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# ONLINE VIDEO MARKETING

# 8 Reasons to Market with Online Video

## New Rules

As a result of the current explosion of online video, companies need to think of themselves as small television networks whose sole purpose is to demonstrate their expertise in ways that will engage viewers. This is about making connections through information sharing. In order to effectively leverage online video, companies must share their knowledge with their audience in order to gain trust, credibility and to cement their position as experts in their industry.

## Company Needs

The most common goals in any online campaign are the following:

1. Generate revenue
2. Increase site conversions & traffic
3. Build customer relations
4. Assert position in market
5. Get feedback from customers
6. Get new customers
7. Increase thought leadership
8. Be original

## Generate Revenue

Now more than ever before, companies can generate new revenue streams with online video. By partnering with robust [ad server technologies](#) and rapidly maturing video distribution platforms such as [Brightcove](#), companies can see new profits without putting strain on their resources or personnel.

## Increased Conversions

By placing video in contextually relevant areas of your site, such as next to related articles, ads or images, video can boost the time customers spend on your site and [has been shown](#) to produce significantly higher conversion rates than text or images alone.

## Build Customer Relations

Companies can use informal, documentary style “message snacks” to speak directly to visitors. These can be simple welcome messages, introductions, news or company overviews. This personalizes the company and sets the tone of the relationship with their visitors.

## Positioning

To help separate companies from their competitors, companies can create information rich videos to seed across online video sharing sites. These videos not only define the level of expertise that the company has, but also share this expertise with potential customers, enabling trust and fostering thought leadership for the company.

## Customer Feedback

Posted videos give viewers the opportunity to comment and give feedback. Using these in conjunction with a blog or social network site enables companies to build a following, to listen to the thoughts and needs of their audience and speak directly to them.

## Extended Client Base

The value of expertise that companies possess can create loyal audience beyond their existing customer base. How-to videos, interviews with experts, editorials, educational content, tips & tricks, news, forecasts, trends, etc. can reach massive new audiences and potential new clients.

## Thought Leadership

The value and volume of content that companies provide give proof of their commitment to innovation, demonstrates that they understand the needs of their customers and the market in which they operate.

## **Originality**

The specifics of how programming is packaged and the quality of the content should speak to audiences in such a way that sets companies miles apart from their competition and generates stronger brand awareness.

## **Increased site traffic**

By positioning videos across video sharing sites, or by partnering with video ad server networks, they become active ambassadors for the company. By tagging videos with relevant keywords and descriptions, the potential to connect with new viewers is multiplied. In addition, fans of this content will share it with other interested parties as well as post the videos on their site or blog. This generates multiple inbound links to the company's site, giving it increased ad revenue, conversions and search engine visibility.