

The Dawn of a New Industry - Internet Video Production & Marketing

Today when you search for information on websites like Google, you're getting back results from a multiple of places like news sources, blogs, images, and of course, videos. So now, more than ever, producing and marketing an online video of your business for the purpose of showing up in every day search results is extremely important.

It's no longer enough to aspire for higher search rankings alone. Your company needs leads and sales to help you close new business, and Internet Video Marketing can deliver. Internet video marketing utilizes the power of unique online video messages to drive traffic, sales, leads and publicity to your business.

But how? This guide will focus on why Internet video is growing at such a rapid pace, as well as provide information and tips on how to begin your own video marketing campaigns.

The bottom line is ... Online videos are essential to the future for your business. Brands that begin to create highly targeted, quality online videos today will be the clear winners down the road.

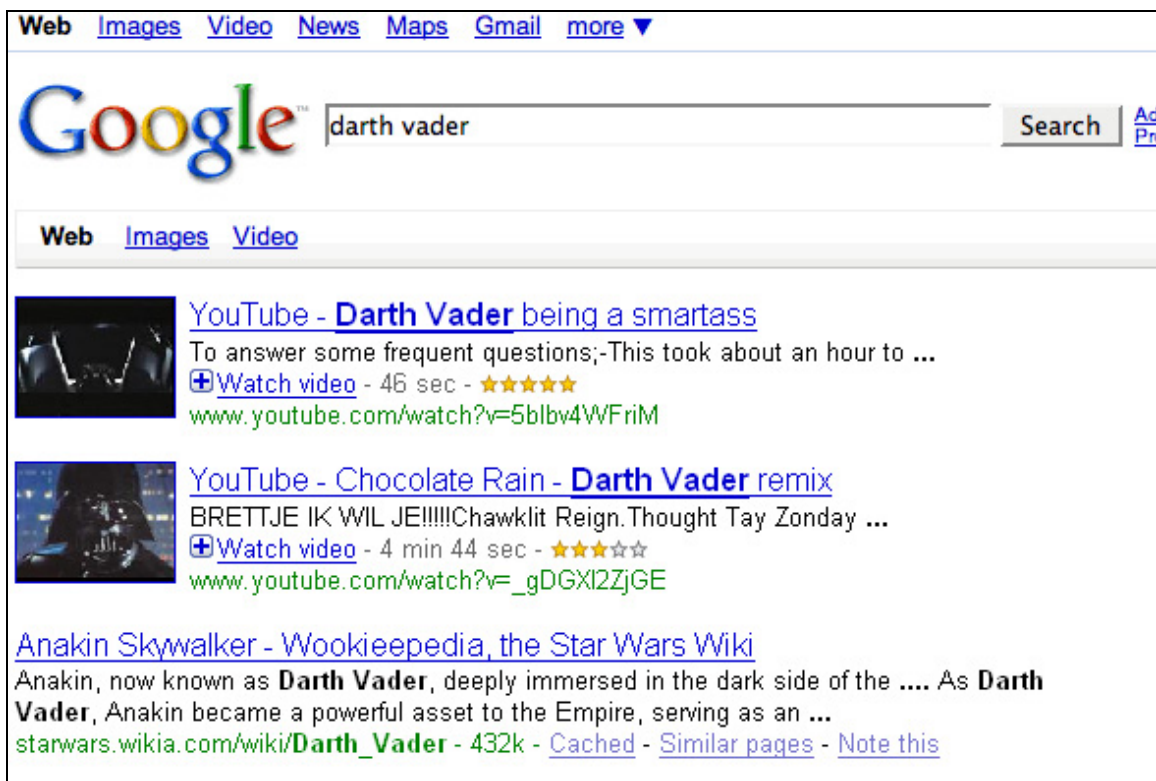
Will your business be one of those winners?

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Part 1 – Online Video Takes Center Stage



In late 2006, Google decided to buy the young startup called YouTube for \$1.65 billion. This purchase was a statement to the world that Google believed in the power of online videos. Since that time, YouTube has continued to dominate the marketplace for views of online videos, pulling in a whopping 66% share of all videos viewed online.




A few months later, Google announced the advent of Google Universal Search, a new method of displaying multiple search results from standard searches, including news, images, blogs, and of course ... videos.

The facts are in. Search is changing, and Google is leading the way.

But are online users ready to watch videos? Would Google make such a huge investment if they didn't believe that video had a future? Here are some numbers that Google is counting on.

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According to Comscore.com, nearly 132 million Americans viewed online streaming video in May 2007. That's 3 out of 4 U.S. Internet users. Among those viewers, the average American video streamer watched more than 2.5 hours of online video.



Press Release

3 Out of 4 U.S. Internet Users Streamed Video Online in May

Average American Video Streamer Watched More than 2.5 Hours of Video Online

RESTON, VA, July 17, 2007 – comScore (NASDAQ: SCOR), a leader in measuring the digital world, today released its comScore Video Metrix report for May 2007, revealing that nearly 75 percent of U.S. Internet users watched an average of 158 minutes of online video per user during the month. Google Sites topped the monthly rankings with both the most unique video streamers and most videos streamed.

Google Tops U.S. Online Video Rankings
May saw Americans view more than 8.3 billion video streams online, and Google Sites once again ranked as the top U.S. streaming video property with 1.8 billion videos streamed (21.5 percent share of streams), 1.7 billion of which occurred at YouTube.com. Fox Interactive Media ranked second with 680 million streams (8.1 percent), followed by Yahoo! Sites with 387 million (4.6 percent) and Viacom Digital with 237 million (2.8 percent).

Other notable findings from the May 2007 report include:

- Online viewers watched an average of 158 minutes of streaming video per streamer.
- The average video stream duration was 2.5 minutes.
- More than one out of three (35 percent) U.S. Internet users streamed video on YouTube.com.
- The average online video viewer consumed 63 video streams, or more than two per day.
- Google would not have bought YouTube for \$1.65 billion if they didn't think it would work!
- The fact is that people love watching online videos. There has never been a better way to get your message across to potential customers. Online video allows you to put your messages on your own website to let your customers see who you are, and find out about your products or services.

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Part 2 – Why Online Video?

It's Getting Harder to Engage Readers

Internet users don't read anymore. They scan the page for the highlights, or the bullet points, and try to get a quick summary of what it was they were looking for. If that summary isn't there, they typically leave and usually don't come back.

Enter online video. It's new, it's fresh. It's a way to engage a reader and make them a viewer. It's a way to stop the reader dead in their tracks and make them want to pay attention. But most of all, it's a way to communicate with a prospective customer face-to-face as if you were meeting them in person.

Can Online Video Help My Business?

An engaging, professional and well-placed online video can be used to generate leads, sales and/or publicity for your company, if you do it right.

The prime challenge to businesses that want to start using Internet video marketing is getting started. There are many things to consider when creating a successful online video strategy. Ask yourself these questions:

1. Do I have the right equipment and talent needed to create high-quality videos?
2. Do I know what types of videos to create to drive sales and leads for my business?

One of the biggest factors to consider is the type of video you need to make for it to be successful. Remember, the point of creating a Web video is to drive sales and leads for your business. Therefore, each video needs to be planned out and produced and edited specifically for that purpose.

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Part 3 – What Does it Take to Make Online Videos?

Can My Business Make Online Videos on its Own?

The short answer is yes. Anyone can make videos and upload them online, or put them on a website. There are, however, some barriers to entry when it comes to creating and marketing those videos effectively to drive sales and leads for your business. Ask yourself:

1. Do I have the right professional equipment to make high-quality videos?
2. Am I making the right kind of video to help my business succeed?
3. Do I know where to put the videos online to help my business?

Most of the time it's best to let video experts do their jobs so that you can focus on doing yours. Internet video marketing is more than just filming and uploading videos. Successful video marketing is a multifaceted approach; one that requires specific focus and skills regarding video production and online marketing.

What Equipment Do I Need if I'm Interested in Creating a Video?

Creating professional-quality videos for online consumption requires the right equipment. The following is a brief guide to what kind of equipment your business will need to get started.

The first step to creating a video for use online is to get a video camera. Technically, anyone can create a video with any video camera, even your personal home camera. But for professional quality, businesses need to invest in professional equipment. A good quality video camera unit starts at about \$1,500 and goes up to the \$10,000 range.

You will need a variety of camera accessories, including:

- Tripod
- Teleprompter
- Lights
- Backdrops
- Microphones

Accessories, especially the lighting, are what make professional videos stand out from “user-generated” videos. Plan on spending another \$2,000 to \$3,000 for video camera accessories.

Once your video is filmed, it's time to edit. You're going to need a powerful workstation that can render your videos. This machine will need to have professional editing software installed. Final Cut Pro is the choice of many professionals, including Fathom SEO. The cost for that software and add-ons (sounds, art, etc.) can range from \$1,000 to several thousand dollars.

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How Much Does it Cost to Make a Corporate Video?

In the days before Internet video marketing, creating a professional video commercial for TV could cost your business thousands of dollars. In today's booming online world, Internet video marketing makes more sense.

Think about what happens when a traditional video production house makes a video for your business.

They hand you a tape.

Then it's YOUR responsibility to take it and market it. That's the wrong way to look at it.

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Part 4 – How Do I Market My Online Videos?

The point of Internet Video Marketing is to help get your customers to watch your videos and take action. So knowing how to make those videos is almost as important as knowing where to place the videos.

There are a few specific ways to go about meeting your goals:

Marketing Method #1: Website Placement & Integration

Take your brand-new, custom Internet video and integrate it on your website, allowing your customers to view it while it drives sales and leads for your business.

1. Don't Hide It! – It doesn't make much sense to take your online video and not make it the feature point, or close to that point, of your current website. Remember, the reason you've made the video in the first place is to use it to drive leads or sales for your business. So feature it!
2. Put A Form On It! – The most important thing to do when showcasing an online video is to make sure that there is a Web form readily available at all times for the customer to fill out if they are interested.

Put a Web form either directly embedded into the video player itself, or add the Web form directly next to the video for maximum effect.

Marketing Method #2: Uploading to Online Sharing Sites

Another method for marketing an online video is to upload your online video to all major and niche video portal sites where your video has the potential to be exposed to millions and millions of eyeballs each day.

By exposing your online videos in the places your customers visit, you can drive more brand awareness for your businesses than you previously thought possible, with the ability to use the videos to help drive sales and leads for your business.

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Part 5 – Video Marketing Tips?

As mentioned in the [accompanying video](#), there are 4 main tips to help the aspiring video marketer get started:

Tip #1 – Define Your Goal

The first thing to do is to decide what goals you want to reach with your online video message. Maybe you want to focus on driving newsletter signups, or you want to generate leads for your sales team. The type of video you create should focus on achieving that one specific goal.

For example, if you're trying to drive leads for your sales team, you want to use your video to help convey your top selling points or unique selling proposition. Imagine you were sitting face to face with a customer... An Internet video placed strategically on your website can bring that face-to-face interaction to your potential customers 24 hours a day, 7 days a week, even while you sleep!

Tip #2 – Don't Make a Commercial

While Internet video is new and more engaging than reading text and bullet points, the fact remains that nobody wants to read, or see, a boring commercial for your business. A thoughtfully created and planned out Internet video should help your potential customers solve their problems, while prompting them into an action like filling out your lead form.

Tip #3 – Keep it Short!

Studies have shown that the average online attention span is getting smaller by the year. Online readers and viewers are bombarded with thousands of marketing messages each day, and sometimes it can become a bit overwhelming. Make your Internet video succinct and to the point so that your viewers will be sure to pay attention.

Tip #4 – Always Ask for the Sale!

Remember, the reason you're investing in online videos is to help your business get more business! Use your new Internet video to convince your viewers to fill out a lead form that you can deliver to your sales team right away! Build dynamic lead forms directly into your videos or embedded right next to your videos directly on your home page so that your viewers can instantly get their contact information to you.

Conclusion

Those are just a few tips you can use to begin creating effective Internet videos for your business. **Ready to learn more?** Visit our website at www.fathomseo.com for more information about Internet video marketing.

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