



Janeson Keeley

Dan Smith

been shown to improve conversion (getting a website visitor to do something) by 85 percent over text alone."

Depending on your business goals, you can use video to establish your brand, educate, inform, market, promote and persuade.

Roanoke CPA Wayne Firebaugh uses video as part of a public relations campaign to brand himself as an regional and national authority on college planning. Firebaugh says, "The website (www.waynfirebaugh.com) and my blog provide evidence of my written abilities and expertise, but the video blog is key to demonstrating my ability to interact in video and audio media environments."

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Executive Summary:

Video on your website is an invitation for visitors to stay longer and do more while there.

By Janeson Keeley

Brian Duvall, CEO of DuvallMedia.com, a Roanoke Web production company, reports that the use of video on a website helps keep prospects on the site longer and "has

"We use video for marketing, education and information. We use ...videos to remind our customers of special events," says Kimberly Eakin, owner of Wine Gourmet. "The videos are usually posted to our Facebook page, website (www.winegourmet.biz), blog, YouTube account and eNewsletter a few weeks before the big event."

On SynergySessions.org, you'll find videos of interviews with local business owners. "Filming gave us access to situations we normally would have difficulty accessing," says Lynda McNutt Foster. She adds, "It is a great public relations tool to connect with the small business owners we want to serve. To us, it's a real win-win situation."

Zach Thompson, partner at RYP Marketing of Daleville (www.rypmarketing.com) uses



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video on his website to welcome visitors. "Video gives our out-of-town contacts the boost in confidence to 'sign on the dotted line.' In short I believe video means more sales for our company," he says.


Not experienced with video? Here are some tips:

Mickey Johnson, senior account executive with Fox 21/27 TV, makes videos to promote local businesses (www.youtube.com/user/mickark57). He advises, "Don't try to tell people everything you do. Just pick a point or two and go deep. Save the rest for the personal contact once you've got their attention."

Firebaugh suggests, "Practice on camera because it is different speaking to a camera ... than it is to a live audience. I used the TelePrompTer app on my iPad to help me." "Your content needs to be original," Duvall warns. "You can't use popular songs in your

productions without the written authorization of the record label or recording artist. Same for photos and graphics."

Submitting your video to all of the available video hosting sites can be very time consuming unless you use a syndication service. Duvall recommends TubeMogul.com. "You simply upload your video to TubeMogul, type in your title, description and tags then hit the LAUNCH button. TubeMogul then distributes your video to a number of video hosting sites like YouTube, MySpace, DailyMotion, MetaCafe, Veoh, and others."

Video can be an effective part of your marketing strategy, but when using video, track your results. "Split-test videos on your website to see which video works best and to see if the site will perform better without video. Let the prospective client be the judge!" 

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