16 (+1) Ways to Move People to Action with Video

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With the number of online videos viewed reaching record numbers each month, it's no secret that online video is becoming a staple of Internet users. On average, each viewer spends more than 190 minutes a month watching online video for humor, news, advice, product info and more.

Online video is quickly saturating the pages of Web sites and search queries. And, the way it is being used is expanding beyond the phenomenon of YouTube for personal and commercial use to mass media sites like Hulu for rebroadcasts of TV shows and movies and now to a more targeted communications approach for businesses. More and more organizations are going beyond YouTube to affordably deliver and monetize their professional quality videos to create great viewing experiences.

So, marketers are left wondering the best ways to strategically use online video to achieve their business goals while also realizing the greatest return on their marketing investment throughout the customer life cycle. From increasing awareness and generating more leads to improving conversion rates and average selling price to upselling and cross-selling existing customers and improving loyalty and retention, online video can boost your return on investment.

A recent Online Publisher's Association survey found that 52% of people had taken action as a result of a video. In this report, we will outline 16 (+1) ways that you can use videos to increase your visibility and drive measurable actions that result in more sales and ultimately grow your business.

Build your brand

Today, brands are everything. Each organization—from law firms to hat makers to restaurants—is realizing the importance of creating a buzz around its brand as a promise of the value consumers will receive. If consumers view your brand as credible and valuable to them, they will continue to return to your Web site to read about and purchase your solutions.

Create a high quality, branded viewing experience for your audience by publishing your videos in a player that fits your communication needs and makes you look good. Customize your player with your brand's color and logo, and add other graphics or pre- or post-roll images or videos that deliver a branded message. You can even use clickable images that make it easy for your viewers to take action.
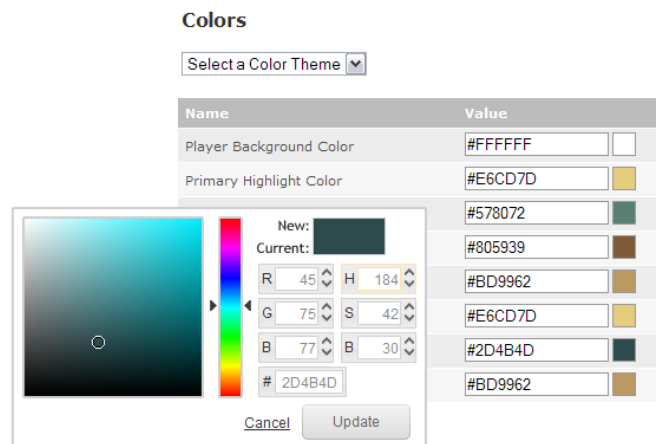
You can choose from more than 80 professionally designed, customizable players, create your own player, or have us create a new one for you.

Publicize your story

The traditional press release is fading as online video creates new opportunities to breakthrough the noise and to be heard by your target audience. Just as more consumers are watching videos for news, key reporters, editors and bloggers are paying more attention to videos because it makes it easier and faster for them to find relevant news for their audience and repurpose it for their own Web site.

Whether it's enhanced functionality, a strategic alliance or a prestigious award, start to publicize your organization's story to media outlets more effectively with online video. More consumers are going online to get their news and to compare products before making a purchasing decision. With media sites hosting or talking about the story from your videos, you can increase your organization's online visibility and capture more consumers who are ready to make a decision.

Understand your audience

Market research is the foundation on which every communications plan is built. If you don't understand your target audience, then how do you execute strategies and tactics that capture their attention and move them to action? Video is not only changing the way you market to your audience but also the way you generate feedback from your viewers.

Traditional techniques of market research—quantitative surveys and in-depth focus groups—can lack the flexibility to quickly and easily gain valuable insights into how people think and the way they live. Deliver breakthrough insights on people's attitudes to your marketing and creative departments by using video and metadata to capture in-person feedback and quickly analyze it based on demographic variables, topics of interest and more.

After you've captured people's thoughts in focus groups or on the street via video, you can "tag" segments so that you can quickly find relevant responses for questions like, "What do women think about our product?" or "What about older consumers?" The "tags" enable you to find the information you need in real-time without having to make copies of videos, create specialized reels, or manually search within videos for a specific segment. And, you can learn even more by adding a widget to your Web site that makes it easy for your target audience to upload their videos and let you know what they are thinking.

This advertising agency puts a new twist on market research by taking to the streets with camera in hand to gather valuable insights on specific behaviors and then "tagging" the responses in the video to reference them when pitching campaigns to clients.

Optimize your campaigns

The Internet and mobile devices open new outlets for you to achieve breakthrough communication to your target audience with online video. Especially in the B2B world, people who become involved in the decision-making process become engaged at various times after the initial contact with your company. As a result, maximizing the value of your video content means using video at multiple points during and across your campaigns.

Publish your videos across multiple marketing campaigns to achieve breakthrough communication and optimize the impact of your messages.

Eccolo found that 49% of people who purchased technology cited online video as "influential collateral," up 75% from a year earlier. Publishing your video content across multiple campaigns will enhance your visibility, extend your reach and generate more leads.

Some of the ways you can use video during a campaign and the resulting buying cycles include: increasing your conversion rates by embedding videos in emails and on landing pages; improving SEO with metadata rich videos that draw visitors to your Web site; taking your message to where your target audience is through syndication, reaching people on-the-go by publishing your content to the iPhone; and engaging last minute participants by using video in your sales presentations.

Use calls to action

In November 2009, 84% of the US online audience viewed a video. With online video viewing growing rapidly, implement tactics now that help your viewers to take action so that you can deliver your message, get the results you want, and grow your business.

Videos can tell compelling stories that captivate viewers and prepare them to make a decision. Whether it is to see a product demonstration, donate money, find out more or purchase the solution, if you fail to keep their attention and make it easy for them to act on their decision, you will lose the opportunity to turn them into customers.

Add pre- and post-roll videos or images to your video or around your player that viewers can click to learn more, purchase your product or request to speak to someone. Start now to keep your audience engaged and generate more leads.

Maximize the value of your videos and make taking action easy for viewers by using images and videos as targeted calls to action.

Increase search-engine visibility

A Forrester Research marketing trend and research survey reported that videos are 53 times more likely than text to appear on the first page of search results. More and more consumers are going online to research, compare and purchase products. Improve the search engine ranking of your videos to ensure maximum visibility across the Internet and your target audience.

Expose important keywords and phrases in your videos to internal and external search engines by using descriptive titles and metadata, and go a step further with metadata tagging to expose more of the content within each video to search engines. With a unique URL tied to each tag, viewers can jump directly to the information they want from an organic search, making it fast and easy for them to find the video in a video library or the specific section of a longer video that they are looking for. Implementing these tactics with your videos will improve your search ranking so that you can draw more visitors to your Web site and create more opportunities to convert them to new customers.

Use keywords and phrases—visible to search engines—in a clickable table of contents
so that viewers can easily visit and revisit the content they want to see.

Promote your product online

Organizations are spending more marketing dollars on online video ads compared to previous years because of their effectiveness in driving sales. According to a study by B-to-B magazine, 51% of organizations who are increasing their marketing spend in 2010 plan to spend more on online video. And, a comScore report found that brands using online video have seen lifts of anywhere from 20-40% in terms of incremental buying with online video and rich media over other ad forms.

Increase your conversation rates and generate more leads by investing more time and money in online video ads rather than traditional advertising. Online video is a more cost-effective and influential way to move viewers to action—

whether it is to go to your Web site, fill out a registration form or purchase your product.

Leverage easy & affordable monetization opportunities

Too often, marketers make the mistake of thinking that only traditional media companies such as movie studios and broadcast media have the option of using sponsorships, ads, pay-per-view, subscriptions and other methods to monetize their content. And, many marketers who see the potential for monetization think that the costs and distractions of doing it will take too much time and energy away from their core business.

For some organizations, monetization of content is a core business model. For others, monetization is a means to an end—a way to fund visibility and demand generation activities that enable the organization to do more with the budgets they have.

Video- and audio-based content, especially content on Web sites that serve a targeted audience or content that is designed for a targeted audience, offers the potential for monetization. Media players that enable the use of pre- and post-roll videos and images or clickable images that remain visible as the video plays make monetization of content via sponsorships and basic advertisement an affordable possibility for organizations of all types and sizes.

Stand out from the crowd with live webcasts

Web events that are only PowerPoint presentations with voice-over, typically called "webinars" or "web conferences," no longer make much of an impression. Educating a market, creating a demand and presenting to prospects in that way is commonplace, but it lacks the personal touch and engagement that's needed to really capture and engage an audience's attention. In a time where standing out from the crowd is a requirement for success, organizations must deliver messages through video to get noticed, hold attention and move people to action.

There are two options for live webcasts: Live and Simulated Live (replaying a live event at a scheduled time to offset time differences and/or to create a community around the replay).

Webcasts can be stand-alone events delivered in media players that create a great viewing experience with PowerPoint slides, links for supplemental information and more, or they can be incorporated into presentations that rely on Web conferencing software. You also can extend the lifespan of your webcast by archiving the webcast content so that it can be re-purposed for additional uses.

Deliver your webcasts via live video with synchronized PowerPoint presentations and managed Q&A for a great viewer experience.

And, your events can be made even better by using interactive tools, such as managed Q&A, which enables webcast viewers to send private emails to the presenters or their designates and keeps presentations more focused than basic chat, which can become a distracting cacophony of on- and off-target comments and questions.

By eliminating event travel costs and increasing event sponsors, live webcasts are an affordable way to extend the reach of your event to your audience anywhere around the world. They also can be done quickly, especially if your team is comfortable presenting on camera or opts for an interview-style format. If your speakers are worried about live presentations, some of the content can be produced and put "in the can" before the webcast.

Improve traffic, enhance booth displays

Hundreds—sometimes thousands—of potential clients walk by your booth at conferences and tradeshows, presenting a significant opportunity to convert these attendees into leads. How do you stand out from the booths around you to increase your booth traffic without spending more money on display advertisements?

Use video in the emails and online advertisements that you use to drive traffic to your booth. At the show, replace your traditional booth display with video to tell your brand's story in a more compelling way than flat text and static images. Both of these tactics will drive more traffic to your booth with no additional expense so that you can focus on telling your organization's story and generating leads.

Make sharing easy

Email, blogs, Twitter, Facebook—online users have countless options available at their fingertips to interact with each other and share the videos that they view over the Internet or on their mobile device. The delivery and impact of your message does not have to stop once the video reaches the end of the time bar. Go global and deliver your message to more people by making it easy for your viewers to take your videos viral by sharing them with their friends and colleagues. That means offering a variety of options, including emailing to a friend and providing embed code to easily post your videos on other sites.

Today, online users expect to receive their information how and when they want, and they are taking advantage of user-friendly tools to achieve this. Create a high quality user experience with RSS feeds and iTunes sharing so that they can store, share and revisit your videos when they want.
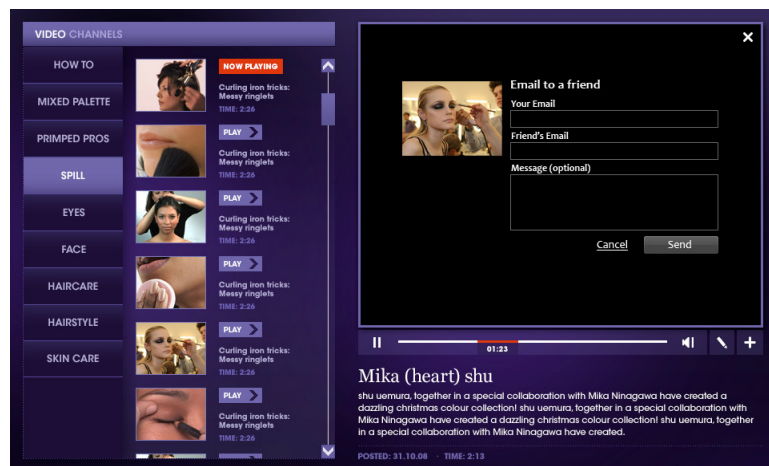
Make it easy for your viewers to take your videos viral and share them with friends.

Demonstrate your product

Reading about how a product or solution works can leave a reader confused or misinformed no matter how clear or concise the description or diagram is. Video brings all the pieces together for viewers, so they can see your product and experience it firsthand. This also gives you more control of the demonstration and makes you look good so that you can educate and inspire your target audience.

Not only does your video demonstrate your product well to create new customers and upsell or cross-sell existing customers, it also gives your sales team more confidence to go out and sell your product. Place it in a customized player to create a high quality, branded viewing experience that maximizes the effectiveness of your video even if it is passed along. Add clickable pre- or post-roll images and links to additional information to make it easy for viewers to take the next step, or even purchase, the product the video features.

Reach Mobile Users

As of April 2009, there were 6.4 million iPhone users in America. According to a recent survey, 37% of iPhone users watch videos on their iPhone and 16% of them were moved to action by mobile advertising. iPhone streaming capabilities create a new world of information sharing opportunities for you to promote your products and services, deliver branded messages and extend your existing mobile marketing strategies—all without the time and expense of developing a specialized iPhone app.

With iPhones in the hands of your potential and existing customers, partners, employees and other audiences, start to publish your videos and messages directly to the iPhone so that you can reach your viewers when, where and how they prefer. Customize your iPhone player and desktop icon with your brand to make you look good. Add clickable pre- and post-roll images, so viewers can go directly to your website or landing page to learn more, purchase your product or solution or fill out a registration form.


Brand your iPhone player and categorize your videos in list views with thumbnail images
so that it is easy for viewers to find the information they want.

Present value to make the sale

A recent eMarketer report indicates that online video is often the final push customers need to prepare to make a purchasing decision. If your video only resides on your Web site, how can you be sure the right people see the video that you want them to see?
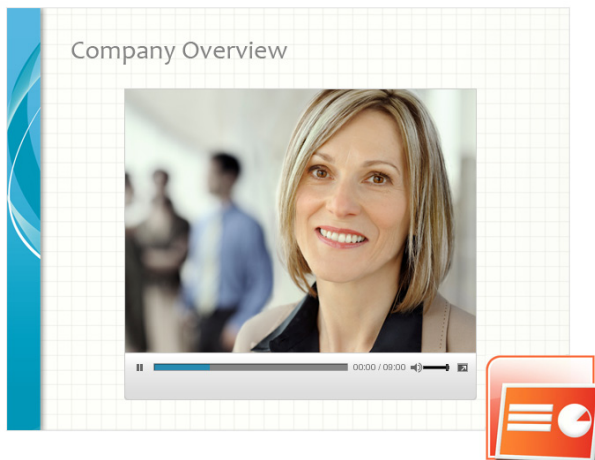
Embed your video across outlets to deliver a consistent message throughout the sales cycle.

An often overlooked use of video is late in the buying cycle, especially when working with decision-makers who usually have less interest in product functions and features and more interest in learning about the value you've delivered to other clients.

Success story videos and other videos can be used late in the buying process to make a great impression and deliver a clear, consistent message to key decision-makers and others. Like other videos, these can be delivered in a variety of ways, including links within emails and as an embedded part of a PowerPoint presentation, whether that is presented in person, or via a web conferencing solution such as WebEx or Adobe Connect.

Retain customers longer

The World Wide Web creates an interconnected community of people. With networking and social media sites growing, online users can search for, find, share and communicate information with each other in real-time. In a world that works that way, what are you doing to connect your customers to you and to each other?

Whether it's a meeting, conference, training session, corporate update or an opportunity to contribute to the discussion via user-generated content, online video enables organizations to effectively deliver their messages and interact with customers—and colleagues, partners and even prospects—in a way that builds a community of people.

Create real-time, authentic conversations with customers by using online video to communicate corporate updates or announcements. Provide videos that offer training, answers to frequently asked questions, summaries of best practices or just helpful hints. Share success stories. And—most importantly—enable users to provide feedback and share their stories by adding a user generated content widget to your Web site.

Let everyone have a voice and build an internal knowledge base by making it easy for users to upload and share the videos they've created via a User Generated Widget.

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Webcast user groups, conferences and events

Live events of all types—meetings, conferences, training sessions, corporate updates and other presentations—are a powerful way to communicate with your audience. Done traditionally, in person live events can be time consuming, stressful and, when all the costs are counted, very expensive. Take these hassles out of live presentations, using high quality video delivered in compelling ways, so you can reach more people in a more cost-effective way.

Start broadcasting your live customer events over the Internet or to the iPhone and improve audience engagement; serve distributed communities; extend the reach and lifespan of your event or conference by making it available on demand; increase revenue from sponsors and exhibitors; and use video with synchronized PowerPoint slides to provide a high quality viewing experience that drives people back to your Web site or landing pages.

You can even extend your sphere of influence outside your customer base by broadcasting your live events over the Internet or implementing online video in your social media strategies.

This electronic records consultancy increases its revenue and extends the impact of its messages by streaming key annual conference speeches over the Internet and then making these videos available on demand.
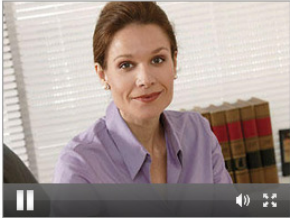
BONUS WAY: Use video to build your team and move it to action

Before your team interacts with prospects and customers, it needs to be informed, prepared and ready to succeed. Just like your prospects and customers, your team, especially if it includes part-time employees, partners or volunteers, is busy. You can easily use video to effectively and efficiently build, train and communicate with your team.

It starts with your recruiting. To succeed, organizations not only need the most talented, knowledgeable and motivated people working for them but also people who align with the mission and values of the company. By telling your story and building your employer brand through online video, you can reach, engage and recruit top candidates who are a better fit for your organization.

Internal communications can take many forms from corporate or team updates to sales kickoff meetings to product training and more. Online video, especially live webcasts that are archived and made available for people who weren't able to attend the event or who joined the organization at a later date, is an affordable, more engaging, better received alternative to long conference calls, traditional Web conferencing and costly in-person events.

Present to employees, colleagues or partners worldwide and open the floor to receive feedback by using a player that supports video and audio, PowerPoint presentations with slide synchronization and managed Q&A for a high quality user experience.

Start today

Online video is a powerful communications tool that you can use to create great user experiences that extend your reach, get noticed, and deliver your messages more effectively.

It helps you achieve your business goals throughout the customer life—from increasing awareness and generating more leads to improving conversion rates and average selling price to upselling and cross-selling existing customers and improving loyalty and retention.

Whether you are already using online video or are just starting, Multicast can help you to start implementing the above 16 (+1) best practices for online video to move your target audience to action and grow your business.

For a free consultation on how you can begin to incorporate online video into your marketing campaigns and achieve the greatest return on investment, click here.

For more tips, techniques and insights on using online video to move people to action, attend one of our webinars or stay connected via one of the options below.

1. Attend our next webinar: www.multicastmedia.com
2. Watch our customer success stories: www.tinyurl.com/MulticastVideos
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6. Contact us directly at +1 (877) 664-6137.

About Multicast

More than 2,300 organizations of all types and sizes rely on Multicast to communicate via live and on-demand video, audio and rich media presentations over the Internet and to the iPhone. Multicast Media Suite is a complete, hosted software-as-a-service solution that makes it easy and affordable for anyone to create online experiences that engage audiences, build brands and move people to action. With our wide array of targeted communications tools, we help our clients to maximize the value of their content to generate more revenue and improve their bottomline.