



**Marine Creative: Web Design, Video Production & Online Marketing Services**

36 Tamarack Hill Drive, Poughkeepsie, NY 12603-1112 | P: 845-452-2013

W: <http://MarineCreative.com> | E: [sales@MarineCreative.com](mailto:sales@MarineCreative.com)

## **THE TOP 10 REASONS WHY ONLINE VIDEO WORKS - AND HOW TO USE IT!**

*As you probably already know, online video has become hugely popular. But what you may not know is that video has many more important uses than the super popular videos seen on YouTube. Regardless of the type of business you are in, your web site and business can benefit greatly from adding video content to your web site. Here are 10 top reasons why.*

### **1) Most People Prefer Watching Video to Reading Web Page Content**

It is a simple, proven fact that most people who spend time online have very short attention spans. No matter how much money you spend on getting people to visit your site ... it's all for naught if they leave before getting the message you are trying to convey (or buy what you're selling).

It is also proven that, regardless of how much important text-based information you include on your site, or how well it is written or how well laid out your site is ... most folks won't read much of what is there. However, many will watch a video that conveys the same information.

Not convinced? OK, think about what you would do ... if you were sent to two web sites from the same company and one had a lot of text based information with a few images, while the other had a few short, concise videos providing the exact same information ... which would you choose? Would spend your valuable time reading page after page of text ... or simply click "Play" on the videos?

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### **2) Video Helps You To SELL More Than Any Other Single Feature of Your Web Site!**

Whether you sell products via your web site or shopping cart, or have a retail store with an informational type site, or if your business provides services that you market via your site ... you can convert more of your web visitors into customers using video.

For example, studies have shown that online retailers with shopping carts that offer product videos convert at a rate anywhere from 10% to 80% higher than those same sites offering static content like images & text.

Take doctors and dentists for example ... these complex and technical businesses often have a hard time getting their patients to understand what problems they have or what treatments they need. But offering information to patients using video allows them to make things much clearer than page after page of text with highly technical terms would.

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### **3) Email Marketing: Greatly Increase Your Open, View & Conversion Rates With Video**

Many businesses realize that email marketing can work when done properly, but often struggle with the right content to include in their emails that will get recipients to accomplish the 3 main goals of the email ... open it, read it, and act on it.

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Including a video player capture with a compelling image and message in your email marketing that leads to a landing page with video has proven to generate 400-700% higher viewer engagement and response rates as compared to static HTML emails and landing pages!

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#### **4) Videos Offer Important Search Engine Optimization (SEO) Benefits**

You are probably aware of how difficult (and expensive) it can be for a smaller business web site to rank highly in Google, Bing and Yahoo's natural or organic search results; even for secondary keywords with lower search numbers

But did you know that a properly made and tagged video uploaded to YouTube can much more easily rank on the first page of Google's natural results? This is because Google now gives much more weight to video content, and therefore ranks them more highly alongside regular text rankings on SERPs (search engine results pages).

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#### **5) Use Video to Lower Costs and Increase Conversions in Your Pay-Per-Click Campaign**

If you have even run a Google AdWords or other pay-per-click (PPC) campaign, you know how difficult and expensive it can be. But the most frustrating aspect can be when your campaign gives you a high click-through-rate (CTR), but those clicks are not converting into sales.

That's where a properly designed Landing Page come into play ... and nothing helps converting those clicks into sales better than posting a video on that landing page that really helps convey your message (along with a easy-to-find call-to-action).

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#### **6) "Humanize" Your Web Site Using Interview-Style Videos & Virtual Tours**

Most small business owners I know are extremely knowledgeable and passionate about their business. Spend just a few minutes with most of them and it's usually easy to see that they are their businesses' best salesperson.

Yet their web site usually only contains some "about us" text about the owner or key employees, and occasionally a small photo image of them. If I find that site, assuming I even bother to read that page, will it much of anything to motivate me to business with that company ... or connect with them in any meaningful way? Not likely.

But a 1-minute video with a few brief clips of the owner telling me in his or her own words (and their own unique & enthusiastic style) why their company is the one I should do business with, along with some video footage of their place of business ... well that might make me feel like I was actually there, talking to the owner and seeing the business for myself. Big difference!

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#### **7) Gain an Edge Over Your Competition By Adding Video Content to Your Site**

Let's say you are in a competitive industry. You and your competitors all have good quality web sites that may look a little different, but that pretty much offer the same information about the various products or services you sell ... and maybe even offer it at the same price.

Now let's say I am interested in what you are selling and decide to visit your site as well as that of your biggest competitor. And let's suppose your site offers a nicely produced promotional video (that not only showcases your item, but also shows a little about you & your company).

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And then I go to your competitions' web site, and they simply have a web page with text and images of that item. Which site do you think is it more likely the one I will actually buy from?

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### **8) Use of Video Can Help You Both Retain Customers and Increase Loyalty**

The other, often difficult part of the business/sales equation is retaining customers you get. We all know how hard, and expensive, it can be to find those customers, get them to your site or business, and then ultimately close those them.

But what about after the sale? What can you do to bring them back to your site, and get them to buy again? Of if you offer a service or informational site, how do you get them to go back and us the site again and again?

Well if video helped get them there in the first place, then maybe more videos would be a good idea! You can use video for FAQs, customer service support, education and training, new product promotions, and much more! The same principal's apply here as with the initial sale ... are they more likely to read static page text, or want to view that same information in a video?

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### **9) A Video Blog (Vlog): a Great Way to Keep Your Web Visitors Informed & Up-To-Date**

Keeping with the theme of video being more engaging than the printed word, another great application for video is creating Vlogs. Much like podcasts for audio, video blogs can be a fun and interesting way to inform and your web educate visitors & customers.

And like podcasts before them, video blogs are also a great way to keep adding fresh content to your web site. And properly tagged and formatted vlogs can also help with natural search engine rankings.

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### **10) Use Your Videos to Enhance Your Social Media Efforts**

Social media sites like Facebook and MySpace embrace and thrive on video content. If you have a social media presence, a great way to generate buzz (and keep the buzz going) is the use of video.

Both Facebook and MySpace make it easy to upload and add videos to your business pages. And Twitter can be a great place to create interest your new videos.

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*This article was written by Brian Marine, Owner & Creative Director of Marine Creative; a 15 year-old company specializing in small business web design, video production and online marketing.*



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