

Business Technology Program

How-To Guide: How to Market With Online Videos

Marketing with online videos offers several advantages to your small business. Adding videos to your website increases its chances of being found by search engines, which will boost your site's ranking in search results. Videos are also highly likely to be shared by users via email, Facebook or Twitter, which can increase awareness of your brand.

What to Do

What kinds of videos would work best for your business? The list of topics a small business can focus on is almost endless. Here are a few ideas to get you started:

- Demonstrate how to use your product
- Show off a new product
- Answer common customer questions
- Give a tour of your business
- Discuss a current issue that affects your customers
- Give some advice related to your business
- Film an event at your company
- Interview a key employee
- Introduce a new employee
- Film a client testimonial

Ideas for My Business: What topics would work well for your business videos?

Whatever topics your videos focus on, it's important that they convey your business's brand and personality. Depending on your industry, this might be humorous or serious. If you're not comfortable on camera, enlist an employee who is to play the key role in your company's videos.

How to Do It

You can create fairly high-quality videos yourself with inexpensive digital video cameras and editing software. However, if you'd rather have a professional handle your videos, a quick Internet search will uncover many companies that handle all phases of creating online video—from filming and editing to placing the videos online and optimizing them for search engines.



Business Technology Program

Remember To...

1. **Keep it short.** Three minutes or less is optimal for an online video. If your subject is too big to cover in that time, break it into a series of short videos. This encourages users to keep coming back to view the next video in the series.
2. **Identify yourself.** If you're lucky, users will share your video, which means you never know where it will end up. To help viewers find your company, always include shots at the beginning and end of the video that identify your business and include your logo and URL.
3. **Keep it legal.** If you film customers, employees or clients, be sure they sign a release form legally allowing you to use their image in the video.

Where to Share

Share your online videos as many places as you can. You'll want to post them on your website, your Facebook page or other social media sites, and on YouTube. Posting your video on YouTube can help you get noticed because videos on YouTube usually rank higher in online searches. Simply sign up for a free account on YouTube and you can create your own channel to host your business videos, as well as access lots of tools to help you share and spread the word about them.

