

Broadband Network Three

BBN3 / Video Production

5 Reasons Why Businesses Need Video Now

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A photograph showing a person from the back, wearing a light-colored shirt, operating a professional video camera mounted on a tripod. The camera is a large, black, professional-grade model with a lens and various controls. The background is a blurred studio or office environment with other people. A solid blue vertical bar is on the left side of the image.

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There is no question that video has dramatically changed the way we interact with brands and consume information online. YouTube searches surpassed the 3.7 billion mark in March alone.ⁱ And at this moment there are more than 444 million broadband subscribers around the world.ⁱⁱ

The storytelling capabilities of video have transformed the communications landscape for large and small businesses alike. By including engaging videos with strong production value on websites and in marketing campaigns, businesses can convert leads into sales.

You know this, but do your clients?

Here are 5 reasons why they need video now:

1. Video Leads to Sales

On average, videos increase sales by 30%, according to testing performed by Innovate Media. ReelSEO.com found that even when visitors don't watch videos featured on a site, their presence leads to an increase in sales.

With 71% of U.S. web users watching videoⁱⁱⁱ— the number one way people spend their time online^{iv}— 68% of the top 50 Internet retailers have now incorporated video content on their websites.^v

By incorporating videos into websites, businesses create a positive user experience and successfully build trust. These important factors make the business and their site appear more credible, increasing consumer confidence, conversion rates and sales.^{vi}

2. The Future of Advertising, is Now

Indicating decreasing confidence in the effectiveness of TV ads, only 41% of media budgets will be spent on TV in 2010, down from 58% two years ago. In contrast, 77% of advertisers are moving TV ad dollars to social media this year, which includes online video.^{vii} Year-over-year spending on online video ads is expected to grow to 50%-80% by 2013.^{viii}

Improve your SEO by submitting video metadata, tagging and using a strong call-to-action.

4. Video Engages the Influencers

With businesses seeking to invest in social media, video offers an affordable and dynamic means to communicate and network with friends, fans, followers and the people they influence. We know the majority of people are watching videos online; they are also sharing them with those that matter most.

In a survey looking at online viewer habits, 9% of viewers stated that they forward videos to friends and family, and 16% of viewers said they talked to friends and family about the product promoted in the video.^{xi} This is significant considering online consumers value their friends' and families' opinions about a brand or product more than any other group.^{xii} Businesses that communicate with their social networks via online video seize an opportunity to share their message with a receptive market, gaining valuable new customers along the way.

3. Video Educates and Engages

Video is a dynamic and immediate way to educate and engage customers. A study by Ogilvy Consulting found that adding video to email marketing campaigns can boost customer interaction by as much as 200-300%. Further, 64% of customers who watch online videos found them to be very useful^{ix} while 28% of customers looked for more information.^x Businesses should incorporate videos that capture authentic stories and communicate messages in a way that people remember and react to, ensuring the videos meet their potential and maximizing ROI.

5. Video Improves SEO

Did you know that videos are 53 times more likely than text pages to appear on the first page of search results?^{xiii} With video, SEO is effective, affordable and easy. By submitting video metadata to search engines, appropriately tagging them and surrounding them with effective text, you will significantly improve your SEO.

Many businesses ask, "How do I get started?" The answer: Start producing video content and place that video on your website. Ensure your content is engaging and informative then publish it according to best practices. The reality is, if you are not pursuing video as part of your SEO strategy, your SEO strategy is incomplete.

Notes

- i "US Search Engine Rankings," comScore, March 2010.
- ii "World Broadband Statistics: Q2 2009," Point Topic, September 2009.
- iii "The Best Practices in Online Video Across Industries," Forrester Research, July 24th, 2009.
- iv "Global Social Media Trends," Global Web Index, September 23, 2009.
- v "Online Retailers' Adoption of Online Video Content Is Ahead of Consumers' Preferences," Forrester Research, November 5, 2009.
- vi Treepodia research cited in "Videos Sell Products – Even if Users Don't Actually Watch Them," ReelSEO, January 29, 2010.
- vii "TV Advertising Budgets are Under Siege," Forrester Research, February 8, 2010.
- viii "The Best Practices in Online Video Across Industries," Forrester Research, July 24, 2009.
- ix "Online Retailers' Adoption of Online Video Content Is Ahead of Consumers' Preferences," Forrester Research, November 5, 2009.
- x "Marketing with Video," MarketingSherpa, November 2008.
- xi "Marketing with Video," MarketingSherpa, November 2008.
- xii "Global Social Media Trends," Global Web Index, September 23, 2009.
- xiii "The Easiest Way to a First-Page Ranking on Google," Forrester Research, January 8, 2009.

