

Why Video...Why Now?

By 2017, video will account for 69% of all consumer internet traffic. Here is a link to a white paper by Cisco if you'd like to dig into the data yourself. [Cisco White Paper](#)

I searched many different resources and this was the overwhelming conclusion regarding the direction and importance of online video. Video is here now and it's here to stay.

When it comes to reach, video is peerless. [YouTube receives more than one billion unique visitors every month](#) – that's [more than any other channel](#), apart from Facebook.

Success stories of videos gone viral are legend. You don't have to have a huge budget or fancy equipment to make a big splash in this pool. Here is a link to 17 viral successes that prove small companies can win with video marketing. [Gone viral](#)

Hopefully the information and links above have made a strong enough case for you to understand the importance of adding video to your marketing efforts...but how?

YouTube

Starting your own YouTube Channel is a great place to begin. Adding short videos about your products and services in video are much easier to rank than websites these days. While that may change because of volume and the rules Google uses for their search algorithm, right now it's wide open.

Video Ideas for Your Business

Testimonial Videos- Just like it sounds. Find a happy user of your product or service and get that testimonial on video. It's best if it's someone well known in the community or a professional with a highly perceived level of trust and influence i.e. doctor, lawyer etc.

Company Spotlight- This is more of a tug at the heartstrings type of video. Perhaps highlighting an employee of the month could work. Doing good deeds around the community or even winning an industry award type of stuff.

Technical Videos- This type of video is perfect if you have a product or service that needs in depth training or explanation. It's a great way for you to build credibility and trust.

Problem Solving Videos- Are there frequently asked question in your business about how you can solve a problem? Create a video of that problem and become the "GoTo" resource on your YouTube Channel. Don't be afraid to provide your very information either. Unless it's a trade secret or proprietary information, share it and you will be amazed at the response you will get.



Explainer Videos- We covered these in the not too distant past but ALL businesses should have one. The GoTo Network has one on our homepage. It's a very short commercial about your business. Highlight your USP - Unique Selling Proposition.

Interview Videos- These are great and make you look like an industry leader. You can interview people in your industry about news and trends that are hot at the moment. If you are quick on the draw, you can get massive traffic from trending ideas. Use Google Trends to find out what's hot in your industry and create a video about it and get it up on YouTube pronto!

Don't read from a script but do follow an outline. People can tell the difference. Script reading appears too rehearsed and you will lose credibility.

Webinar Recordings- Webinars are a great way to provide valuable information and establish yourself as a thought leader in your industry. If you host webinars, why not record and export your sessions for use on your website? This is a fairly painless way to provide great, engaging content to visitors. To boost SEO benefits, provide a text transcript below the webinar video.

Resources-

Here are some links to helpful online tools. Some I've given in the past but the first one is new and looks really great!

Wevideo- <https://www.wevideo.com/business>

They provide everything you need to create and produce online videos without having to worry about using copy protected images and audio clips.

Animoto- <https://animoto.com/>

Similar to Wevideo...there are many like this but I think these two are a great place to begin.

Jing and Camtasia- <https://www.techsmith.com/jing-features.html>

Jing is a free Screen Capture Software and Camtasia is full-featured and a powerful video editing software. It's not cheap but I own it and it's great!

iPhone- I only added this to annoy Darren Miles. ☺