

Increase Your Brand Visibility and Your Bottom Line

Learn How Video Technology Can Deliver A Successful Marketing Program

BY: AMANDA WILLIAMS

Video sharing is booming in both consumer and business categories. According to comScore, more than 180 million U.S. Internet users watched 36.6 billion online videos in May. In addition, nearly 85% of the U.S. Internet audience viewed online video that same month.

Video enables your organization to effectively connect with key audiences. It can also strengthen your market position, brand reputation and profits. So why aren't more resellers utilizing video in their marketing efforts? Where to start, how to do it and high production costs often steer organizations away from this medium, but creating video content doesn't have to be overwhelming.

Here are some effective ways to reach current and potential customers with video.

- Case study. Illustrate strong before and after experience when a product or service is utilized.
- Testimonial. Third-party recommendation about your company based on their experience.
- Product launch. Highlight the benefits the new product offers your customer.
- Facility tour. Showcase equipment, R&D and staff to differentiate yourself from the competition.
- Service. Share how your service offering can benefit your customer's business.

Now that you have some ideas of how video can be used, you can move forward with creating your video. These tried-and-true best practices will help you create a professional and engaging video.

- Quality. Use HD equipment and reliable, professional production resources.
- Simple. Focus on one topic at a time and communicate your message clearly.
- Precision. Get the idea across in a straightforward way.
- Engage. Video content that evokes a strong emotion for the viewer.
- Personal. Give your brand a human face the audience can connect with and remember.
- Action. Be sure to tell your audience what you want them to do with a clear call to action.

Your video is now complete and you're ready to get it out. Hosting these videos on your company website is a smart business practice and a great place to start. Companies offering video content have a superior advantage over those that don't, including:

- Surge in traffic to their site
- More visitors due to better Search Engine Optimization (SEO)
- Increase in the amount of time users spend on your site
- Site appears earlier in the online search for maximum visibility

It's also important to expand your videos beyond your company website. Maximizing visibility is essential for growing your customer base and ROI. These outlets can grow your video presence online easily and effectively.

- Upload all videos to your branded company channel on YouTube.
- Create a Vimeo channel for even more online exposure.
- Distribute video content on Metacafe, a leading video site.
- Share unlimited video content for free on Revver.

At this stage of the digital age, video should be the cornerstone of your company's marketing program. Apply these best practices and your company will enjoy much success in the digital marketing arena. C



About Amanda Williams

Marketing Team Leader, ScanSource Services Group
www.ScanSource.com

Amanda Williams is the Marketing Team Leader for the ScanSource Services Group. She has been working with vendors and reseller partners at ScanSource for the past 7 years.