

Done Right, Video Can Boost Your Business

by Peter Stassa, Executive Producer, Davideo Company



Answers to questions we regularly hear from prospective clients offer a useful way to understand the value video can bring to your business' bottom line.

"Why should I consider using video as part of my marketing strategy?"

Because it works. Consider these highlights from DigitalSherpa research:

- Videos increase people's understanding of your product or service by 74 percent
- Click-through rates increase 2 to 3 times when marketers include a video in an email
- 80 percent of your online visitors will watch a video, while only 20 percent will actually read content in its entirety

With a video, people can see what your product does and watch your service performed. Rather than having to read a written description, they'll pay closer attention and retain more of the content. This holds true whether the content is about a product, a service, or a process.

Remember that **Google searches tend to rank websites with video higher** than sites that don't feature video. In fact, after Google, YouTube itself is the world's second most used search engine. Once prospects find you there, however, be sure to have a strategy in place to direct them to your website.

"Can I save money by shooting my own video with a smartphone?"

Yes, you can. You can also save money by doing your own dental work with a mirror and a pair of pliers! Experts produce the quality that generates results. While many smartphones are capable of recording high-quality video, virtually all of the good-looking videos you may have seen that were "shot on smartphones" have also involved a substantial behind-the-scenes crew utilizing additional lighting, professional microphones, tripods and other camera stabilizers. In addition, most benefit from the services of skilled scriptwriters, editors, and graphic artists.

"What kind of video should I post on my website?"

People go to the Internet for information, and spend more time watching videos with useful information and advice rather than obvious sales pitches. Post some video tips on what to look for when shopping for your product or service, or short how-to videos for simple procedures. Another video might help consumers recognize a situation in which it would be better to call in a professional.

You should also put **video testimonials from your best customers** on your website and in email newsletters. Remember that testimonials have to be genuine, from real consumers the viewer can relate to—people who faced the same choices the viewer faces now, and who can explain

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in simple language why they were happy with your product or service. Select different customers to make different points: one can tell how you saved them money by doing the job right the first time, another can mention how you solved a specific problem, and so forth.

Just remember: **multiple short videos are better than one long one** that tries to be all things to all people. If your product has multiple applications, consider a short video for each of those applications. Multiple audiences? Tailor your videos for each one.

"How can video provide internal benefits for my business?"

Customers and prospects are key targets of course, but you need to **communicate effectively with your employees, too**. One-on-one, in-person, live training may be effective but can be very inefficient. Need to orient new employees on a regular basis? Want to teach your technicians how to install and service that new item in your line? Show them how to do it with a video. You know a video can't really clone you, but it can clone your presentation.

Source: <http://www.digitalsherpa.com/blog/25-amazing-video-marketing-statistics/>

