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Internet Video Marketing

Hi,

First, thank you for taking the time to come to the “TLC Business Social Media Seminar”. As promised, I’ve put together this quick recap on YouTube and Video just to remind you of the main points. On the third page, there are a number of links to the videos mentioned in the talk.

If you have any questions please give me a call or send an email.

Thank you,
Mark Edmunds.
07922 258090

Why Video?

Simply, video grabs attention and starts the process of building rapport and trust by putting a face and voice in front of the viewer. Video also increases the likelihood of the viewer taking an action, whether an online purchase, picking up the phone or subscribing to a news letter.

ComScore, an online Statistics company, reports that “viewers who view video on Retail websites are 64% more likely to purchase”, Zappos have found that adding video to their products has increased sales of those products by 6 to 30 percent. One of my customers has seen a 32% increase in engagement by having one video on their site. Another regained the cost of their three videos in less than 48 hours when a viewer signed up for their services after watching the new videos.

Why YouTube?

The worlds biggest video content provider, also known as YouTube, is a powerful marketing tool. Videos uploaded on to YouTube are indexed very quickly and shown in the Google Search results. This means video can be a very effective and quick way of getting your message out there (if you do your analysis and planning carefully). Also, by embedding video on other sites (such as Facebook, LinkedIn, the 4N Portal, your own website etc) you can raise that page’s “deemed worth” to the search engine so that it is more likely to be found compared to pages without video.

What Content?

When creating videos you need to consider the following:

Quality: Make sure your video contains good content that's relevant to the viewer. Through the PageRank algorithm, Google tries to show the best and most relevant results to the searcher. Therefore, the higher the quality and relevance of the information (whether video or text), the higher the value of the video to Google. And the higher the value, the higher the position or ranking in the search results.

Quantity: The rule is simple - the more the better.

Demand: Try to create videos that meet demand. Find what people are searching for and then create material which is more likely to be watched. You can use online tools such as AdWords to find trends and indicators of what people are looking for and interested in.

YouTube hints and tips

When uploading videos to YouTube, I recommend the following actions:

First, fill out every field to its maximum capacity. If you have a script, put it in the description; if not then write something appropriate. It is important to fill the title and description appropriately because the search engines use this text to build their indexes.

Put simply, if you do not add any appropriate words, your video is less likely to be found through natural search - ie someone typing something into Google.

Second, make sure you put the web page on your site associated with the video as the very first thing in the description - ie "http://www.MyWebsite.com: This video is about"

Third: embed the YouTube video in your site however make sure the show related videos tick box is unticked. If you don't un-tick it, YouTube will suggest other videos the viewer may want to see after they've watched your video - including your competitors.

A word of warning, by default videos are sharable on YouTube which allows you to embed your video onto any website. This also means that anyone else can also embed the video, including your competition - so if it is valuable information, make sure it is branded at the very least.

Finally, once you've uploaded your video, ask friends, customers and business partners to like it, comment on it, subscribe to it and watch it. Google loves interaction. The more your video and site is viewed, the more important it is in Google's eyes and therefore the higher it will rank in search results. And the higher it ranks, the more it will be viewed.

Videos

To see the Stargate video again, please go to <http://shootingbusiness.com/2010/11/11/what-does-filming-in-a-green-screen-studio-mean-for-me/>

Here are some examples of videos I create with my customers:

<http://www.commercialpropertyinfo.co.uk/commercial-lease/#more-220>

<http://www.thediscdirectory.co.uk/>

<http://www.andersonaccountancy.pro/>

<http://syn-pc.co.uk/support-repairs/>

<http://www.myperfectcareer.tv/>

<http://www.youtube.com/watch?v=vVhcQ5gmguA>

<http://stevebimpsonsgenie.com/>

<http://shootingbusiness.com/video-gallery/>

3rd Friday Seminars

Finally, as a call to action, you'd be most welcome to come along to one of my free 3rd Fridays which I run as free networking and seminar on the 3rd Friday of every month at the Southampton Basepoint from 10am to 1pm.

To book and find out more, please go to <http://www.ShootingBusiness.com/FreeSeminars>.

Contact details

Email: Mark@ShootingBusiness.com

Web <http://www.ShootingBusiness.com>

Mobile: 07922 258090.