

19.E: Video Marketing(Exercises)

Case study questions

1. When producing video content, what key points do you need to keep in mind?
2. How did Nike use best practices when creating their video?
3. How did online and offline channels work together to contribute to the success of this video?

Chapter questions

1. Why should commenting on videos be encouraged?
2. What sort of personalisation would self-hosting of a video allow?
3. How do you feel social media affects video marketing?
4. What possible obstacles could a brand face when seeding a viral video?

Further reading

tubularinsights.com – Regularly posts updates and developments in the world of online video.

youtube.googleblog.com – YouTube’s official blog. If there are announcements likely to affect a YouTube user, this is where you’ll find them first. mashable.com/category/online-video – Insightful and current articles on online video trends.

vimeo.com/channels/staffpicks – Curated Vimeo videos picked by staff members – some great creative inspiration.

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