



Use Video to Maximize Awareness and Revenue

If a picture's worth a thousand words, what's a moving picture worth? Let's face it; most people would rather watch the movie than read the book. Once you invest in the initial video, it can be sliced and diced to fit every part of your marketing machine. Below are some ways to get the biggest bang for your video buck.

Types of Video Content

- Product demonstrations
- Executive interviews
- Testimonials
- Virtual tours
- Training
- Capture events

Distribution Channels

- Website
 - Home page teaser
 - Video library
 - Topic-specific video on each page
- Email
 - Don't wait for people to find your video, send them an email with a link to it
 - Track opens, time spend viewing and forwards
- Sales/Presentation Tool
 - Create a mood and keep people entertained
 - For face-to-face and web-based sales calls
 - Send a DVD pitch to open the door and secure a meeting
- Trade Shows
 - Send a video invitations and follow-up
 - Post on YouTube to promote event virally
 - Display entire video on a laptop or central kiosk
 - Give copies with embedded contact info to prospects
- YouTube Channel
 - Produce and distribute a series about your product or services
 - Add client testimonials and executive interviews on your channel
- DVD Distribution
 - Sell or give away how-to videos that use your product or service
 - Create and sell DVD series on topic themes

This tip sheet brought to you by Clever Giraffe: Reach Higher, Get Better Stuff!