

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




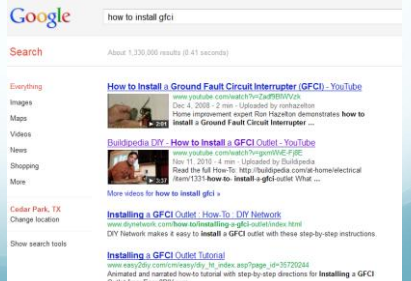

Online Video and Social Media

- 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

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.



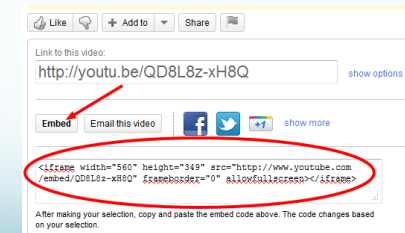
Editing

- 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



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-maldonado-speaks-about-education-partnerships>
- Example – Raw footage into promo piece
 - <http://www.tape.org/representative-diana-maldonado-speaks-about-education-partnerships>

Interviews



<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



<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

www.GoWebsiteSolutions.com



Q & A

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