

# 6 Steps To Producing A Successful Marketing Online Video!

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By Russ Pond, Top Pup Media, LLC

**V**ideos work. And the science behind it is really quite simple. It tells us that the human brain employs about 40% of the cortex to process videos, which simply means humans are most attracted to visual stimulation.

There is no question that online videos are the fastest, most powerful social media tool, not to mention the most cost-effective. And even better, anyone who has Internet access can view them from anywhere in the world.

In today's competitive business world, more companies have realized the essential need to produce quality online videos. Whether it's to educate customers, promote a new service, motivate employees, or directly sell, online videos can easily and clearly communicate a message.

Ever since Google integrated video into its universal search offering in 2007, websites featuring video have gained a significant SEO advantage. Exactly how does it work?

When you integrate relevant videos that match the content of your website, search engines find and index the video within the site's context. This improves your overall website and video search ranking as it relates to your business' keywords, and also allows search results to be presented with matching videos. This ultimately makes your site more appealing to your online audience, therefore increasing your site traffic and chances of conversion.

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As a matter of fact, videos are most effective in audience conversion. About 80% of online users view an entire video and 25% click to purchase products, which drives an overall revenue lift of 10 to 15%. It seems e-retail industry received the memo and decided to make full use of this wonderful tool. According to a recent report submitted by eMarketer, 68 percent of the top 50 retailers were using videos in 2009, a surge from 18 percent in 2008. Now, almost 40 percent of users who search Google see video options in their results.

With an effective online video, any company can reach its target market and increase brand recognition, even with limited budget. Small to medium-range companies now have the opportunity to grow their revenues and drive more traffic to their websites without paying a fortune for ad spots, while the most advanced have found ways to create high-quality video that is automatically updated across their websites using existing web content. Technology has even made it possible to create thousands of professional videos with no human intervention, and the SEO implications just make it too appealing to ignore.

### **The YouTube Movement**

We are in the middle of an online video revolution, a time when just about anyone, or anything, can become famous overnight—from the adorable farm dog in Kansas who bravely rescued a boy from drowning, to the baby genius in Milwaukee who can play Vivaldi's *Four Seasons* at 12 months, to the newly wed in Minnesota who miraculously survived a bear attack while camping in the mountains. All you need is a camera, and you're already halfway to becoming a global powerhouse!

Comparable to the boom of television in the 1920's, which in many ways helped shape the world we know today, the YouTube movement altered the way people

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receive and absorb information in the new millennium, and will continue to mould the face of the future in the many years to come.

If you remember, there was a time in the 90's when people thought it was cool that Netscape Navigator allowed disabling of its *page autoloading* function so web pages can load faster. Internet users then still paid per minute or per click, making it certainly expensive to wait for a site to fully load its text and photos. As the number of broadband users dramatically increased by the turn of 2000, people began to slowly take interest in online videos. Instead of sending emails and e-cards, people began emailing video messages, which then had to be divided into a few clips and sent separately so as not to clog someone's inbox.

But in 2002, things began to change . . . fast. Instead of sending video attachments, Internet users began emailing "mysterious links", directing recipients to a certain YouTube site. People were curious. Sharing of videos was permitted, and was easily done. Other people could view your videos and leave comments for the public to read. And even better, to sign up was free! Many were almost instantly hooked, and it wasn't long until the world became witness to the birth of a new digital era: the YouTube generation.

Today, YouTube is the most popular repository for free video content and the third most visited website on the planet. With the availability of high-speed Internet connection in many parts of the globe, any video you upload on YouTube will be viewed, on average, about 500 times over a period of time. 25% of those views will come in the first week, and only the first 30 to 60 seconds will be watched. A research conducted by Nielsen shows "137.4 million Americans watched web videos in December 2009—an increase of 10.3% against the same month of 2008. Same viewers streamed over 10.7 billion videos during that month—an increase of 11.8% against the same time period a year earlier."

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Nonetheless, this trend will continue to increase in the future, and it is up to businesses how they plan to integrate this technological success into their marketing strategies. After all, aren't most of the 13+ billion clips watched on YouTube are Lady Gaga's videos?

Consider the following questions: If you are an entrepreneur, how do you plan to effectively use this medium to reach your business targets, without going beyond your budget? How do you plan to convert viewer interest into action, and site traffic to actual revenue?

Let me share with you six easy steps to producing online videos that can increase your conversion rates. Turn to the next page, and we'll get right to it!

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## Step 1: Convey a Clear Message

Identify the purpose of the online video. Is it educational or promotional? Do you want to simply inform your customers about a new technology, or do you want the video to turn site traffic into money? Be specific. Are you looking into growing brand recognition, or increasing your revenue by 30%? Establish your marketing goals from the onset, and allow them to help you shape a clear and effective message.

Be direct and precise. You only have 3 minutes, if not less, so maximize it. If you want your viewers to pick up that phone and call your 1-800-number, not tomorrow, but today, then by all means, let it be known.

Learn to “microchunk” or simplify your content. Reducing your storyline to its rudimentary form is most effective in capturing audience interest. Take out confusing statements and complex situations. Remember, less is usually more.

Make it relevant. Show your audience why it is in their best interest to watch your video. Engage them. Give them a story they can take with them, and make it authentic and compelling. Today’s consumers can smell a sales pitch from miles away, so be mindful of your content. Capture that human element and allow your viewers to relate on a personal level. Speak their language. This helps build trust, making it easier to convert your audience.

Give them good information, but don’t stop there. Convey your message in a way that will not only interest your viewers, but excite them as well. You need to stand out from thousands of other sites offering the same information as yours, and you can’t do that if your video blends with the million others.

## Step 2: Create a Persuasive Call to Action

Identify exactly what you want your audience to do, and choose your words carefully. Don't be vague. Begin your statements with active verbs such as "click", "call", "sign up", "subscribe" and "buy", and end them with specific figures like "for only \$9.99" and "for as low as \$10, per month!" Keep in mind that if you do not provide clear directions to your audience, they won't know what action to take.

Include temporal cues such as "now" and "today", and employ phrases like "offer expires April 13" or "order now and get a free gift" to create an urgent need to act. The trick is to give your target audience a reason to drop whatever they're doing, and take your desired action.

Give your viewers a special offer they won't be able to resist. Make it unique and memorable, something they won't be able to find anywhere else. Incentives can include discounts, entry into a competition, or a free gift. Make it redeemable and measurable. Customers are turned off by complicated rules and stropy restrictions. Be creative. During President Barack Obama's campaign, people who made a donation of \$30 or more received a free shirt. We all know how successful that campaign turned out to be.

Determine the perfect timing for the call to action. Insert it during or at the end of every video, depending on your storyline. Pay attention to details. Position your call to action in a way that it can easily be recognized. A link, for instance, must be easy to recall and may be flashed every time it's mentioned in the video, as it is easier to remember it that way.

## Step 3: Prioritize Production Excellence

Focus on quality. Your audience is not expecting a Spielberg, but your videos should still meet their high standards. They must be professional and easy to watch. Keep in mind that they represent what your business is all about. Shaky hand-held camera work, poor audio quality, bad lighting or lack of coherence in the story will make you look unreliable and unqualified.

Hire professional production companies with industry knowledge, not amateurs. You may have the most interesting storyline, the most ingenious call to action, even an excellent cast, but if you have a production team who does not understand your product and your market, your video will not generate favourable results. You will appreciate that many of them have had experience working with start-up companies as well as industry leaders, and have flexible ways of doing things.

Get a team of experts. They are able to see the bigger picture, and will surely save you time and stress in the end. A highly skilled production team can act as a bridge between the product and the audience. They can create a video that does not only satisfy the need of the company, they can also present it in such a way that the product genuinely appears to be superior among its competition. Rely on their technical skills. Check their ability to ensure good sound and lighting quality, as these are highly important video elements. Do they have the right equipment, including good cameras and quality sound system?

Look for a production team who can use good graphics, animation and special effects. They should be able to edit the video once it's completed, and test it before it is launched.

## Step 4: Maximize Video Optimization

Plan where you will place your video. Strategic placement of video helps increase chances of marketing success. Educational videos, for example, shouldn't probably be on the landing page; instead, place videos that are more entertaining to keep a new viewer interested.

Keep in mind that 45% of views come from direct navigation, where a user researches to “recover” something they've already seen or actively looking for, and 55% result from simple “discoveries”. You want to ensure your video is worth stumbling upon online.

Make it accessible and visible. If your video plays an important role in your conversion strategy for a page, then you need to make sure people know where it is. Remember, your audience has a short attention span, and can readily lose interest if they have to scroll all the way down.

Consider having the video autoplay. If you find this strategy a bit too aggressive, there are variations you can try such as having the video autoplay without sound, but with subtitles, until the viewer opts in to listen and watch.

Drive SEO, and tag your videos pertaining to video content. Since search engines index tags, it should contain proper targeting keywords to help users decide whether to click the link. Start with the word “video”, and optimize for key phrases that reflect the content and the terms users search on. Give the “crawlers” something to index. Max out the tags, title, and description for every site you embed your video in.



## Step 5: Consider Multiple Distribution Channels

Maximize your online distribution channel. Embed your video on your website, but don't miss out on the huge distribution potential of online video. Think about posting it on online video sites such as YouTube and Metacafe, your blog, RSS feeds, and other social media sites like Facebook, and using a syndicator that will allow you to distribute your video to different sites simultaneously.

Buy search and display advertising on your distribution channels. YouTube, for instance, allows you optimize video posts for search engines and even place ads near videos, or in videos with related content. One of the benefits of advertising next to a video is the fact that the viewer of the video isn't scrolling down the page while watching. This means your ad displays for a longer period of time than a typical page of text allows.

Make it share-able. Take advantage of the fact that many online users like to share their favorite videos on social networks. Enable sharing via e-mail and mobile devices, and provide a mobile link to your video or post the video to a mobile website and ask users to share the mobile version via SMS, MMS or mobile social media posts. Encourage your audience to spread the word. This will provide you the opportunity to go viral.

Expose yourself to the largest possible audience, but choose quality over quantity. Your video may have received a million hits in the first week, but how does that translate to revenue? Remember, anyone can watch your video, but not everyone will take your desired action.

## Step 6: Track Your Videos

There is a big difference between video marketing for big brands and video marketing for smaller companies. A large brand can post a video and use “softer” measures of success such as reach, brand recall, and impressions. Smaller businesses, on the other hand, have limited budgets and success is measured in terms of bottomline sales.

Refer back to your marketing objectives. What did you want to accomplish with your video? Is it to increase site traffic, or increase registration rate? If the goal is to increase conversions then the metric for success should be easy: when the number, or the percentage, of your conversions rises then the video is a success. Depending on the conversion goal, increased conversion can have a direct impact on the revenues of your company.

Quantify your video’s success using the most appropriate measurement. To measure competitive advantage, for example, do a before-and-after comparison against your competition. Are you doing better in terms of sales or brand recall after launching your campaign? How is your search activity? Are more people able to find your videos using the appropriate keywords and tags?

Track your statistics realistically. Hire research companies, if necessary, or check out sites that can help you keep track of the buzz you’ve created for your brand. And although very challenging, measure your viral status. There are different metric tools available that can help you accurately establish whether your campaign was a success or not.

## About the Author

### Russ Pond



As a child, Pond spent almost every day at his father's photography studio. As a professional photographer, Pond's father enjoyed shooting family portraits, industrial photos and his favorite, weddings. Pond later graduated with a degree in Electrical and Computer Engineering from the University of Texas.

Finding that unique balance between technology and creativity, Pond experienced immediate success in the corporate world with product marketing for two telecom giants in the Dallas area. His pragmatic and creative perspective provided a variety of opportunities in new business development and marketing communications. With five patents to his credit, Pond's approach to marketing is dynamic and innovative. His 16 years of experience working for Fortune 500 companies helped him gain valuable experience and business insight.

In 1998, Pond started a new production company, Top Pup Media. His knowledge and experience of corporate marketing combined with his upbringing in the visual arts positioned his company for immediate success. Today, Top Pup Media is one of the premiere production companies in the Dallas area producing a variety projects for clients and companies.

Pond is married with one son, and resides in the Dallas/Ft. Worth area.

About the Company  
**TOP PUP MEDIA, LLC**



Whether it's to promote a product, launch a new service, or grow brand awareness, Top Pup Media helps organizations create compelling visual productions. Our full-service production company produces quality visuals that reach target audiences using the latest media tools and platforms. From marketing spots to corporate video productions, Top Pup Media has established itself as leader in visual communications.

We produce corporate videos that effectively communicate key messages within organizations, tradeshow and marketing productions that grow brand awareness, and interactive media presentations that provide powerful communicate tools to educate, train and market products and services. We have successfully produced award-winning films and television shows, giving us keen insight and experience within the entertainment industry. From conceptualization, crews, casting and creative marketing, we can assist throughout the entire production process.

If you have any production needs, please feel free to contact us:

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