BIZBASH

Step 1: Video Traction Material Specifications and Instructions

Create your Video Traction Campaign in three easy steps!

1 Send us your video and copy   **2** Identify your desired target   **3** Follow these specifications

Campaign Basics

This is a two-step process: *BizBash* will upload and host your video, overlay a lead capture form, and distribute to targeted viewers. Our video platform will capture engagement metrics as well the first name, last name, and email address of each viewer. You will receive these leads and reports, allowing you to follow up or nurture with other *BizBash* marketing programs, such as sponsored email efforts. We need a video **and** email creative from you.

Materials Specifications

Video export settings:

Video:

Format: MP4 is recommended.

Codec: h.264/AVC (required)

Resolution: between 640px and 3840px wide

Bitrate: 5,000–8,000 kbps (recommended)

Framerate: constant, 15–60 frames per second

Aspect Ratio: We accept videos of any aspect ratio, but wider = higher quality

Audio:

Codec: AAC (Advanced Audio Codec)

Sample Rate: 44.1 kHz

Channels: 2-channel Stereo (not surround)

Click here For more information on how to export your video from video editing platforms.

Addition material:

Static Image: You may use a still from your video or submit a separate image to tease it. If you elect a separate image:

Format: JPEG is recommended.

Orientation: Landscape, same as your video.

Size: Should match your video size and aspect ratio.

Colors/CTA: Send us the 6-character hex code you wish to use for your play button and form submit.

HTML Email: Your video will be distributed via email to our audience. Please furnish material **following these specs**.

Best Practices

Video Length: Keep your video short and to the point. Your video should be no more than 1 to 2 minutes in length.

File Size: Your video should be 400MB or less.

Call to Action: We recommend placing the lead capture form 10 seconds into the video. Be sure your first 10 seconds are compelling enough to inspire viewers to submit their information to continue viewing.

Links/ideas:

7 Types of Videos That Are Effective For Marketing
25 Tips for Creating Great Marketing Videos
5 Secrets of Super Successful Video Marketing

Submission Guide

Traffic requirements

All ad materials are due at least 5 business days prior to the start of your campaign. The expected time from receipt of materials to posting is 5 business days provided materials are complete and to spec.

Delivering creative

Upload your video file to the BizBash dbinbox instance. Your file name should contain your company name.

http://dbinbox.com/BizBash. Access code: BizBash1.

OR upload to the large-file tranfer platform of your choice. Be sure your company name is present and a notification message and link is sent to *production@bizbash.com*

Your Video Tracktion Email Alert Needs

1 A subject line   **2** HTML file with message content   **3** Plaintext version

HTML specifications

• Submit your Video Traction email as a complete HTML file, making certain it displays uniformly in all email environments. *Layers, background images, rollovers, forms, Flash, and embedded video are prohibited. Use a static image for your video with a play button overlayed. We will link to your video.*

• You may personalize your message. Just indicate where you would like the greeting to appear. It is best to use Hi, to accommodate records that do not have a first name field populated.

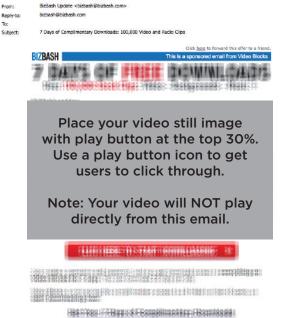• Each Image should be about 80kb, JPG, PNG or GIF format. Host your images and reference them in the HTML code by absolute URL. We can host images—just include them with your file and let us know.

• **DO NOT** submit email built using any other *copyrighted* 3rd party templates. **Such material will be returned.**

• Many email programs block images. It is important that all essential information including the call to action, dates and times, locations, and links appear as actual text (NOT just words embedded in an image) in the top 1/3 of your message.

Subject line

Your subject line is the crucial moment when a recipient chooses whether or not to open your email. Use it to create a sense of urgency and excitement. Tease your video with an incentive to view. Some recipients may only see the first few words: frontload important words.

From: BizBash Update <bizbash@bizbash.com>
Reply-to: bizbash@bizbash.com
To:
Subject: 7 Days of Complimentary Downloads: 100,000 Video and Audio Clips

Click here to forward this offer to a friend.
This is a sponsored email from Video Blocks

7 DAYS OF FREE DOWNLOADS

Place your video still image with play button at the top 30%. Use a play button icon to get users to click through.

Note: Your video will NOT play directly from this email.

CLICK HERE TO START DOWNLOADING

Click here to forward this offer to a friend.
Please use this link if you no longer wish to receive this type of message.

Plaintext version

You must submit a text-only (no images or styling) version of your email as a **.txt** file. This ensures that recipients who cannot (or will not) display html in their inbox still receives your message. Type out all links, including the "http://" so plaintext recipients can follow your link.

Resources and best practices

1. **Place your call to action, incuding a click through link, at the top.** This ensures the "meat" of your message is visible in recipients' preview pane.

2. **Make your static video image compelling.** Make sure a user WANTS to click to view it.

3. **Be succinct.** Get to the point quickly—readers have limited time to consider and react to your video.

4. **Remember the mobile user.** More than half of all email is opened on a mobile device. Submit responsive design if possible and limit your subject line to 30 characters.

5. **Make sure your message is easy to read.** Type style and color selection is important.

6. **Be aware of spam triggers:**
   • Use red sparingly
   • Avoid all caps
   • Avoid exclamation points

7. **Test your code.** There are several free Web-based solutions available. This one provides spam scores for several common spam filters:

https://www.mail-tester.com/

Submit materials via email to production@bizbash.com.

• If you are including images to be hosted, place all components in a .zip file.

• HTML may be supplied as a link to a dedicated web page of the message content.

• Submit complete materials at 5 business days in advance of your scheduled date of deployment to accommodate vetting, testing, and approval of your creative. Production reserves the right to reject materials that do not comply with these specifications or that are insufficiently compatible across major email clients. All materials are tested through our email server, and test message will be sent prior to deployment for your final approval.