

# ONLINE VIDEO: HOW TO SUPERCHARGE YOUR WEBSITE WITH ONLINE VIDEO



## INTRODUCTION

Online video has revolutionized the way businesses use the internet to advertise, educate and inform their prospects, customers and investors. Streaming video content has now become easier, more effective and more affordable and is replacing the text and still graphic design templates of yesterday. According to eMarketer's Report, 2008 "...represents a mass-market benchmark, as more than 50% of the US Population – 155.2 million people – will watch video online." With an increase in US online video on the rise, the next 4 years are forecasted to demonstrate a spending growth rate of 40% year over year. These impressive projections illustrate that video has already been embraced by thousands of businesses, from your small mom and pop shop to your Fortune 500 conglomerate. Online video is here...and if you're not employing some sort of video product on your site today, your competitors probably are.

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*"10 to 15% of shoppers who look at videos go on to click and buy. Without the videos, we get about a 1.5% conversion rate. The videos may be costly and a lot of work, but have helped increase sales over 200%."*

—Fireplace Suppliers eRetailer

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*"Spending on U.S. online video media advertising is expected to total \$805 million by 2009, up 45% from \$555 million this year."*

—Magnalsights.com

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## WHY USE ONLINE VIDEO?

In the past we were forced to use text and photos to explain a company, service, or product. Websites evolved over time but were still limited to photos and text only. There is a shift taking place today in website design and usage that is occurring in front of our eyes. This shift is a metamorphosis from text/photos based websites to video infused ultra dynamic websites. By adding videos website owners can now explain their message clearly, cut down confusion, and increase conversion rates.

So, why use video? The reason, "because my competitor is doing it" may not justify it for today's marketer. More and more people realize that it's effective, easy to implement, more affordable than ever before and can increase sales revenue, brand recognition and online conversions when done professionally.

Video communication connects with viewers in a multi-sensory way using sight and sound. It speaks to all our senses. It allows viewers to absorb more information much faster and take action. With crisp audio and clear visual presentation, video can invoke an emotional response to your brands website more effectively than text and graphics resulting in a more powerful "call to action." And this ultimately yields an increased ROI on marketing and communication dollars. More than any other medium, online video alters our paradigms, and changes the way we communicate our message. Consequently, this supercharged medium is changing the way we do business by allowing the user to react immediately to the video message.

## THE EVOLUTION OF TV AND VIDEO

Madison Avenue has been using sight and sound in TV advertising to spearhead brand advertising since 1941. Billions of dollars are spent in TV advertising each year to support brands and create strong connections with consumers. The shifts in marketing budgets online are reflections that marketers are finding a less expensive way to achieve the same result; or, in many cases a supercharged results. Video can now be used online with all the same benefits achieved on TV, but with the added tracking functionality that is available online. When a business marketed themselves on TV they typically used a video format, because it was available. It's rare to see a commercial with only text and photos. The reason? Quite simply, because video is much more engaging and effective. This same rationale applies online. Historically, website owners were forced to explain their message through text and photos. Today, the capability is there for a website to be completely infused with video. And the ones that are taking advantage of this powerful new medium online, are the businesses that are increasing appeal and creating a more effective website experience. But most importantly, they're also supercharging their results and improving their bottom line.



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*"Conversion Rates increased 45% on ten different products after we tested more than 100,000 video impressions. Load times turn out to be a big deal for online video. If you delay the page load by a few seconds, it can reduce the conversion rate significantly."*

—Bridal Products eRetailer

*"Tests showed that a banner ad received only a 0.3% click through rate while the video version received a 5% click through rate."*

—Footwear eRetailer

## HOW DO I INJECT ONLINE VIDEO ONTO MY SITE?

With many different video production solutions to choose from, how to use online video becomes a matter of many different opinions. You can shoot your own videos and post them onto your site in a similar fashion to a YouTube. This can be a quick way to add video to your site, but it often lacks the punch of a more impactful and professional "virtual spokesperson" solution. Virtual Spokespeople provide a human touch to your website and can truly bring your website to life.

### TOP 8 TIPS TO SUPERCHARGE YOUR WEBSITE WITH ONLINE VIDEO

- 1. HD Quality** - Make sure the videos that you use are always shot in HD. We live in a world where we are judged by our appearance. If you have videos on your website that do not represent your business in an ultra-professional manner it's a waste to even add a video. Quality is key!
- 2. Closed Captioning** - Adding closed captioning is important. Some users don't have speakers or are hearing impaired. Therefore, taking their needs into consideration is imperative.
- 3. User Experience** - There's not too many things more frustrating than seeing a video play over and over—especially when you don't want to see it again. Make sure you find a solution that turns itself off after the first cycle (if desired) or has the capability built in to allow the user to play it over again. To keep the user engaged and heading towards the site objective—whatever that may be—it's important to be courteous to your users and considerable their overall experience when adding an online video solution.
- 4. Video Length** - Keep it brief—especially on the home page. One key objective of a video spokesperson is to explain a product or service effectively, but it's also an objective to direct users to a specific section, specials, or conversion page within the website. Keep it short and sweet on the home page—usually under 45 seconds is recommended. Studies show the user does not want to watch a 2-minute video on your business—unless they elect to. And in that case, many successful companies will employ another more in-depth video explaining the particular product or service they are selling.
- 5. Actor Quality** - The actor you select to represent your company is also a very important consideration. It's imperative to choose an actor that is talented, understands your product or service, and can represent your company with the professionalism or style that you require. Don't compromise on the quality of the actor to save a few bucks. Find one that has been professionally trained and with years of experience under their belt. As the adage says, "You don't get a second chance to make a first impression."
- 6. Appeal to Your User's Target** - Choose an actor that fits your target market. If your market is geared towards baby boomers it makes sense to have an spokesperson that is of the same age range. If you're selling a service to corporations, it may make sense to have an older, more experienced-looking actor tout the pitch. Don't alienate your potential customer by missing this important tip.
- 7. Professional Copywriting is a Must!** - Results show you only have a limited amount of time to capture the full attention of your audience. Consequently, what is said during the online video is as important as how it's said. Consider a professional copywriter to make sure you drive home your point—clearly and with results.
- 8. Add a "Call To Action"** - Following up on the last point, and if you've opted for a video that is specific to a product or service (compared to an introduction or welcome message) make sure you tell your audience what you want them to do, or at least create a sense of urgency by directing them to that "actionable" page or item. Whether you want them to complete a form, click through to another page, pick up the phone, or buy a product, make sure you make it easy for the user to do so. Add a call to action.



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## EXAMPLES OF VIDEO USE ON WEBSITES

The following sections provide an overview of various online products companies are using today.

### Online Video Spokesperson

A video Spokesperson provides a human touch that connects with your customers and drives them to take action. Using an online spokesperson, you can “wow” your customers with a warm homepage welcome, make your FAQ’s more effective, steer traffic to a check out page or create landing pages that really convert. No matter what industry you’re in, and whether you’re promoting a product or a service, a virtual spokesperson can really boost your results.

#### Examples:

[www.buyasafe.com](http://www.buyasafe.com)  
[www.gys.com](http://www.gys.com)  
[www.purpleemu.com](http://www.purpleemu.com)



### iVideo Headers

An iVideo Header is an effective way to give your website a new look, without having to write a lot of code. Part video, part Flash file, an iVideoHeader incorporates an online spokesperson with interactive graphics, screenshots and images.

#### Examples:

[www.ifbyphone.com](http://www.ifbyphone.com)  
[www.dealeron.com](http://www.dealeron.com)  
[www.roomadvice101.com](http://www.roomadvice101.com)  
[www.biztrade.com](http://www.biztrade.com)



### Video Presentations

iVideo Presentations are a powerful solution that allows your company to explain your message clearly and with impact that captures—and keeps—their attention. No borders, no limitations, plenty of space and time to drive home your point.

#### Examples:

[www.gomcgruff.com/m/HowItWorks.asp](http://www.gomcgruff.com/m/HowItWorks.asp)  
[www.apus.edu/financing-your-education/index.htm](http://www.apus.edu/financing-your-education/index.htm)



### Video Banner Ads

Traditional banner ads are not getting the results they once achieved. A Video Banner ad, takes the antiquated banner ad concept and brings life to the message. If you’re promoting a specific product, you can film the item within the banner, add a professional actor and some other dynamic elements, and you’ll have an eye catching banner out that will stand out from the pack. Watch your competitors cringe.

### Other Uses

There are a variety of other uses where online video can make an impact. These include: check out pages, video press releases, video landing pages, email campaigns, corporate communications, how to order videos, how to ship videos, and corporate intranets.

### For More Information:

For additional information on how these companies harnessed the power of online video for their site, or to find out how iSpeakVideo can assist you with your online video implementation, please click on the following link ([www.ispeakvideo.com](http://www.ispeakvideo.com)) or call us toll-free at 866-554-0862.



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