

WHY ONLINE VIDEO?

Online Video: *the new marketing success story*

presented by:

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Summary

Small businesses have struggled to find a video marketing solution that works for them and delivers positive ROI, while still fitting into existing budgets and online initiatives. In this white paper we show you how **Elite Internet Video** can help any small business leverage online video to energize their online marketing — generating new leads, new customers and improved return on investment.

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WHO IS

ELITE INTERNET VIDEO?

Elite Internet Video uses a production and distribution model that works for businesses of all sizes.

Elite Internet Video creates compelling, high-quality online video for businesses.

Elite Internet Video creates a unique style of online video that leverages authentic, documentary-style storytelling to create engaging video content without the overhead in costs with typical television advertisements.

Elite Internet Video's production method means high-quality video at a fraction of the cost of traditional production, making online video affordable to businesses of all sizes.

Elite Internet Video leverages a distribution network that provides mass reach to an audience of more than 20 million Canadian consumers across sites such as YouTube, Yahoo! Video and Google Video.

Elite Internet Video's built-for-the-web production style, syndication and promotion network drives awareness, video views and new business to your company.

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INTRODUCTION

Online video is booming. With more than 16 billion videos being watched every month, online video has become an increasingly common way for Internet users to get information about the products, services and destinations that are important to them.

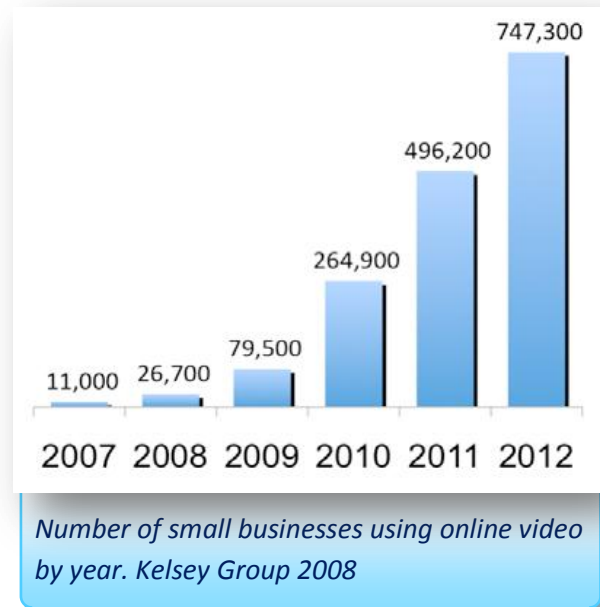
Small businesses have yet to find a compelling video solution that works. Online video advertising efforts like pre-roll and viral videos are often irrelevant to the needs of small businesses.

Online video can be syndicated and distributed across a wide variety of web properties from YouTube, Facebook, Yahoo! Video and others, so you can put your company right in front of viewers looking for businesses just like yours.

Online video has moved beyond the realm of teenagers looking at cats on pianos to a critical component of any successful online presence. But the online video boom is not strictly an opportunity for Fortune 500 companies. Small businesses have also been quick to embrace online video.

Many small business owners are also unaware that production costs have come down to fit most budgets. They haven't been introduced to new production methods that make web video easy, quick and low cost.

A recent *Kelsey Group* study estimates that more than a quarter-million small businesses will be using online video in one form or another by 2013. Yet even with this excitement, barriers remain to widespread adoption.



By eliminating the high cost of traditional video production and advertising on TV, online video represents a powerful way to reach customers in a way previously outside of many small business budgets.

THE BENEFITS OF ONLINE VIDEO

Improves conversions of site visitors to leads

Online video has been proven to increase new lead creation and improve the conversion rate of visitors to leads across many business types.

Increases business

Online video drives new customers for your business, online and off, by connecting with viewers on an emotional level that gives them the confidence they need to do business with you.

Improves social media reach

With businesses of all sizes realizing the value of social media platforms such as Facebook, YouTube and Twitter, you can improve your branding reach and engagement by using online video to connect with customers and fans in a more compelling way than with simple text and photos.

One-to-One Connections

Video creates authentic emotional connections with viewers that result in positive actions. Combining the direct response capability of the web with this emotional engagement, online video makes it easy for viewers to act on that new connection, creating positive ROI for businesses.

Direct Response

The unique power of the web lies in viewers' ability to consume information and make instantaneous buying decisions based on these marketing messages. Online video can amplify this behavior by creating a compelling call-to-

action that is immediately tied to purchase opportunities.

Low Cost Production

Cost has been a major barrier to small businesses in fully leveraging video in both cable and television or on the web. Even at the low-end of the spectrum, a campaign can run in the neighborhood of \$10,000 — making it inaccessible to many businesses and budgets. By keeping production costs low, small businesses of all sizes can now create and distribute video at a cost more aligned with their marketing investments.

Creates Differentiation

In a sea of information, similarity, and over-abundance, web video makes products and services stand out from the crowd. Video is compelling, engaging and relevant, and is distinctly different from other forms of content on the web.

Using local as a way to differentiate an otherwise commodity type business and then backing it up with every brand element and process is a powerful way to fight chains and the need to compete solely on price.

An article by small business marketing experts at *Duct Tape Marketing* shows how being “local” can help small business differentiate from big brands, and video can play an important part in telling the local story and showcasing your business as an important part of your community.

Small businesses can leverage this opportunity by showing the personal touch that sets them apart from big brands and other competitors.

Expanded Reach

Online video is the ultimate portable media on the web today. It is easily shared by friends

and colleagues via email, instant messenger and social sharing sites like Facebook, MySpace, and Twitter. This ease of sharing and social nature of video can provide an added channel of exposure for your message.

DOES WEB VIDEO WORK?

Web video works when the video content is aligned with the interests and needs of the viewer.

Creating action and engagement through video is critical for small businesses who typically don't engage in broad online branding campaigns aimed at increasing soft measures such as brand awareness and sentiment. You need measurable results from each one of your marketing activities.

Most small businesses are found online during a search for a solution to an identified need, want or problem. It's important that the video is created to answer the searcher's question in a compelling way that satisfies their search.

An effective video will address viewers concerns in a way that is compelling, engaging and drives the viewer to engage with your business.

Compare a dynamic video featuring a friendly and personable professional explaining their services and points of differentiation while demonstrating their expertise on the job-site — reinforced with powerful customer testimonials — to a standard TV ad or static web site with bullet-point descriptions and written testimonials of dubious authenticity. The online video makes your story come to life.

In addition to the increases in positive viewer action, video provides powerful search benefits. According to *Forrester Research*, a video is 50 times more likely than a text

page on the same topic to appear on Google's first page of search results. This added visibility can drive additional traffic and customers to your web site without any additional marketing spend needed.

After viewing online video:

55% of respondents indicated they checked out the web site

30% said they went to the store

24% made a purchase

52% of viewers took action after seeing the video ad

28% looked for more information on the product or service

16% purchased something

Conversions from site visitor to sale improve 15%

NOT ALL INTERNET VIDEO IS CREATED EQUAL

Television commercials that are successful in the broadcast medium are being ignored by web users who are looking for relevant information and not just an over-produced sales pitch. Businesses must find ways to deliver their messages in an engaging and authentic manner in order to connect with consumers on their terms, without forcing advertising upon them.

The Internet and television deliver two completely different types of user experiences, so it only makes sense that the advertising techniques that work best are different for each as well.

The differences between the Web and TV requires a new approach to video advertising.

People seeking out information online are looking for authentic content they can trust and use to increase their knowledge and make decisions.

There are 5 key elements for creating successful online video that meets the needs of the new viewing public and generates interest, creates action and initiates business.

Online users demand content that:

- *Is original and authentic*
- *Provides exceptional value*
- *Entertains and engages*
- *Meets their needs and time constraints*
- *Provides a path to learn more and share the experience*

COMPARING METHODS: TRADITIONAL VS. NEW

In looking at three traditional methods of video production we compare them to the new way of creating video specifically for the web that meets the needs of the online audience.

Do It Yourself

Many business people are turning to Flip cameras and other convenience-sized camcorders to create and capture video content anywhere. Ease of use makes these cameras a compelling way to create video content.

The hand-held nature and the reliance on simple editing software can leave the video looking shaky and difficult to watch. The ability to tell a compelling story via video in a way that drives user action is its own challenge. Many will find that creating amateur DIY video has a limited business benefit.

Using a Pro

Professionals can create a high-quality video that makes your business look great but finding a filmmaker who has a strong portfolio of web-specific video built to create viewer action can be a challenge. There are likely plenty of filmmakers in your local area, but how many of them have made video optimized for the web?

You'll still need to fill the role of producer and distributor: ensuring your creative vision is met while managing the filmmaker's time, edit requests and more. Considering the time you'll need to spend posting video to search engines and video sites to get the distribution you need and the time, headache and uncertainty can make professional video more of a hassle than it is worth for you and your business.

Leveraging Cable and Broadcast TV Ads

Cable and broadcast television will include in-house production of a 30-second television spot as part of advertising buys on local channels. The cost can still be prohibitive, but you do get the benefit of a producer who will tie up all the loose ends for you. The downside is that cable and TV spots tend to go for the hard sell that is often required to drive results from television audiences but which falls flat on the web.

Many small businesses re-purpose their cable spots online to save on production costs but the results are less than successful.

Elite Internet Video's reduced production costs and end-to-end production and syndication solutions, online video is a more viable and attractive opportunity to increase your return on investment.

The New Way

The differences between the web and TV require a new approach to video. People seeking out information online are looking for authentic content they can trust and use to increase their knowledge and make decisions.

Elite Internet Video uses a unique approach to online video that bypasses traditional video advertising in favor of a format and style that meets the web viewer's needs as they seek out relevant information to make a buying decision. This new format is built to exceed users' expectations by delivering a memorable, engaging experience that compels action. This video is designed to meet the lean-forward nature of the web. Aligning video messaging with the behavior and needs of these searchers produces a positive return for small business.

VIDEO DISTRIBUTION THAT WORKS

Millions of people every day seek out and watch video on search engines, popular web sites and video sites like YouTube. A well executed distribution strategy is the best way

to reach viewers and generate an ongoing return on the upfront production investment.

By syndicating your video beyond your web site, you can get your video seen by more people who are using different channels to find information. By distributing your video content across the major video and search sites you'll ensure that your business appears wherever potential customers are searching for information.

Authentic, information-based video that meets the need of the viewer when they click 'play' will outperform other types of video that ignore this user-driven experience.

Three Tips to Maximize Views

1. Make it Social:

Videos start conversations between friends, family and colleagues. Increase visibility by allowing users to share video via email, social networks, blogs and web sites.

2. Make it Searchable:

Search engines are being reinvented with the advent of universal search. Video, news, blogs, books and more are now returned within typical web results.

3. Put it everywhere:

Millions of people a day are watching video around the Internet. They are watching video on YouTube, iTunes, Yahoo and a host of other sites. Implementing a comprehensive video distribution strategy leverages those sites by putting your video in front of people looking for video related to your service or product.

PUTTING IT ALL TOGETHER

The value of online video for your business has been here for awhile now; but the barriers to entry and lack of a cohesive solution have probably made it a low priority. Now, with reduced production costs and global syndication solutions, online video is a more viable and attractive opportunity to increase your return on investment.

The addition of compelling video as an integral part of your marketing strategy can separate your business from the sea of competition by providing you with a unique product that energizes traditional online marketing efforts driving real customers and more ROI from your online presence.

Video engages viewers in a way that is memorable, relevant, meaningful and actionable. **Elite Internet Video** has developed an online video solution designed specifically for small business.

THE ELITE INTERNET VIDEO SOLUTION DELIVERS

The process is designed to be lightweight on both you and your staff. A typical video takes about three weeks to produce via **Elite Internet Video's** seamless production process; ensuring a high-quality, custom video delivered quickly and easily.

Super-charge your web presence with online video designed for you by **Elite Internet Video**.

To learn more about how

Elite Internet Video

can benefit your business

contact us now at:

(403) 896-4956

or visit us on the web at

www.EliteInternetVideo.com

