



4SIGHT – 4NETWORKING

Growing Your Business using Web Video-is it For You?

The use of Video is advancing rapidly, and we need to decide if and when we are going to embrace it.

- You tube is the 2nd most used search engine
- 2 billion videos per day watched
- Increasingly used by larger companies such as Reebok, Starbucks, M&S, Kuoni
- Over 300 video sharing sites

For all of in networking, **our main aim is to communicate** the products/services that we have to others, in the hope that they take up our offer and become a customer.

The word I use is 'COMMUNICATE'

Communication **IS ESSENTIAL IN CONVINCING & CONVERTING PEOPLE INTO CUSTOMERS** by placing our products/services in front of them

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Some of the ways we do this:

- Meeting people
- Sending out direct mail
- Tele sales
- Website
- Email marketing
- Video!

WHY VIDEO? - watching a quality video:

- Increases brand awareness by **46%**
- Increases message awareness by **68%**
- Increases customer intent to commit by **37%**
- Embedded video in newsletter increases response **2- 3 times** (compared to standard email)
- Reaches a wider audience –by placing your video on you tube, (and other video sharing sites)

STEP 1. USE THE VIDEO TO SHOW:

A product or Service

Solving a problem (how to videos popular)

Demonstrate how a product works (search Google for [save money owl energy monitor](#))

Include your USP

Key staff that influence the decision to convert (ie, FAQ, s .Why not answer the 5 most asked questions

Testimonials from customers

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2. ADD THE VIDEO TO YOUR WEBSITE

Ideally place your video on Your Home page, easily found (at the top) (embedded or hosted)

More people will watch than read

People stay longer the site

Gets you ahead of your competitors

3. MARKET YOUR VIDEO EFFECTIVELY

Once made, use it to its maximum potential

4networking

Face book

Twitter it

LinkedIn

You Tube (see **Owl Monitor- click on 'video'**)

YELL.COM/video

Local Directories (Darton arrow:

www.dartonarrow.co.uk) qype.com/free

index.co.UK/yelp.co.uk/hotfrog.co.uk

Google Places

4. IMPROVE YOUR RANKING ON GOOGLE

Create own channel on you tube & Upload videos

Search engine optimize each video (use your main keyword in title description and tags) & upload on Youtube

Placing video on your website increases time spent on website (computed by Google)

Create a video blog, and upload your videos

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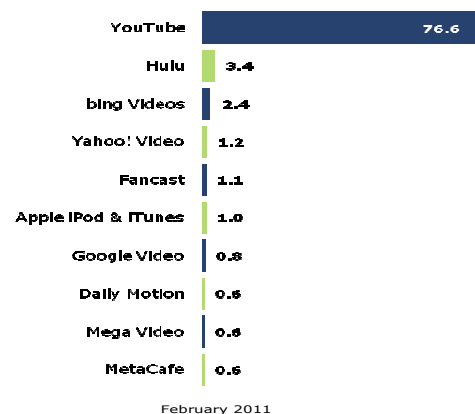
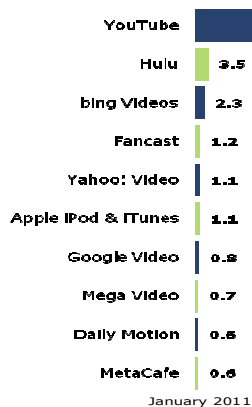
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Place on video sharing sites like:

Vimeo
Veoh.com
Metacafe
Dailymotion
And others!

Top 10 Video Multimedia Sites

Top 10 Video Multimedia Sites
by U.S. Market Share of Visits (%), Jan. & Feb. 2011
Source: Experian Hitwise



The Marketing Data Box
MARKETING CHARTS

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Three of the top 10 [most-shared videos](#) in February 2011 began as ads aired during the 2011 Super Bowl (Feb. 6, 2011). These include the top two videos, "Volkswagen Commercial: The Force" and "Chrysler Eminem Super Bowl Commercial: Imported from Detroit."

HubSpot

5. DECIDE HOW YOU WILL MAKE YOUR VIDEO

A) DIY

Camera & kit – £150.00 plus FREE moviemaker software

B) **Hire a company** that makes videos but are expensed in video marketing.

Some companies, like ours, offer reduction in price for making & marketing videos, in return for 'partnering'.

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FINAL TIPS

Length of video - preferably below 2 minutes

Quality - preferably HD

Type of file – depends on your kit – apple (mov/mp4-windows – wmv, avi)

At end of video include a call to action

Start video with name & purpose of video

End with your contact details, web address, tel no, email address

In description, include your web address.

**Style of video: to match the company image & website
le, highly professional- Personal; more relaxed, easy.**

WHATEVER YOU DECIDE, DECIDE TO DO SOMETHING!

For more information , contact Bob Snowzell

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