



## **“Lights, Camera... Marketing!” Using Video to Support Your Business**

By Angelo Biasi, General Manager of  
SMART Marketing Solutions, LLC  
( [@smartmarketingllc](http://@smartmarketingllc) , 239.963.9396)

### **Lights, Camera... Marketing!**

Every *minute*, 24 hours of video is uploaded to the network and 2 billion videos are being watched *per day* (YouTube fact sheet). According to comscore, more than 80% of the total U.S. Internet audience views online video in a given month. YouTube recently surpassed Yahoo! as the number three most visited Internet site next to Google and Facebook. Video content creation and consumption is hot! It adds value and realism to you as a business professional, your products, services and business. Video has mass viral potential. If a picture is worth a thousand words, a video must be worth a million.

From a marketing perspective, “this changes everything!” Your customers and your customers’ networks are interested in and consuming video content. As a business owner/professional if you are not currently leveraging or considering video to support your sales/marketing objectives, you should! But what tools are required to create and produce video content? What’s the right way to approach it? And, how can you tie your video content into your other integrated and social marketing tactics?

### **The Tools**

If you’re going to create video you will need some tools to shoot, edit and distribute your content. Due to the popularity of video among the masses, good news video content creation tools for non-professional-videographers are practically everywhere. Many of today’s cameras come equipped with video capability. Flip USB video cameras sell for around \$200 and allow easy shoot & upload to your computer, YouTube and Facebook. Most smart phones have pretty comprehensive video enabling functionality. All Mac computers come equipped with iMovie, an intuitive video editing software package. In other words, if you can operate a regular camera and create a Word document, you can most likely shoot, edit and produce video. For example, my iPhone 4 allows video shooting capability in, get this, ‘high definition’ quality. With the iMovie for iPhone app which I purchased for \$4.99, I can also edit my video right on my phone—piecing together several clips, complete with captions, audio tracks (and ducking) and still images with transitions. If you’re looking to get a video camera and need to upgrade your phone you may consider the iPhone 4 to kill two birds with one stone. It’s very cool!

Distribution of video content on YouTube is a free. To start uploading and sharing video you first need to register. It’s advised you set up a channel that is customized with your company’s branding with relevant information and links. Amy-Mae Elliott in “Top 10 YouTube Tips for Small Business” from American Express Open, April 16, 2010 says “A channel setup also offers YouTube users the option to subscribe to your content via the click of one button and the option to search just your uploaded content (great for evangelist customers who follow you and your company). The channel structure also allows you to highlight just uploads, playlists, favorites or all.”



There's nothing really stopping content marketers (all of us) from creating video that has the potential to be found, get consumed, shared and responded to. However, like any form of marketing, the right approach is paramount for optimizing results.

### **The Approach**

Sure anyone can now make rich and engaging video but which ones, in a business sense, are going to create awareness, generate response and create a loyal and viral following? Here are a few suggestions to help you create winning video content to support your business:

- 1. Be strategic with your content:** Like most other social media, don't be too promotional as your audience will see right through that. Instead, seek to inform, educate and even entertain a bit. Tutorials on how to use a product or the process of your service go a long way for customers looking to know exactly how a product or service works before purchasing it. Prepare and write a script in advance. Practice and be prepared to do several takes.
- 2. Make it professional yet personal:** People are most engaged by video that they can relate to and they can make a personal connection with. It's a face-to-face world so be sure to show your personal side with your video. A sense of humor helps but don't get too carried away. Be professional and act as if it were your most important sales call. Background tunes add a nice touch yet be sure to use only open sourced tracks (available on the Internet for free) to avoid any copyright violations.
- 3. Add subtitles and captions:** Auto-captioning has been available to all YouTube users since March, 2010 so there's no excuse not to use it. It's suggested to also use captions (or copy added above your video) to drive a point home. However, don't overuse it as it can get confusing and distracting. Don't forget to include company branding and a call to action including your web address, phone number and/or Facebook site url to drive response to your video content.
- 4. Keep it short and sweet:** The attention span of a video content consumer is limited. Therefore, it's important to develop and get to your point efficiently. Video that's usually between 30 seconds and 2 minutes seems to be a sweet spot for most of the videos that I search.
- 5. Be sure to tag your content:** Like other searchable Internet content, YouTube videos are organized on a tag word basis. You can choose around 15 keywords for each video. Be sure to carefully select those keywords that are most relevant and what you know most people will search by.
- 6. Track your statistics:** YouTube has free analytics via the "insight" button for every piece of uploaded video. Check out demographics, community and discovery data (info on how users came across your video content) as well as other more common stats.
- 7. Integrate your video and promote it with other forms of integrated marketing:** Each time to post new video content, promote it via your blog, Facebook site, Twitter and other social and real-time media like email. YouTube has social media integration so you can easily add blurbs to your walls and other



sources without redundantly having to go into each to post an announcement.

You can also promote your video content on your direct mail and print pieces using a QR code (see article on Mobile Marketing for more). To the right is a newsletter we completed for a client recently that used a QR code right in the piece (see lower right hand corner) to drive users to view a YouTube video. Recipients of the newsletter can easily view the video by scanning the QR code with their mobile phones. It really adds an interactive element to your 2-dimensional marketing materials and tactics and leverages your video content.



### That's a Wrap!

Your customers are waiting for your video content and your business will benefit from it! So, what are *you* waiting for? Go create some video content and post it on YouTube! Have fun with it. Engage your employees and encourage them to create their own content. Keep in mind, the clock is not running when you're creating yourself and you can do several takes before you come up with what you are comfortable with sharing. You never know. Your video could go viral and all it cost you was a \$200 flip phone or a \$4.99 app and some of your time.

### About the Author

Angelo Biasi is General Manager of SMART Marketing Solutions, LLC, a leading full-service integrated marketing company in Naples, FL since 2001. He has helped create and execute marketing plans and integrated marketing solutions for companies such as Playtex, Bic, Rogaine, Tauck, and over 35 colleges and universities, to name a few. Angelo has an MBA in Marketing from the University of Connecticut and has taught Marketing at New York University for over five years. For more information or to learn more, email him at [@smartmarketingllc](mailto:@smartmarketingllc), visit [smartmarketingllc](http://smartmarketingllc) or call 239.963.9396.