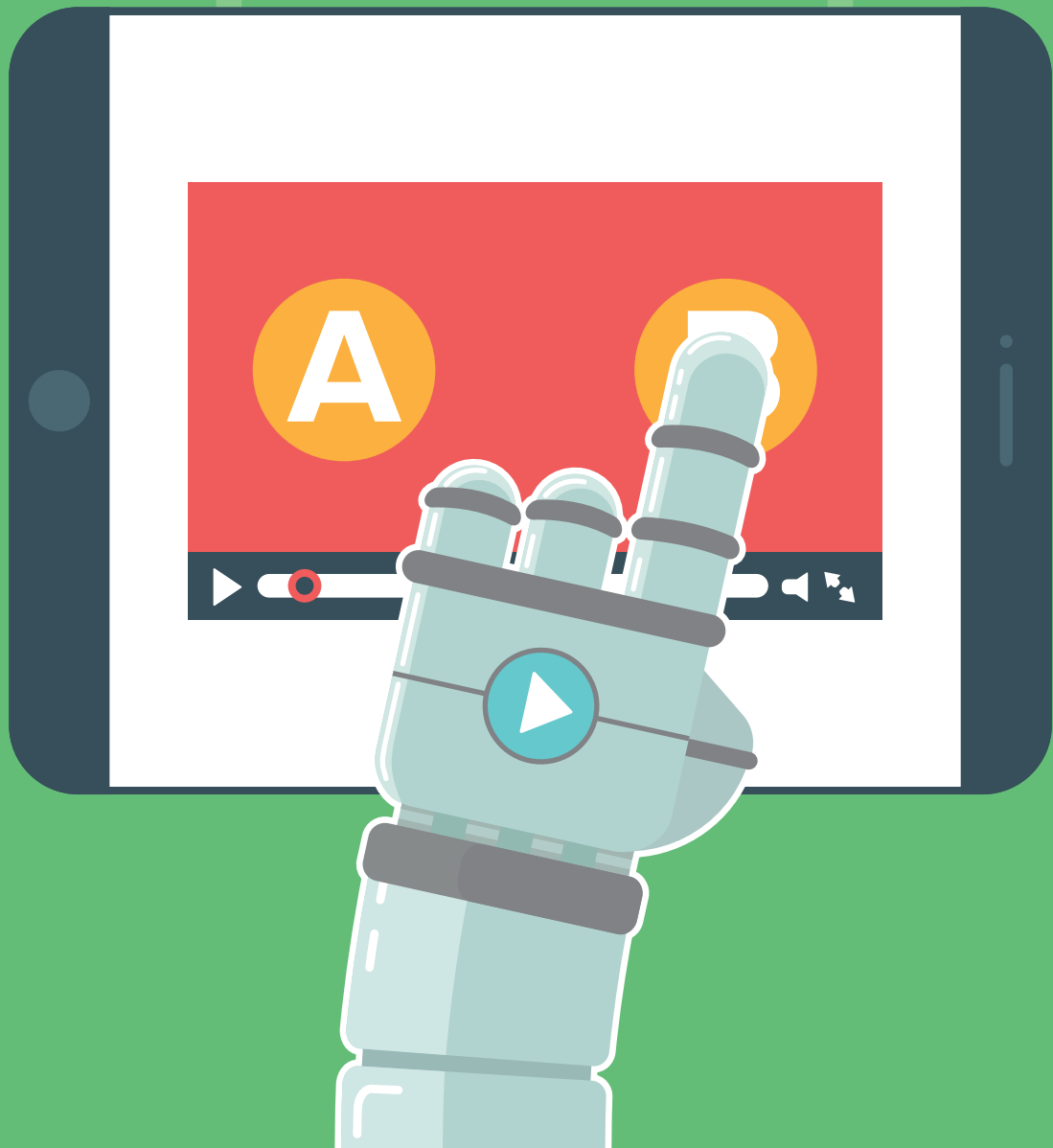


Getting Started with Interactive Video



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Introduction

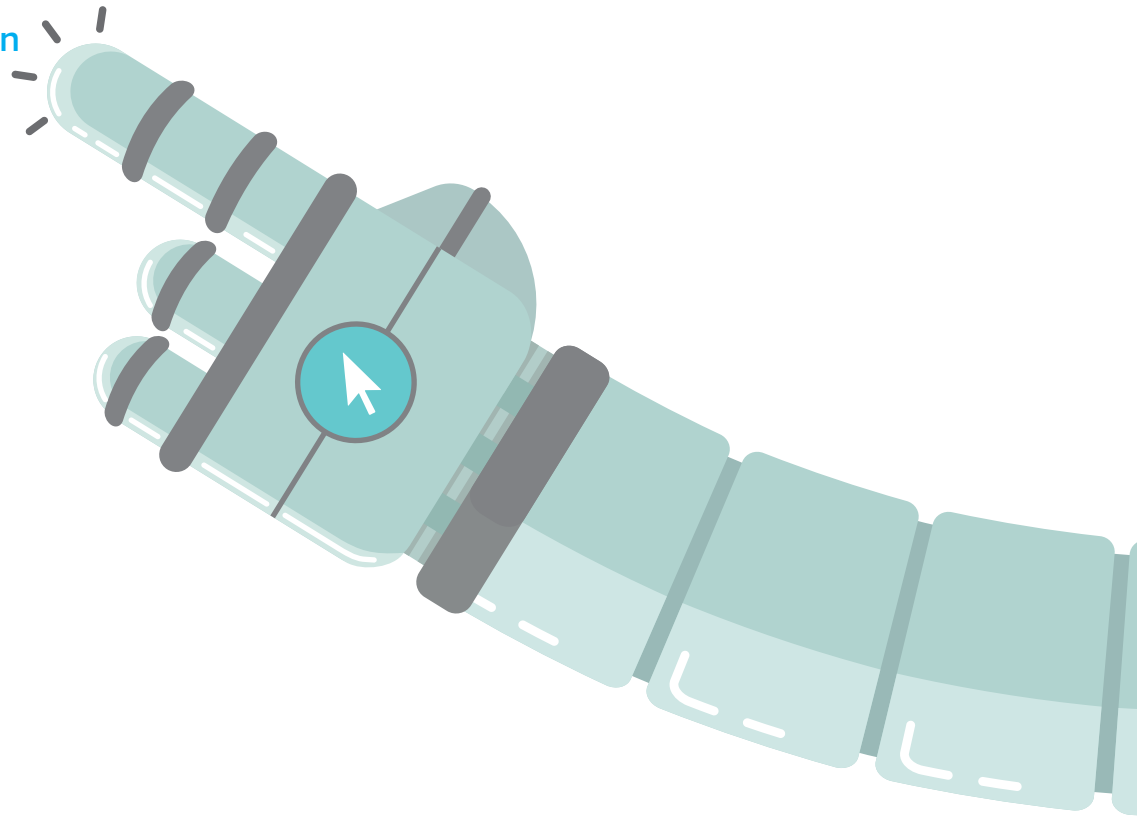
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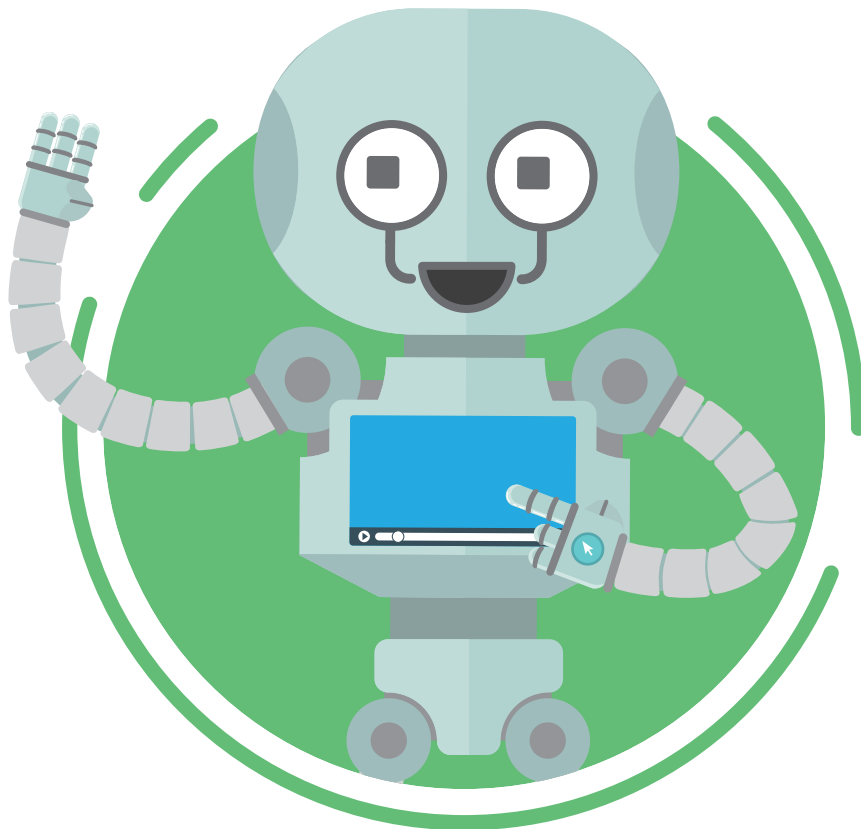


Introduction

What if you could take the web's most popular media type – and somehow make it even better?

Even more engaging. Even more dynamic. Even more fun.

Welcome to the world of interactive video!



2



Interactivity is a relatively new addition to the thriving world of video marketing – and it represents a huge opportunity for us all.

An opportunity to tell more inclusive brand stories; to help users get to grips with our software; to supercharge conversions; to sell more.

To the uninitiated, it can all seem a little intimidating. You may have seen examples, and – as impressive as they are – nobody is particularly forthcoming about telling you how it all works.

Well, it isn't sorcery, voodoo or dark magic. It isn't something that belongs years in the future, and it isn't the reserve of huge organisations. Interactive video is here and now. It's achievable, accessible and increasingly affordable for businesses of all sizes.

We created this guide to demystify interactive video for you, the beginner. Because we know, you don't want jargon. You want answers. You want to know where to start!

So come on, let's get started...

“Video is more than something we can watch, leaning back in our chairs. It's also increasingly something we can interact with – leaning forward, and engaged.”

- Ann Handley, Chief Content Officer, MarketingProfs



What Are Interactive Videos?

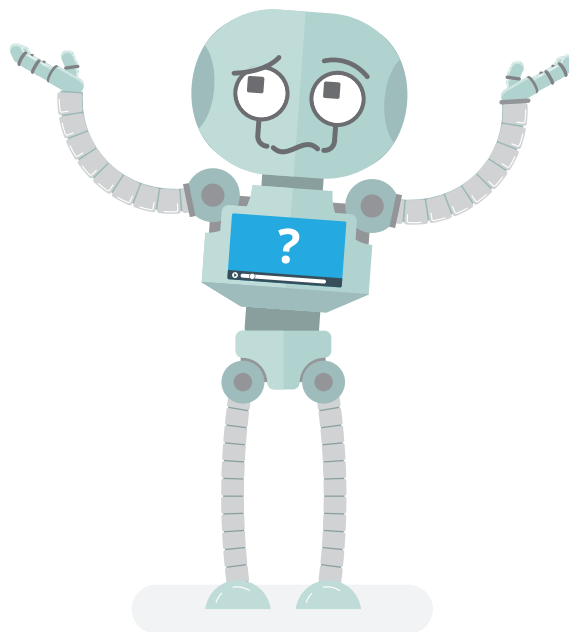
Traditionally, video has always been a linear storytelling device. You press play. It plays – from start to finish. Your only options are to pause, rewind, fast-forward, or manually skip to certain points within the video.

Interactive videos are different. They're digital videos that the viewer can navigate in a non-linear way. By taking some action – usually clicking or touching somewhere on the screen – you, the viewer, can take control of which video content you see, and interact with the video in other ways.

Remember those 'choose your own adventure' story books as a kid? 'Turn to page 7 to turn left, turn to page 62 to turn right?' It's the same sort of thing, (only far less lame!)

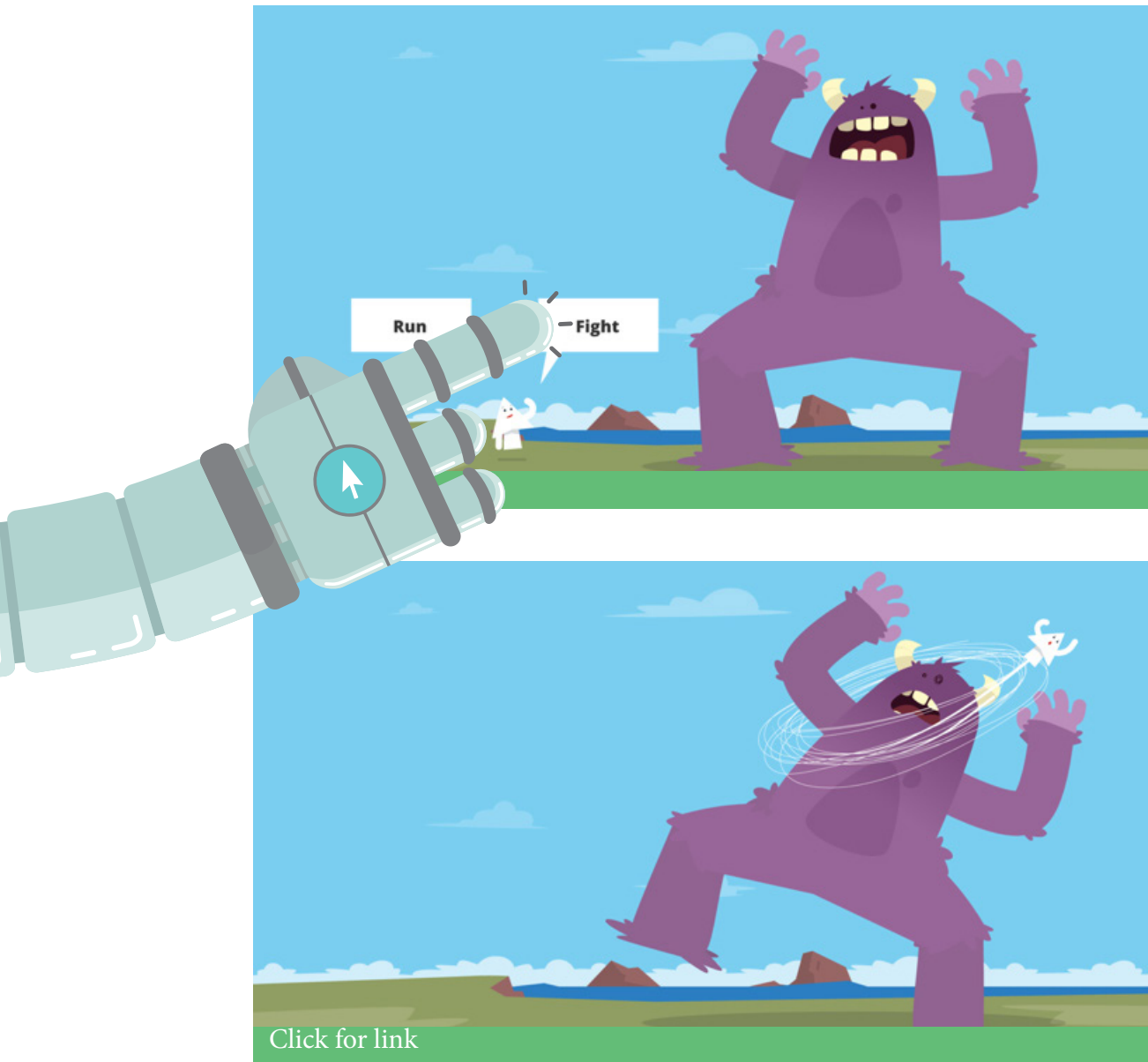
On top of this, we're seeing new and exciting functionality pop up within interactive videos – data capture forms; quiz/vote functionality; social media sharing; even the ability to add products to shopping carts from right within the video player.

Let's look at some examples...



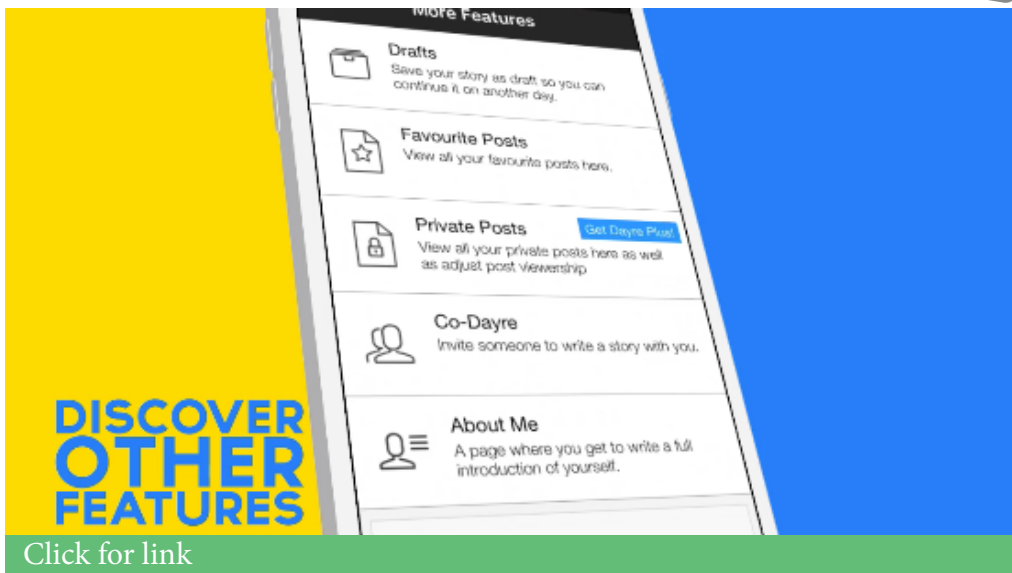
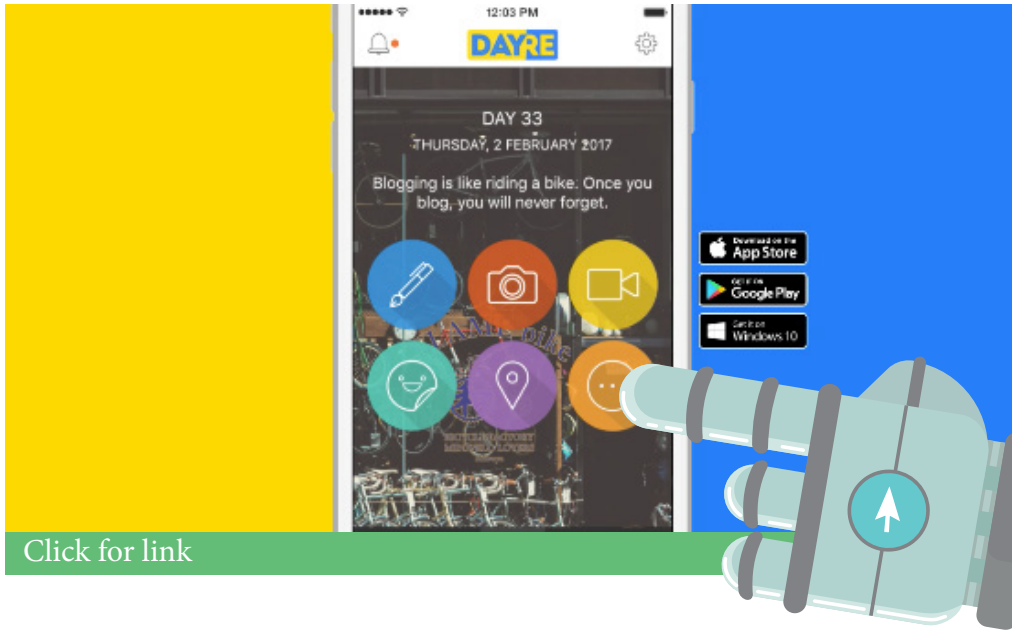
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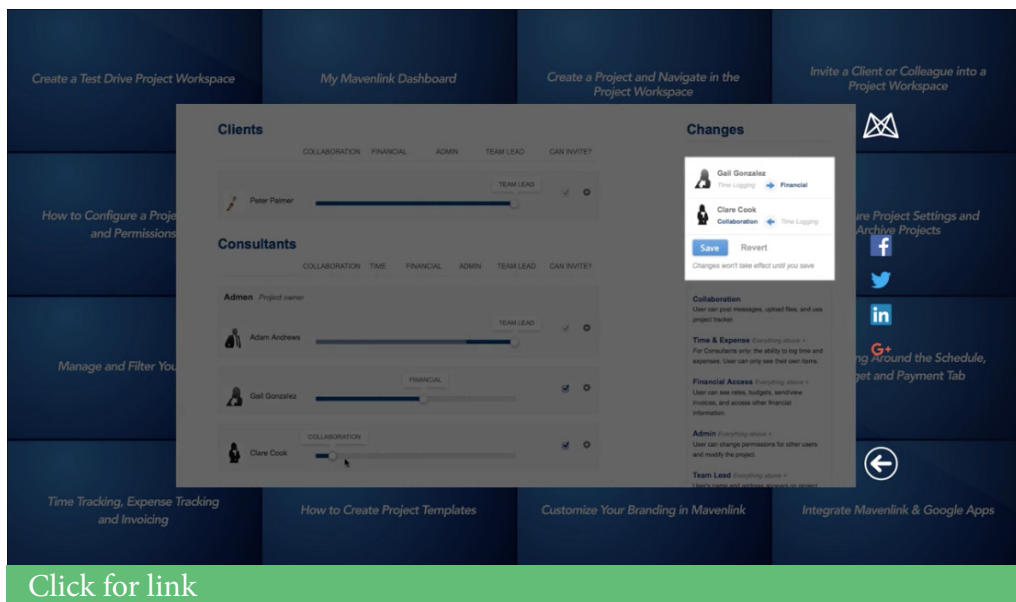
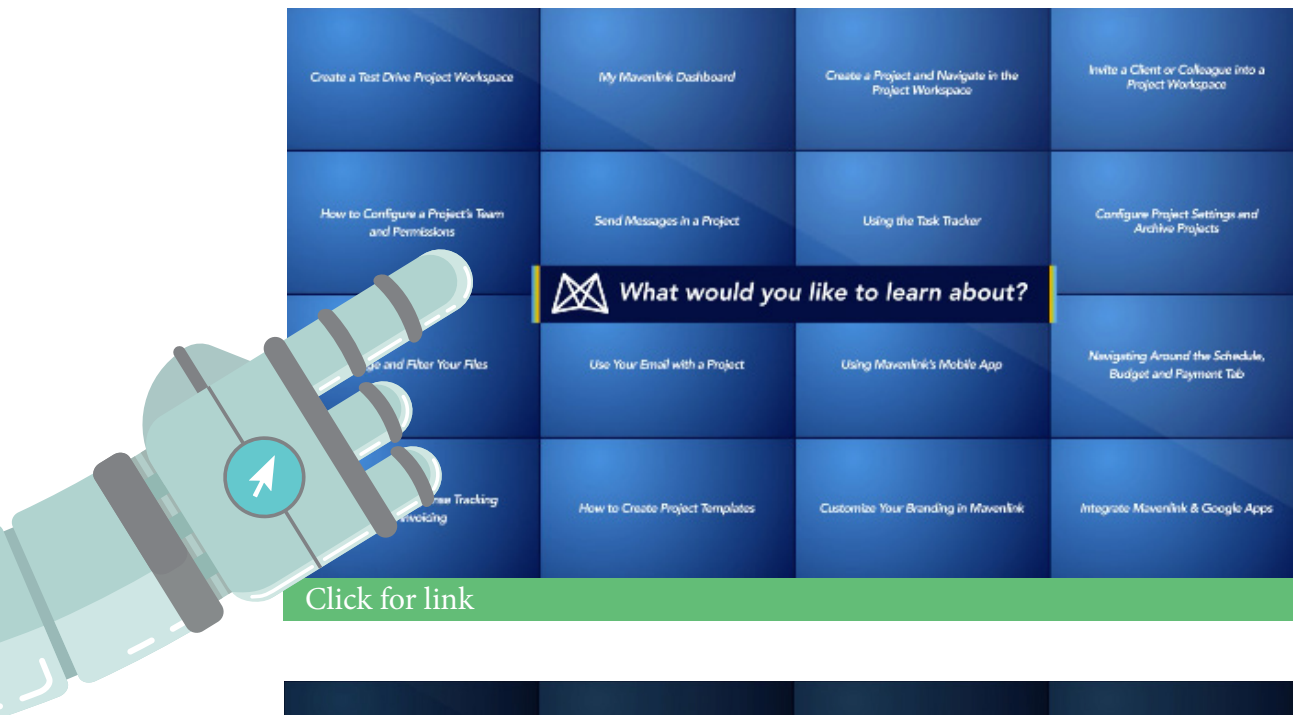


Interactive Story: With Interactive Story videos, viewers make decisions that influence how the video plays out. You can take your customers on a journey to find the right product for them, or simply send them on an epic adventure: Run or fight? Stay or go? The options are limitless.



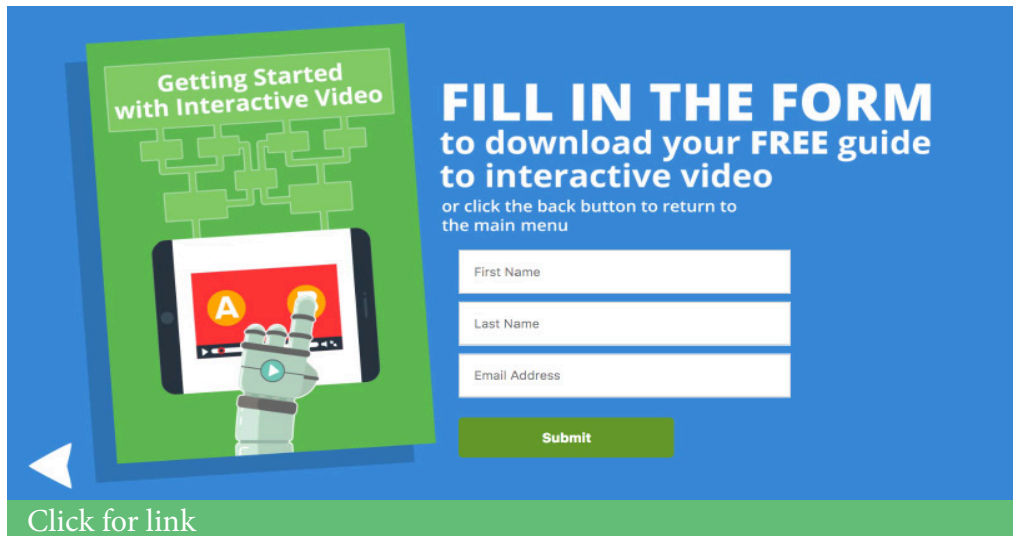


Demonstrate Software: If you have a complex software tool or website, this is the solution you've been looking for. Combining screen recording with interactive functionality, your viewer can click the features they want to know more about. This saves their time, and holds their attention much more effectively than traditional, linear video demos.



Ask Questions: This feature allows you to break into your video content, and use quiz-style functionality to ensure user understanding. If the viewer gets the question right, they proceed to the next section. If they get it wrong, they're able to watch the previous section again, or you can link out to external content.





Getting Started with Interactive Video

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or click the back button to return to the main menu

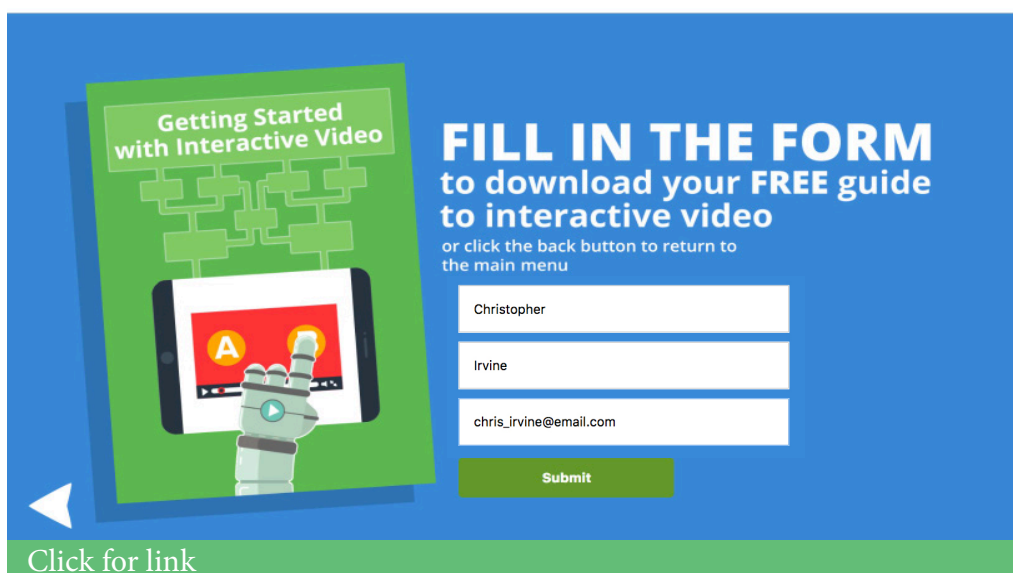
First Name

Last Name

Email Address

Submit

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or click the back button to return to the main menu

Christopher

Irvine

chris_irvine@email.com

Submit

Click for link

Collect Data

With Interactive Video, you can build and implement powerful forms that let you capture all sorts of data from your viewers – not just their email address. You can gate certain parts of your video content, or simply use forms to capture leads at the end.

[Add to Cart](#)
 Amazon Echo £149⁹⁹

- Plays all your music from Amazon Music, Spotify, TuneIn and more using just your voice
- Fills the room with immersive, 360° omni-directional audio
- Allows hands-free convenience with voice control
- Hears you from across the room with far-field voice recognition, even in noisy environments or while playing music
- Answers questions, reads audiobooks, reports news, traffic and weather, provides sports scores and schedules, and more using the Alexa Voice Service
- Controls lights, switches, thermostats and more with compatible connected devices from WeMo, Philips Hue, Hive, Netatmo, Nest, iado[®] and others
- Always getting smarter - Alexa updates through the cloud automatically and is continuously learning, adding new features and skills

Click for link

Plays all your music from Amazon Music, Spotify, TuneIn and more using just your voice

[Add to Cart](#) £149⁹⁹

Amazon Echo is a hands-free speaker with control that you can use. This speaker is in the Alexa Voice Service to play music, provide information, news, and more. You can also use it to control other smart home devices. Alexa can also help you order things you need before and many other products. All you have to do is ask.

Always getting smarter - Alexa updates through the cloud automatically and is continuously learning, adding new features and skills

Click for link

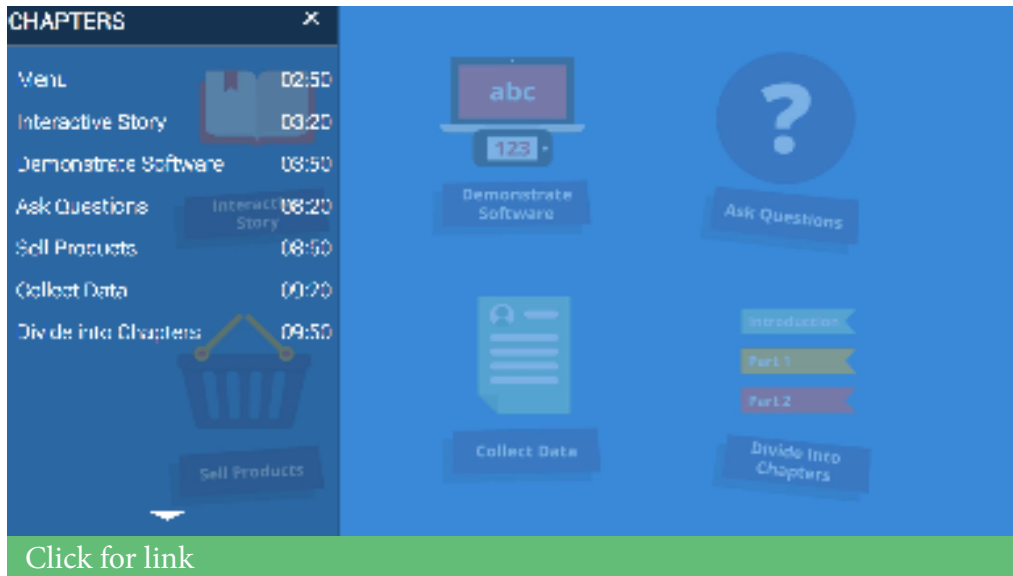
Sell Products

Powerful e-commerce functionality gives your viewers the ability to add products to their shopping cart simply by clicking an element within your video. They'll be taken to your site, and their chosen item will be pre-populated into their basket. All they need to do is checkout!



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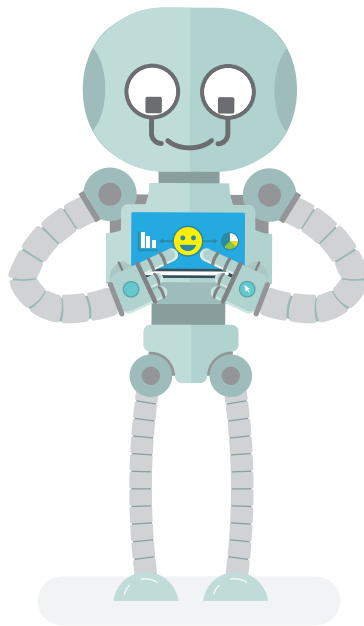


Divide Into Chapters

Long-form video content can be a struggle to watch in full – and it's often difficult to find certain points within a long video. With the ability to break long videos into chapters, you make it easier than ever for the viewer to navigate your content, and find the content they really need.



Why Use Interactive Video?



Where do we start? There are dozens of great reasons.

- **It's a huge opportunity for marketing pioneers.**
28% of respondents to Brightcove's Interactive Video Benchmark Report (November 2015) had either never heard of interactive video, or didn't understand it. This gives marketers a great chance to offer something new to the market, before it reaches widespread mainstream adoption.
- **It responds to changing viewer trends.**
Modern consumers are much less passive than they used to be. They're increasingly keen to take control of their experiences, and they want the freedom to consume content that's important to them. Their tolerance for white noise and irrelevant content is absolutely minimal.
- **It's dynamic, fun and engaging.**
We all want to deliver memorable, impactful experiences to our customers. All the data suggests that interactive video is incredibly popular among viewers. 66% more engagement.



- **It gets results.**

Let's talk numbers: 66% of marketers say that the biggest benefit of interactive video is greater engagement.¹ It's been reported that interactive video creates a 591% lift in total user activity over standard pre-roll campaigns,² and 20% more conversion efficiency.³ As if all that wasn't enough, only 8% of respondents to the Brightcove report said that they were dissatisfied with how interactive video had performed.⁴

- **It's increasingly affordable.**

There's a feeling that cost is a prohibitive barrier to interactive video. That may have been justified a year or two ago, but the current reality is very different. When existing interactive video marketers were asked what their biggest challenge was, costs ranked way back in 10th place.¹

- **It helps you understand your audience better.**

It's not just that your audience absorbs your message more clearly. There's also the potential to gather crucial insight about your customers' journey. Some businesses choose to use interactivity to interject at points during the video to ask questions; by finding out more about the viewer – and using this for audience segmentation purposes – it's clear that interactive video has the power to massively enhance your overall marketing strategy.

- **It's highly trackable.**

Many interactive video tools give you amazing visibility over how viewers engage with your content. As you'd expect, this typically includes the ability to track views, clicks, conversions and sales – but, thanks to the powerful features associated with interactive video, it often goes even further than this. This could include product data – which products are your users clicking on? Dig deeper into behavioural data, including the ability to see timelines and heatmaps – even recorded video clips of individual user sessions to help you understand what's working and what isn't.



“Video has come a long way from when viewers sat idly by and simply watched content—audiences are now taking control of their experiences and want the freedom to explore their interests. Advanced video is the only way to generate high levels of activity—clicking on product galleries, social feeds, store locators and other features within the video. Whether short-form or long-form video, when viewers are given the opportunity to explore content—they’ll take it.”

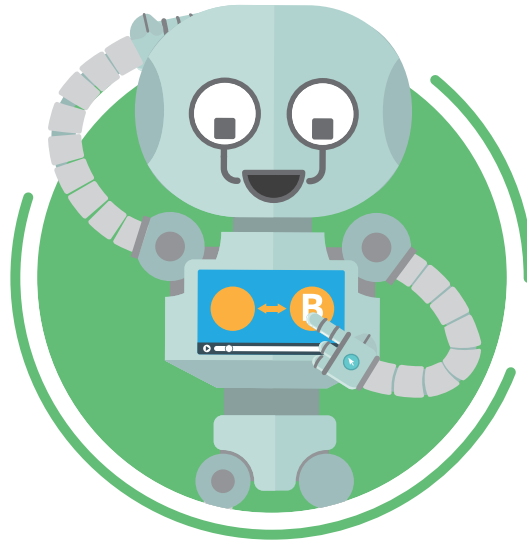
- Innovid, Global Video Benchmarks Report,

Feb 2016

1. <https://www.brightcove.com/en/blog/2015/12/research-report-interactive-video-business>
2. <https://www.brightcove.com/en/blog/2015/12/research-report-interactive-video-business>
3. http://www.iab.com/wp-content/uploads/2016/03/Innovid_2016_Advanced_Video_Benchmarks_Final_US_Updated_2_26_16.pdf
4. <https://www.brightcove.com/en/blog/2015/12/research-report-interactive-video-business>
5. <https://www.brightcove.com/en/blog/2015/12/research-report-interactive-video-business>
6. <https://www.brightcove.com/en/blog/2015/12/research-report-interactive-video-business>



How Do Interactive Videos Work?



This is where a lot of people lose interest in interactive video. Sure, it's a nice idea – and the metrics look great – but the complexities of how it works? That bit can seem scary.

After all, when you take delivery of your completed video file (or render it out yourself) it's a simple, linear video file, in MP4 format or similar. So where does the magic come from?

Essentially, it's all about using the right software to 'overlay' areas in your video with interactive functionality.



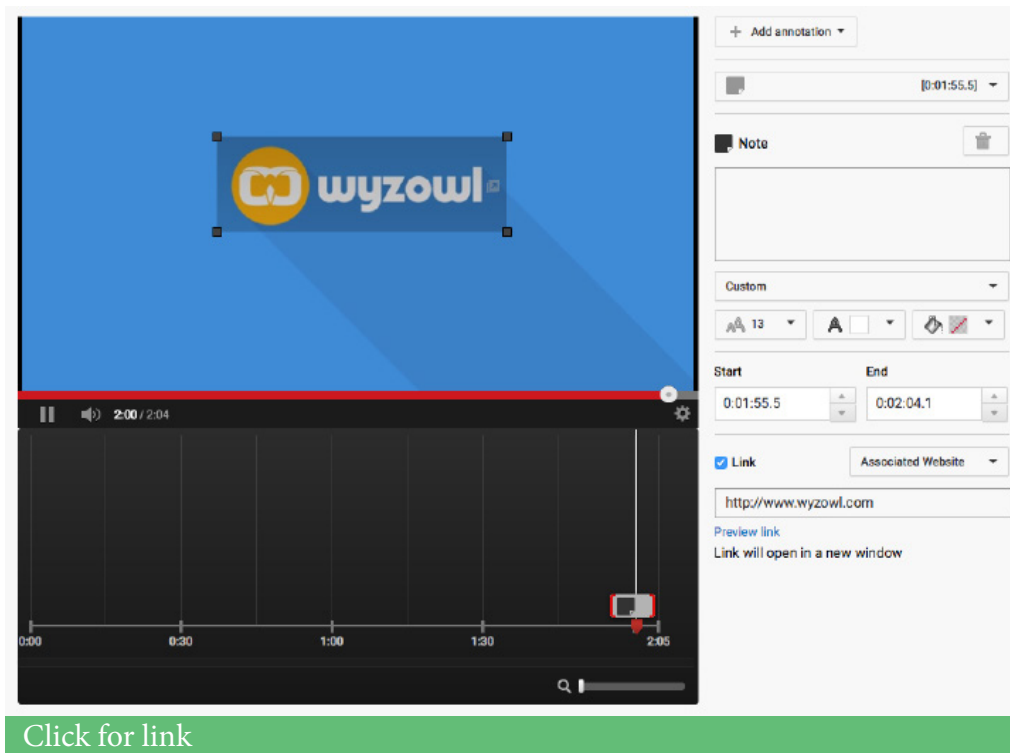
YouTube

At it's most basic, you can do this for free using YouTube's Annotations tool. However, you should be aware that these don't work on mobile. This is also far from the most feature-rich solution. But, if you simply want to validate or better understand the idea of interactive video without spending any money, you might want to give it a go.

Here's how:

- Head to your YouTube Video Manager and choose a video you want to add interactivity to.
- Select the 'End Screen & Annotations' option. Make sure you hit the 'Annotations' tab.
- Click 'Add Annotation' to add your chosen element. You can use a speech bubble, note, title, spotlight or label. Play around and see which one works best – they can easily be deleted, but make sure you do remove any that you don't want. Changes are autosaved in YouTube, so you could end up with a load of meaningless popups on your videos if you forget!
- Use the options on the right hand side of the screen to change how your annotation looks, and link out to external websites, etc.
- You can drag, drop and resize annotations to line up with the graphics in your video – and move them around your video timeline (shown below) to make sure they only appear at appropriate times during the video.



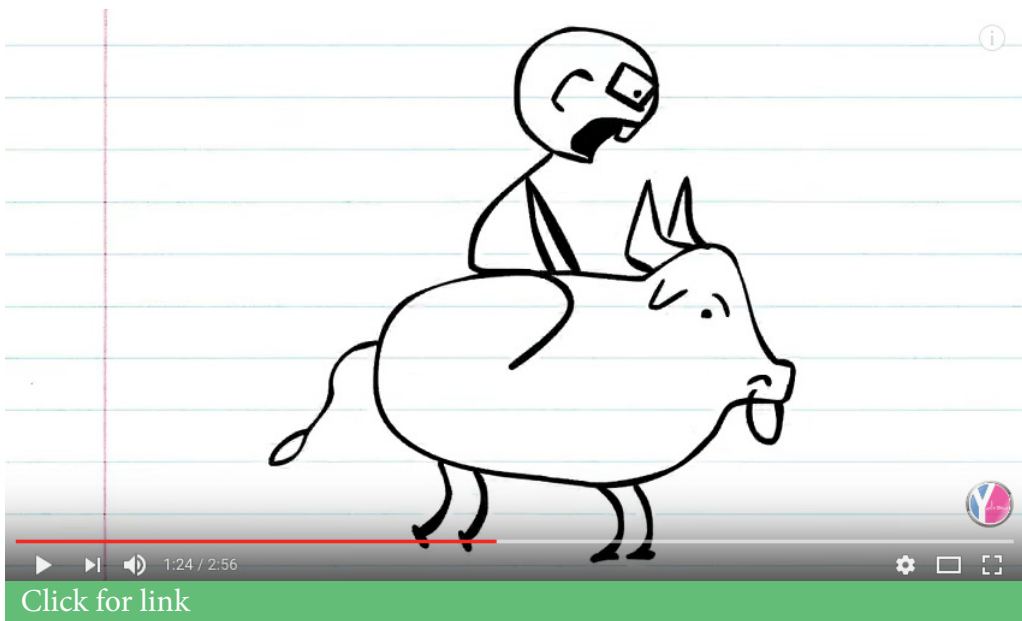
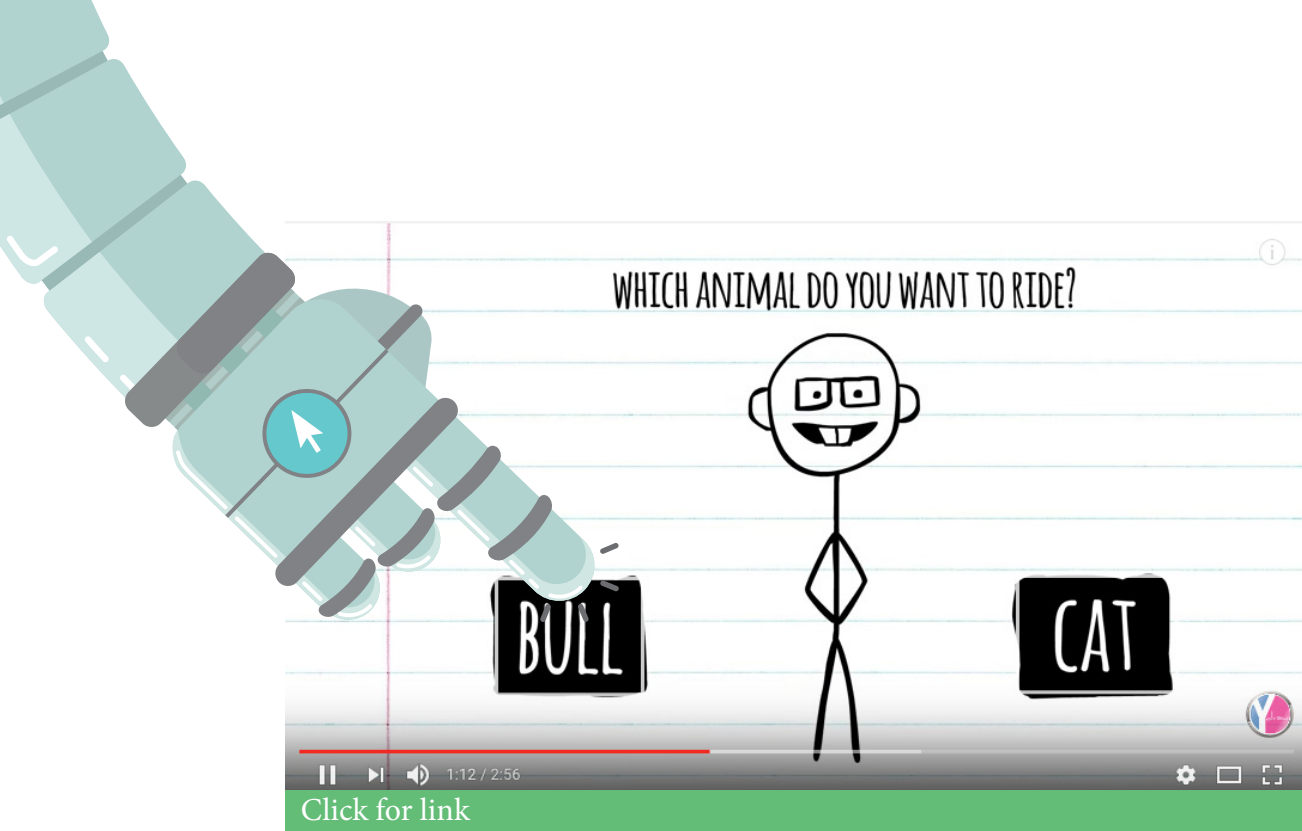


In the above example, we've simply added the functionality for viewers to visit our website by clicking our logo at the end of the video.

But you can potentially do much more.

For example, the below video uses YouTube annotations to let the viewer choose their own story. This has been done by dragging 'invisible' annotations over pre-made graphics in the video. When clicked, these annotations jump to different parts of the video depending on the user choice.





Again, to reiterate: **YouTube Annotations don't work on mobile.** If you're serious about interactive video, you should probably look for a more sophisticated solution. But as a starting point – a tool to play around with – why not give it a whirl?



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Other Solutions

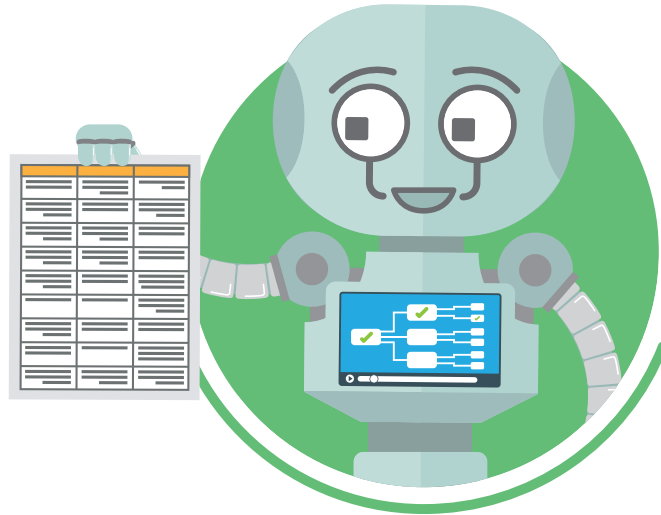
This is cutting edge technology, and there isn't a huge amount of choice in the marketplace. However, there are a number of software solutions that facilitate interactive video.

Hapyak, SnapApp, Rapt Media, Zentrack and **WIREWAX** are all potential options that you should explore. However, they tend to work on a subscription-fee basis and this can lead to mounting costs – this can put interactive video out of reach for businesses with smaller budgets.

At **Wyzowl**, our service makes interactive video vastly more accessible. We create your video content from scratch – including adding all the interactive elements needed – get in touch with us for more information.



Interactive Video Tips and Tricks




Get inspired. There are a lot of great examples out there. We've included some in this ebook, but do your homework and check out others, too. This will give you an idea of what's possible with interactive video, and might inspire you to think about how those features might translate into your niche.

Get clear on what is (and isn't) possible. It's important to understand the genre before rushing headlong into making your video. Let's say you're a retail marketer, and you want to give viewers the option to add your products to cart. That's great – but what you don't want to do is to invest time and money into creating a video, only to find out that the functionality doesn't work quite how you imagined it. Speak to your chosen video agency. Get a demo, view screenshots, look at their portfolio, and make sure that the features you want are definitely included.

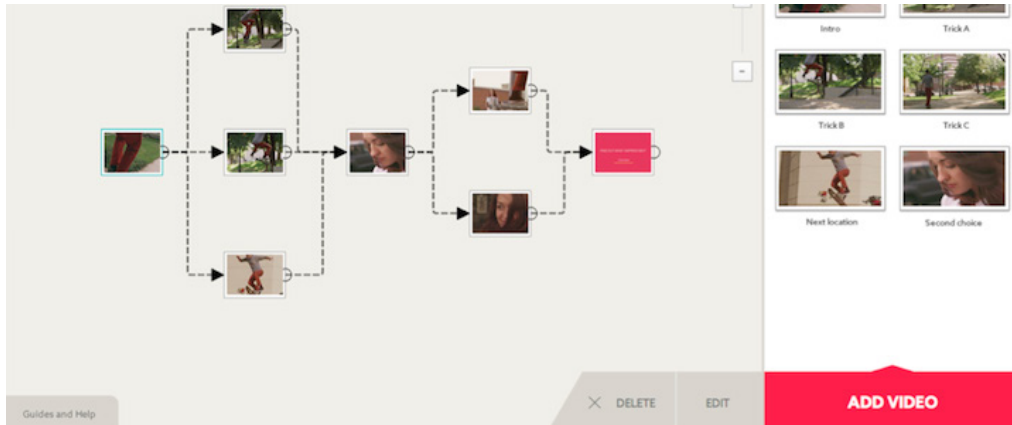
Write a script. Proper planning is incredibly important in creating any video, but – if anything – it’s even more important for interactive videos. The last thing you want to do is shoehorn interactivity into the video after the fact. This is the focal point of your video, so make sure it’s integral from the very earliest opportunity. For typical, linear videos, our script document has two sections – voiceover, and action-on-screen. For interactive videos, we added two new sections. We label each section with a number for ease of reference, and we have a separate box exclusively dedicated to the interactivity/interactive elements for each section. See below...

Video for: **What is Interactive Video?**
Bold text will be shown on screen



| # | Voiceover | Action On Screen | Interactivity Notes |
|---|---|---|-------------------------------------|
| 1 | Interactive video lets you – the viewer – make your OWN way through a video content. | Video player animates onto screen with typography reading What is interactive video? | |
| 2 | For example, click this DOG to find out more about our canine friends...see what happens... | Screen clears. Dog walks onto screen and barks. | If dog clicked, skip to section '5' |

This is, of course, only one way to do it. You might also use a flowchart generator to actually lay out what will happen. The below example from Rapt Media is a good example of this, slightly more visual, approach...

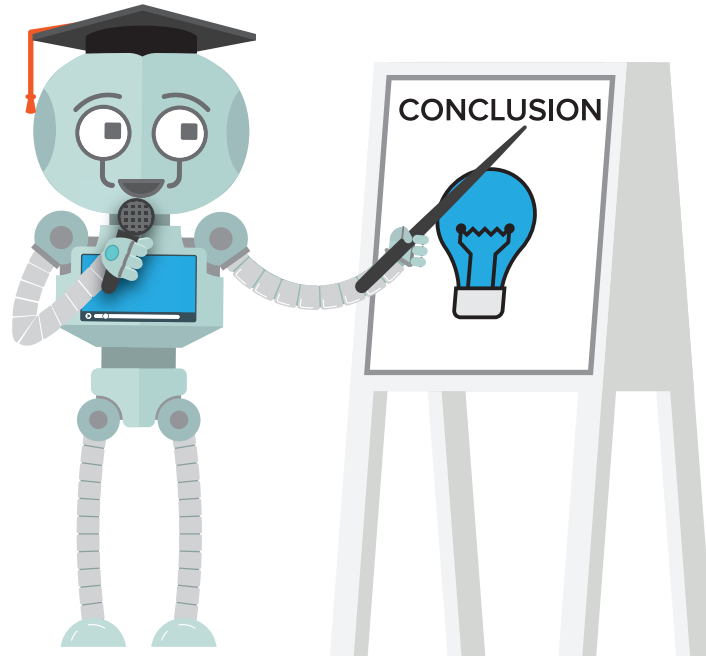


Make the interactivity clear. Again, at the risk of wearing out the point, interactive video isn't necessarily mainstream just yet. Viewers don't automatically expect to see it. So, while it's important that the functionality looks nice, it also needs to be about as subtle as a slap in the face. Make sure you call it out in the voiceover or with some text on screen that the viewer is able to take some action. It really needs to stand out as it's a key selling point of the video.

Make sure the video flows, too. As clear as you make it, it's inevitable that some viewers will probably miss the point of the interactivity. In this case, you want the video to continue playing and still make sense. Leave a gap of a few seconds to allow the viewer to take some action if necessary, but then keep the party going!



Conclusion



And there you have it. What we've written is by no means a complete guide to the world of interactive video, but we hope it acts as a simple introduction – a flavour of what it is, how it works and what's possible.

Of course, we've only scratched the surface. This is emerging technology that we genuinely believe is going to change the landscape of video marketing in years to come. It's evolving all the time and it's a genuinely exciting trend to watch.

If you're interested in getting started with video marketing, we'd love to hear from you. Our team of video experts can talk you through what's possible and answer any burning questions you may have.

Visit us online at wyzowl.com, or give us a call on the below details to get started.

Oh...and thanks for reading!

