

# Trends and Best Practices for Video in Life Science Marketing - Interview with Tyler Kay, Digital Creative Associates

This transcript was lightly edited for clarity.

**Chris**: I'm here today with Tyler Kay of Digital Creative Associates, welcome to the podcast.

**Tyler**: Thanks Chris. Thanks for having me.

**Chris**: Why don't you start out by telling us just a little bit about your background and your company?

**Tyler**: My name is Tyler Kay. I'm the founder and creative director at Digital Creative Associates or DCA. We create video content for life science companies, help bring their products to market through video.

**Chris**: That sounds great. So tell us, are there any trends that you see for life science companies that are using video in their marketing?

**Tyler**: I've been doing campaigns for a long time, now 13 years so I've seen a lot of different trends and we've done a lot of different innovations with video over the years. Now I would say some of the most innovative things, and actually very few companies are doing this, are pre-roll ads on YouTube. There are a lot of life science related videos on YouTube. I think this is a huge opportunity because you've got thousands of scientists looking for video content on YouTube every day. Normally when you click on to watch a video about a life science technique or process, you get the usual mobile phone ad or fast food ad, and you skip after five seconds. But I think there's a real opportunity there to do some very targeted video-based advertising for life science products.

**Chris**: That sounds like a great idea. So you're really talking about the 30 second snippet for example that comes up when I want to watch any YouTube video?

**Tyler**: Right, I think they give you the chance to skip it after five seconds, but I think if it were more relevant immediately to what your experience is in the lab, it would be a great way to showcase new products and build brand for life science companies.

**Chris**: Fantastic. And over the course of your career, what types of videos do you find that are especially successful?

**Tyler**: I would say, I mean especially successful in terms of product awareness and branding, viral videos have been certainly the most successful. In our case, in my case, the most successful would be the PCR song video that I created for Bio-Rad back when I was at Biocompare. That video, I think, has had over 3 million views and I know drove, capturing significant market share in the thermal cycler market for Bio-Rad.

That was the case of mixing humor with life science in a catchy song or catchy jingle. And I think what made that particularly effective is that we didn't make that video and that music and that song so much about the brand new thermocycler from Bio-Rad and all the different bells, whistles, and benefits of it. We made it about PCR, the technology, the history of the technology, how it's used and what it's used for. And I think because it had this sort of homage to PCR technology and this kind of educational aspect, it made it that much more shareable. It's that kind of shareable content that I think is the most effective.

I would say that was especially successful, but I made that six years ago. And I would say now I mean, viral videos are still successful. We do fewer campaigns, but it's still a good way to market your content for sure, especially for driving awareness. But a more documentary style customer profile video, I do a lot of those now and those are very effective at showing other scientists what their peers and colleagues are doing with the technologies.

**Chris**: I loved the PCR video. My wife loves the PCR video and she's not a scientist. And the two types of videos you mentioned customer testimonials and I would argue the PCR video are successful because they're about the scientists.

**Tyler**: Yes, absolutely.

**Chris**: The next question I'll ask you is how can marketers get the most value out of the videos they produce?

**Tyler**: Making the video is really just half the battle in terms of ROI. Obviously, realizing the value of it really comes from an effective online launch with that video. And what I mean by effective is really optimizing it, optimizing your content and your other marketing channels or the market that you're going to do for a particular product, making sure you get the most out of how to place that video and how to optimize your calls to action for that video. I know there's a lot of marketing terms in that, but really it's as simple as you've got a product that you want to launch, you've decided you want to make a video about it.

So a lot of companies will make a video, we’ll determine what type of video that is. Sometimes it's an overview video with some animation that shows how it works and calls out the features and benefits, maybe there are some customer testimonials as part of that. So you've got a great piece of content at the end of that that communicates your value proposition, your features and benefits and sometimes those are validated by some customer comments. Making that good content, like I said, that's half the battle. The next part is how to take that and then get that out there in front of your customers. And that's really where following some pretty simple best practices can really go a long way in driving more views of your videos, getting more people engaged with your content and driving more sales, well, driving more leads and then driving more sales. That can really be as simple as just adding “watch video” as the call to action, across all of your marketing initiatives.

**Chris**: It sounds like optimizing how you use your video and making sure people connect with it. It sounds like it's a very important thing not just a great video but to make sure you use it integrated with all your other marketing content to get the maximum value out of it?

**Tyler**: That's right.

**Chris**: What are the obstacles that keep companies from creating videos or being successful with them?

**Tyler**: Video is a very effective way to market your message and get your message out whether it's for a new product or for corporate branding campaign and among our clients, we are seeing a higher demand for video. Some of the obstacles I see are marketers might have an idea that the video project is too big or it's too costly to put an effective video together. They may not think of something like a webinar, or let's say there's already a seminar session that's organized at a conference and just having a video group come in and record that and turn that into an on-demand video webinar. Poster sessions, videotaping poster sessions and do a five-minute clip, five-minute overview of someone's research, these are all very effective types of content, because it's getting the customer or other scientists sharing their data. And at the end of the day, that's really what matters is the data that scientists are able to achieve by using a particular product. And that's the message that you want to tell.

I think there can be an obstacle where setting out the creative video might seem like, "Oh, we've got to create an outline, we've got to create a script, we've got to storyboard it out, then we've got to hire a production company to make it." It can seem very daunting, but really, there's so many different types of video that you can do to drive similar results. So if marketers open themselves up to thinking outside of the traditional video formats, if you can generate a lot of video content, that can really drive good results.

**Chris**: Fantastic. As an overview of everything we've talked about, using video as a force multiplier to engage with all of your content is very effective, and companies need to think about where their scientists are already presenting information that simply needs to be recorded and it can make things easier as we like to do here, at Words 2 Wow, simply by recording the presentation that's already happening, using those as a big part of their marketing mix.

**Tyler**: Exactly.

**Chris**: Well I really appreciate you taking the time to spend with us today for this really helpful information.

**Tyler**: Thanks Chris, it's been a pleasure.

**Chris**: All right, thank you Tyler.