

# Residual Marketing Effect

## *A study of the long term effects and various opportunities of digital video marketing and promotion beyond initial utilization*

Introduction

By

Sheila Clover English CEO Circle of Seven Productions

July 7, 2008

How many promotional tools can be re-tooled or recycled for very little, or no, investment? The Residual Marketing Effect looks at the variety of ways a promotional tool can be used beyond its initially intended uses.

With new technologies creating greater opportunities it is important to know where you fit into the ever-expanding, ever-changing online market. Have a solid foundation of knowledge on what is available or possible can give you insight on how you can save money or invest for greatest gain into something you've already utilized.

Digital video, unlike a print ad, stands to be one of the greatest recyclables in marketing today. Not only can it be re-used, but as new technology presents itself digital video can expand outside of the online sphere. Television and out-of-home advertising now take digital video. There are many considerations for digital video promotions that any marketer could benefit from if they are open to new media opportunities and not restricted by an antiquated need for solely traditional marketing methods.

This paper explores the residuals of marketing and promotion that utilizes digital video. We will look at long term effects of digital videos, re-use of digital video and organic residual effects.

We would like to thank TubeMogul.com for the use of their research, graphs and tools, used by permission. TubeMogul is a leading video distributor and analytics company on the cutting edge of new technology. With their service you can upload your video to multiple destinations with a single upload to TubeMogul and you can track your digital video campaign.

We would also like to thank eMarketer.com and blogger Pamela Dodd for use of their material.



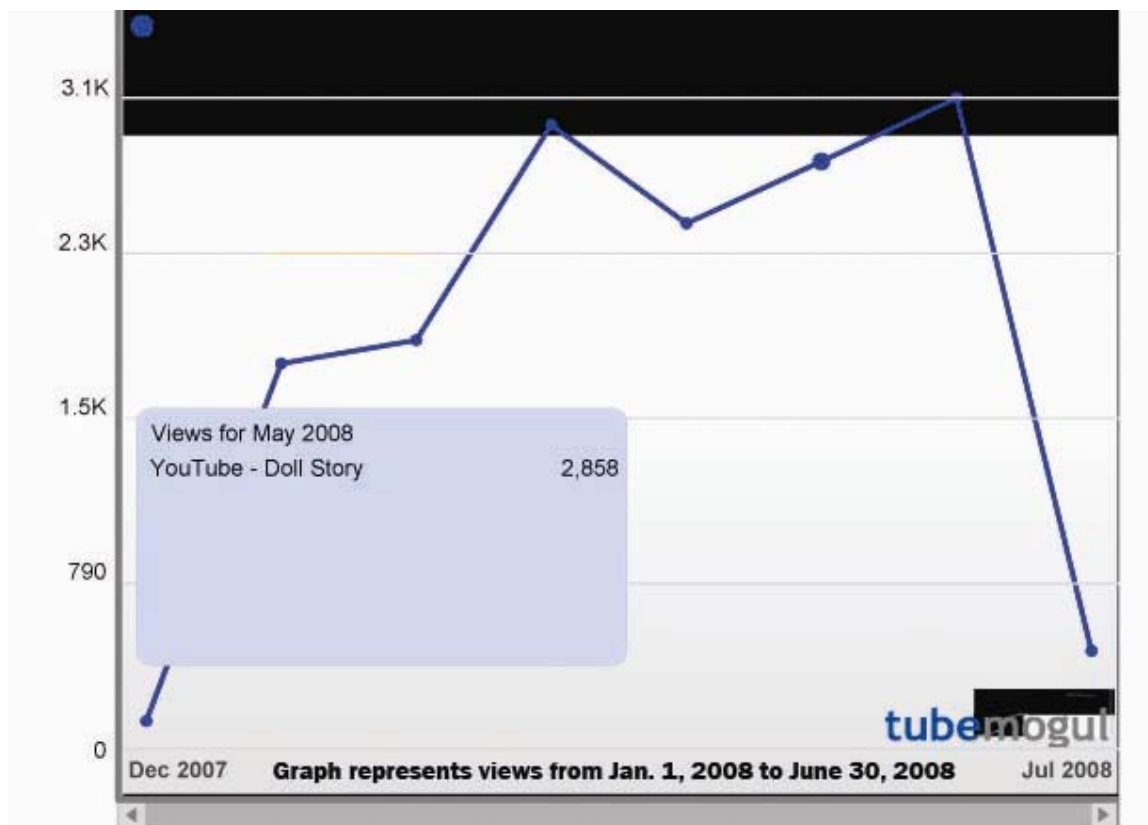
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*This paper will discuss RME, SEO, SEM, Delayed Decision Purchases and Lead Generation.*

## What is RME?

Residual marketing effect or RME is the continuing promotion that **occurs after the initial campaign and over the life of the promotional or marketing tool**. Where The Long Tail talks about a large number of items purchased in smaller quantities, RME is a measurement of the continued usability of a marketing tool and its effectiveness from greatest potency of initial use to the subsequent longevity of its effectiveness. RME can also be assigned to **promotional opportunities that happen organically outside of the intended use of a promotional tool**.



Initial campaign potency describes the moment in which a tool realizes its greatest effectiveness. This usually occurs with online video during the first month the video is released. There are other outside influences that can cause a spike in views, comments or other types of online interaction such as product release date, media coverage, current events or celebrity.

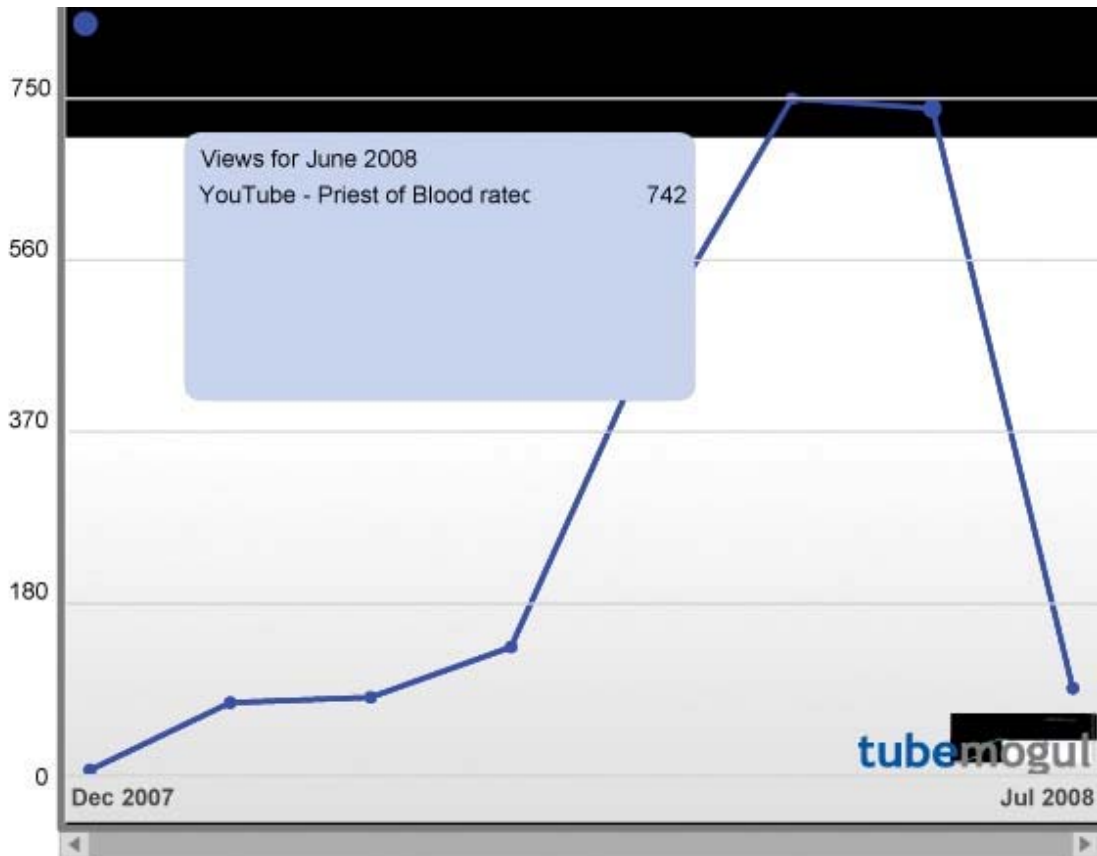


The picture above is an example of RME. The book video represented above was uploaded one year ago. The graph represents continued views to the video. The video continues to be linked to and commented on. Over 30 comments were made on the video in the same period of time as represented by the above graph.

Unlike print, radio or even television campaigns, online video brings in the greatest amount of residual marketing. A video, once released online to a social market, will see its initial effect during the first month. Once that time is over the video is still available 24 hours a day 7 days a week. There are opportunities that are organic in nature such as a news event that can enliven the video should the video be of a similar topic. Should the author come into the media's eye for any reason or the author does a speaking tour, etc. the video offers additional search opportunities when the public goes online to find out more about the author.

Should the book be reissued or when it goes from hardback to paperback the video is available online, again for additional search. A video can easily have a book cover traded out at the end to re-tool it for any reissue, should the new version have a different cover. With little effort, the video can be redistributed with updated tags and a moderate to heavy rewrite of the description. If the video is being re-utilized 6 months later, or longer, from the time of initial distribution the video can even be redistributed to the same online sites. The same video can also be redistributed to new online sites to keep momentum going on public awareness of the book or author, or to highlight a special event such as a reissue or the author comes into the public eye after the initial campaign is done.





This graph for Priest of Blood shows an **increase in traffic after an alteration was made** to the description. The initial upload was 2006. An experiment on refreshing video data such as title, description or tags resulted in an increase in views as shown above.

A book that is one in a series can benefit from RME each time a new book and video are released within that series. It is not unusual to see a rise in views or comments to an older book video when the new book in a series is released.

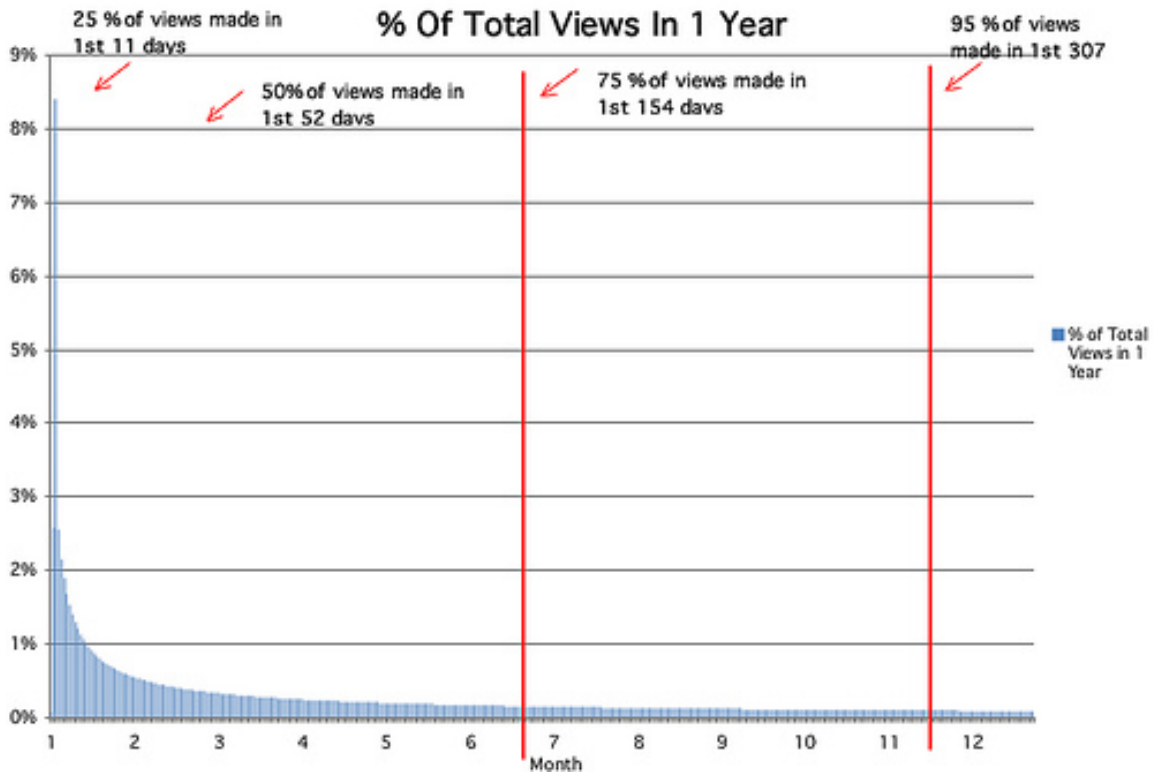
**RME is especially helpful for branding.** A video can be one of the building blocks of a branding campaign. Each video is a block that helps create a strong foundation for that brand. Not only can the video be sent out into the general public online, but the video can be sent to a specifically targeted online area. For example, if an author is writing horror they can create a video that shows that their stories are scary and send that out to MySpace where there are several online magazines that will review that type of book, but you can also target TerrorFeed which specifically targets horror fans. Use a concentrated area of a specific type of audience to encourage organic buzz. With video, books can enter a specific genre community that has, heretofore been the sole domain of other entertainment industries. TerrorFeed, for example, historically has only taken movie videos. But, in 2006 they took a book trailer called The Lady of Serpents.



The argument could be made that people who like movies won't buy books, but many people do enjoy a variety of entertainment outlets. Often, people who like fantasy and horror will also read comics. It is a benefit to the publishing industry as a whole to reach out to people who normally spend their entertainment dollars on other venues, using a medium they have grown to accept and even prefer. In order to grow more readers and to compete with other entertainment industries we must be willing to step outside the "proven" venues and audiences to make a clear statement that "books are entertainment". The more that is said, the more people are likely to believe it and respond to it.

Though the initial effect of a marketing tool must be significant, if that tool also offers high RME it can help to offset the cost of the investment into that tool. Research done by top video distributors TubeMogul shows that, although the majority of views to a video will happen during the first 90 days, views continue to occur long after initial upload.

*A breakdown of views by day as a percentage of total views, with a full year forecasted:*



TubeMogul also offers a tool in which **you can forecast the likelihood of how your video will perform** with number of views throughout the year. You can find that tool on the TubeMogul site under the Research banner.

The TubeMogul research does not take into consideration that the product could be affected by outside influences such as current events, news, etc. A book can be reissued in a different format or a new book may influence interest in the author's backlist. A variety of variables can cause an increase of interest in the video.

If there is an event that causes interest in the author, book or theme of the book a video is available for quick consumption and often comes up high in the search engines that have a preference for video such as Google.

Greater SEO is a result of RME in that it greater SEO is not the initially intended use for digital video, yet it organically feeds SEO placement. RME also creates organic **SEM** (Search Engine Marketing) as shown I the following examples.



## **SEARCH ENGINE OPTIMIZATION AND SEM**

Here is an example of a Google search under the name of the author and book. Of the first 10 items on the first search page half represent the video. This happens organically and is not the result of paid search terms, so all of this is natural SEM.



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Web Personalized Results 1 - 10 of about 372,000 for [Heather Graham Ghost Walk](#). (0.30 seconds)

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Below is another search result for a video that is approximately one year out from upload. Note that half of the search items on the first page are for the video.



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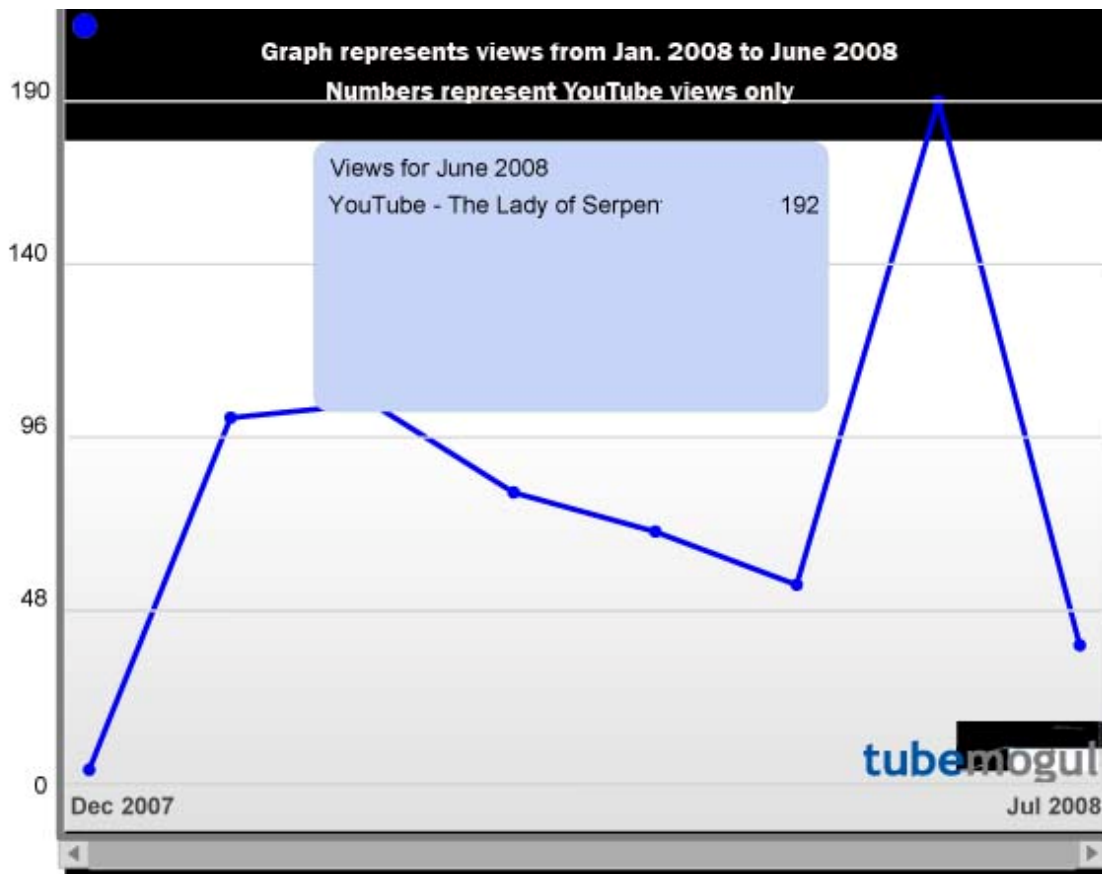
Douglas Clegg Lady of Serpents

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The following graph shows the number of views for this same video over a 6 month period. This represents only the YouTube views. The video was uploaded to over 100 sites.



## DELAYED DECISION PURCHASES

With the economy in constant flux consumers are often forced to choose between entertainment and the cost of daily living. In order to be consumer-ready with any product you need to have constant advertising of that product.

Since video marketing leaves the ad in place for years it is possible to collect purchases that were lost to initial financial inabilities. In short, timing is everything and being ready to refresh the consumer's mind with a quick video ad that reminds them how much they initially wanted the product is a residual marketing effect.

Here is an example of a delayed purchase. The consumer not only waited a year to read the book, but was then inclined to blog about it, thus furthering the video's reach and giving a testimonial to the book itself.



## Pam's Pages

Pamela J. Dodd, author of *Trinity on Tylos* and *The Gift Horse* comments on reading, writing, publishing, and whatever else comes to mind. This is a great spot for novel lovers and writers to visit.

SUNDAY, JUNE 22, 2008

### Conspiracy Game

Author Christine Feehan either mesmerizes, or she disappoints. Her books are typically paranormal romances with a fair amount of spice. Like many prolific authors, she writes various series, including her vampire series, now up to about twenty titles, all of which begin with the word "dark" such as *Dark Melody*. Since I don't read vampire books, I have not read any of those.

The first book I read by her, *Wild Rain*, is part of another series, but stands alone quite well. I loved the suspense, which Feehan can do fabulously indeed. I tried one of the Drake sisters books, another series, and I managed to finish the book, but I have not revisited the series because that one just didn't hold my interest. One problem with writing a series is getting the "back story" covered in other books into the current one, that's where Feehan can stumble. When she devotes too many pages to backstory, she risks losing the immediacy necessary for suspense.

A year or so ago, I was watching "book trailers" on YouTube and noticed the one done by COS productions for her suspenseful

paranormal romance, *Conspiracy Game*. I was so impressed with the video that I marked it as a favorite and bought the book. I don't remember why, but I parked that title, along with quite a few others, in one of my ever growing "to be read" stacks. A couple of days ago I picked up CG, and I was hooked within just a few pages. This book is just what I like to read—a mysterious plot with characters who are strong but not without vulnerabilities, military action, circus daredevils, medical mystery, plenty of paranormal elements, and not too many stray body parts leaking fluids onto the pages. Other books in the series include *Shadow Game*, *Mind Game*, and *Night Game*. I've included the book trailer, featuring Liz Maverick as the heroine. BTW, *Maverick* is another good paranormal romance writer.



*Conspiracy Game* is still available in mass market paperback, and provides plenty of entertainment for eight bucks. Oh, and it is

quite suspenseful, if you just skim the backstory.

Labels: [book trailer](#), [Feehan](#), [futuristic romance](#)

posted by Pamela J. Dodd @ 4:10 PM 5 comments [links to this post](#)

#### 5 Comments:

At Jun 23, 2008 2:22:00 AM, COS Productions said...

The "Game" books (aka Ghostwalker series) have really picked up steam. I love the obvious research done for the books and all the action.

I actually love the Drake sisters series the most. I know the Dark series are most popular, but her last Drake sister's book, *Safe Harbor* hit #1 on NY Times. If you're up for it, try *Dangerous Tides* or *Safe Harbor*. You don't have to read the previous ones to read those.

I love the book trailer! I was so thrilled when I saw you have it up! Have you seen the bloopers for it? Very funny!

Sheila (director of said book trailer)

At Jun 23, 2008 7:23:00 AM, Melissa said...

I love this series by Christine also. I also adore the Drake sisters the best, something about the powers and their bond as sisters just draws me in and keeps me coming back for more every time. *Conspiracy Game* was a great book, but I did like the next one about his brother even better. And while I love the trailer to this one, the trailer for *Deadly Game* featured the same "stars" and was just as good. Hope you get a chance to look at that one as

### About Me



**Name:**  
Pamela J. Dodd  
**Location:**  
Georgia, United States

Pamela J. Dodd is the author of *Trinity on Tylos*, a science fiction novel, and *The Gift Horse*, a contemporary suspense novel. In private life, Pam is a mother of teenaged children, a wife, and has taught English in a variety of settings, in grades 6 through college. Pam loves stories, especially those with real themes which reflect the values of humanity.

[View my complete profile](#)

### Quote of the Day

Honor is not the exclusive property of

any political party.

Herbert Hoover

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### Funny Quote of the Day

I sang in the choir for years, even though my family belonged to another church.

Paul Lynde

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[www.cosproductions.com](http://www.cosproductions.com)

Video will become more and more searchable over the next few months. Even now Adobe has come out with a flash player that is searchable and the top two search engines have embraced it.

More and more corporations are spending large sums on paid search, rich media/video and lead generation. Video can be optimized to save money by becoming more effective in these areas. Videos can assist with more organic search optimization as opposed to paid search. Rich media has become an expectation from the internet community if you want to gain their attention. And lead generation spending can be offset or enhanced by video that is sent out to buyers to stimulate interest.

<b>US Online Advertising Spending, by Format, 2007-2012 (% of total and billions)</b>						
	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Search	40.0%	40.0%	39.9%	39.6%	39.0%	37.3%
Rich media/video	9.7%	10.2%	11.1%	12.6%	14.6%	18.5%
Display ads	21.1%	21.1%	21.0%	20.3%	19.3%	18.4%
Classified	16.9%	16.6%	16.3%	16.0%	15.8%	14.9%
Lead generation	7.9%	8.2%	8.2%	8.2%	8.3%	8.3%
E-Mail	2.0%	1.9%	1.9%	1.8%	1.7%	1.5%
Sponsorships	2.4%	2.0%	1.8%	1.6%	1.4%	1.1%
<b>Total (billions)</b>	<b>\$21.1</b>	<b>\$25.9</b>	<b>\$30.0</b>	<b>\$35.0</b>	<b>\$41.0</b>	<b>\$51.0</b>

*Note: eMarketer benchmarks its US online advertising spending projections against the Interactive Advertising Bureau (IAB)/PricewaterhouseCoopers (PwC) data, for which the last full year measured was 2007; online ad data includes categories as defined by IAB/PwC benchmark—display ads (such as banners), search ads (including paid listings, contextual text links and paid inclusion), rich media (including video), classified ads, sponsorships, lead generation (referrals) and e-mail (embedded ads only); excludes mobile ad spending*  
Source: eMarketer, March 2008

093026 www.eMarketer.com



## LEAD GENERATION

As a “**lead generation**” case in point here is an excerpt from an email sent in to us by one of our clients. It is especially of interest since this particular book is self-published. COS does send out book video to OverDrive, which sends out the videos electronically to over 5000 libraries. In this case, the author had her video playing during the ALA event this year and it caused a great deal of interest in her booth and her book.

“I had a super convention. In the picture you can see my laptop playing the video....

I got to talk to the YALSA coordinator and send my book and materials back to Chicago for consideration, due in LARGE part to the book video. While at the show, I could give them a glimpse of the book and they were delighted. I’ll be following up with them, to see how it goes as to having my book introduced into the public library market and being promoted by YALSA. (Young Adults Library Services Assoc.)

Your trailer was playing non – stop...I was inundated.

I gave away over 300 books to readers...more important...librarians and teachers who will in turn tell others. This is the word-of-mouth buzz everyone seeks.

I was approached by both Warner Bros. and Twentieth Century Fox to turn my story into a movie.....will see. One can live in hope. Again, this in huge part due to the trailer and my banner showing the setting for the story in the Grand Canyon (which your trailer points out too – EVERYONE was intrigued with the idea that Elves could be in the Grand Canyon).” – Ellen Grau author of Chessie Bligh



Book video, used correctly, can lead to a great deal of residual marketing. From active promotions 24/7 over an extended period of time, to SEO opportunities and delayed purchase opportunities, the RME of video will continue to grow. Extended time and extended uses for video result in greater marketing utility. Video is a long term marketing investment paid once and recycled in many ways, with little effort and little or no additional investment.

**Circle of Seven Productions' research and development team tracks marketing trends that are specific to the book industry, but also follows the trends of other industries to identify trends that might cross over and be utilized in the publishing field.**

**Our R&D team uses technical consultants and well as in-house experts to follow technology trends and production trends.**

**Circle of Seven Productions maintains a Social Media and Distribution department who follow social media trends to manage, predict and maintain a strong online presence and awareness. Our team works to identify what sites are best for any given genre or for best for book readers overall.**

**Our commitment isn't only to the publishing industry, but to readers, potential readers and to students. We are committed to encouraging reading as entertainment, enlightenment and education.**

