

How to Capitalize Using Website Video

Internet Video Marketing is improving and becoming more accessible every day. Videos are used on websites much more productively than in the past.

Video marketing is a powerful credibility building tool for your internet marketing. It creates proof and can also create desire for your product.

Here are 6 reasons to use Internet Video Marketing:

1. Your Offering is Special – Your Product is Not a Commodity

If you offer something special – your B&B or Inn is in a very nice location with a great view or your Inn has some special characteristic then video may be perfect way to show this to your potential customers.

If you real state company prides itself on it ability to market the best homes in the best way then video will help you to build upon that reputation.

If you have a camp ground that is well set up and nicely located then consider how video can help you delivery that message to your online visitors.

Video gets people's attention and helps to get people to remember you. Videos create buzz.

2. Your product or service has strong visual appeal.

If you have a product or service that photographs well then video may be a better way to present this message than a photo gallery or a simple text and image website page.

If you can combine the imagery with music or a narration then this further increase the impact of the message.

Consider the visual entertainment factor of your message. Consider how someone may forward your video to others. Videos are often forwarded to others while website pages are infrequently forwarded to others.

Use video to really show how nice your product or service is.

3. Your product is very expensive and your clients may need to see it first.

Even a 30 second video has much more impact when trying to sell a house than a text with "3bed 2 bath, 4 car covered garage and work space, stone wall, w/view".

When selling a house photographs are essential. However a slowly changing multi-photo tour of the home, the property in the setting and neighborhood will help to make the case much more successfully that the next step is a visit to the home with the realtor.

A luxury car is a decision that most people will not make online. Drawing attention to a new luxury item is already difficult, but with video the options of seeing the product from all possible angles increases dramatically the possibility of a sale.

Use videos to present luxury or expensive items and create them in a manner that will help to stimulate desire. Use emotion with high-impact imagery and music.

4. Use video as further proof and evidence.

If you are listing an expensive luxury home or you have a B&B of Inn or you have restaurant in a destination location then provide evidence as to the beauty of the surroundings with video content.

Use videos as proof and compelling evidence.

5. Your product is has something very special that is visual.

If you have an Inn with a world class kitchen then show it with video.

If you sell homes in a very beautiful area then show it with video.

If you have a B&B with a great view or it is in a charming village then use video to show this.

If you have a special attraction or something of interest that photographs well then show it with video.

6. You have a valuable endorsement or testimonial

Potential customers are naturally cautious, especially when dealing with something new or expensive.

One of the best ways to get over this barrier with new potential customers is to provide audio testimonials from satisfied past customers. If you can provide full motion video then this would be great however, consider how simple

photographs and audio can provide a high-impact testimonial. WSI Global Reach can show you how to do this.

If you have a well known person that is willing to endorse your product, get it on video. If you don't have someone famous, then you can make a testimonial video from different people. This creates general faith due to a large number of people speaking for your product. We look for reassurance that we are doing the right thing and who is better placed to explain the benefits of your product or services than your best clients - people that have already purchased your product.

Use video testimonials on your website to create credibility.

Use Video Marketing

Take advantage of Internet Video Marketing. Use videos in these six ways.

Consider all the possibilities where video can work for you. This list is not all inclusive. There are many ways to make videos to help you introduce and showcase your products or services and this can lead to more and better sales.

Don't limit your videos to one web page. Put videos where it helps to enhance and re-enforce your message.

Last of all; consider making multiple language versions of your video. If you market expensive products or services then it may be appropriate to target a foreign audience. This may open a new stream of revenue for your products at little additional cost. Also, the exchange rate is making it very attractive for people from many foreign countries to purchase items priced in USD.

Since a video is easy to edit it is possible to make multiple language versions of one video by simply dubbing the voice.

Practice, and try new things. Video marketing can work for you!

If you want to set up ready-made video content on your website to promote the area and attract more people to your website then consider a subscription to the Upper Valley Video Library (www.uppervalleyvideos.com) by WSI Global Reach.