



White Paper

RESOURCE GUIDE:

BOOST YOUR SALES WITH A WEBSITE VIDEO

DECEMBER 2011

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 stagnant graphic design templates of yesterday.

According to eMarketer's Report, 2011 "...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 figures demonstrate that video has already been embraced by thousands of businesses, from your small mom and pop shop to your Fortune 500 conglomerate.

"Our Animated Demo video was dynamic and engaging. It really helped "bottom line" our customers as to how our service works."

— Director of Marketing,
National B2B Service Provider

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. The shift has occurred. 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.

Why Use Video? The reason "because my competitor is doing it" may not justify it for today's marketer. Better yet, because it works, it's easy to implement, it's more affordable than ever before and it will increase sales revenue, brand recognition and online presence 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 still graphics resulting in a more powerful "call to action" message for increased ROI on marketing and communication dollars. More than any other medium, video alters our paradigms, and changes the way we communicate our message. To follow suit, the internet is changing the way we do business by allowing the user to react immediately to the video message.

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. 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 use a video format, because it's available. It's rare to see a commercial with only text and photos. The reason is because video is much more engaging and effective. This same rationale applies online. Website owners were forced to explain their message through text and photos. Today, the ability is there for a website to be completely infused with video. Therefore, increasing appeal and creating a more effective website experience.



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"My 'Explainer Video' really explained our message in simple, easy to understand terms. I've used it at trade shows as well!"

—President, Medical Marketing
Consulting Firm

"Animated Demo Videos are a perfect fit for any business...but it is especially a service that is complicated."

—VP, Marketing – Software Provider

ALL VIDEO CONTENT IS NOT CREATED EQUAL!

I first wrote this article in 2008 and a lot of the same principles still apply. Video is still an integral part of web marketing and web user experience. But, a whole industry has emerged filled with "online video producers" or "web video production" shops. These are basically production companies that focus specifically on video. When online video was first a possibility cause of increased bandwidth and smaller file sizes, an engaging video was a slideshow with some cheesy background music.

Then slight movements started to occur or light animation with still images. Then in 2008 the Video Spokesperson arrived and really changed the way videos were viewed online. A video spokesperson was not restricted to a YouTube box or traditional player. The video spokesperson could "walk" onto your website and be a part of the design. This was truly an innovative product at the time. It was engaging, unique, and captured viewers' attention. Every wanna-be-production guy with a green screen and a camera emerged as a Video Spokesperson related company. The actor selection was typically weak and the performances and video quality was even worse. The video spokesperson for all its criticism was surprisingly effective for a period of time.

The reality is if it's done well with a quality actor, engaging script, good quality video, and has a purpose then it can work. But, today people don't want to be spoken to...then want to be engaged. Does anyone really want to stare at a second rate actor for 60 seconds as they go through a boring script? Today web visitors have gotten smarter and have a shorter attention span. They need to be hit over the head with a well-produced spot that not only has purpose, but also keeps them engaged and encourages them to take action.

So, we enter into the next phase!

Animated Demo Videos or Motion Demo Videos or Explainer Videos. I am not sure what the proper vernacular is yet. I'm partial to "Animated Demo Videos". All of our research concludes that the next revolution in online video are presentations that help "explain" a company's value proposition in easy to understand language, through storytelling. No other medium allows a company to explain their messaging in such a fun and professional way. If the messaging and animation is done effectively, the viewer of the video is engaged and is will take action more so than any other video style on the market. If the video is done poorly, well, we face the same dilemma as with past solutions, it simply will not work. Below is a list of 8 tips to using an animated demo video.



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"Our animated demo video not only helped convert more visitors to customers but it also reduced redundant questions."

—CMO , Fortune 500 Brand

8 TIPS TO USING AN ANIMATED DEMO VIDEO ON A WEBSITE

1. **Brilliant Scriptwriting:** The script is the blueprint for the entire presentation. So, it's absolutely crucial that you (or the company you engage with) spend time on writing a script that is engaging, informative, and interesting. Don't be boring!!! Blankety Blank "just got easier" with Blankety Blank. Try to take a unique approach. Conversational and real works really well. Here is a great example of a conversational yet effective script: <http://vimeo.com/33214790>
2. **VoiceOver: "Keep it Conversational"** Straight reads are dead! It's all about the "So's", "Ah's", and chuckles. You need to keep it interesting, so it's important to use a voiceover that is willing to understand your message, and also understands the conversational tone. There are a lot of VoiceOver artists that still sound like they are selling a Monster Truck series. Be patient, you have to kiss a lot of frogs to find quality VoiceOver artists.
3. **Animation/Motion Design:** This is one where there is really a magic bullet approach. You need to hire good people that understand and get the design aesthetic that you are looking to achieve. You can find people that can technically handle all the movements... but are they good designers? So, it's really important to find a motion designer that has both skill sets. This is a rare find.
4. **Background Music and Sound Effects:** It's kind of like making a cake and not adding any icing or better yet making a movie and not adding a score. The details are what make the presentation work. All the components need to work together and have a general flow and purpose. A fast paced song may not make sense for certain scripts. A professional firm should be able to handle it and make the right call on music and sound effects.
5. **High Definition:** Make sure the videos that you use are always 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 waste to even add a video. Quality is key!
6. **Video Length:** Keep it brief on the home page: Keep it brief on the home page under 60 seconds. The user does not want to watch a 2 minute video on your business. You are much better off with a quick video on home page then elaborating about a specific subject once the user gets to that specific page. Leave them wanting to know more. Less is more.
7. **Video Player Type:** Once a video is complete, it's important to choose a Video Player that is reliable. There are a handful of players out there that we recommend. One of the key components is the ability for visitors to share your video. This makes it easy for someone to share your video which ultimate gains you more exposure. The other key component is that the video needs to be able to play on a mobile device or tablet. This is so important because you don't want to design backwards. You need to design for today...and today it's all about the mobile devices and user experience. We recommend VimeoPro, Wistia, and VidYard. They are all cost effective and have all the important features including a nice reporting interface.
8. **Video SEO/Social Media:** Once you have a video produced you should syndicate it to all the major video search engines. YouTube is the #2 search engine, so optimizing it on YouTube is a no brainer. You should also send it out to MetaCafe, Vimeo, and Vidler. But, the process should also include tagging your video with relevant SEO keywords and a strong SEO title. Google indexes relevant video content in their search results, so video should be a part of any comprehensive SEO strategy. Once complete don't forget to promote your video within your social ecosystem. Building a press release around your video is also recommended.



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Today there are a handful of great video content producers. A quality Animated Demo Video will cost about \$5,000- \$7,000. At DemoFlick, we focus on the details. We feel that all of the components need to work in harmony together to produce an engaging demo video. We have a strong understanding of messaging and conversion rates. We know how to engage visitors with video content wrapped around brilliant design.

**For more information contact us today at
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