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Online Video Marketing

*How video is changing the way we find prospects and
convert sales online*

WSI White Paper

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Online Video Marketing:

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Introduction

Video is fast becoming one of the most effective ways to engage and market to online buyers. In fact recent studies show that online video grew 124% in 2009, having over 18.9 billion views. This massive growth is changing the way we think about doing business online and is opening up new opportunities that are helping business drive online sales growth.

Marketers and those familiar with the web see this huge opportunity and aren't waiting to take advantage of it. From video in email to landing page conversion and lead generation, this paper will address the necessary steps to integrate video into your business' online marketing strategy.

Top Five Reasons Why Video is Changing the Way Visitors Respond to Information Online

1. Creating Your Own Videos

Creating valuable content for your website can be a difficult task. When creating video content for your website there are new questions that arise, such as whether or not to make it on your own or use a video production company, what to make your videos about, and what type of equipment to purchase.

Professional Production vs. Do it Yourself

Using a production company to create your video can be very expensive. In fact, a recent study by Visible Gains found that lower quality, authentic videos can generate a better response from users. Creating something that feels transparent and can appear more honest and calming than something done by a professional studio. However, this may not be the best alternative for every business. For businesses that want to maintain a strong corporate image, such as law firms or medical practices, production videos may be more appropriate.

For those unfamiliar with technology, the idea of creating your own video may seem daunting. However, it's not as challenging as you would think. Video cameras such as the Flip HD and Kodak Z18 are two cameras that are extremely easy to use and affordable. Just point and shoot to begin creating your content, although you may want to prepare with a script.



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Topics for Videos

Just like any other content you've produced, you've got to produce something that has inherent value to it. When creating a video, think in terms of what your target customers would be interested in reading. If you're selling home security systems you may want to make a video promoting your response time. Finding something to promote that is unique about your company and is a differentiator will better hold the attention of your users.

Other Topics for Videos

- Promote an Upcoming Event
- Create a video PowerPoint explaining a whitepaper
- Create a how-to video to explain how to use your products
- Do a product review
- Help customers match accessories with your product



2. Improving Website Conversion

One of the most advantageous ways to use video is for the purpose of increasing your website conversion rates.

Thirty Second Intro

First impressions are crucial. Today's buyers are educated and have access to a variety of alternatives, so utilizing video to engage them upon their arrival is a vital way to ensure they stick around. Your 'thirty second pitch' is an effective way to entice visitors to perform an action such as providing an email address, clicking through to the next page, or even making a purchase decision.

Video Testimonials

Nothing speaks to your business' credibility and quality like testimonials from other satisfied customers - integrating video testimonials in places where an action is required. This may include forms or check out pages or even an up-sell or cross-sell in the checkout process.

Tips and Helpful Advice

You can engage your prospects and establish more trust and rapport by providing them with the tools and resources they are looking for. If they see value in the free resources you're providing, they are more likely to see the value in the paid for products and services your company offers.

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3. Search Engines

How Do I Get Indexed?

One of the big problems with getting videos indexed is that search engine spiders cannot parse what's being said within your videos. However, there are some important things you can do to make sure your videos are found by search engines and are being indexed appropriately:

- **Titles** – Make sure your title is catchy. Consider if your title is interesting or if it may be viral. Include your keywords just as you would for web page optimization.
- **Comments** – Search engines look at the comments on your video. Videos with more comments may carry more weight, but again having keywords in your comments will be helpful.
- **Transcription Service** – If you really want to make sure that search engines capture all of your content, then the best thing to do is have your video transcribed into text and accompany your video with the text based transcription. There are automated services available, but it is strongly recommended that a human go through the automated transcription and edit for correct spelling and grammar.

How Can I Rank?

Video content is a medium that often times earns a lot of links and also carries a considerable amount of link juice. Despite its authority over other media, expecting to rank for shorter competitive keywords still may be very difficult. Consider going after longer keywords (long tail keywords) for less competitive search engine results pages (SERP).

- **Allow Embedding** - Allowing people to embed your video will produce more links back to your website, in addition to disseminating your content quickly and further than you would be able to do otherwise.

4. Marketing Your Videos

Email Marketing

Using video in your email marketing can have a dramatic effect on the way you spread your message to your prospects and clients. Engaging with video has been proven to extend the amount of time viewers spend reading your emails.

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Display Advertising on YouTube

Today, YouTube is the 4th most visited website in the world representing a monthly audience of 9.1 million unique users which is equal to 42% of the entire online population; facts which prove to be a good enough reason for advertisers to invest in such medium.

A study by OTX revealed that video ads that are streamed online are far more effective in terms of brand recall when compared to their television counterpart. User attention regarding YouTube display advertising is 1.5 times more than TV ads. Equally so, brand recall through YouTube ads is amplified approximately 140% compared to TV.

Syndicating Your Video

TubeMogul is a free tool you can use to syndicate your video to a dozen or more video websites. How does this help your business?

With Google's universal search, videos appear more and more often in search results. In fact, last week for a given local keyword, I noticed the same video appearing on different video sites, ranking 1,2,3,4 and 8 for the appropriate keyword term.

Press Releases

Press releases are a great tool for promoting your businesses. Many services now allow for video to be embedded within your releases. The advantage? Recent studies tested the differences between releases with and without video and found that those with video had much lower bounce rates and higher clickthrough rates.

Blog

Using video in your blogs is fast becoming one of the most popular ways to share information. Users prefer video to text more often than not. Just be sure to keep your video in the sweet spot for posts (around two minutes) or you'll begin to lose your audience.

6. YouTube Channel Design

Youtube is the largest video network on the Internet. If you're producing video it's a good idea to be sure that you have your own YouTube channel. YouTube channels archive all of your videos for users to be able to watch. Additionally you can customize the look and feel of your channel to be unique and representative of your business. Here are some examples:

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Growth of Video Content Online

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Online video viewing is more ubiquitous than ever. According to ComScore, in the month of December **178 million people watched 33.2 billion videos**, with the average viewer watching 187 videos per month in the U.S.

The opportunity for businesses that work to produce even basic video can be huge. The month-to-month data clearly points to the fact that watching videos online is a trend that will continue to gain momentum.

Morgan Brown, the Director of Marketing for Turn Here, a leading production and advertising company based in Emeryville, CA lists five steps small businesses can take to market their businesses better with video.

Top U.S. Online Video Content Properties* by Videos Viewed December 2009 Total U.S. – Home/Work/University Locations Source: comScore Video Metrix		
Property	Videos (000)	Share (% of Videos)
Total Internet : Total Audience	33,242,835	100.0
Google Sites	13,242,487	39.8
Hulu	1,013,494	3.0
Microsoft Sites	561,052	1.7
Fox Interactive Media	550,505	1.7
Yahoo! Sites	539,416	1.6
Viacom Digital	372,641	1.1
Turner Network	366,987	1.1
CBS Interactive	297,298	0.9
Megavideo.com	210,294	0.6
AOL LLC	209,957	0.6

1. **Aim for Authentic, Actionable Content** – Don't focus on all of the details and concerns over stock photography, videographers and production templates. Just be authentic and personal. Keep it short, less scripted, and be sure to ALWAYS include a call-to-action. Be sure to include some action path — for example, a trackable URL, a coupon, discount code, or unique phone number to call. This not only encourages viewers to engage with you, but also provides a tangible way to measure the results of your video.
2. **Optimize Video for Google Search** - Forrester Research ran an experiment on the top-searched keywords and discovered that videos have an 11,000-to-1 chance of appearing on the first page of Google's results, while text has a 500,000-to-1 chance of making it on the first page. In short, video has a 50 times better chance than plain text for getting to the top of search rankings.¹
3. **Add Video to Your Facebook Page** – Try to be fun and creative with Facebook video. Use it as a chance to let users see a more personal side of your company. Keeping it fun will help increase the amount of views and increase the interest of your fans.
4. **Get Your Video on YouTube and Third Party Video Sites** - YouTube and other video sites are great vehicles to reach an audience who might not find you otherwise. Best of all, you can create a branded YouTube channel and host your videos without incurring any bandwidth costs.
5. **Add Video to Your Google Local Business Listing** - This ultra-targeted form of marketing is highly effective for driving clicks and calls. And amid a list of company names, addresses and phone numbers, an engaging video brings your listing to life and sets you apart from the crowd.

¹ "Video 50 Times More Likely to Rank". <http://www.reelseo.com/video-50-rank/>

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Conclusion

All data strongly indicates that online video is has been and will continue to grow. Online video is one of the best ways to get in front of and hold the attention of your audience. Research shows that authentic video increases conversion rates, reduces bounce rates, and has an overall positive effect on increasing your sales.

Producing video for your website doesn't have to be a big production. In fact, most studies find that simple, in-house videos have a greater impact than professionally designed video because they are more transparent and better identify with users.

For businesses, video is an inexpensive way to increase your company's exposure and better market your business online. There are advantages across the board, including better search engine rankings, higher conversion rates and more exposure and branding for your business.

About the Author



Drew Himel has been an Internet Marketing Consultant with WSI for 3 years. He has helped numerous companies create and implement effective social media campaigns leveraging Facebook, LinkedIn and YouTube. He also has spoken at several conferences outlining key benefits and uses of social media optimization.

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