

WEB VIDEO STRATEGIES



RICHARD HOLMAN

WEB VIDEO STRATEGIES

INTRODUCTION TO USE OF VIDEO ONLINE

Changing technologies have sourced paradigm shifts in the way companies used to do their business. Gone are the days when print media, radio and television were considered the only ways of reaching the masses. The internet evolution has caused a revolution especially in the fields of advertising and marketing. Internet has become the most effective mode of communication and today millions of companies around the world are engaging in online business activities in one way or another. Even the companies who do not have an online presence rely extensively on online advertising and marketing campaigns in order to reach to millions of potential consumers and create brand awareness and promote their products and services.

As internet is becoming the most extensive medium of communication. Well focused and future oriented companies realize the potential of the “Interactivity” of the online medium and hence they are spending millions of dollars on online marketing.

According to a report published on the 13th of October 2010 on marketing-interactive.com; which states that:

“Although severe global recessionary pressures have affected the economies in the last couple of years, it appears that the recession

doesn't exist on the web. This statement was based on the basis of report presented by the Interactive Advertising Bureau (IAB) and The Price Water House Coopers (PWC) which suggests that during the first half of the year 2010, advertisers spent US 12.1 billion dollars on the web, which is a record spending on online advertising for a half-year period. According to the report the online advertising spending climbed to 11.3% over the same period in 2009. That spree was fueled by a robust 6.2 billion US dollar in spending during the second quarter of 2010, marking the second-largest revenue quarter ever tracked by the Interactive Advertising Bureau /Price water house Coopers (roughly \$6.3 billion was spent during last quarter of the year 2009).

Analyzing the results the report further highlighted the comments of David Silverman, a partner at Price Water House Cooper (PWC) maintained that despite an adverse impact of recession, the double-digit growth in both online search and display clearly suggests that the prospects for online advertising continue to be strong and it clearly indicates long-term growth in the future.”

Visualizing the importance of online marketing and advertising, businesses are engaging into an incessant war to improve their visibility, drawing more and more traffic to their web sites. Online marketers and advertisers are constantly incorporating various tactics and strategies to attract the attention of the masses of visitors and stand out to their competitors. Hence there are several forms of online marketing through which companies can maximize search engine rankings online, one of which is Video Marketing.

VIDEO MARKETING

Video marketing is defined as a marketing strategy use by companies to promote their products and services by using short, attractive and informative videos. The basic objective of developing and using such videos is to induce product or brand awareness in the prospective customers and entice them into purchasing the promoted products and services. It is also essential to note that video marketing is

basically a strategy of marketing products through video as people sometimes confuse it with marketing the videos.

Communication through videos has always been the most efficient means of conveying your message successfully to your audience. As it is a well-known phrase that “**A picture is worth a thousand words**”, video communication is a potential mode of communication to reach thousands of people. A visual presentation instead of textual material is not only attractive and visually appealing but also remains in the minds of the visitor for a long time. This is why today video communication is getting more and more important and companies are trying to improve their marketing efficiency through video marketing and giving its importance this book is dedicated to give you, an in depth information about Video Marketing. If you want to become a successful online marketer and want to stand out of your competitors through incorporating effective marketing tactics by incorporating videos in your websites and other online sources than this book is essential for you and will help you explore not only the importance and the scope of video marketing but also it will help you to explore how to create and develop an effective, and ways to embed it in your websites. Further we will discuss several tips and tactics that can improve the efficiency of your videos. Hence this book presents a complete outlook on video marketing.



SCOPE OF USING VIDEOS

Afamous Russian story writer and dramatist, Anton Chekhov once said that;

“DON'T TELL me the moon is shining; show me the glint of light on broken glass”.

IT IS WELL-KNOWN fact that human brain always tends to visualize things whenever they read or see something, hence in order to communicate your message it is always important to remember that showing is better than telling. This quote is practiced well by expert marketers as effective marketing is also an art of showing not telling. As mentioned in the previous chapter that a picture message is worth more than a textual message. In an advertisement that is composed of text only, an online visitor has to go through the text, which consumes extra time and effort, in order to figure out the message conveyed. However, visual demonstration captures a viewer's attention quickly and has the potential to create an impact on the minds of

a viewer. This is the reason why many marketers either conventional marketers and/ or the online marketers prefer to use video clips in order to advertise and promotes their products well.

Also as it is a common knowledge that nowadays people enjoy searching the internet rather than to watch TV or to read newspapers, there is an emerging trend of increasing number of people turning to the internet in search of information. Even one of the major online icons Google recognized the importance of video marketing and recently bought out YouTube, the top video site on the Internet, which is one of the first sites that comes to mind when you want to do a video search for something. So bringing video into your campaigns is important to give your site a big boost.

As internet is becoming a globally preferred medium of communication and videos being the most efficient and attracting modes of communication, online marketers are extensively using internet marketing videos to attract high number of visitors towards their websites. Statistics reveals that there is an emerging scope of online video marketing as online video helps the businesses to reach to a wide range of best prospects instantly. According to the Interactive Advertising Bureau (IAB) and The Price Water House Coopers (PWC) report, ad spending on digital video enjoyed its best quarter ever, jumping 31 percent vs. the first half of '09.

Another report indicated that the year 2009, was definitely a year when online video boomed, as in the United States the total time spent watching online video grew up by 34.9 percent.

Hence, online videos are getting popular as it does not only enable you to reach the targeted customers across geographical boundaries and fetch maximum number of customers but also the associated costs are significantly lower. This expands the customer base of a company. Online marketing is therefore more cost effective than regular TV ads, simply because, it is not only the less expensive source to produce and disseminate your message, but also it makes customer targeting a lot easier too.



MARKETING THROUGH VIDEOS & ITS TYPES

By now you must be aware of the fact that effective video marketing is essentially important to get traffic to your web site and increase your bottom line profits. With the ever growing rate at which companies are getting online and introducing themselves on the web pages it is essential to do something extra to beat your competitors and stand out of competition. By adding an effective and attractive video can help you to grab the attention of the web surfer towards your web site. Now before getting into further details about how a video can help you optimize the search engine rankings of your web site and attract traffic, let's first explore a few common forms of video marketing that will help online marketers to improve the efficiency of their online marketing campaign and multiply their bottom lines.

FORMS OF VIDEO Marketing

Video marketing can take a variety of forms. Especially in the today's world of digital age and increased technology an online marketers have so many opportunities to take the advantage of video marketing. A few of the various ways through which a marketer can

utilize videos to improve their profitability are listed below as follows:

- **INCORPORATE VIDEO on your own website**

The most popular and the most efficient source of video marketing is to add a quality video to your website. An informative and eye catching video will make you stand out of your customers and also help you to generate web traffic towards your own site. Videos on websites can vary for example a video testimonial can be uploaded, or an informative video on how to use a product, or videos on customer reviews can be uploaded to increase consumer aware-ness and your company can be viewed as more reliable company.

- **VIDEO BLOGGING**

Video blogging is similar to blogging with incorporating video messages instead of text posts. Constantly uploading numerous informative and interactive videos at regular time intervals on your blogs can help you generate potential customer towards your website.

- **ADD VIDEOS on Popular video web sites or social media websites**

Business Online marketers can add videos to increase their web-base and broaden their reach on various social web sites like Face book, Google video, to get your message viral. Also in olden days, usually television was considered the only possible option by business marketers when they think of video marketing; but today video sharing sites like YouTube have gained enormous popularity and have made it possible for business owners to reach a broad audience without incurring huge costs. Posting videos to Youtube is not only free but also you get permanent air time.

- **INCORPORATING VIDEO'S thorough article marketing**

Articles are also another popular source of online marketing. Hosting various video that relates to the content of your article can not only add value to your articles attractiveness but also can help you reap maximum traffic to your website and hence attract maximum profits.

- **ADDING video's to your e-mails**

E-mail marketing is one of the oldest forms of online marketing. Adding videos to your emails can help you to raise your marketing productivity and your company's bottom line.

These are not all, you can think of various other platforms where you can add online videos and gain popularity. Changing technologies and growing online marketing opportunities provides marketers with increasing opportunities to reap to benefits of video marketing. In the next chapter we will discuss the various types of videos and explore that what type is suitable for various forms of online marketing.



BASIC CATEGORIES OF ONLINE VIDEOS

It is not enough to just add a video to your web site and then sit back and wait for the success of your online marketing campaign.

Some marketers just grab a cam coder or a video recorder, record anything they like to record, edit it and add the video to their web site.

Remember, its not going to work that way. Online marketers need to understand the logics of video marketing if they need to have effective online presence to compete in today's market place. Once you as an online marketer identify the form or a combi-nation of forms of video marketing you want to incorporate into your video marketing campaign, now it is the time to decide upon the type of online video that best suits your purpose.

Based on broadly defined categories online videos for business can be categorized into three basic types which are listed as follows:

- Promotional Video
- Educational Video
- Viral Video

Promotional videos can cater to the needs of direct marketing, where the online marketing objective is to directly promote a product

or a brand and to promote sales. These videos are usually aimed at triggering a direct action of purchase. Educational videos are indirect marketing sources, usually aimed at marketing objectives to increase customer trust and enhance company's reliability. Viral video are again indirect marketing videos aimed to promote the company and to reach to a masses of audience. Hence, once you are committed to making video part of your corporate marketing strategy, as a prudent marketer you need to still ask yourself a number of questions such as aims and objectives of your marketing campaign that will help you in choosing which kind of video you want to produce. Although all of these types have potential to generate traffic to your website and improve your bottom line however there are risks and rewards for each kind of video, Hence as a marketer you need to be clever at harnessing that impact and using it to your advantage.

In the next few chapters we will discuss all these video types in detail and will discuss the key challenges the marketers can face while using these videos to market their products and services online.



VIRAL VIDEO

The culture of viral marketing can be attributed to the initial days of the very first social network mediums which were actually interactive networks where people used to interact with each other to share jokes, views and power point presentations etc. Due to its extreme interactivity these mediums soon become popular among masses of people, providing businesses an opportunity to use these mediums to market their selves and their products. Hence various social media web sites like Face book, twitter, etc gained popularity providing an opportunity for online marketers to attract attention of masses through posting attractive and interesting videos to these networks and try to bring visitors to your websites.

Even before that the use of viral videos was vastly registered on Youtube, the most widely used source which is being visited by millions of online visitors daily to search videos for any kind of information they want. Online marketers soon clutched this opportunity and started posting videos in order to get the message viral. As competition grew, the demand for content grew, and marketers started crafting attractive and eye catching videos in order to make them go viral.

However, there are several factors to consider if your objective is

to go through viral marketing. In order to create a video to have a chance at becoming viral it needed to have a few or all of the following characteristics:

Your video must be:

- Original
- Interesting
- Dramatic
- Eye – catching and enormously attractive
- Unexpected
- Funny / Mysterious

▸ **LOCATION of viral video**

A viral video varies from the other types of online marketing video in terms of its location. Viral videos can only perform best when they are embedded to places other than the company's site. The basic objective of a viral video is to increase market reach. The company's objective behind a viral video is to reach to masses of audience and hence the marketer will try to embed the viral videos in many different sites to reach as wide range of audience as possible.

▸ **DRAWBACKS of viral video**

Although viral videos can get you to millions of viewers, there are also some drawbacks behind this strategy, some of which are jotted below;

- Few online marketers fear embedding a viral video on external sites as once a video is embedded outside the company's site the company totally loses control over it for example there is no control on the surrounding text, the surrounding pictures and ads. If you allow your video to be watched anywhere, you have to consider that viewers

may see your logo and messaging put adjacent with less savory images etc.

- It is also very difficult to track the success of viral videos as you can't identify whether your video reached your target audience or not. You might get a high number of views but it is not enough to consider the number of views only. In order for your video to be considered a viral success, it is essential to know that whether or not you were noticed by the right kind of audience which is almost impossible to track. However, if your video is hosted on a video sharing site like YouTube, you can review the comments your video receives to get an idea of the level of "buzz" your viral video have generated, however it is still difficult to identify its impact on driving online traffic to your website.

Hence this is why viral video is best suited for online marketing campaigns aimed to create brand –building and buzz-making and to reach to masses of audience.



PROMOTIONAL VIDEO

As we have learned that marketing through viral videos is surrounded by increased uncertainty, it appears much safer to manage video with more tangible goals. This is one of the reasons why site owners would want to place a video on their site. Promotional Video is a great way of engaging site visitors, as there are higher chances that these engaged visitors spend more time on websites and provides opportunities to make money.

Promotional videos are usually goal oriented and the most important thing for an online marketer is to identify the goals of the site and then develops appropriate video accordingly. For example if you are promoting a new product in your website than the promotional video can be something that shows the viewers how to use the product demonstrating product attributes etc.

Like any other kind of video, a promotional video should be an engaging experience drawing viewers in and helping them to spend more time on the site. It is essential that the goal of the video must be aligned with the goal for the page the video sits in to ensure that there is a clear path for the visitor to follow.

TYPES of promotional videos

Promotion videos can be of many types such as:

- Video showing products testimonials (testimonials can be significant to attract web-traffic and improve bottom-line)
- Customer reviews
- Company profile
- Video showing products attributes etc

ADVANTAGES of Promotional videos

Several advantages of promotional videos are listed below:

- Unlike viral videos, the success of promotional video is easier to access as it directly raises your websites viewership.
- Also by hosting consumer feed backs and reviews on your web sites can improve reliability and develop trust in visitors and trigger action.
- Adding videos that educate and shows viewers how to use the product can help the prospective customer to understand will and he might decide instantly to buy the product.

Hence promotional videos can have a direct impact on the popularity of your website, your sales and off-course your revenues. Good videos can prove to be a real differentiator for your company against your competitors. Discreet marketers can use the videos to do things that other competitors in your market may not provide. If a visitor learns everything he needs from you, and is convinced, he is more likely to come back and become a consumer. It is no wonder why more and more companies are focusing on promotional videos as they are most likely to provide a return on their investment.

In addition to that it is also essential to discuss here that another

variety of promotional videos are conversion videos. Conversion videos as the name suggests are videos that can bring or convert the online viewers towards the company's websites. These can be located at various sources such as squeeze pages etc. These are quite similar to promotional videos especially in content, however one essential ingredient of a conversion video is it should carry a clear call to action. The call to action can be added in any part of the video such as it can be part of the script, part of the visual, part of the player or any combination of the three. Conversion videos are again a perfect source of bringing traffic to your website and trigger sales.



EDUCATIONAL VIDEO

Educational videos as the name suggests are awareness or informative videos. These usually carry general information regarding any latest research or event and usually don't necessarily sit only on your homepage. Other kinds of educational videos are customer targeted or customer oriented videos that are aimed to provide several general questions that may arise in the mind of your target customers and hence these videos act as proactive solution of their queries. This is why educational videos are usually considered to be a form of indirect online marketing techniques. There are a number of reasons for adding educational videos online as they can help you achieve multiple goals. That means unlike viral and promotional videos, your educational video doesn't have to be quite as tightly focused on a single goal. With educational videos you have the freedom to build towards a number of achievements.

▯ **LOCATION of the educational video**

Education videos can be added to several locations within your websites and off-company website places. Within your web site, these can be located at pages that are customer support oriented. Apart

from that other general educational videos can be uploaded to your video blogs, or can be used efficiently through e-mail marketing. Also online marketers who use article marketing as part of their online marketing can develop educational videos related to the content of the article and then place the articles on famous online marketing sites that will help marketers to attract potential customers to the company's websites.

▸ **ADVANTAGES of Educational videos**

Several advantages of educational videos are discussed below.

- We mentioned earlier that primarily an educational video is there to educate and to raise awareness. This in turn can largely help to establish trust and thought-leadership.
Visitors to your site who move beyond the landing page and begin to delve deeper into everything your site has to offer may be looking for more information. We know that video is an excellent medium for distilling information and enquiring visitors can find much to satisfy their curiosity through a well developed video.
- Educational videos are also significant as they can take the strain away from your customer support team. By linking your videos to any part of your online support page for example to an FAQ can help answer some of the questions that would otherwise have to be asked to a customer representative. Also usually online visitors if find any queries usually doesn't bother to ask questions and leave the site but if these videos are already available to support them, it can even prove to more satisfying with the customer feeling they were able to get the answer they wanted in a format they are at ease with.
- Educational videos can help to build a relationship of trust and develops a mentor-mentee relationship between

the site and its visitors and improve customers' loyalty and trust.

▮ **KEY POINTS TO consider**

Online marketer should consider the following crucial points while incorporating an educational video to their online marketing campaign.

- It is essential to note that online marketers should normally restrain from using direct sales messages in educational video. Also the increased length and complexity of the video can pose an adverse impact. Hence online marketers should try to entice the video with simple plain information that can communicate clearly to the visitor and resolve his queries.
- Also educational videos are less likely to be promoted. They are more correctly targeted to specific customers at different stages in the sales cycle. Educational videos are designed to prevent customer confusion and deliver clarity
- The success of educational video cannot be measured on the basis of attracting or driving traffic to your websites as it is not directly aimed at reaching to masses.
- Educational videos usually carries high production costs than other forms of videos due to its complexity of information.

These were a few common types of videos. Now we will discuss in detail how online videos can serve one or more business objectives.



ONLINE VIDEOS AND BUSINESS OBJECTIVES

Online video marketing has a wide spread applications. Latest digital technology and web based advancement have given rise to an expanded array of videos on the internet serving variety of purposes from product promotions to increasing brand awareness and popularity to serving as mediums to generate web traffic and trigger sales.

BUSINESS OBJECTIVES behind Online Videos

So far we have discussed the basic broad categories of online videos. In this chapter we will list a few of the thousands of business objectives which can be accomplished through online video marketers. Here is the list:

- **Product and Service Promotions:**

- Product demonstration videos
- Product promotions videos
- Product review videos

- Customer Reference Videos

Customer Testimonials Videos

Customers Walk-in-street

interviews Customer presentations

- Corporate Videos

Corporate Facility Tour Videos

Corporate Equipment Tour Videos

Videos covering corporate Executives

Corporate overview videos

- Training and Employee Support Videos

Employee training videos

Staff learning videos

Customer Dealing videos

- Marketing and Advertising Videos

Ad or commercials

Viral Videos

Info-commercials

- PR support and Awareness Videos

Events videos

Press Releases videos

PR support materials

Market research videos

APART from the above list there are a variety of business objectives that can be served through incorporating online marketing. It is also

significant to mention that online marketing is not only a useful strategy to cater to business to customer (B2C) marketing; it is also an effective tool to achieve business to business marketing objectives. Not only that, well established companies also use video marketing tools to motivate and educate its staff and employees. Hence this is why online video marketing is growing is increasingly considered as one of the most effective tools to companies to meet its objectives.



SELECTING A VIDEO STYLE

Online videos come in hundreds of various styles. Some work better than the others depending on the goal you want to achieve. Naïve marketers who are new to online video marketing must take time, consider the purpose of their online video marketing campaign and the product and service they are promoting in order to decide the video style that will work best for their purposes. In this chapter we will explore few common styles of online videos that online marketers can use to accomplish their objectives.

COMMON ONLINE VIDEO styles

Online marketers can create any of the following common styles of videos depending on type of their business and the purpose they want to achieve through their video marketing campaign. These common styles are:

- **TESTIMONIALS**

Testimonial videos are one of the powerful forces for marketing

products, such as health products, personal care products, etc. The success of a testimonial video lies in the fact that it develops trust as the viewer believes the person giving the testimony. The positive comments of that person about your product carry far more weight than whatever you might say about yourself. Testimonial videos can work best if they carry real people sharing their experience of your product or services. It is better to shoot real people instead of paid actors, as it will look more reliable and trustworthy source.

- **HUMOR**

Humor videos are one of the most popular forms of online videos and can be used to gain popularity. However these videos can just serve general marketing purposes. Also it is essential for the marketer to remember that the purpose of the video is not only to create laughter instead the purpose is to promote the product or service. Sometimes humorous videos gain enormous publicity but the under-lying question to consider is whether they drive traffic to the website to promote sales!

- **DEMONSTRATION**

If you really want to trigger sell of the product online, demonstra-tion videos are the powerful source, especially, if your product is novice and complex to use to your target audience. If your product or service cannot be easily and clearly demonstrated for potential customers, it is really difficult to get sales. Demonstration videos are effective to enhance your online sales; this is the reason why internet is full of online marketing videos with product demonstration which serve as a powerful product guide.

- **FEATURE SHORT FILMS**

Creative marketers can even take things a bit further, filming entire films (usually short films) to promote their brands. Famous

automobile company BMW shot a series of short films to promote their brand. This is a perfect example of how using short film videos online can grab viewers and pull them in.

- **INSPIRATIONAL**

Inspiration videos usually are targeted to trigger human emotions. Non-profit organizations appealing to generate donations can use online inspirational videos that serve best this purpose. Also various companies can develop these videos to foster charity generation as part of their special campaign in the time of some natural disaster for example a flood or a hurricane. These inspirational videos will not only work best to pursue their viewers to raise for the noble cause but also develop long term positive image about the company promoting it.

- **INTERVIEW**

Interview videos are also one of the most popular videos used by online marketers. The success of text-based interviews in marketing gave birth to the new layer of detail in a video interview, where you can see the person's facial expressions and posture instead of just their words. Online marketers can either interview some experts that can promote the products indirectly for example pharmaceutical companies can post video interviews of doctors or even an interview of the company CEO can be posted to promote the business.

- **Shock Videos**

Some videos are created only to shock people. Shocking videos have a tendency to go viral just like humor videos. But again marketers should be well aware of the fact that they might not directly generate web traffic or sales.

- **COMMERCIALS**

Commercial videos are just like TV ads and are also one of the famous forms of online video marketing whose purpose is to advertise. Many marketers simply take an existing television commercial and place it online.

- **INFORMATIVE OR INSTRUCTIVE Videos**

Videos aiming to educate the public about a particular cause, issue, or topic are usually informational videos. Informational videos are an effective form of marketing for colleges and educational institutions to promote their selves online. Generally informational video style works best to a person or company that is already considered as an expert in their field as most want to search for such information from a trusted and reputable source. It is also essential for marketers to understand that informational videos are not viral in nature and do not serve the purpose of entertainment. Hence marketers should avoid enticing those videos with extra attributes that might affect the reliability of the information and efficiency of your video.

Are these all the possible video style? Of course not! There are numerous other styles through which you can choose from. Also it is essentially important to mention that no one style works best for all. Online marketers should be vigilant to select one or a combination of style that works best to fulfill their purpose, as the type of video you create will help determine your eventual audience, their engagement with the video, and the conversion of that viewer into a customer.



WHY A VIDEO IS ESSENTIAL FOR YOUR WEBSITE

The ultimate aim of any online marketer is to drive maximum web traffic to the company's website and to optimize online search engine rankings. Online marketers are constantly striving hard to attract visitors to their websites because of increasing web competition by various online businesses. Hence in order to grab online viewers it is essential to add attractive and attention grabbing ingredients to your websites and videos are one of the most effective options available to online marketers. As we have discussed earlier that people today are attracted more towards online videos instead of mere textual content and promotions. This is why video is becoming an important asset to staying competitive on the web.

There are various reasons of why you should add videos to your website, a few of them are listed below:

- **VIDEOS HELP you to personalize your marketing efforts**

One of the major drawbacks of online businesses is that you never know the person you are doing business with. Some people are reluctant to enter into deals with unknown persons especially if your

business is to provide professional services like law firms, consultants etc. Posting videos on your website can solve this problem and help you personalize your marketing efforts. For example if a lawyer features videos and introduce himself on his websites can reduce the anxiety of the potential client and help the marketer to promote his business while generating customer trust and loyalty.

- **OPTIMIZE SEARCH ENGINE Rankings**

Just like an effective textual content provides your website a high SEO ranking, adding a video to your website will multiply its popularity. In fact many steps taken by popular search engines like Google show that in the near future video will be an integral part of search engine result pages. For example Google already factors high rankings to websites with an online video content and hence will make it possible for potential clients to easily locate your site and its video content.

- **FOSTER INSTANT SALES**

Effective promotional videos can help you increase your sales for example video testimonials are a powerful source of generating instant online sales as viewers consider the testimonials more reliable. Also informative videos aimed to furnish complete information about products features can also foster instant buying decision and hence increase your online sales.

- **ENHANCE YOUR COMPANY'S reputation**

Effective videos composing well-prepared content, shot on high-definition video in a properly lit studio, with top-quality editing, graphics and sound effects, impress visitors to your site and improve the popularity of your web site and enhance the overall reputation of your company.

- **MAKE your site stickier**

It is a well-known phrase that; 'seeing is believing'! Hence online videos are a source to develop customer trust. For example videos presenting customers feedback and reviews or testimonials can out source fear and hesitation surrounding the customer and develops trust and confidence towards your company and products and your visitors will keep coming back to your website and it may also foster repeat sales.

Hence, these are a few reasons why marketers should add videos to their websites as they are great source to better repute of your company and site.



HOW TO DEVELOP AND EDIT A VIDEO

As it is now clearly apparent that video marketing offers a variety of benefits to increase traffic towards your web sites and to increase your profits, however what is the next step once you decide to add video on your website?

In order to incorporate video marketing you need to take the following three steps:

1. Record A video
2. Edit Your Video
3. Upload Your Video to your website

Before moving on and highlighting details, it is essential to mention here that companies might hire professional services to do all the above functions. Many big businesses hire professional experts to develop, edit and upload their videos online for effectively marketing their products and services. However as technology has advance so much today and there are so many software available that it is easily possible for businesses to develop, create and upload their own videos by themselves without asking for any expert hand. Also many companies provides free software and free software tutorials

which can help a naïve marketer to learn how to develop and edit an effective video with up- to- date features himself and how to upload it to the company's website and various other sources.

In this chapter and in the next chapter we will discuss in detail about developing, editing and uploading video on your website.

▮ **STEP 1: Recording a video for your website**

Video marketing starts from video creation. The task has never been so easy as it is now. Fortunately today it is relatively straight forward to record videos and place them online, unlike a few decades back when you needed huge budgets to create a video. Today in order to develop a video all you need is basic camera, a computer and a Hi-Speed Internet connection (DSL or Cable Connection)

For a basic start, a flip camera is usually a quite good option to use as it has all important features, with a direct USB connection to your PC and can produce amazing results if used to its full capacity. Apart from this you can use a camcorder to record your video and then you can transfer the video to your PC. Once you transfer your video successfully to your PC now it is time to edit you video.

▮ **STEP 2: Video Editing**

Just like video recording, video editing today has become relatively easier and affordable, thanks to the internet. You can get several free video editing software packages which can make your life easier, Just try a simple Google search. Also there are a variety of firms offering video editing programs online for some charges, carrying additional and advance features. For example some intense software program enables you to add sound track or narration, get rid of unnecessary shots or scenes, incorporate appropriate video effects and add titles. Hence the more the cost the more are the benefits. However an online marketer should go for the program that well-serves his/her needs.

It is also essential to note that no matter how advance video

editing program you have got, you must need creativity and imagination to drive optimal results.

Some basic things you need to consider are:

- Think first what your target audience want to see in the video
- How long should be the clip
- Make sure that your video is neither too fast, nor too slow Ensure optimal quality
- Ensure perfect audibility of the video

Hence you can add endless features to improve your videos productivity.

In the next chapter we will discuss how to upload a video to your website



HOW TO UPLOAD A VIDEO TO YOUR WEBSITE

In the last chapter we discussed the first to steps of adding a developing and adding a video to your web site. In this chapter we will discuss in detail about how to upload a video to your website, once it has been developed and edited.

How to upload a video to your website?

The very first step to upload video to your website is to convert it to FLV (Flash Video) format.

FLV is a proprietary file format used to deliver video over the Internet via Adobe Flash Player (formerly known as Macromedia Flash Player). It is better to convert your video into FLV format because of the following reasons:

- FLV video is supported by all popular browsers including Internet Explorer, Firefox, Safari and Opera. It is found in more browsers than any other player.
- The FLV video is viewable on different operating systems (MacOS, Windows, and Linux).

- Almost all of the popular video web sites such as You-tube, Google Video etc use FLV format.
- Also Flash gives you excellent control over the presentation of your video and with Adobe Flash Player you can design your own player user interface.

Now let's explore a step-by-step procedure to convert a video to FLV format.

STEP 1: First you need to download and install Wondershare Flash video encoder.

STEP 2: Once you download it load the video you want to convert on the encoder.

STEP 3: The program also offers some editing options like Crop and Trim, brightness, options to remove black bars, if you want you can edit the video.

STEP 4: BY SELECTING "USER-DEFINED", you can configure the conversion settings. This will help you to customize the audio and video settings.

STEP 5: Once all the settings are done, click "Next" to start conversion. After the conversion finishes, open the output folder, then you can see the created ".flv" and ".swf" files. In order to check the quality of the video, you can use free software FLV Player to play the .flv video directly. If you are not satisfied you can convert the video again, and try some different conversion settings.

STEP 6: Once you are done with conversion now you can upload the FLV video. It is important to first upload/save your video to your web server by creating a folder naming "video" and saving it there. The path to your video will be something like <http://yoursite.com/video/video.flv>.

STEP 7: The last step is to add video to your site. This is bit technical for people who don't understand HTML code. However, Wonder-share flash video encoder can fix this problem for you. All you need to do is to set the output format .SWF and you will get a HTML files after finishing the conversion, and then copy the HTML code to your website.

ADDITIONAL TIPS TO consider

Here are a few extra tips to enhance video efficiency;

- In order to increases the videos' viewership and enhance website's traffic an online marketer can provide several links to the videos so that the viewer can land to other pages or blogs to obtain further information.
- Also you can embed videos to popular sites like YouTube, Google videos etc to gain maximum reach.

The procedure discussed in this chapter is only one possible option out of many available online opportunities. As a prudent marketer it is your job to decide what are you aiming at and what features you want to incorporate in your video while developing and uploading your video. In the next chapter we will explore a few addi-tional (optional but significant) features that that various software provides.



ADDITIONAL SOFTWARE FEATURES WHILE UPLOADING YOUR VIDEO

There is a variety of software available online for uploading videos to your websites, some of them are free and others are paid for. Many paid software usually come with additional features that will help marketers to enhance their videos and improve video quality and efficiency. Choosing the right software depends on the purpose of the video and the budget available to the online marketer. Since the more expensive the software the better are the features.

In order to pick the correct software, we will list below a few additional features offered by a few software companies that you can incorporate within your video to enhance its efficiency.

- **REDIRECTS**

Redirects are common to links but you can say that redirects are automatic links. If you want your video viewer to land at another page automatically once the video ends, then you can use a software that provide this feature.

- **Video Skins**

It is usually better to have a video skin that closely matches the theme of your site. Hence it is appropriate to have a feature that allows you to customize a theme that suits best to your site.

- **EXTRA FEATURES**

A flash technology can help you add several additional features for example play-stop features, incorporating call to actions for example adding “Buy Now” in the video itself. Also you can provide options to provide Opt-In form for list building purposes.

- **AUTO START:**

Auto start or auto play are option that automatically plays the video once the viewer arrives at your web page. Most of the common software usually contains this feature.

The bottom line is the more you will spend the more features you can add to your video. But you must be able to offset your costs with your benefits and be prudent instead of adding extra features that are not necessarily essential to use.



TIPS TO DEVELOP EFFECTIVE ONLINE VIDEOS

As by now we are well aware of the fact that online video marketing provides an excellent economic option of promotional and advertising choice in the form of several internet marketing tools but simultaneously many online videos fail to achieve success. Also many online businesses today are relying more and more on video marketing to get the word out about their products and services, hence if your video lack in quality or substance than it will end up causing disappointing results for the marketer and the company. In order to create effective online videos there are some essential elements that marketers should consider before creating video for online marketing. The focus of this chapter will be on unveiling some effective tips to develop quality videos that may generate maximum traffic to your websites.

LIST BELOW ARE A FEW TIPS:

- **IDENTIFY the purpose of the video**

Once you decide to go for video marketing the first thing you

should do is to evaluate the purpose of your video. Without a well-defined purpose an online marketer cannot generate an effective content. Not only that the purpose of your video will help you decide what type of video should be created and what will be the appropriate style.

- **IDENTIFY the target audience**

Who are going to be visiting your video? Identifying target audience before starting any marketing campaign is a must and the same is true for online videos.

- **PUBLISH VIDEOS to relevant location(s)**

No matter how good is the video if it is not placed properly it may lose all its charm. The optimal location to publish online videos is the company's own website off course, however depending on the type of video and the purpose it serves videos might be located on sources of the company site for example viral videos are usually submitted at popular video sites like YouTube, Google etc. Depending on the video marketing objective videos can be located to multiple locations.

- **KEEP the content brief but effective**

Mostly online videos failure results from the length of ad content. People usually have short attention spans and may get bored and lose interest if your video is too long. Hence keep your video short, precise but informative.

- **ENSURE SOUND VIDEO quality**

It is essential to develop high quality video with advance features. Most importantly, your message should be clear to hear and understand, and also the picture clarity should be perfect.

. . .

- **NEVER COMPROMISE on your content**

It is of upmost importance to include quality content to pass your message effectively to your viewers and to add value to your products and services. No matter how advance tools you apply in developing your video, without a good content, your efforts are worthless. Also it is essential to make your video creative and unique, and yet interesting.

- **Add appropriate tools**

Apart from that you can add various appropriate tools to improve the efficiency of your video marketing. For example you should consider having the video auto play, redirects or employ various other tactics to promote your video online.

- **OPTIMIZE VIDEO SEO**

Last but not the least you should take steps to maximize your video's search engine ranking. Given its importance we have dedi-cated the next chapter to explore tips to optimize videos search engine rankings.

Hence by employing above tactics an online marketer can create effective videos to optimize company's website rankings and foster sales.



HOW TO OPTIMIZE VIDEO SEO

Online browsers are daily loaded with bundles of online marketing videos. Once your video is ready for publishing, how as a marketer can ensure that your video can be accessible to masses of viewers. Once you develop an effective video it is now time to undertake several steps to optimize it in your webpage or other online locations. There are certain things you need to keep in mind when attempting to optimize video content for online marketing purposes. Listed below are some of the things you need to consider to optimize your video's SEO.

TIPS To OPTIMIZE Online Video SEO

Online videos today are fast becoming the standard medium for promoting products as well as publishing press releases, interviews, music, and so much more. In order to optimize your video rankings, which in turn will optimize your web page rankings, here are a few tips:

- Once your video is ready for publishing, ensure that the

title tag of your video post is rich with keywords. This will improve your rankings in search engine results pages when web browsers go to search for a certain word or phrase.

- Search engine rankings may also be improved by incorporating appropriate anchor text, tags, and descriptions as these can enhance video search engine optimization.
- Also to improvise online video search especially for self-hosted Word-Press sites, it is essential to install Google XML Sitemap for Video plug-in. By doing this popular search engine like Google, Bing and others can discover about video content on your website and hence can help locate visitors to your page.
- It is usually recommended to publish videos on the first page of your website. Refrain from providing your site visitor an opportunity to skip your video. Never tuck your marketing video on some pages where your visitor might not even get to see. Make your video accessible and visible to reap maximum returns.
- Video sharing is another tool to optimize your traffic. Online marketers if appropriate should include certain functionalities that allow viewers to share your content and your video. For example you can include social media sharing buttons especially for popular sites like Face book and Twitter. Apart from this you can marketers can also provide their online viewers an option to email their video or link to others. This will help you to increase your reach and help your message to your to masses.
- You may also submit your video to top video portals such as Youtube, Google video, etc. These sites are great places to publish your videos as they are visited daily by millions of online visitors, hence, increasing the chances of your video being seen by as many online visitors as possible.

Hence by following these tips online marketers can optimize their video marketing viewership and can generate maximum number of potential customers. This will in turn raise the chances of generating potential customers for your products and improve your bottom line.



WHY VIDEOS ARE ESSENTIAL FOR SMALL BUSINESSES

The power of internet has made revolutions in the field of online businesses. The advancing technologies and increasing number of people flooding toward the internet has bring tremendous opportunities with it, especially for small businesses where internet provides a greater and relatively cost effective source to reach to millions of audience that were impossible to access before the advent of internet. Especially after the birth of online video marketing, small businesses got the opportunity to advertise and market their selves more effectively, as for small businesses; getting noticed online is a real challenge, particularly when these businesses have to competing with big brands with large marketing departments and seemingly endless marketing budgets. But today more and more local companies are successfully cutting through the clutter by employing online videos on their websites. Video marketing provides endless opportunities to local businesses.

Listed below are a few points that illustrate the significance of video marketing for small businesses to help them grab potential market and ensure success.

- As TV advertising usually brings hefty price tags and

demands higher advertising budgets, which is impossible for a local business to bear. Online video, an effective alternative to TV advertising solves the problem and is affordable for businesses of any size. In fact a successful online video campaign is not only cost effective but it also has a wider reach as compared to traditional TV advertising.

- Also unlike traditional forms of advertising and marketing, which require professionals and experts to develop the advertisement and market the product successfully, online video marketing can be done by the person himself. You don't have to be essentially an expert to make video online. There are many companies online which provide free software that help you to develop an effective online video and market yourself and your offerings. Also today there are several online tools available that provides easier and swift uploading of your videos at your required locations. For example you can embed videos in Flash Video format, which can be easily read by all the major browsers such as Google, You-tube etc.
- There are also certain online video uploading tools available that automates every aspect of the video uploading process, such as creating the HTML snippet
- etc. Apart from uploading your video on your websites, there are various popular search sites like Google, Yahoo, Youtube and many others where you can post your video not only for free but for unlimited time period.
- Also internet today is the most used medium of search as compared to any other form of traditional medium, providing an opportunity for local businesses to reach to millions of potential customers all around the world and improve their bottom lines.

Online video marketing does not only provide small businesses

an opportunity to beat their competition and market their selves without necessarily having professional expertise or spending huge advertising budgets, but also online video marketing generates a larger appeal and can reach to and attract enormous number of potential buyers to their websites. Hence, videos are a great way to help you gain credibility and popularity with your potential prospects while leaving your competition in the dust!



PROS AND CONS OF USING VIDEOS

As everything has its pros and cons, using videos on your website also has its advantages and disadvantages. Listed below are a few pros and cons of video marketing:

ADVANTAGES OF USING videos on Websites

- Videos can help your websites to become more engaging and interesting
- Online videos are cost effective than traditional TV advertisements and usually have in definite airtime space Video messages are normally more appealing as compared to textual messages
- Effective videos can generate instant response and your online visitor may convert into a potential buyer
- Video marketing can even help small businesses to beat competitors and attract web surfers
- Videos showing product demonstrations can convey your message effectively and quickly as opposed to usual textual messages

- Videos can help you personalize your message and develop trust and reliability

DISADVANTAGES OF USING Videos on Websites

- Limited bandwidth can distort the quality of your videos
- Some people use internet services that take huge amount of time to load your video and as online visitors have limited time span they lose interest and leave your site. Videos are
- sometimes not suitable for some content or some purpose at all. Creating videos for such purpose may damage a company's image in the eyes of customers. Apart from that
- advertising and marketing budgets and the available time also restrict the effectiveness of video marketing as professional high quality videos require huge investments and extensive time and efforts.

Although Video marketing has been proven to increase your sign-ups and sales, however, online marketers should weigh all the advantages and disadvantages before starting into this venture. Also a marketer should first analyze the purpose of its campaign and then he should apply appropriate online marketing strategy to generate maximum benefits.

THINGS TO BE KEPT in mind while using Videos

Our discussion until now focused on tactics that should be employed to improve the efficiency of your video marketing. Now let's discuss a few don'ts of online video marketing that the online marketer should refrain from doing. List below are a few don'ts:

- **Don't make False Claim:** A very common mistake that marketer commit is to make false claims within their

videos to attract audience. You might get short term popularity while doing so but it is very damaging for your long-term success. Also over statement of product features can make your video look fake and hence astray all your efforts. Hence it is crucial to be authentic.

- **Don't compromise on Audio quality:** A video is worthless without a quality sound. It is essential to ensure the quality of your sound device as some times video cameras doesn't have best sound devices. An interesting video without proper audibility is worthless to watch.
- **Don't underestimate lighting either:** It is also essential to ensure proper lighting while shooting your video, especially if you are doing it yourself without any professional support. This doesn't necessarily require professional lighting equipment but you should definitely ensure proper lighting of the shooting location to improve the quality of your video.
- **Don't neglect your content:** As mentioned earlier in the text that content quality should be regarded as the top most priority. Your video should be rich in quality content that provides complete information to your viewers and well-serve the purpose of video.

Don't forget to incorporate a call to action: Remember that the main advantage of video marketing over other forms of marketing is that it generates instant response. Hence once your visitor likes your video and develop interest he might want to make instant purchase or take certain action. Hence it is very essential to incorporate a way so that the visitor may either contact you or make purchase or may visit your website.



USING VIDEOS ON WEBSITES IN A GLANCE

Video marketing is increasingly becoming an essential ingredient to stay competitive on the web. Online marketers today are using effective and attracting videos to grab more and more traffic towards their websites. With advancing technology and growing movement of information seekers towards online resources, online marketers have huge opportunities to attract masses of web visitors towards their websites and to improve their sales.

Video marketing, unlike traditional advertising is not only cost effective but also can serve a large customer base all around the world. Hence, a marketer can reap positive ROI through effective online videos and must avoid making mistakes that can damage the video effectiveness.

Marketers can employ several tactics to improve the efficiency of their videos and make it attractive and engaging. Also there are several online video styles which can be adopted by marketers depending on the purpose they want to achieve through these videos. It is essential for marketers to never compromise on the quality of the video content and apply essential features to optimize the video's

search engine rankings which in turn can help you raise your bottom line.

Last but not the least, today various software applications are available in the market, some of which are for free and some are paid for, it's software like these that has made the job easier. By using this software it is easier to develop, edit and upload videos either to company's own website or to various popular locations like Youtube, Google Videos etc. Hence online video marketing has introduced a revolution in the field of marketing and companies can reap maximum benefits while incorporating online videos on their websites.

