

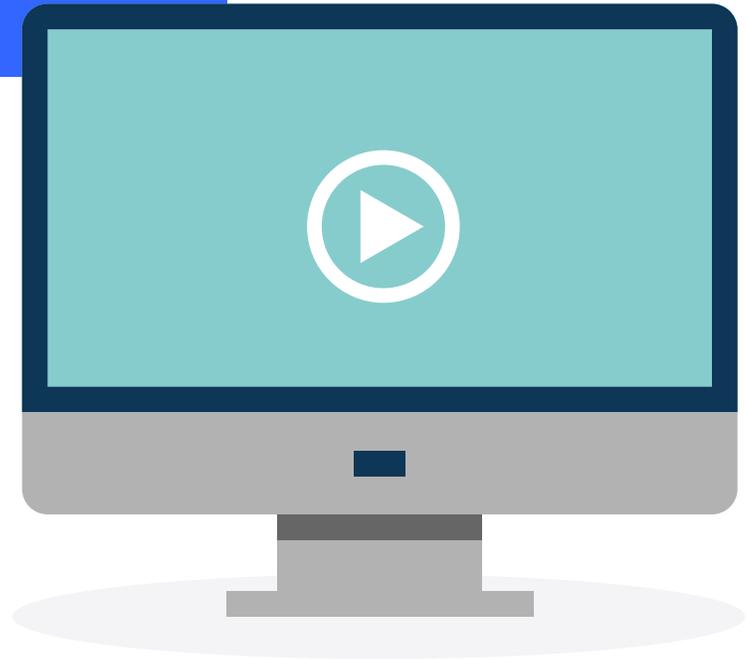
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# THE BENEFITS OF VIDEO CONTENT

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Video content can mean a lot of different things to a lot of different people.

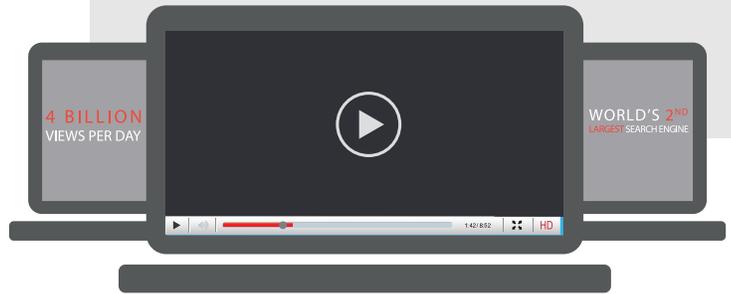


We have all experienced the viral nature of videos on the internet. Something seemingly funny or simple can create an overnight firestorm of spin-offs and memes. It's the world in which we live; instant access to information, to entertainment, whatever you want when you want it. The internet is a toolbox, and video content is one of the most useful tools in that box.

Whatever your primary objective, be it an entertaining, albeit inebriated view on historic events, an instructional video on how to make a German Chocolate Cake, or an individual describing the best ways to create an agile project management team, video has served as a way to maximize the amount of information given to visitors in the most efficient and entertaining way possible. The fact is that online video, allows a customer to engage with a brand not possible with traditional outlets like television and radio.

We have all seen a dramatic shift toward video content in recent years.

As of 2013, Youtube was reporting an average of 4 billion (with a 'b') views per day, and has become the world's second largest search engine, behind its parent company Google.



79%

of web users watch at least one video per week.

57%

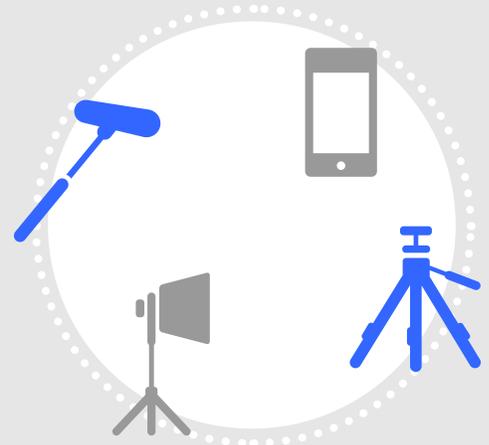
of users watch a least one video per day.

51%

It is estimated that by this year, video will account for ~50% of all web traffic.

THESE IMPRESSIVE NUMBERS SHOULD TELL YOU ALL YOU NEED TO KNOW, THAT VIDEO IS KING AND WE ARE ALL SUBJECTS. **ACT ACCORDINGLY.**

With amazing camera equipment becoming more affordable by the month, and editing software becoming easier to use, quality content is easier than ever to create. The first question you should ask yourself though is “What is quality content?” There are many opportunities to create many different kinds of video content. Some examples:



Introduce your company with a video overview of your business.



Consider a video approach to the standard FAQ answers page.



Unveil a new product or service through video demonstration.



Showcase your successes through customer testimonial.

Of course the video content you decide to post will depend on your business model. What product or service are you trying to sell? What is the temperature of your industry? Comedy, while entertaining, may not have a place in accounting or law, while a stodgy question-and-answer style video may not be the best option for your hip new startup.

Regardless of the direction you decide to go, keep in mind that you want to keep your message short and sweet, and make sure not to overdo it on branding. The point of video content is to sell your brand without having your audience feel that they're being sold to. Video content directly reflects your company brand, so make sure your content and brand match up.

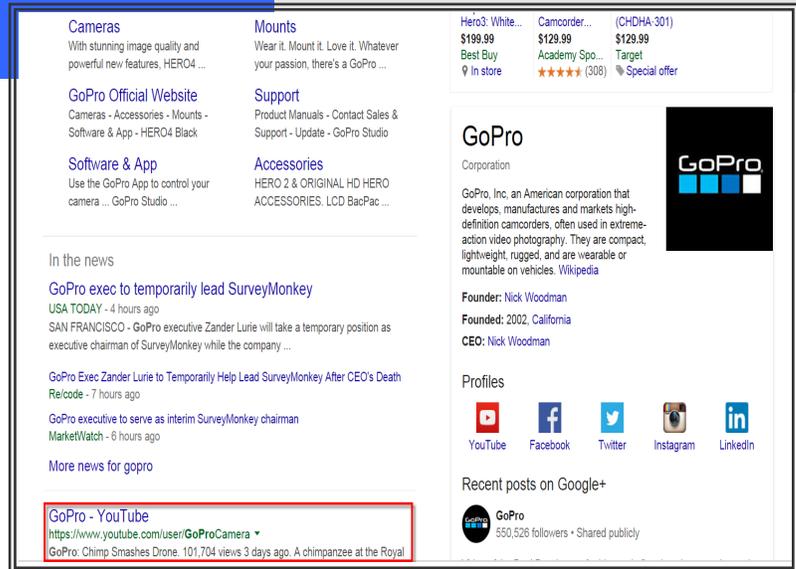


As stated, camera equipment is becoming cheaper by the month, increasing the possibility for higher production values. Compact DSLRs from companies like Canon and Nikon come fully equipped to shoot high definition video. Combine this with the vast audience on YouTube, and what you get is a golden opportunity to build your customer base without spending boatloads on paid ads. [Production value can add a lot to your message, and adding that value in an affordable manner is key to a successful campaign.](#)

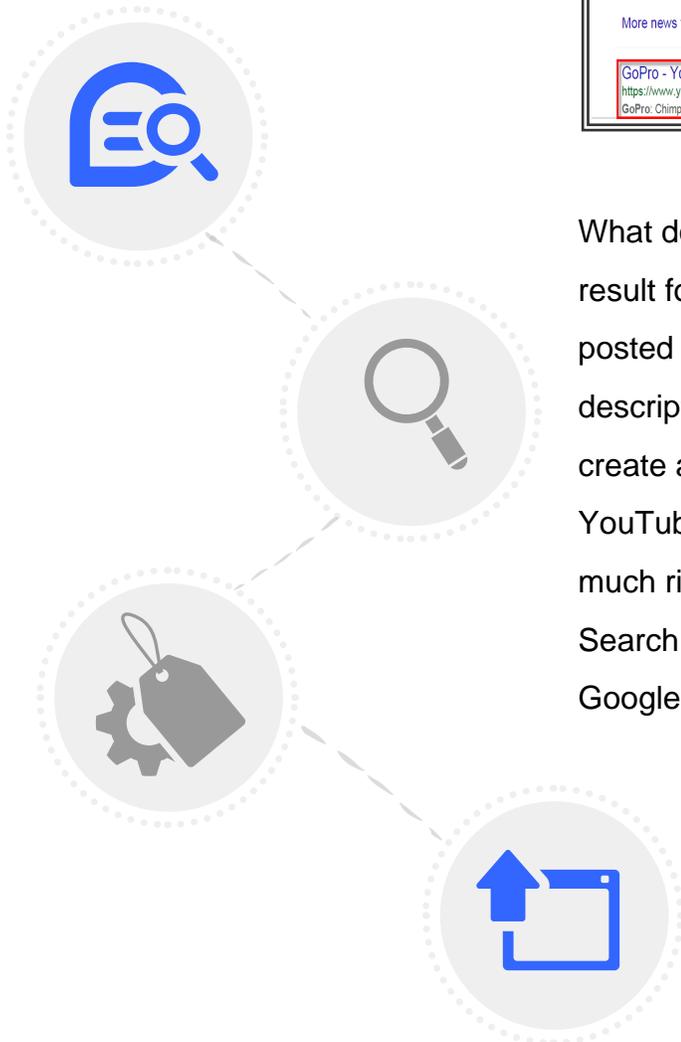
So you have some footage. Great, now what are you going to do with it? Editing is key in creating valuable video content. Your hook has to be pretty much instant and your message succinct. [Most people click off of a video within the first 2-3 seconds, and recent studies have shown that 80% of online video comes it at under one minute, which makes sense when you think about it.](#) Consumers are accustomed to 30-second commercial spots on television, so why not use that same metric online?

Editing software like iMovie is a quick and dirty way to edit your footage, although for the more savvy of us, Final Cut Pro and Adobe Premiere are used in low-budget web shorts as well as big-budget Hollywood blockbusters, but it takes time to learn how to best use this invaluable software. There are many resources out there for learning. [Lynda.com](#) offers phenomenal tutorials for all levels of expertise, and user uploaded tutorials are all over YouTube.

The benefits of video content reach beyond that of informing and enlightening your site visitors; video content can also bring in new customers by way of SEO.



The screenshot shows a search engine results page for 'GoPro'. The top section includes product listings for cameras and mounts, with prices ranging from \$199.99 to \$129.99. Below this is a 'GoPro Official Website' link and a 'Support' link. The 'In the news' section features several articles, including 'GoPro exec to temporarily lead SurveyMonkey' and 'GoPro executive to serve as interim SurveyMonkey chairman'. The 'Profiles' section lists social media links for YouTube, Facebook, Twitter, Instagram, and LinkedIn. The 'Recent posts on Google+' section shows a video post from GoPro with 550,526 followers. A red box highlights the first organic search result for 'GoPro - YouTube', which is a video titled 'GoPro: Chimp Smashes Drone' with 101,704 views, posted 3 days ago.



What do you see here? The first organic search result for [GoPro Corporation](#) is their original video posted to YouTube. Through tagging, use of proper descriptors, and transcription of your video, you create a perfect storm of SEO value. By embedding YouTube videos on your own site, you also create a much richer user experience through varied media. Search engines absolutely love this. The fact that Google now owns YouTube doesn't hurt either.

# LET'S FACE IT,

THE FUTURE OF VIDEO WEB CONTENT IS NOW\_\_\_\_\_

The insane numbers listed above are not going to shrink. As attention spans and production budgets grow smaller, so too will the demand for video.

The benefits of such a wonderful tool far outweigh the drawbacks, but the onus is on you for appropriate implementation. There are resources aplenty online. Do your due diligence and you'll find success.



*Don't forget to  
watch this one!*

