

1 Location Location Location!

By having an online video embedded within your site or on sites such as YouTube, you are more likely to rank within the top pages of Google search results. As a matter of fact, video is 53 times more likely than text content to rank within the top of search engine results!¹

2 Video translates your message better than text

Users are more likely to watch a visually stimulating video about your services or product than they are to read a long and possibly boring text document. Online video can stimulate your potential customers or clients to learn more about your products and services before they buy. And, with the knowledge they'll gain from their viewing experience, your life will become easier when you don't have to explain what exactly it is that your company specializes in.

3 Video revamps existing marketing techniques to drive sales

Video in email marketing has been shown to increase click-through rates by over 96%. In response, the number of marketers planning to use video in email campaigns has increased 5 times since the beginning of 2009.²

4 Powerful sales tool

According to comScore, the number of online shoppers who watch online retail product videos before buying a product grew 40% from January 2008 to January 2009. Retail site visitors who view video stay two minutes longer on average and are 64% more likely to purchase than other site visitors. The benefits of videos touted by web retailers include a lower number of abandoned shopping carts, reduced return rates and higher sales.³

5 On-demand accessibility

Widely available, low-cost, high-speed Internet connections are available everywhere these days. And, with the influx of portable, Internet-ready devices (smart phones, iPods, laptops, etc.) capable of streaming online video content, viewers are able to access video from virtually every corner of the world, 24 hours a day.

6 Size of audience

If YouTube were a country, it would be the world's 3rd largest, behind China and India, with more than 400,000,000 users. It is currently ranked 4th in the world in site traffic, based on the combined measure of page views and users. Interestingly, 52% of YouTube's users in the 18-34 year old demographic are sharing this content with friends and colleagues.⁴

7 Reach and shareability

Over 80% of the online audience in each of the USA, UK and Australia watch videos online.⁵ Videos are being shared constantly on the web—on Twitter, on Facebook, on Reddit, Digg, StumbleUpon and in a ton of other places on the web. The more video content you create, the more shareable content you create.

People are less likely to share a link to your website than they are to share a link to the witty, creative and original video you made about your company. And when they share it, people are a whole lot more likely to watch a video (which they can watch directly from their Facebook, Twitter or StumbleUpon screen) than to click through to visit your website and read all the content on your 'About Us' page.

8 Minimal investment, infinite exposure

When it comes to application of online video advertising, the possibilities are literally endless. From website to a LinkedIn page, your video has the ability to travel all channels of your online presence, for as long as you want! Online video is interactive, measurable and costs less per eyeball than any form of print media.

9 Awareness

Online videos can increase viewer awareness on many levels. Video campaigns should heighten awareness of the type of company being represented, the products offered and any other services provided.

10 You can get creative

You can integrate traditional video with motion graphics, animation, still images, voice over and music soundtrack to create a video rich with visual content that will invite and excite your online audience.

This is just the beginning

Online video is set to explode in the next few years as broadband speeds increase and business users come to understand the power of the medium.

Quickclips offer a complete online video solution. We will help you devise a simple and effective online video strategy that will enhance your web presence and deliver cost effective results.

Call today on 1300 226 330.

quickclips.com.au Pty Ltd
info@quickclips.com.au
PO Box 1420 Mona Vale NSW 1660
abn: 54 110 427 275

Sources

- ¹ [Forrester Blogs 08/01/2009 The Easiest Way to a First-Page Ranking on Google](#)
- ² [Implix 2010 Email Marketing Trends Survey](#)
- ³ [comScore December 2009](#)
- ⁴ [Alexa Web Info – 19/01/10, YouTube Fact Sheet,](#)
- ⁵ Nielsen IT&T report 2008-2009

10 reasons
to use online video

