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Expert Opinion

Increase Customers with Online Video



The popularity of online video is skyrocketing with the success of sites, such as YouTube, which allow the ability to easily and affordably get your video to the masses.

So is it really necessary to develop online videos to reach your customers? Online video can allow you to reach a market that you could not through traditional advertising. It also helps build your brand in the online marketplace. Here are some facts from [Pew Internet and the American Life Project](#) that may help you decide.

- 62% of adult Internet users watch videos on video sharing sites
- 89% of Internet users ages 18-29 watch content on video sharing sites, and 36% do so on a typical day
- 19% of overall Internet users say they use video sharing sites on a typical day

Quick Links

Articles

[The When and Where of Online Video Consumption](#)

[Online Video YouTube.com](#)

In order to put these numbers into perspective, compare them to other online activities measured in the report. While 62% of adult Internet users watch online video, only 46% use social networking sites, 19% use podcast downloading, and 11% use status updating sites like Twitter.

According to [comScore](#), July 2009 had 158 million Internet users watching over 21.4 billion videos.

With all of this being said, the world of online video leaves many opportunities for the small business owner. If you decide to participate in online video, it is important to use your resources wisely to garner the biggest return.

Website Magazine offers some [great tips on optimizing your video](#). Here are some key points from their article.

Need Help?

1. Keep it short – 5 minutes or less to keep the audience's attention.
2. Optimize for SEO – extract the metadata from the Flash file and make it searchable.
3. Use social media – display the video on blogs and social sites that target your market.
4. Use RSS syndication – this describes the video to search engines and provides links.

And most importantly, make sure your video is interesting and relatable. Potential customers need a reason to watch your video over the billions of other videos available. Try to be unique, creative, and informative all at the same time. Make your video a “must-see.”

Buzzword: BlackBerry® (BB) Push

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