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PLAYBOOK

# **The Ultimate Playbook to Video Marketing for Ecommerce:**

How to Create Compelling Content  
for the Customer Journey.

# Introduction

When was the last time you searched for a recipe online only to watch a full how-to video on cooking the perfect lasagna? For most people, video has become the preferred medium to learn about a new idea or research the next thing they will buy. Ecommerce brands that have embraced video as part of their marketing strategy are reaching their audiences in new and creative ways - empowering them to stand out and get ahead of the competition.

This playbook will take you through:

1. The 4 stages of the customer journey
2. What types of videos are most effective at each stage and where to place the videos
3. How to measure video success
4. Video best practices for creating engaging content

**By the end of this, you'll be well on your way to building out your video journey. And hopefully, we'll inspire a few video ideas to get you started!**

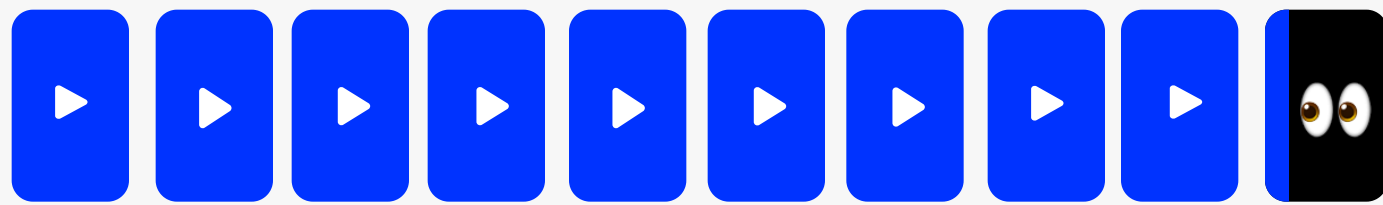
# Table of contents

<b>Why Video and Why Now?</b>	<b>4</b>
<b>Understanding the Customer Journey</b>	<b>5</b>
Awareness	7
Consideration	11
Acquisition	15
Loyalty	18
<b>Measuring Success</b>	<b>21</b>
<b>Best Practices for Engaging Video Content</b>	<b>27</b>
<b>Ghost Interactive Video</b>	<b>33</b>

# Why Video and Why Now?

91%

of shoppers say they want to see more videos from brands



It's no surprise that shoppers want to view more product videos and it's the reason why we're loading up our shopping carts. We're talking haul videos, try-ons, GRWM videos and more. Video is the preferred way to consume content, learn about new products and make buying decisions.

89%

of shoppers say they've been convinced to buy a product after watching a brand's video

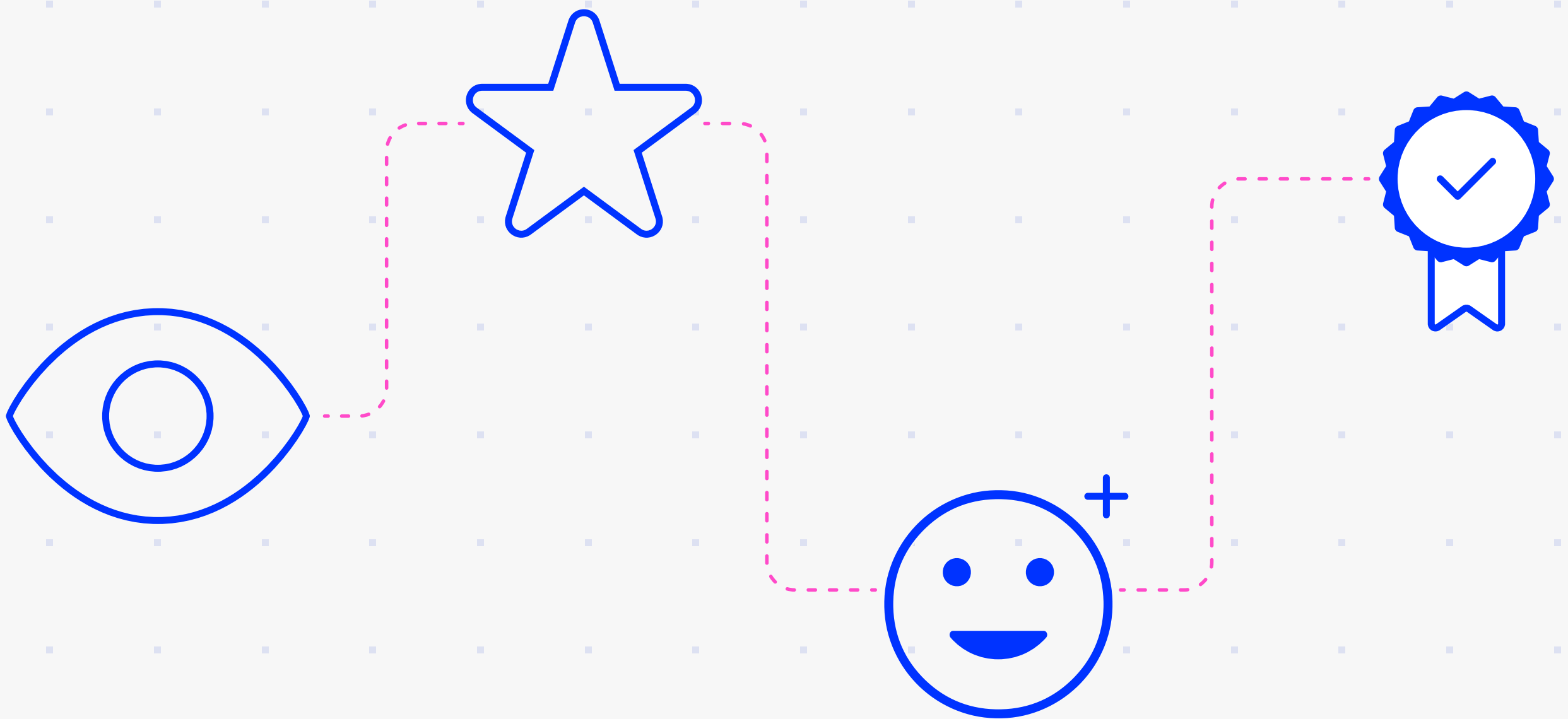


So, you may be asking yourself, "How do I get started?"

When beginning to develop your video marketing strategy, it's important to understand your customer journey. This will help you understand where you want to add video, what video content you'll need, and how you will measure its effectiveness. Let's dive in!

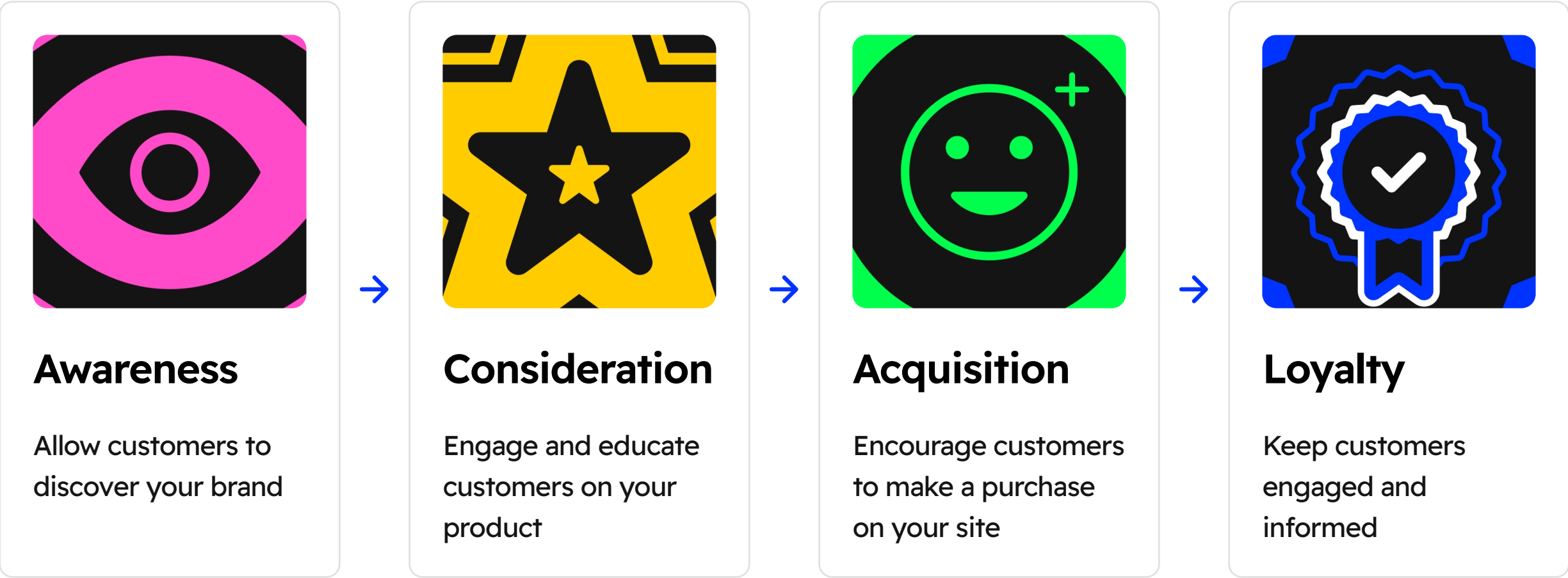


# Understanding the Customer Journey



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# Understanding the Customer Journey



The customer journey in Ecommerce refers to the steps a potential customer takes from the moment they first become aware of your brand to the point where they make a purchase and (hopefully) become a repeat customer.

The key to building a comprehensive customer journey is to show the right content at the right time, and in a way that customers will continue to engage with you. The right content piece will drive them to the desired next step in their journey. Essentially, meet your buyers where they are and continue to guide them to make a purchase.

Video has become a pivotal tool in enhancing the customer experience. To make the most of it, mastering video in the customer’s journey is crucial. By doing so, you can create compelling content that resonates with your audience and drives conversions. So, don’t overlook the power of video! Learn how to master it in the customer’s journey and take your business to new heights.

# First Stage

# Awareness



## Goal

You'll want to get as many eyes on your brand as possible at this stage. The goal of using videos here is for customers to discover your brand and what you offer, but don't go in for the hard sell just yet. We'll get there. ;)

## Customer Behavior





- Customers are trying to solve a problem
- Browsing similar products

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# Where to Promote Your Videos:

## Social Channels

### Discovery page

-  TikTok's For You Page
-  Instagram's Explore Tab
-  YouTube's Discover
-  Facebook's Newsfeed

If you want to be discovered on social media, the discovery pages on your favorite social platform are the perfect place to start. And keep in mind, you want to use those famous social media algorithms to your advantage.

#### Tips to increase the chances of your videos being seen by the largest audience:

- Use relevant hashtags and keywords that are currently trending. You can do some research to find the most popular ones that relate to what you're selling.
- Try to incorporate the latest viral trends into your videos by using trending audio, hashtags, and effects. This can help your videos get a boost from the algorithm.
- Consider the timing of your posts. In general, it's best to post when your audience is most active. For TikTok, this is typically on Tuesdays, Wednesdays, and Thursdays between 2 and 5 p.m.

### Website

## Homepage

Your homepage is arguably the most important location on your website for videos. Why? Because first impressions matter and your homepage is the first thing your visitors will see when arriving on your site.

Leveraging video content on your homepage helps inform customers about what to expect from your brand, as well as builds trust in your brand, your shop, and your products.

## Try These Videos at the Awareness Stage:

### Founder message

Put a face to your brand by having your founder appear on camera, sharing their brand story, entrepreneur journey, or simply their favorite product picks. Shoppers love connecting with the brands they shop and video is an easy way to share your story en masse.

### Inspo content

Give customers creative ways or ideas for using your product or service. This could be a GRWM video or product walkthrough. If you're a fashion brand, these videos could spotlight a different outfit or style, making it easier for shoppers to envision and purchase the entire ensemble from head to toe.

### User-generated content

UGC is typically created by loyal consumers who are passionate about your brand and who want to share their experiences with others. Reshare this content on your homepage to provide new shoppers with an authentic review of your product.

# We've got more video ideas for you!

Discover a treasure trove of over 300 captivating video ideas tailored for every industry and never run out of video content ideas!

Download our ebook to discover:

- Spark creativity and captivate your audience with a vast collection of video concepts
- Never run out of ideas to produce your next piece of video content
- Supercharge your brand's success with video content that stands out from the competition



[Read The Ebook →](#)

## Second Stage

# Consideration



### Goal

At the Consideration stage, you'll want to engage and educate your audience about your product.

### Customer Behavior

- Comparing products/services and evaluating alternatives
- Likely checking out your website
- Watching video reviews from other customers
- Seeking pricing and available discounts and/or promotions

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# Where to Promote Your Videos:

## Social Channels

### Profiles



If you've caught the eye of a potential customer, chances are they'll check out your company's profile page to learn more about your product. While a static image is a great way to give viewers a high-level overview, a video takes it one step further.

## Website

### Homepage

Through a quick Google search or 'Link in Bio' link, your potential customers are most likely landing on your website's homepage. At this point, they'll need to be able to quickly identify whether they've found what they are looking for. An eye-catching video can hook customers in and make sure they don't bounce from your site!

### Category & Subcategory pages

Bestsellers? Latest collection? Men's? Women's? Now that you know exactly what your customers are looking for, this is another great place to highlight products in a video collection. The more personalized you can get, the better chance your customers will fill up their carts.

## Try These Videos at the Consideration Stage:

### Product Features

Give a detailed walkthrough and closeup look at a specific product. Double down on a certain feature or showcase how the product can be used in the day-to-day.

### Buying Guides

Provide a detailed guide on what a shopper should consider when buying a particular product category. What questions should you ask? How much to expect to pay for a product?

### Product Comparisons

By comparing similar products, you can help the customer determine the right fit for them. Provide recommendations for similar products to appear unbiased.

### Customer Reviews

Social proof is invaluable for any business. A collection of curated videos can feature happy customers sharing their positive experiences, bolstering trust and encouraging new visitors to discover the products for themselves.



# Customer Spotlight: Real Sports Apparel



**Real Sports Apparel** is the official online shop for Toronto’s premier sports teams, including NBA champions the Toronto Raptors and Maple Leafs. We love the variety of video content right on the homepage, featuring jerseys, fan merch, product releases, and featured collections.



[Read Case Study →](#)

## Third Stage

# Acquisition



### Goal

Now it's time to get your customers to convert and purchase a product on your site.

### Customer Behavior

- Customers are informed and confident
- Seeking opportunities for discounts or promotions
- Excited about the purchase or engagement, but in need of a clear path to purchase

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# Where to Promote Your Videos:

## Website

### Product Detail Pages (PDPs)

What better way to learn about a product or service than through video? With videos, you can showcase product details and explain how to use your product through a richer medium than written descriptions on a web page.

### Checkout page

Adding a video to the checkout page can be a powerful way to increase conversion rates and reduce shopping cart abandonment. A video can provide additional information about the product or service being purchased, address any concerns or common questions the customer may have, and showcase the benefits of completing the purchase.

Brands see **6x**  
higher conversion  
rates achieved  
with video



# Try These Tideos at the Acquisition Stage:

## Frequently Asked Questions (FAQs)

Walk through the most common questions your support or social media team gets about your brand or products. This dynamic approach provides valuable information without requiring you to leave the product or shopping cart page.

## Flash sales and promotions

Promote your best deals, offers, and bundles using video. Create an enticing feature video that promotes your sale, gets people clicking in to access savings, and encourages a bigger shopping cart.

## Virtual personal shopping introduction

If your store offers, one-to-one live personal shopping sessions, you can produce a brief video "commercial" that explains how the service works. From there, viewers can book an appointment with a personal shopper to help guide their choices.

## Customer reviews and testimonials

Show off customer testimonials or reviews. Better yet, put together a curated video collection featuring happy customers sharing their positive experiences, bolstering trust and encouraging new visitors to check out.

## Forth Stage

# Loyalty



### Goal

Congrats on acquiring a new customer! Now, the goal becomes keeping your customers engaged and informed so that they come back to make repeat purchases.

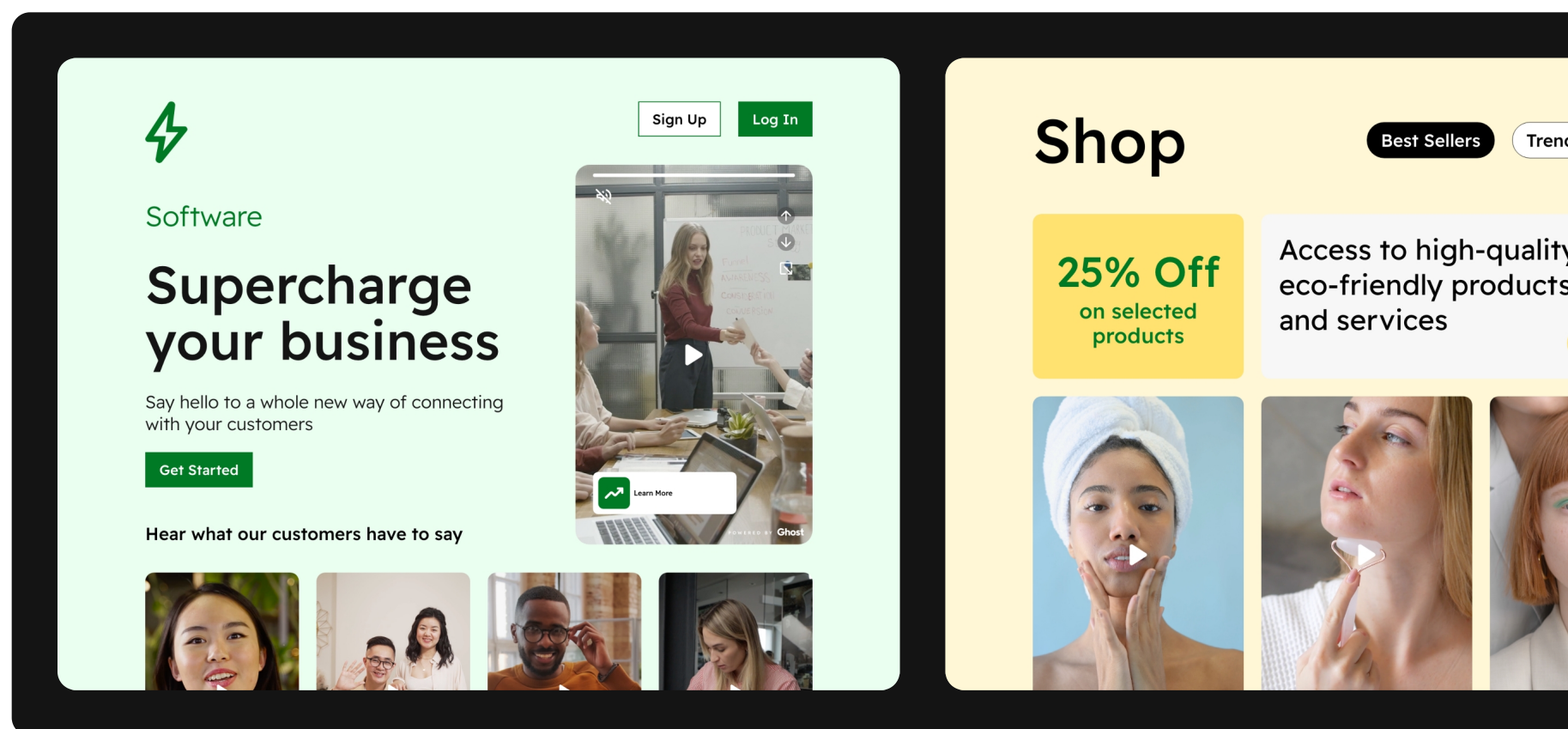
### Customer Behavior

- Looking to be kept updated on special offers, new arrivals, important information, etc.
- High chance of making repeat purchases

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# Where to Promote Your Videos:



## Website

### Homepage

Chances are your customers will be coming back to check out the latest releases so you'll want to make it easy for them to find. Better yet, build a collection of videos to keep them engaged and adding to their baskets.

## Offline

### Email/SMS

Sending links to your videos through email or text is a great way to increase engagement, improve click-through rates, personalize your content, and measure your results. It's a powerful tool to connect directly with your customers without spending money on ads.

# Try These Videos at the Loyalty Stage:

## Behind-the-scenes

Give customers a peak behind the curtain at what goes into the production, design, or planning for your products and brand. Take them on a tour of your warehouse, offices, or photoshoots.

## New releases

Spotlight the latest and greatest from your brand by promoting all new products. Better yet, build a collection of new product videos, so that your customer can easily see all you have to offer.

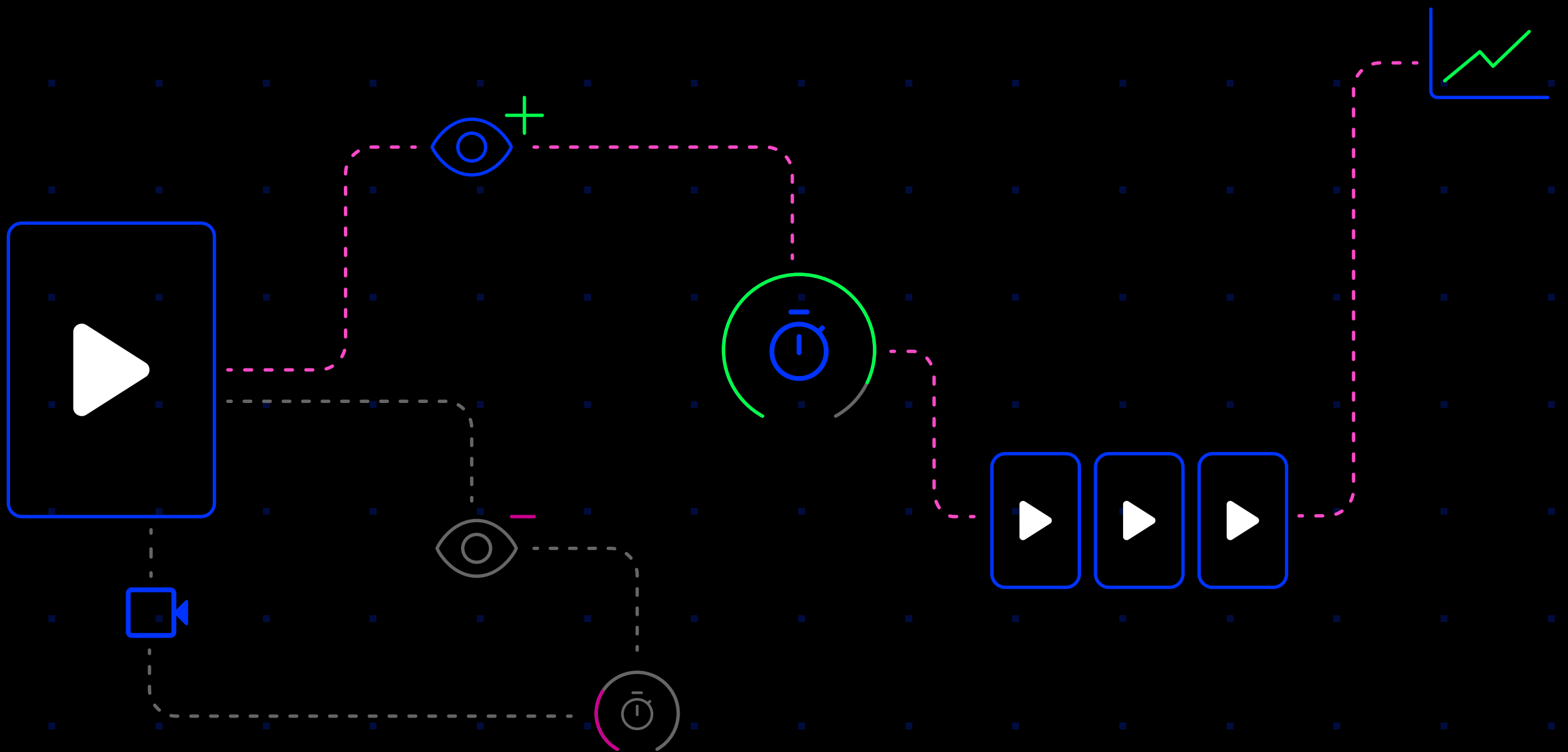
## User-generated content (UGC)

We've mentioned UGC quite a few times throughout this playbook and that's because it works! Inject some authenticity into your brand by using these types of videos that showcase real customers unboxing products, trying on clothes, or giving reviews. This offers new shoppers a more relatable perspective on your offerings.

## Upkeep and maintenance

Share how-to videos on cleaning different materials or products. This works especially well for high-end or high cost products like luxury handbags or furniture. Not only does this demonstrate the longevity of the product itself, but it also lends to sustainability and the need not to replace a product frequently.

# Measuring Success



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# What are Video Content **KPIs** and Why is it Important to Measure Them?

Simply pumping out videos - no matter how creative - is a recipe for failure if you're not also tracking and measuring their performance. When it comes to measuring the effectiveness of video on your website, it is important to track the performance of your videos against your defined objectives and goals.

**By analyzing key performance indicators (KPIs), brands can:**

- Better understand how well their messaging resonates with their audience
- Scale content and video creation in the future based on previous video engagement
- Plan how and where to showcase your videos (ie website pages and social channels) for the most exposure

# Video Key Performance Indicators (KPIs):

<div>Impressions</div> <div>12,689</div> <div>↑ 752</div>	<div>Plays</div> <div>4,951</div> <div>↑ 896</div>	<div>Clicks</div> <div>522</div> <div>↑ 65</div>	<div>Playtime</div> <div>12h 2</div>
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## Impressions



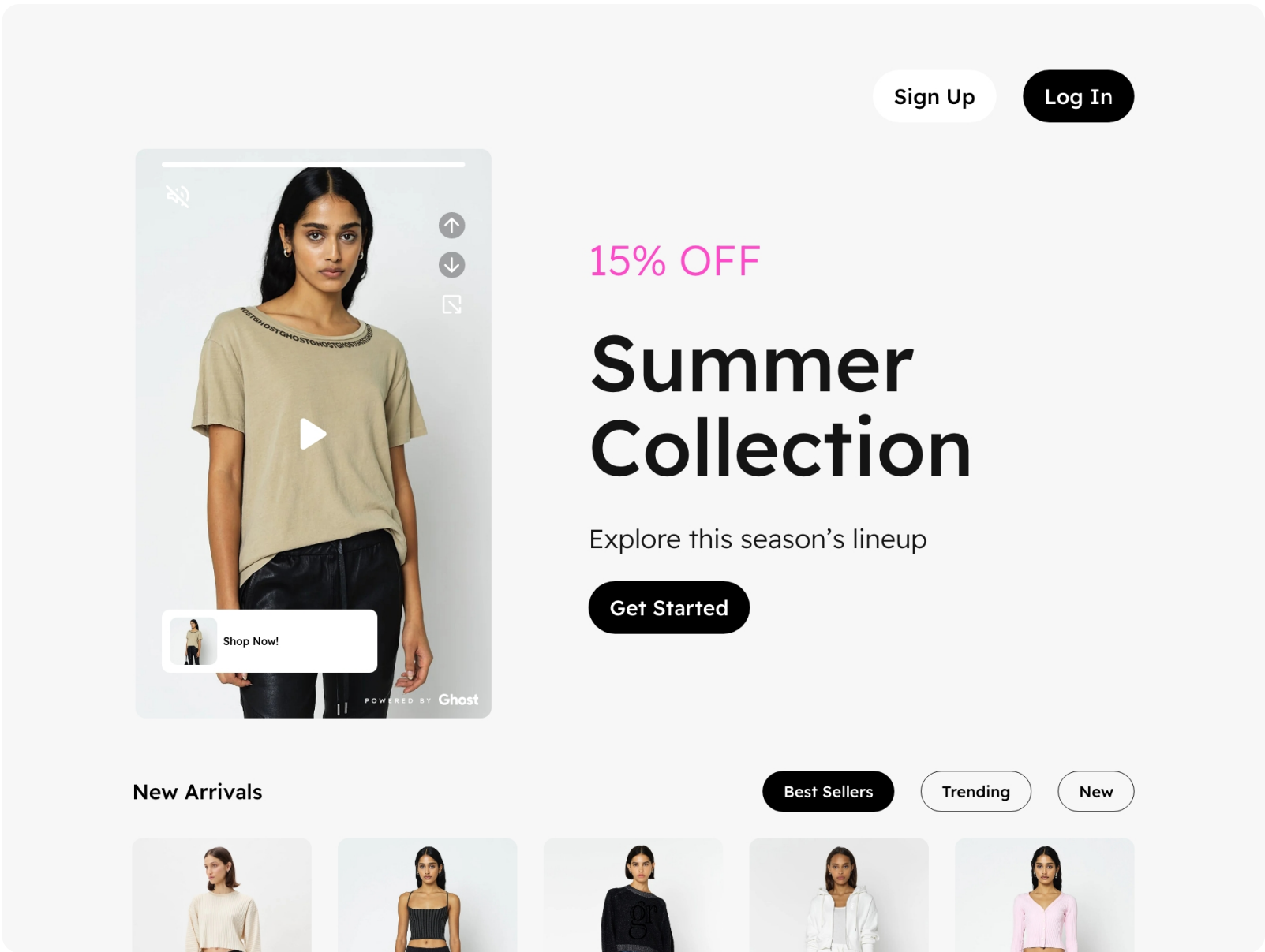
Impressions are the number of times your video is viewed. On non-owned sites, such as social media channels, impressions can suggest video virality.

## Pro Tip:

Think of impressions as how many people have the opportunity to view your videos. If your impression count is low, you can always boost the number of areas or adjust the placement of video on your website. Alternatively, you can aim to share on all your social channels with the appropriate hashtags.

## Play Count

This is the most fundamental video metric around: How many times your video was watched. Of course, keep in mind that video view quantity doesn't always equal quality.



## View-Through Rate



View-through rate is also a valuable metric, as it indicates how many people watched the video to completion.

## Watch Time



Watch time, or average view duration, indicates the total number of minutes that viewers have spent watching a single video.





Learn More



## Clicks

If your video contains clickable elements, or calls-to-action (CTAs), this is the number of times a viewer clicks on these within your video.

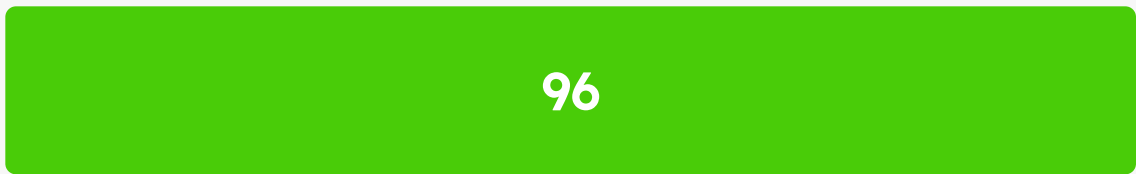
## Click-through Rate

Click-through rate (CTR) is the ratio of clicks to views. If you have a clickable element on your video, this will tell you how effective your call-to-action is.

### Pro Tip:

Arguably, this is the most important metric of them all. You can get all the eyeballs and engagement in the world, but if your video isn't compelling people to act—if that's your goal, of course—then it's falling flat. Not seeing the clicks you want? Rethink your calls-to-action (CTAs)

## Engagement



Engagement can be measured differently depending on your video platform. Typically, it suggests the degree to which the viewer has engaged with the video, including a combination of views, playtime, likes, and shares.

### Pro Tip:

Engagement tells you whether people find your content interesting. It also tells you what type of videos you should focus on producing in the future.

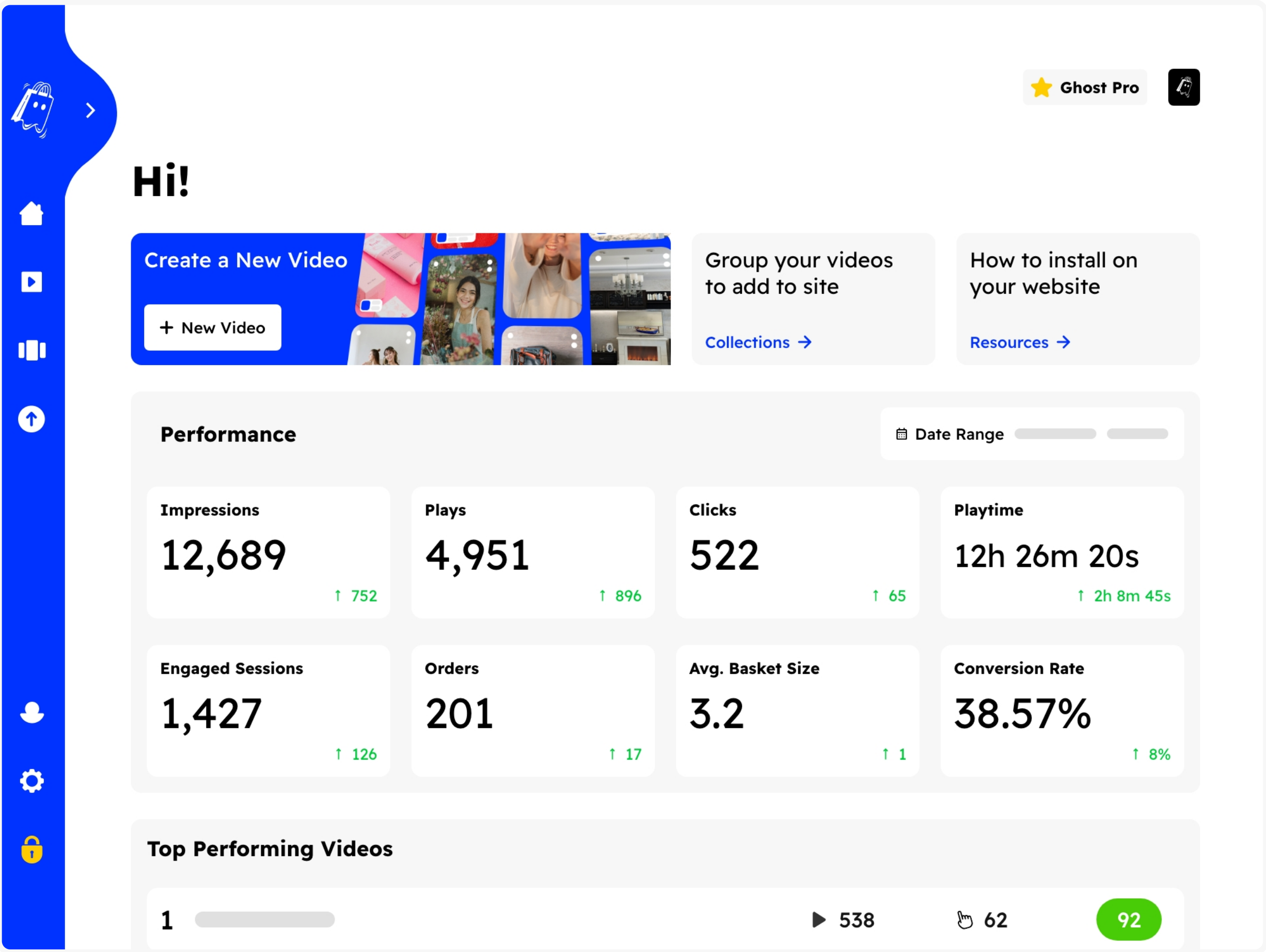


## Conversion Rate

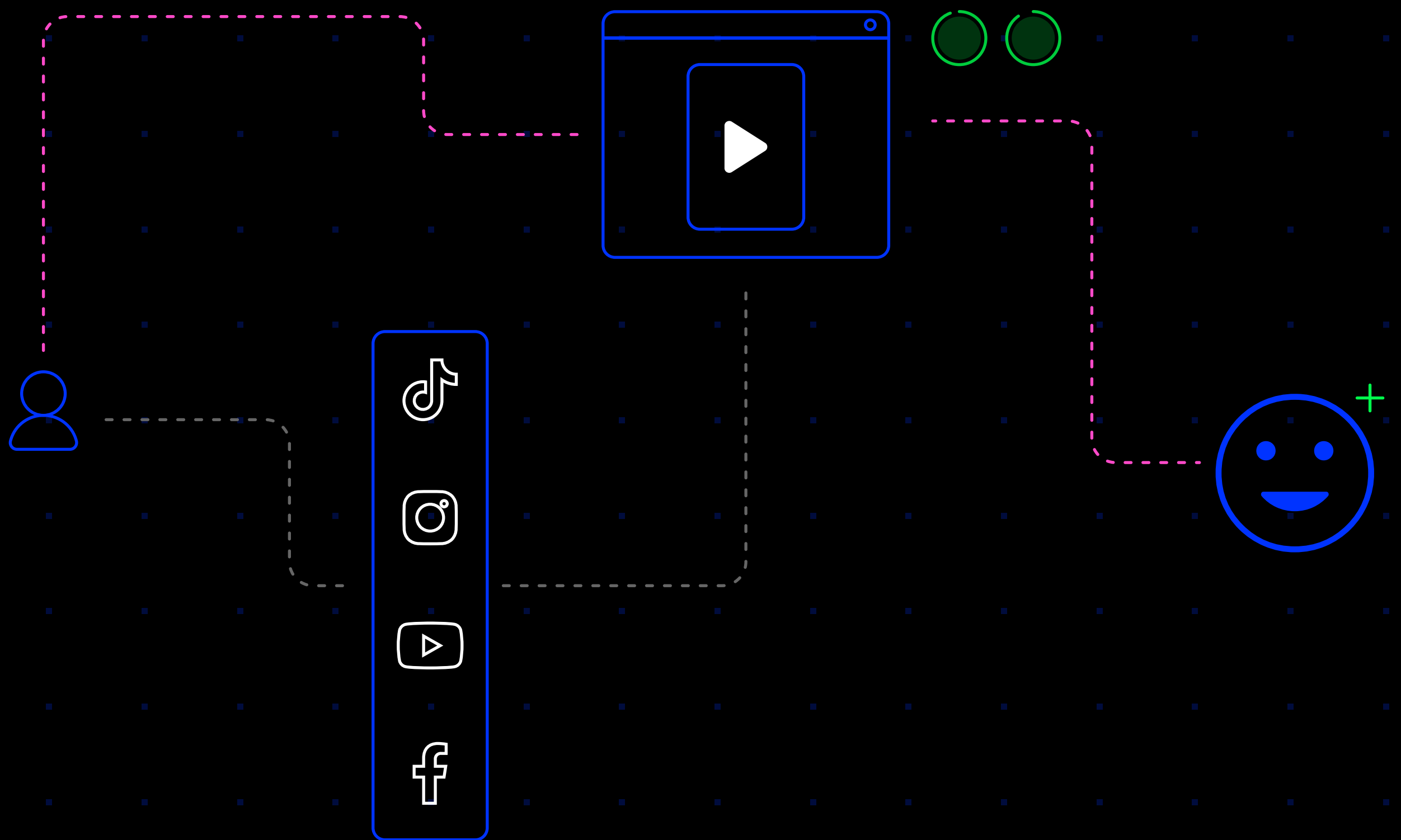
The number of viewers who engaged with the video who actually took the desired action, such as making a purchase or signing up for a newsletter.

### Pro Tip:

Similar to clicks, if people aren't taking the action you want after they've clicked on the video, there might be some conversion optimization to do with your videos. But another consideration might be to ensure the video and associated calls-to-action linked offer enough enticement to go and convert.



# Best Practices for Engaging Video Content



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## The Heavy Hitters:

# Social Media Platforms

Not all platforms are created equal. Depending on your target customer profile, you may only want to consider a few social platforms. Better yet, if you have the resources and tools, you can post to all major channels with ease.



**YouTube**

It's the OG of video. If you're eyeing a broad reach, YouTube is your best bet. Its discoverability algorithms can amplify your reach far and wide.



**Instagram**

Looking for a younger, visually savvy audience? Instagram's got you covered. Its IGTV feature allows for longer, deeper dives into content.



**Facebook**

Offering everything from short News Feed clips to lengthier Facebook Watch videos, this is a one-stop-shop. And with its advanced targeting, you can hit the bullseye on audience segmentation.

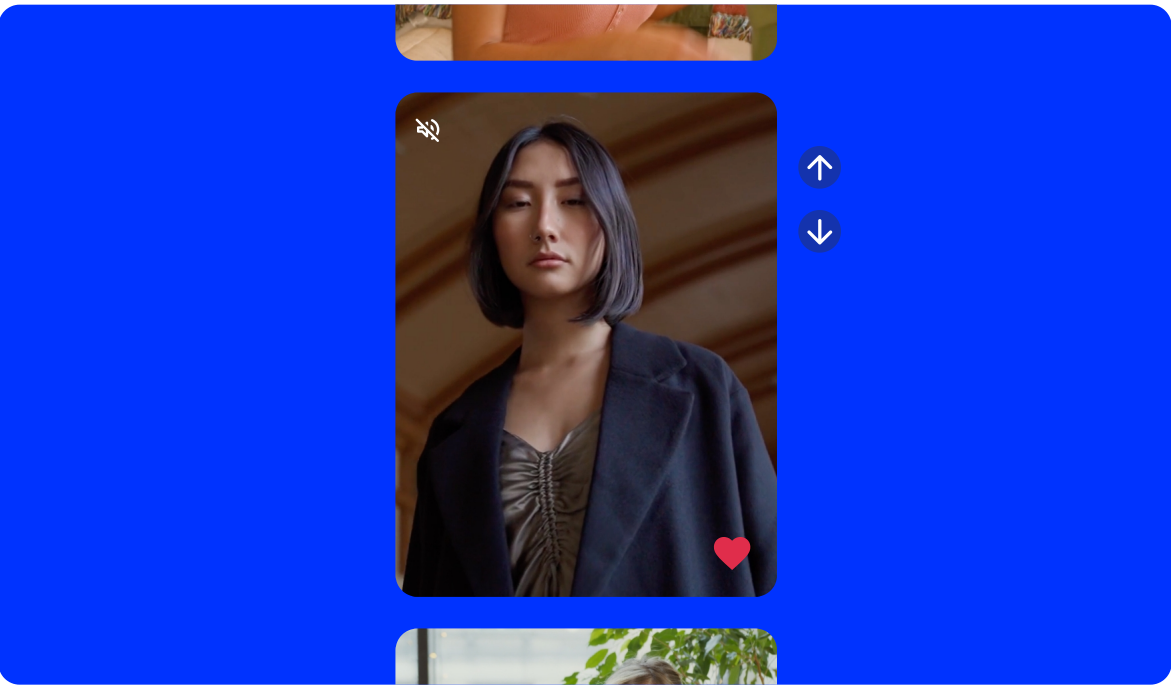


**TikTok**

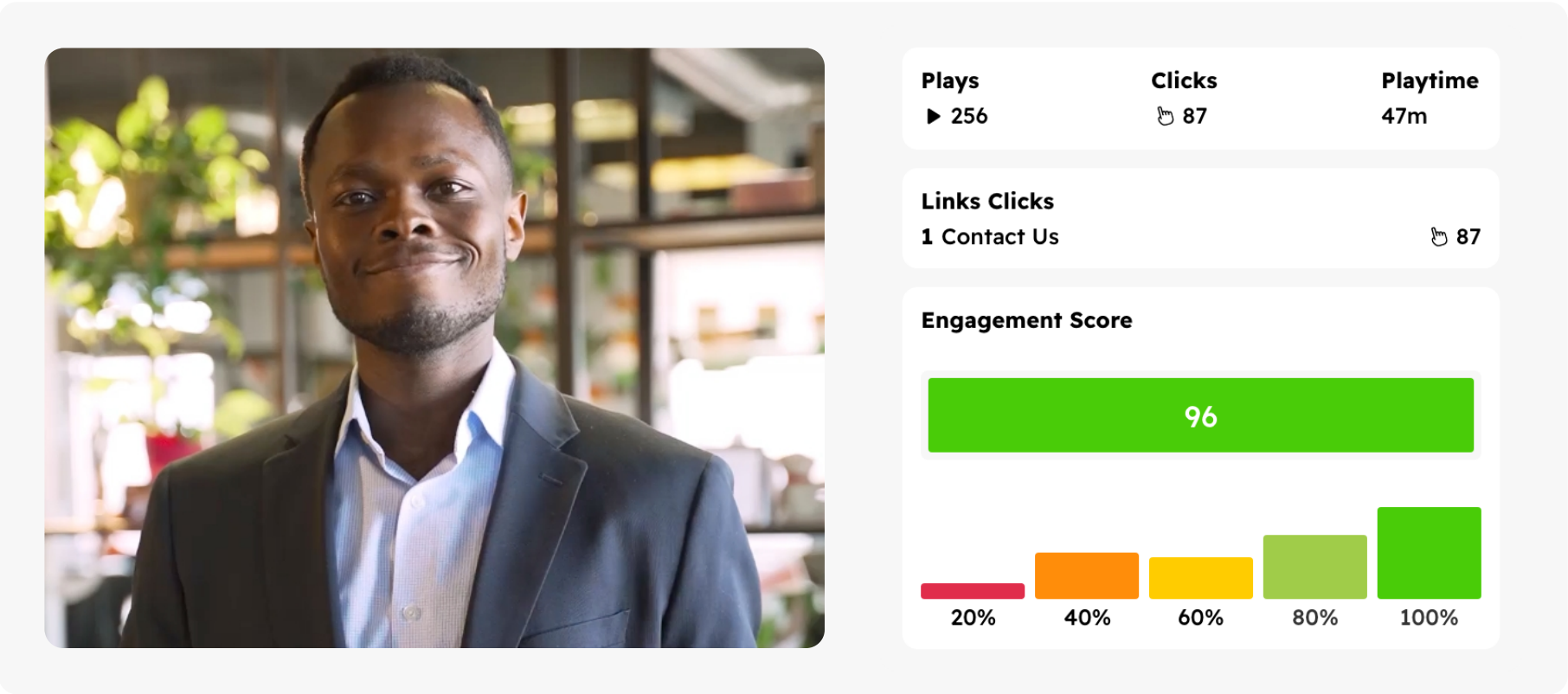
Want to be a sensation among Gen Z? TikTok's For You page is an algorithmic wonder that can make your video go big-time viral.

# Your Owned Channels: Your Website or Store

This may be a not-so-obvious place to add your social videos. While social channels can definitely get the most reach with today’s shoppers, your website is where they’re actually making the purchase. There are a bunch of benefits.



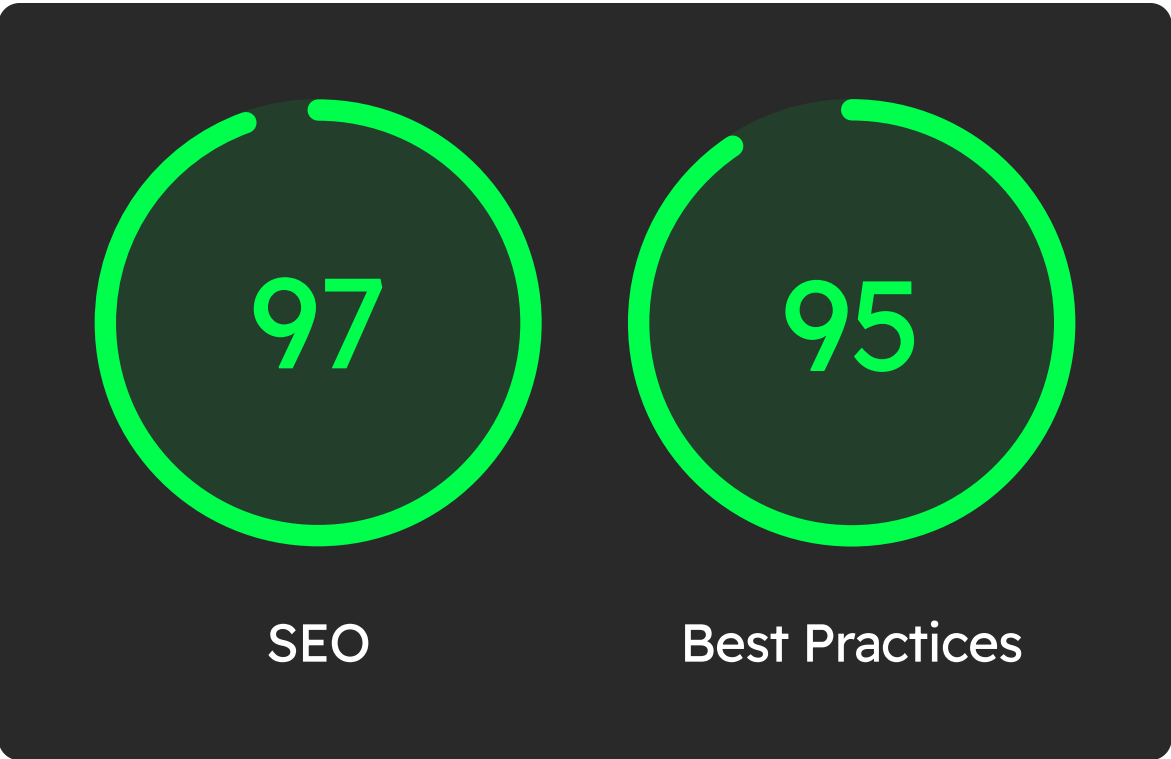
Bring a social-like experience to your site and keep customers entertained and on your site for longer.



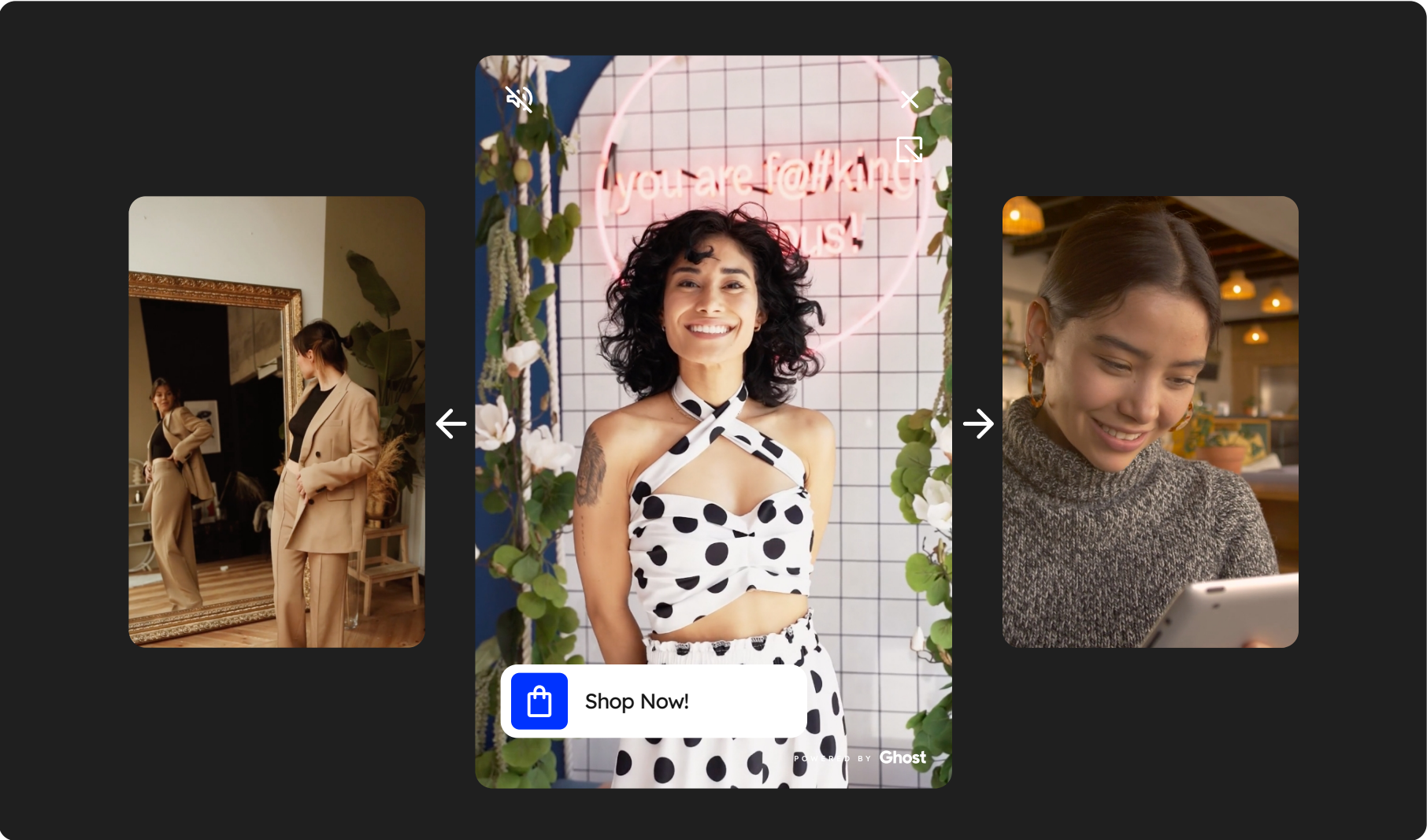
Measure video performance, track what your customers engage with the most, and use this data to create future videos



# Best Practices for Engaging Video Content



Drive more traffic to your website with SEO or search engine optimization. Add transcriptions, meta descriptions, and all the fixings to make Google fall in love with your video.



Drive viewers to make a purchase without leaving with interactive videos (but we'll get to that later. 😊 )

# Build Curated Video Collections

Don't just give your customer a one-and-done video! If doom scrolling has taught us anything, it's that video is the most popular way to consume content. Consider building out a series of videos. Here are some ideas for video collections to get you started:



## Tutorials

Perfect for sharing know-how and flaunting your expertise.



## Product Demos

Showcase the A to Z of your product, leaving no doubt about its awesomeness.



## Expert Interviews

Add credibility by featuring industry experts or satisfied customers singing your praises.



## UGC

Great for building social proof. Let your happy customers sell your products for you.



# Check out these tips for creating engaging, high-quality videos

## Understand Your Shopper's World

Begin by delving into the preferences and expectations of your target audience. Tailor your content to resonate with the diverse shoppers your brand attracts.

## Keep it Snappy

Capture attention instantly by keeping your videos short and impactful. The ideal length for your short video should range from 15 to 30 seconds.

## Invest in Quality Production

Reflect the professionalism of your brand through high-quality video production. Ensure crystal-clear visuals, sharp audio, and seamless transitions between shots.

## Consider Audio Off

On-screen text provides another way for the viewer to digest the details should they be watching without audio and allows them to pick up on information that they might have missed.

## Optimize for Mobile

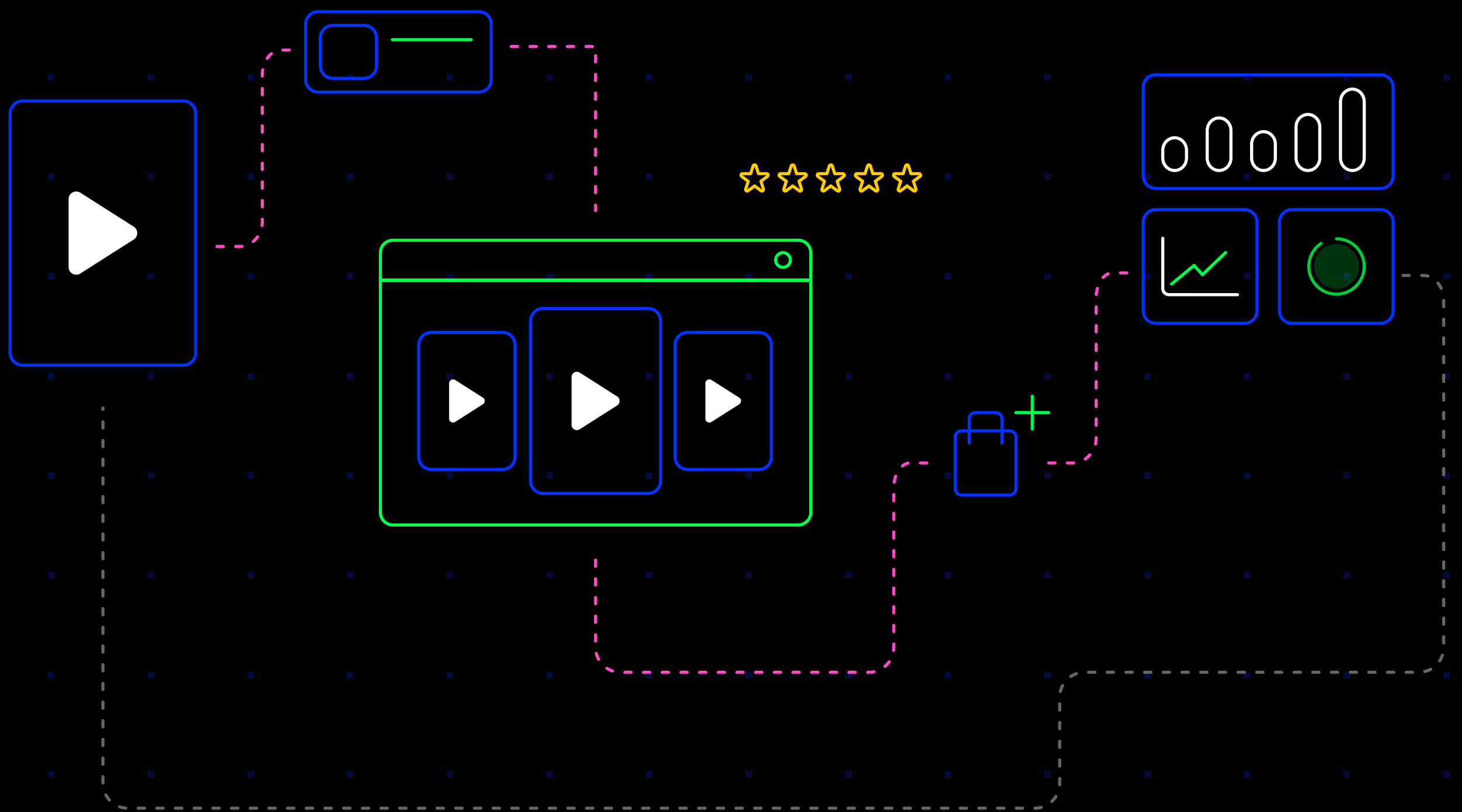
Ensure your videos seamlessly adapt to different screen sizes. The most common aspect ratios for mobile videos are square (1:1), portrait (9:16), and landscape (16:9).

## Encourage Community Engagement

Foster a sense of community by inviting viewers to share thoughts, ask questions, and provide feedback on your products. Create a connection that goes beyond the screen.



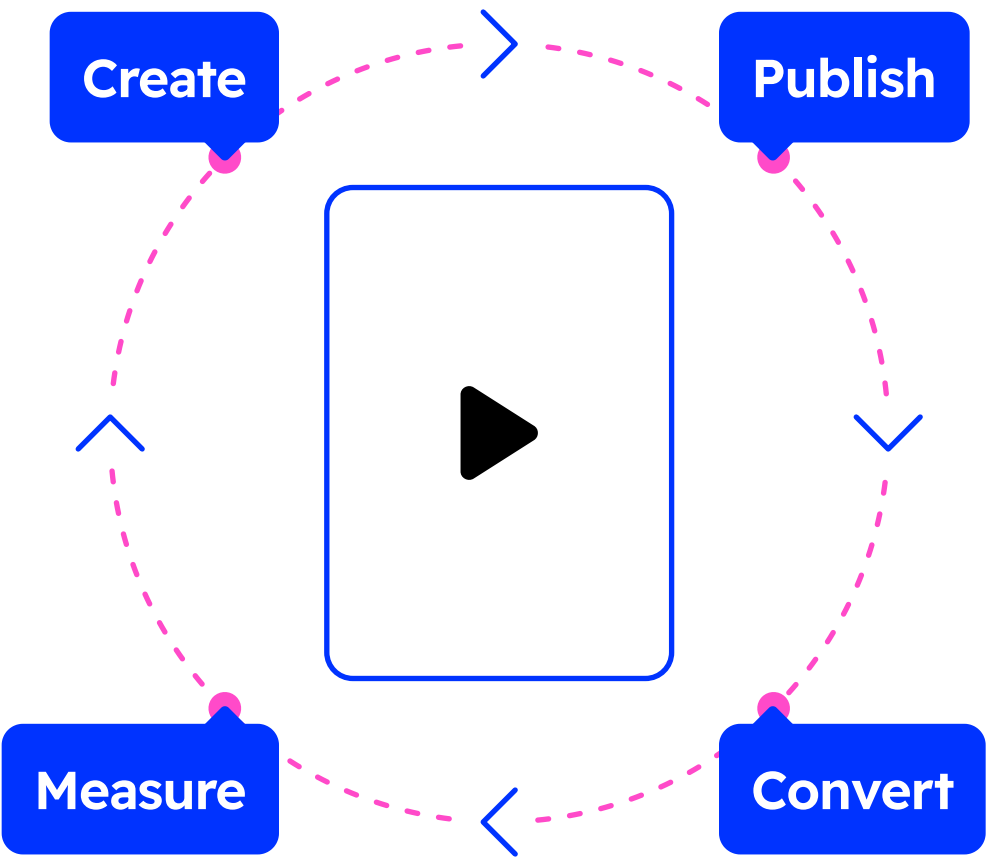
# Introducing Ghost Interactive Video



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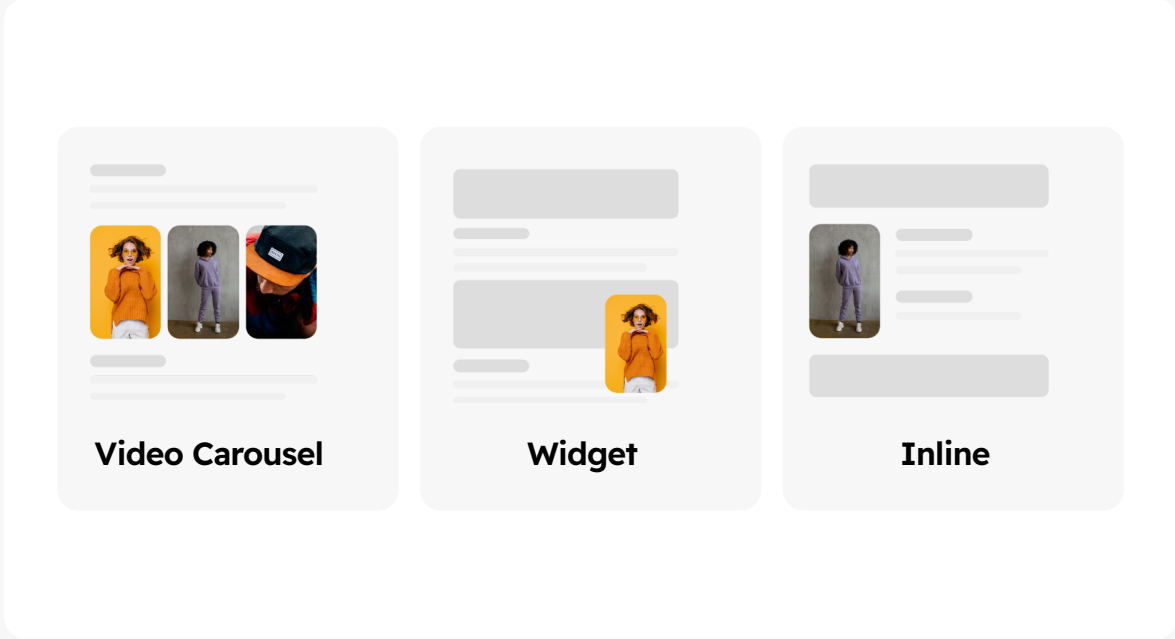
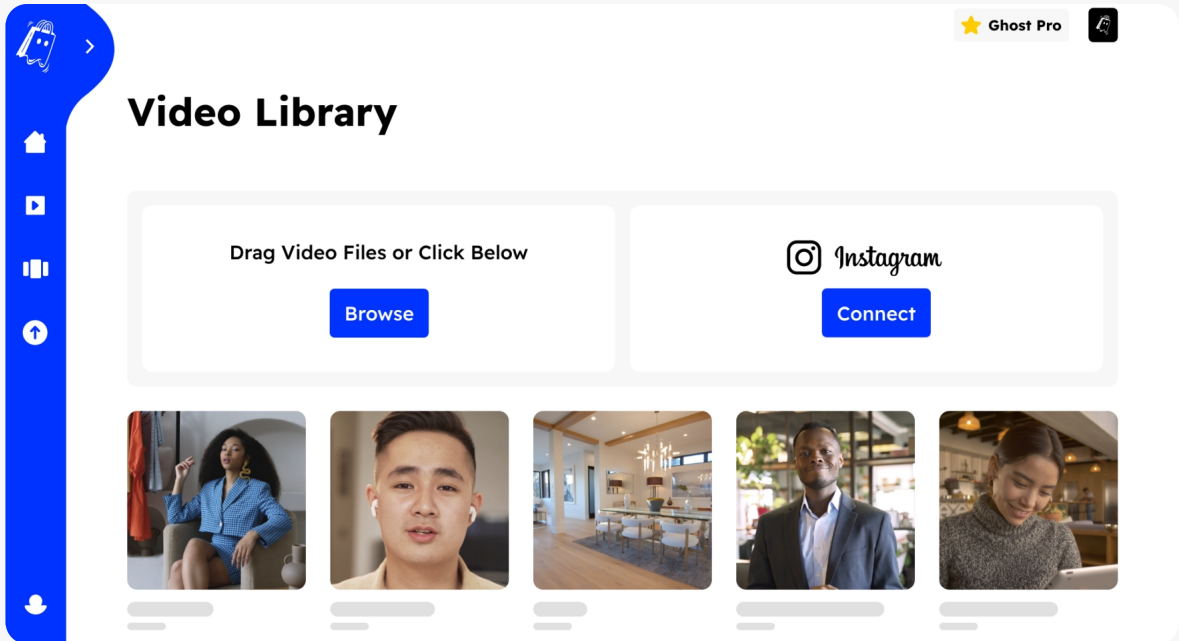
# Ghost Makes Interactive Video Easy

Today’s forward-thinking, ecommerce brands are embracing shoppable video to drive discovery, engagement, and conversions on their site.



## Create

Create videos with our social integration or bulk upload your videos all at once



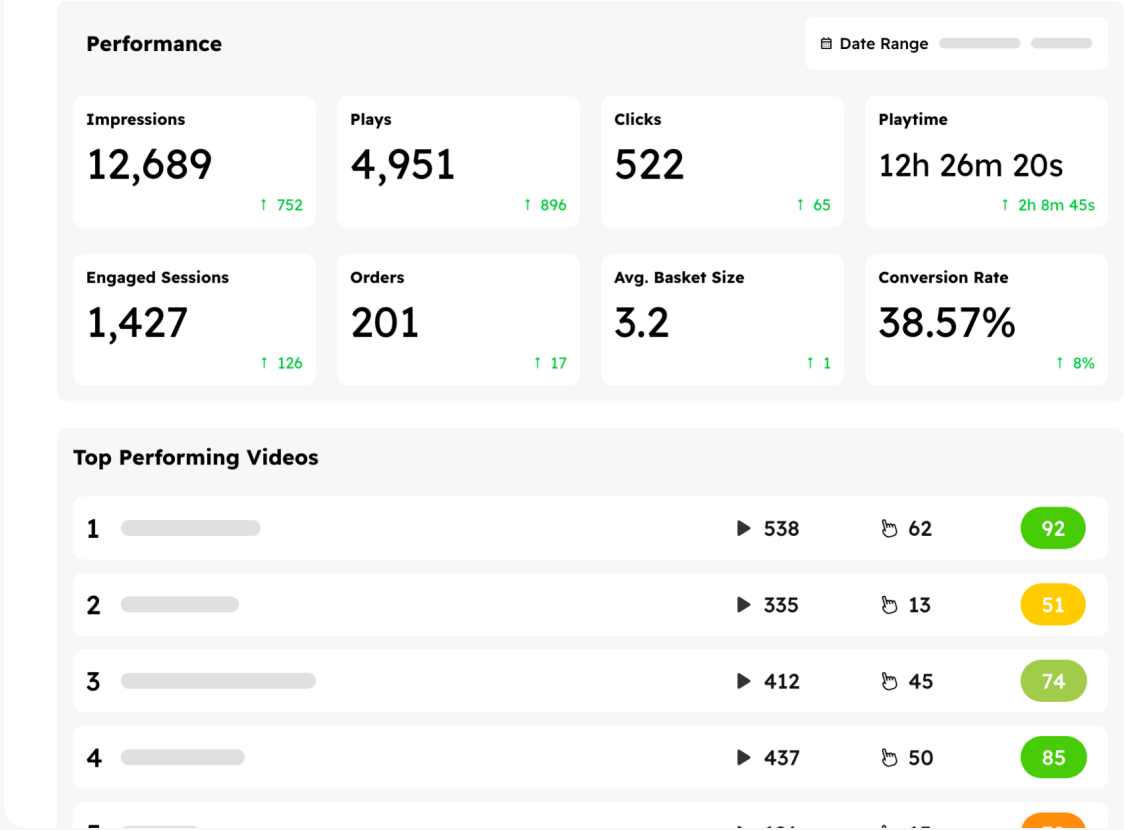
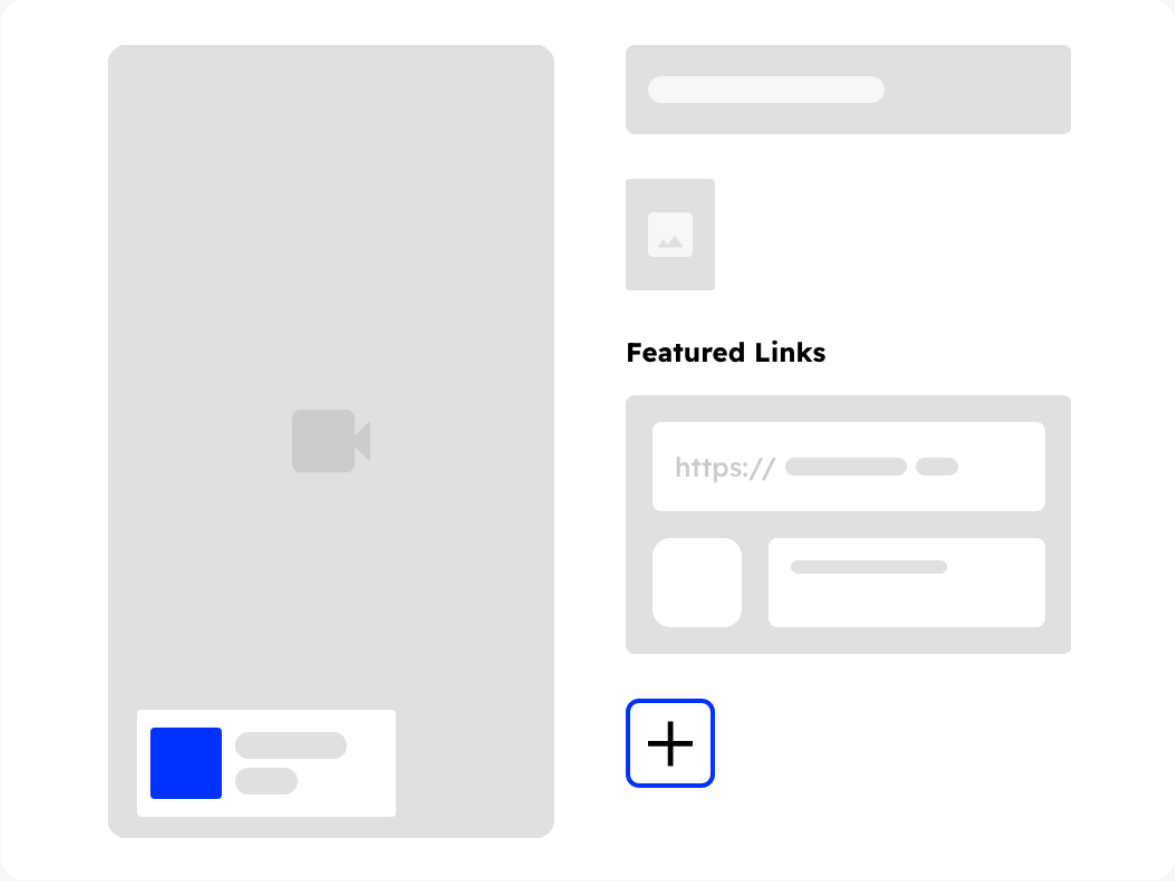
## Publish

Publish video on your website with multiple display options

# Introducing Ghost Interactive Video

Convert

Convert passive users to active ones with embedded CTAs in videos



Measure

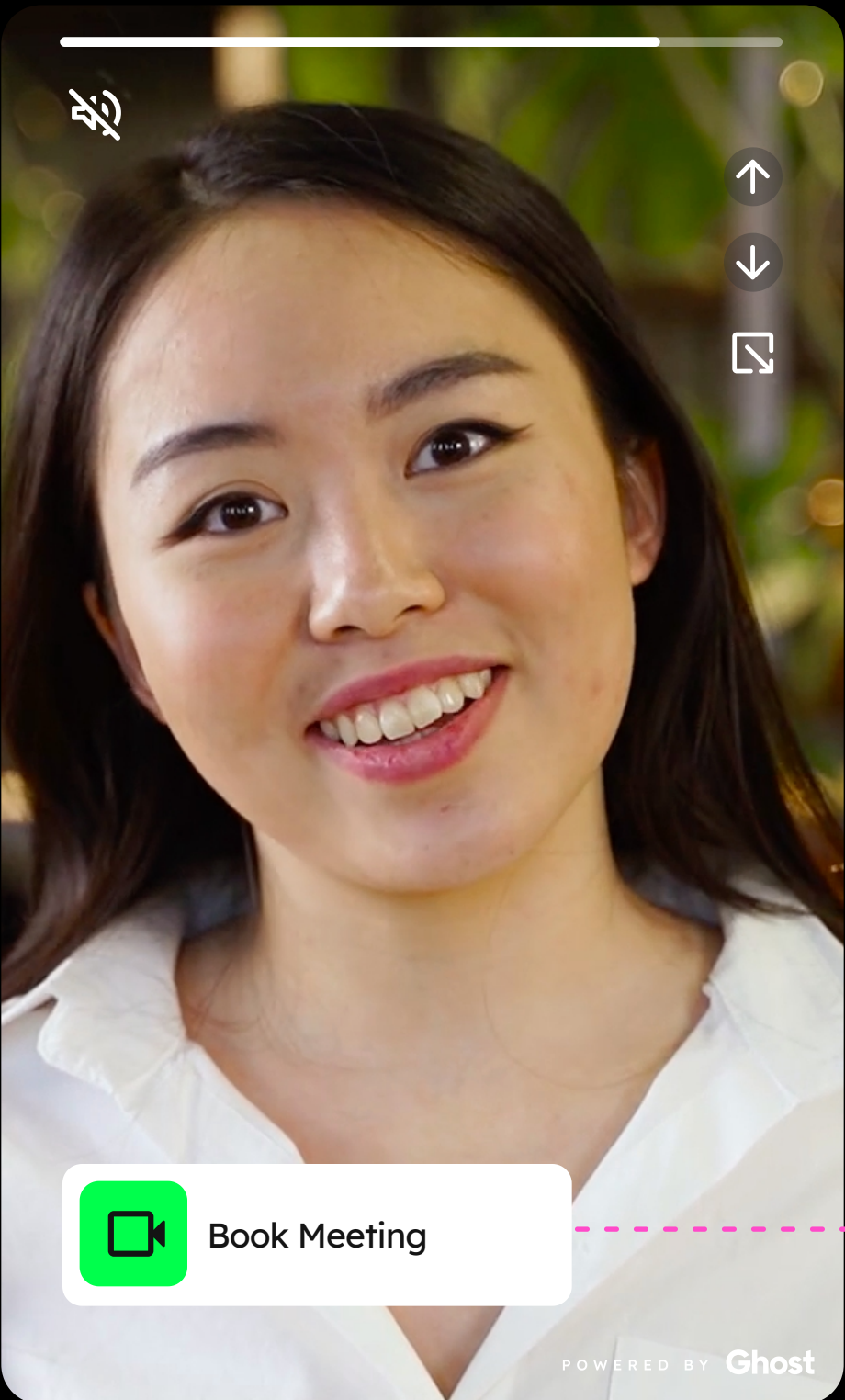
Measure video performance against business KPIs/revenue.

Try Ghost Free

Get Started →

# Why do I need interactive video?

In today’s digital age, where attention spans are short and user engagement is paramount, ecommerce brands are constantly seeking innovative ways to capture and retain their audience. One such game-changer is interactive video.



## Understanding Interactive Video

Interactive video goes beyond traditional passive viewing experiences. It allows users to not only watch and digest video content, but interact with the content within the video itself.

With an interactive video, you can include other actions beyond play/pause with clickable links to your PDP, or any page on your website! If you offer a personal shopping service, you can even add a meeting booking link.



# Ready to try interactive video for yourself?

**Ghost is platform agnostic, empowering you to seamlessly add your videos to any website.**



**+ More**

# Try Ghost Free

**ghostretail.com**

**Get Started** →

