

A Comprehensive Guide to Attracting Prospects with Video

Why would you want to use video to attract prospects? It's easier (and cheaper) to write a blog or post on Facebook. But it's a proven fact that adding video to a blog or other social media applications increases not only the initial 'perceived value' to your content, but increases the likelihood that your information will be shared. From the smallest enterprise to multi-million dollar companies, videos increase awareness, business traffic and ultimately customers.

For example, on the 'small enterprise' side, a cat that had been waiting some time for adoption had three families interested and was adopted within a week of her video being posted on the rescue's Facebook page. On the other side of the spectrum, Old Spice had increases in increments of triple digit percentages on their Facebook and Twitter accounts, as well as traffic to their website, after posting their 'smell like a man' ad campaign video online during Super Bowl weekend. In the first six months after the video was introduced, sales of Old Spice body wash increased by 27% compared to the previous year. Neither of these scenarios would be have been possible without the successful use of video.

In the following white paper, we will share our 30 years of experience in video production working for professional speakers, businesses and even rock stars. The information contained in this white paper will help you understand how you can implement video in your marketing efforts, on your website and in social media channels to get more of your prospect's attention.

You will Learn:

- How to chose a professional video production company.
- Professional video production return on investment.
- Video content for your business that attracts prospects by providing solutions and communicating your expertise.
- How and where to publish your video content on the Internet.
- How to promote your video content and leverage the Internet to attract more customers.
- The power of titles and descriptions for SEO (Search Engine Optimization).
- How to get your video to rank high on Google.

How to Choose a Professional Video Production Company

Ten years ago, the tools used to produce video were quite extensive. Today, similar but more advanced tools cost far less. As a result, more people with less experience have opened video production companies and call themselves 'professionals'.

One of the first clues of a professional video production company is experience. By looking at their samples of video online, you can judge the extent of their experience and professionalism.

Call and discuss your video needs with a representative of the video production company and decide if they connect with you. Do they understand your expectations? Can they provide production options that meet your budget requirements? All professional video production companies should be able to provide you with at least three options for producing your professional video. That way, you can choose an option that fits your budget requirements while at the same time, meeting your business growth expectations.

When to Use a Professional Video Production Company & When To Create Your Own Video

It is undisputed in business that quality should always outweigh quantity. However, when it comes to video production, your prospects will be more forgiving if your video conveys useful information and/or helps them solve a problem. To be positioned as an expert, the more video content you have on your website and social media networks, the higher perceived value you will have with your prospects.

If you are in need of an explainer video, the first video your visitors will view, it is best to use a professional video production company instead of producing this first impression video yourself.

Professionally produced video communicates value about your brand and provides a professional image for your company. In addition, a professional video production company will provide an outside perspective about what to include in your video and how to present your company's expertise in a professional manner.

A professionally produced video will provide you with confidence in knowing that your visitors will have a high perceived value of your company via a very creative production provided by an experienced video content provider.

In-House video is always a great way to maintain your company brand in front of your visitors and prospects. What does your company provide that will keep your visitors and prospects coming back? When you can convey useful information to your audience on a regular basis, they will come back for more and potentially turn from visitor to prospect to customer. This is why it's important to continuously use video in all of your outbound marketing activity (email marketing, on-line newsletters and ad campaigns).

Video can also be effective with inbound marketing campaigns (search engine results). When people search for 'pet supplies Rochester Michigan' does your video come up on the very first page of Google? Is your company even on the map? Video provides useful information to your audience as well as dramatically increasing your web traffic, which in turn increases your search engine rankings.

Continuing on with the pet supplies example, what can your pet supply store talk about in video that will help generate web traffic for your company? How about explaining and exemplifying the difference between organic pet care and generic pet care?

Primeau Productions uses a 'Produce Publish Promote' formula to help their clients create Internet video content unlike any other professional production company. This three step process will help you understand when and how to create content for your Internet video marketing campaign.

Produce Video Content

Having a professional video creates a professional image of your company. It's a multi-faceted activity. In order to create a successful professional video, it needs to inform as well as entertain. There are several different types of video production - some of the more popular types are listed below:

- 'Talking Head Video' (less than 8 minutes in length) includes a tip or a technique that will benefit your audience (a video tutorial for example).
- Interview clients on Skype and record using Vodburner or ScreenFlow software.
- Produce a professional video about your company's goods or services all while incorporating the benefits of doing business with your company (often referred to as an explainer video).
- Testimonials of satisfied customers also serve well in your Internet video presence.



Retail site visitors who view video are 64% more likely to purchase



Video is approaching 90% of web traffic



A video on your website can increase the chances of a front page Google listing by up to 53x

Publish Video Content

After your professional video is produced, the next step is to get it published. The Internet is one of the best places to publish a video and having a strategy for where and how the video is going to be implemented is all a part of the publishing process.

I Blogging or Vlogging

- A blog is a great tool to spread information across the Internet.
- They provide information to search engines and position your company as a thought leader.
- Post blogs constantly and not only allow for comments, but moderate those comments as well.
- Create a discussion.

II Publish Video on YouTube and Vimeo

- Vimeo is an excellent resource for uploading high-quality video but if you have a basic account, you are limited to 500 MB per week of video content. However, if you upgrade to a Vimeo Plus

account, you will get 5 GB of upload space per week.

- YouTube on the other hand, is the second largest search engine in the world! Many utilize YouTube as a search engine to search for information just like they would on Google. However, the search results on YouTube produce video, and if you have a presence on YouTube with professionally produced video, you have a much better chance of attracting a prospect's attention.
- Upload video content to YouTube or Vimeo and embed these professionally produced videos on your blog.

III Why are Titles and Descriptions Important for Video SEO?

- We help our clients determine the best locations, keywords and titles to publish their video because when that strategy is implemented to perfection, the results are optimized.
- Titles and descriptions provide information to 'spiders' that crawl web pages looking for information.
- We choose specific keywords or phrases for the videos we publish in order to gain maximum visibility for your video on the web.
- This text helps position your video content to people who are actively searching for your expertise.

Promote Video Content: How to Drive Traffic to Your Videos

- Get as many inbound links as possible to your video pages from other websites including social media and other sites you either own or have access to. Association, customer and social media websites are the quickest and easiest way to build inbound links. The number of links, as well as their quality, does make a huge difference with search engine results for your video.
- Create a great user experience. The worst thing in the world is to have great video content on your website and make the videos hard to find and hard to use. Link your video from your homepage and include text that describes what your video is all about.
- Create a compelling thumbnail image for your video. YouTube gives you two thumbnail options: choose from their pre-selection of thumbnails from your video or upload your own. Vimeo also gives you two choices: use any frame from your upload video or, again, you can upload your own.
- The bottom line is to make your thumbnail as compelling as possible so it stands out.
- Initiate video sharing for your videos. By making your videos shareable, you increase the number of people who can see your video. The more traffic you have for your video, the better your video will do with search engines.
- Enable commenting on your video page. Often users of your video will post comments using words that you might have never even thought of to describe your video. Commenting will help provide additional text on your video pages.

- Social media is one of the most powerful promotional resources to use for promoting your video on the internet. This is where the rubber meets the road. With social media, you're using your existing followers to gain maximum visibility for your video.
- Pay per click advertising is another great tool we use to help promote videos to exactly the kind of market that you want to be exposed to on a pay per click basis. Ads on Facebook as well as Google and YouTube are a very powerful way to drive traffic and promote your video content.
- The bottom line at the end of the day, the best way to promote a video is to make a great video. If you have both an entertaining and informative video, it's going to grow legs and gain a ton of visibility which is promotion in and of itself. If you've ever seen the Dollar Shave Club video, you know exactly what we're talking about. That video was created with a very limited budget, but had an awesome creative team that with very little YouTube ad promotion grew its views into the millions virtually overnight.