

Using Online Video for Small Business

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Introduction



- **Richard Dietz, GoWebsiteSolutions**
 - **Nonprofit >> Small Business**
 - **Involved with start-ups and my own small business since 2007**
 - **Tech support for my wife's business since 1998**
 - **I love to test and tinker...**

Agenda

- **Why Online Video**
- **Getting Started with Online Video**
- **What You Can do with Online Video**
- **Tools / Resources**
- **Case Study / Examples**

What you talkin' about Willis?

- M4V, MP3, AVI, FLV, WMV, MPEG-4
- Embed, upload, stream, Codec
- CMS, CSS, wysiwyg, blah, blah, blah
- Ask questions if I say something you don't know...



Why Online Video

Why Online Video?

- More affordable and easier than ever
 - Flipcam (or phone) / YouTube
- More Effective
 - Wharton School of Business study showed marketing with video to be 600% more effective than print alone
- YouTube is Hot
 - #2 search engine (some say #1)
 - 3+ Billion page views per day
 - Folks love to watch videos



Online Video and Social Media

- Joined at the Hip
- Online video IS social media
 - Facebook, Twitter, YouTube (The Big 3)
 - YouTube – Channel, subscribers, friends, comments
- Online video gives you something to talk about



Online Video and Google

- Google loves online video
 - So much so that they bought it... YouTube
- Video ranks quicker and higher than most written content



The screenshot shows a Google search interface. The search bar contains the text "how to install gfci". Below the search bar, it indicates "About 1,330,000 results (0.41 seconds)". On the left side, there is a navigation menu with options: "Everything" (selected), "Images", "Maps", "Videos", "News", "Shopping", and "More". Below the menu, it shows the location "Cedar Park, TX" and a "Change location" link. At the bottom left, there is a "Show search tools" link. The search results are displayed on the right side. The first result is a video titled "How to Install a Ground Fault Circuit Interrupter (GFCI) - YouTube" with a thumbnail showing a person working on an electrical outlet. The second result is another video titled "Buildipedia DIY - How to Install a GFCI Outlet - YouTube" with a thumbnail showing a person working on an electrical outlet. Below the videos, there are links to written content: "Installing a GFCI Outlet : How-To : DIY Network" and "Installing a GFCI Outlet Tutorial".

Avg. Time on Page / Bounce Rate

- Google uses MANY factors to rank sites
 - Keywords, content on page, backlinks to page, etc.
 - Getting more sophisticated and secretive every day
 - Google goal is to provide quality search results
- Average Time on Page
 - Avg. time visitors spend on a specific page
 - Watching a video gets them to stay longer
- Bounce Rate
 - The percentage of website visitors who see just one page on your site
 - Alt. Def - The percentage of website visitors who stay on the site for a small amount of time
 - Need to get them to explore other pages and stay longer



Video can help with both of these factors

Emotional Connection

Its all about the story

- Individual Stories are more effective
- Kitchen Cabinets vs. Mary's Cabinets
- "We are the best" vs. Testimonials



Create personal connection

- Emotion = Action
- Stats can actually lower conversion
 - Emotion first >> Rationality to justify

Video can do this easier than other mediums

- Reading vs. watching/listening
- Online can be impersonal, video help make a connection

Getting Started with Online Video

Online Video Basics

- **What are you hoping to accomplish with online video?**
 - Leads, email list building, etc.
 - If you do get a viral video or increased traffic, what are you going to do with it?
- **You Need Sound Fundamentals FIRST**
 - Clean functional website
 - Capture email addresses
 - Simple purchase/contact process
 - The Funnel
 - Web Design Questionnaire



KISS

(keep it simple stupid)



Keep It Short

- Powerful videos are often under 2 minutes long. The effort you put into keeping it short will go a long way in helping you focus your message.

Keep It Simple

- Try to focus on one main topic (ie. an event, one person's story, a lesson, a testimonial). It's easier to get excited about a video that is focused.

* From our friends at Flip Video – www.flipvideospotlight.com

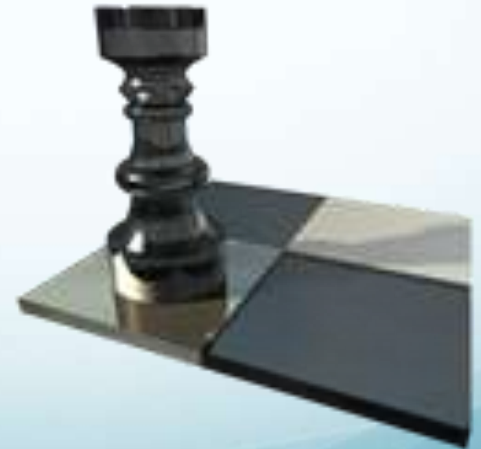
Ideas for Video Projects

- Testimonials / Client Stories
- “The Interview”
- Video Tour of Office / Staff
- Seminars / Trainings
- How To / Tips
 - 35 million searches each month on YouTube for “how to” videos
- Video Annual Reports
- Music Video / Promo
- Holiday Messages



Strategy & Planning

- How will you use the video?
- How will you distribute the video?
- What tools will you need?
- What is your “Call to Action”



Production

- Plan the Shoot
 - Timeline, questions, list of shots needed
- Shoot more than what you need
- Call to Action
- Have Fun! It shows on film.




Editing

- No edit version or “Fancy”?
- Software
 - iMovie (Mac)
 - Windows Movie Maker 2011 (PC)
 - YouTube (Online and Free)
- Test and experiment (Have Fun!)
- When to outsource to a professional



Hosting Video

- Start with YouTube
 - Easy to use and get started
 - Just upload and grab the “embed code”
 - Its free
 - Extra Promotion



A screenshot of the YouTube video sharing interface. At the top, there are buttons for 'Like', 'Add to', 'Share', and a flag icon. Below this is a text input field containing the URL 'http://youtu.be/QD8L8z-xH8Q' with a 'show options' link to its right. Underneath the URL field are buttons for 'Embed', 'Email this video', and social media icons for Facebook, Twitter, and a '+1' button, followed by a 'show more' link. The 'Embed' button is highlighted with a red arrow. Below the buttons is a text area containing the embed code: `<iframe width="560" height="349" src="http://www.youtube.com/embed/QD8L8z-xH8Q" frameborder="0" allowfullscreen></iframe>`. This code is circled in red. At the bottom, there is a note: 'After making your selection, copy and paste the embed code above. The code changes based on your selection.'

I Have a Video...
Now What?

What to do with Video

- Incorporate into your current marketing
 - Website, Newsletter, Flyers, email signature
- Blog, tweet, facebook
 - Reason to post
 - Most clicked on posts
- Search Engine Optimization (SEO)
 - Videos rank very quickly (Google loves em')
 - Keyword optimization
 - Great source of backlinks
- Email Marketing
 - Very high click-through rates



Tools / Resources

Tools / Resources

- **Flipcam or handheld camera**
 - Kodak Zi8 (\$100 - \$200)
 - Better audio than Flip and external A/V port
 - Your Phone
- **Editing**
 - iMovie (Mac)
 - Windows Movie Maker
 - YouTube Editor (Online and free)
- **YouTube Channel**
 - Branding and outreach



Tools / Resources

- **Animoto.com / ProShow Web**

- Music Video Style

- **Google Analytics**

- **OneStoryProductions.com**

- Professional videographer that I work with and recommend



Examples

On the Scene Videos

- You can get these anywhere, anytime – just need a flipcam
 - YouTube, blog, twitter, newsletter, etc.
 - Reason to go to site
- Example - TAPE Interview with Rep. Maldonado
 - <http://www.tape.org/representative-diana-maldonaddo-speaks-about-education-partnerships>
- Example – Raw footage into promo piece
 - <http://www.tape.org/representative-diana-maldonaddo-speaks-about-education-partnerships>

Interviews

The screenshot shows the homepage of the Texas Association of Partners in Education (TAPE). The header features the TAPE logo, which includes icons for a star, a school building, a graduation cap, and an apple, with the text "TEXAS ASSOCIATION OF PARTNERS IN EDUCATION" and "tape" in a stylized font. Below the header is a navigation menu with links for HOME, ABOUT, MEMBERSHIP, TRAINING, AWARDS, LINKS, PUBLICATIONS, and BLOG. The main content area displays a blog post titled "Representative Diana Maldonado speaks about Education Partnerships" posted on October 1, 2010. The post features a video player showing Representative Diana Maldonado speaking with Serenity Kelton. Below the video is a short paragraph of text and a "Like" button. The right sidebar contains a search bar, social media icons for Twitter, Facebook, and RSS, a "JOIN TAPE TODAY!" button, a "Follow Us on Twitter" section with three tweets, and a "Member Login" section with a login form.

HOME ABOUT MEMBERSHIP TRAINING AWARDS LINKS PUBLICATIONS **BLOG**

Home > Blog > Representative Diana Maldonado speaks about Education Partnerships

Representative Diana Maldonado speaks about Education Partnerships

Posted on October 1, 2010

Representative Diana Maldonado was the keynote speaker at the Central Texas Regional Forum, sponsored by the Central Texas Co-op of owners and operators. Here is speaks with TAPE Program/Membership Director, Serenity Kelton on the importance of replacing financial capacity with education partnerships

[Like](#)

Search Keywords **Search**

[t](#) [f](#) [RSS](#)

JOIN TAPE TODAY!

[t](#) Follow Us on Twitter

- YSA and SODEXO Team up to End Childhood Hunger in America <http://ht.ly/5sDmM> 20 days ago
- Eleven Community Management Tips for Nonprofits <http://ht.ly/5sDlx> 20 days ago
- Volunteer for a TASFAA Committee and help direct the future of financial aid for students! <http://www.tasfaa.org/> 28 days ago

Member Login

You are not currently logged in.

Username:

Password:

Remember Me

Login

<http://www.tape.org/representative-diana-maldonado-speaks-about-education-partnerships>

Other Examples

- The Modern Jewish Wedding
- Realtor Example
- GoWebsiteSolutions.com

Raw Footage into Promo

TEXAS ASSOCIATION OF PARTNERS IN EDUCATION

HOME ABOUT **MEMBERSHIP** TRAINING AWARDS LINKS PUBLICATIONS BLOG

Home » Membership

Membership

Why should I join?

Thelma Cantu
Partnerships in Education, Irving ISD

Membership in the Texas Association of Partners in Education is both a professional value and benefit to individuals and organizations. Membership illustrates your commitment to student success, for all Texas youth, through partnerships and collaborations. Working outside your silo will help you make a difference beyond what you could accomplish alone. TAPE provides many useful services and resources to support you in your partnership efforts.

Search Keywords **Search**

[t](#) [f](#) [RSS](#)

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Follow Us on Twitter

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Member Login

You are not currently logged in.

Username:

<http://www.tape.org/membership/>

What we do



Online Webinars

- Sign up online to get notified of upcoming webinars

Online Video Services

- Documentary to Music Video style
- Create promo video from your footage
- Online Video SEO

Online Marketing

- Local Search Engine Optimization
- Google Places Optimization
- Email Marketing
- Website Development

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Q & A



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