



## How To Take Full Advantage Of Online Video in the Promotions Market

## How to take full advantage of online video in the promotions market

As recently as five years ago it would have been hard to believe that online video would be able to compete with TV commercials. But if you have any doubt that video marketing is one of the most effective weapons you can have in your SEO armoury, here are some very impressive statistics that should convince you to start using online video in your promotions immediately:

- 1) All major search engines including Google, Bing, Yahoo, AOL and MSN will give your website priority listing if there is video content contained within its pages. In addition building "tags" on your videos will improve their potential on the internet.
- 2) A landing page with video included on it is 53 per cent more likely to appear on the 1st page of search results in Google.
- 3) The population of our planet recently exceeded 7 billion, and in excess of 2 billion people have an internet connection with 5 billion of them possessing mobile phones.
- 4) In July 2012, 20 trillion videos were watched by 157 million viewers on YouTube ranking the platform first in terms of online video content property.
- 5) 60 hours of video are uploaded to YouTube every minute equating to around 10 years of video every 24 hours.
- 6) In the past year more than 12 million people viewed videos on mobile devices throughout five European countries including Spain, France, UK, Germany and Italy, an increase of 66 per cent <sup>(1)</sup>
- 7) Click through rates increase by as much as 750 per cent on viral video marketing campaigns <sup>(2)</sup>
- 8) 67 per cent of the online video audience fall into the middle to high income brackets and 65 per cent of them are aged 35 to 64.
- 9) 68 per cent of the online video audience will send the links to their family, friends or business associates creating viral traffic.
- 10) Every minute 700 YouTube videos are shared on Twitter.



As you can see, these audience figures are not dissimilar to viewings that would be expected of highly popular television programmes.

When your customers search Google and other search engines, online videos assist them in finding your website and, once found, will supply them with visual and audio information that is easily understood, engages their attention and enhances knowledge retention in a way that text might never do. Until recently, the vast majority of internet marketing has been concentrated on the written word and images or photos. Most of us have heard the expression “a picture paints a thousand words” and if that is true the value of a video is incalculable. After 72 hours of viewing, it's thought that the average person can recall 10 per cent of text, 65 per cent of images and 95 per cent of video. However, it's important to state that it would be unwise to simply cram a website full of videos. They must work in collaboration with cleverly crafted copy for maximum impact.



While viewing statistics are impressive, the other important aspect of video marketing is that viewers don't just watch your videos. They “like”, forward, share and comment on them

Video marketing has become rapidly popular because it quite simply works better than traditional text and images. The visitor to a traditional text and images website will stay there for an average of 43 seconds whereas a website with video will retain the visitor for an average of 5 minutes 50 seconds achieving around 88 per cent more engagement. The click through rate on video marketing is increased by more than 90 per cent and customers who watch videos of products and services are 85 per cent more likely to make a purchase. The fact that video promotions have the highest conversion rate of all internet marketing campaigns is testament to this.

### Powerful Free Distribution through Social Media Platforms



Social media platforms such as YouTube and Facebook have created a free distribution network enabling videos to rise in popularity virtually overnight. Facebook gets around 850 million unique visitors every month and YouTube 800 million. Twitter has also recently launched its Vine application for sharing videos on iOS phones and although you can

only share short six-second videos it is proving to be enormously popular with internet marketers. As a long term traffic source there is nothing to equal online video marketing for those willing to take full advantage of it.

We have so many products that can be featured on video in the promotional gift industry and it's a mistake to underestimate the value or indeed the profit brought in by this medium which provides huge exposure at relatively low cost.

If the person viewing your video gets to know you, your brand and your products, you've got it right. Better still, after watching the video they feel like they have just had a coffee and spent a little time with you. You can build your reputation with video marketing and although it isn't essential, the more professional your videos look the more you will be considered an expert in your field. Informative, high quality, professionally produced videos that are relevant to the product or services you provide will achieve results in minutes, not months.

However, the production of the videos is just the first step. When they are finished you need to upload them so that they can be seen. The best part of the upload, no matter where you decide to place them, is that the platforms are free. You might want to place all of them on your own website and then distribute links to them across all the social media platforms you belong to. Alternatively you may wish to upload some to YouTube with links back to your site and a couple on Facebook; then tweet the links through Twitter. There are innumerable options available that you can include in your video marketing strategy.

### Increase traffic with small, slide show videos

In addition to your set of professionally produced videos you can further promote your products with some simple slide show promotional videos. There are many different varieties of basic video creation and editing software one of which is Windows Live Movie Maker. This may already be installed on your computer depending on the software package that came with it when it was purchased. This program is so simple that children can use it, taking photographs and adding captions or titles. You can use the photographs that you already have on your website so you don't even need a camera unless you want to take the photographs yourself.

Smaller businesses may not have the budget to pay for professional video services, in which case software such as Windows Live Movie Maker will produce decent small videos that will certainly enhance your SEO marketing efforts, in much the same way as professionally produced videos do. There are a range of videos that you can find on YouTube with instructions on how to use the software if you get stuck, and they are rather fun to make. Giving your videos titles that are relevant to what is contained within them is important if the right people are to find them.

Always include your company logo in any video that you make



## Make sure your video clips contain new and specific information

When promoting your products and services, ensure that you come to the point quickly because if you don't, your audience will stop listening and viewing. Using many of the same rules as content copywriting, don't prevaricate and embellish where it isn't necessary. Short concise information wins every time with typical online video viewers.

## Personally engage with the audience and give them what they want

Before making your video give some thought to the type of viewer you are trying to attract. What information can you give them that is going to be of interest? In the



promotional gift industry we can teach our viewers how to use our products and this is invaluable information for anyone who is planning a marketing campaign. "How to" articles and blogs are some of the most popular on the internet and videos of this type are more so. They give you an invaluable opportunity to demonstrate your skill and impart your expert knowledge.

If you are going to make a video explaining who you are and what your business does introduce yourself, talk about your working environment and then proceed to endorse your products. In this way the viewer will initially relate to you as a person and because human nature is such that people are interested in other people your viewer will keep watching to find out what else you have to say. You can use this to your advantage.

It is an absolute waste of your time and effort to go to the expense of having professional videos produced, or indeed making your own, if your intended audience is going to ignore them. A bored audience is worthless, but by following simple guidelines you can retain your viewers' attention long enough to show them what a great range of products you have and why they should purchase from you rather than a competitor.

## Uploading your video

The vast majority of people upload their videos to YouTube but there are some video hosting platforms specific to the promotional gift industry such as Promotional TV. But irrespective of where you upload to you should also embed the videos you make on your own website. Not only will they encourage people to stay on your

website longer but if the videos are engaging and interesting you will develop a captive audience.



In embedding your videos the views you accrue on your website will be added to those on YouTube and since Google's algorithms take into consideration the amount of views videos have acquired, the higher the figure, the more popular it is perceived and ranked accordingly in Google's indexing.

To assist search engines in recognising what your videos are about you should embed them into relevant text pages on your website. For example, if your video is about a specific set of promotional pens then the video should be embedded on the text page of your website that deals with those pens.

To enhance your chance of appearing at the top of search results you should target specific search phrases e.g., instead of using "promotional pens", use "[Spectrum Max Ball Pens](#)" or "Eco friendly pens". Always think about what a potential customer would type as a search term.

If you upload to YouTube they have a very simple form that allows you to insert your keywords, a description and a link back to your site. When completing the form, make sure you enter the correct url beginning with `http://` because if you don't it will just appear as text without the link.

When your video is uploaded to your chosen platform it will remain online until such time as you choose to delete it, so it can be part of a short term promotion or can be available to view literally for ever. The choice is yours.

Promotions that use video have proven highly successful across almost every industry, but just like any other marketing activity, it is important to keep an eye on the tracking statistics. You will notice that your bounce rate in analytics will dramatically reduce.

### Optimum length of an online video

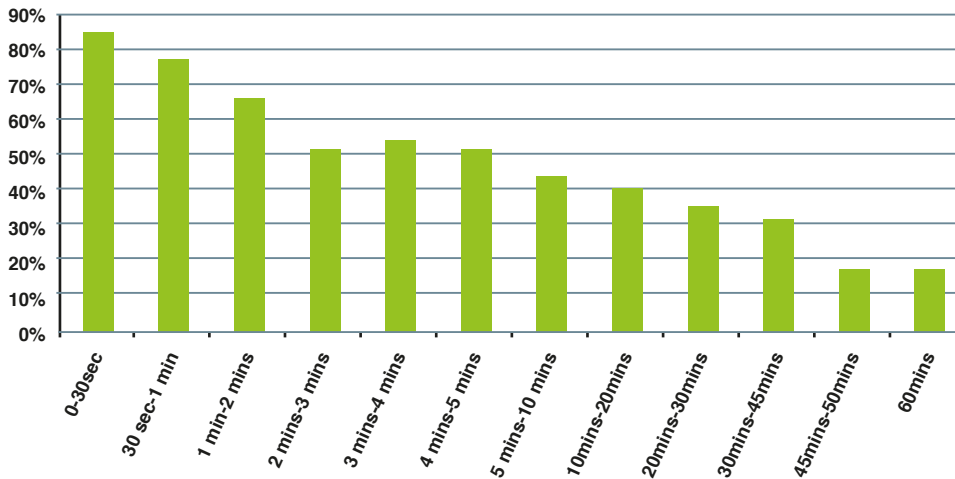
It is possible to upload a video to many video hosting platforms, including YouTube, that is up to 15 minutes long but internet users typically do not have long attention spans hence it is extremely unlikely that they will watch your video to the end.

The video hosting and tracking service Wistia, provides some comprehensive data with regard to the part of a video that is popular to viewers, when the viewers' interest begins to wane and at which point the viewer stops watching the video.



## A shorter video is better

The data provided by Wistia demonstrates that short videos are likely to be watched all the way to the end whereas a longer video is less engaging.



Wistia discovered that just 50 per cent of people viewed videos that were between 2 and 10 minutes long right through to the end, whereas the completion rate was 72 per cent for 30-second videos.

They also suggest that if you don't want the viewer to become distracted, whatever you most want to draw their attention to should be included within the first 20 seconds of your video. <sup>(3)</sup>

## Make your videos timeless

Whether you choose to have your videos professionally produced or you make them personally, you should try to avoid anything that ages them. This will save you time and money. Avoid titles or clips that refer to dates or seasons such as "February 2013 Special Offer for Promotional Pens" or "Winter Sale of Promotional Umbrellas". However, you can use titles such as "Bestseller [Absolute Extra Ballpen](#)" because even if it ceases to be your bestseller, it will continue to be one of your bestsellers if you promote it correctly. By making the videos general people will continue to view them all year round, whereas if they see a season or date that has past they may not even look at it.

## How to ensure online video is seen

With so many videos already uploaded to YouTube and 60 hours of video being uploaded every minute, not to mention other social media platforms, you might wonder whether you will be able to compete with the videos of others. But your only

concern should lie with your target market. The title, keywords, meta tags and descriptions will determine who will find your videos based on the search term they entered; so as long as you get this right, your videos should become popular.

Titles are of optimum importance. In the same way as we use attention grabbing headlines for articles or blog posts, video titles should be the same. Not only do they draw powerful traffic but with relevant keywords in the title, the search engines will pick them up for people searching in your particular niche. The fact that Google now owns YouTube is also significant when connecting video with searches.

Include a link to your website in the description. This makes it easy for the viewer to access your website rather than just placing the website url in the video which cannot be clicked on.

Make many more than one video. You can create an online video campaign by producing a series of videos that are content rich and published on a regular basis. For example, you could create the “High Quality Promotional Pen Series” and one week feature a Waterman, the next Cross Century and so on. As each video is released it will enhance your brand identity.

Question and answer videos are also highly successful. Ask a question like “What is the best promotional gift to use in the Banking Industry?” and then proceed to answer it. Look back on the questions that your customers have asked you in the past and make videos of the answers. You can invite viewers to leave comments or more questions in the space provided. Marketing managers are always looking for new ideas so make sure that your videos produce some! This is a great way to build a fan base.

### The different ways video can be used for promotions

a) **Branding** – you can use a video on almost every page of your website and many customers might prefer to hear you or a member of your staff talking about your company, rather than reading 500 to 1,000 words describing it. You can make videos to promote your company and brand. And the “About us” video can be further uploaded to all social media platforms that you subscribe to.

b) **Products** – in the promotional gift industry we have thousands of products that can be seen to their best advantage on video. For example, you could make a video of how promotional pens are made, stage by stage, through to the final end product. The same could apply to promotional umbrellas, printed USBs, leather folders and just about anything that can be found in our catalogues.





c) **Product use** – online videos showing products in use at exhibitions, trade centres and conferences give your customers ideas as to how they can use the products in their own promotions and marketing campaigns.

d) **Services** – instead of writing hundreds of words about your services, also show them to your customers on video. For example, if you have your own branded vehicles, make a video of a delivery, or one about what makes your vehicles stand out from the crowd.

e) **Online advertisements** – if you want to push a particular line, make a video and upload it to the numerous channels available to you. Turn your videos into online advertisements and, if you have the time, make a video of every single product you sell. As mentioned previously, you don't need them all to be professionally produced; you can make some of them using your own software.

f) **Email marketing** – you can integrate online video marketing with your email campaigns by placing limited text in the email and a link to your video. It's also another way to achieve brand recognition.

When your videos are placed with search engines, with the use of relevant keyword and meta tags, you will begin to see the benefit of online video recognition for your business and you brand.

In the promotional gift industry, like many other industries, we work in a fast-paced world and one of the advantages of using online video in the promotions market is that we are providing our customers with a more time-efficient method of learning about our products and the many ways in which they are used. They can obtain all the information they need with one click and a little viewing time which is much faster than reading reams of text.

Taking full advantage of online video in the promotions market is no longer an option; it is a necessity. Today, 37 per cent of all internet usage is video stream and by 2014 over 90 per cent of internet traffic will be video, so it is time to change our internet marketing strategy to embrace this new phenomenon which is six times more effective than print and direct mail. <sup>(4)</sup>

A new kind of internet is emerging that doesn't include text but represents communication, entertainment, art, discovery, inspiration and revolution.



References:

- (1) [www.comscore.com](http://www.comscore.com)
- (2) [www.marketingexperiments.com](http://www.marketingexperiments.com)
- (3) <http://wistia.com>
- (4) <http://botvideos.in>
- (5) [www.promotional.tv](http://www.promotional.tv)

