Building Brand Recognition using Online Video by Contrast Design

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The popularity of online video amongst Internet users has meant that more and more business are considering the use of online video to get their product message out to their customers. But popularity is not the only reason why businesses are seeking to leverage the power of online video.

Online video, by its very nature, has more potential to draw and engage audiences through content than traditional text based mediums. This makes online video a powerful tool in the marketing managerâ€™s tool kit for building brand awareness.

A good example of how online video marketing has been used to good effect was"Du Pontâ€™s awarding winning 2009 video campaign.

Over a relatively short period of time, Du Pontâ€™s video campaign garnered 2 million impressions and over 60,000 video streams. More than 93% of Du Pontâ€™s video viewers said that they had learnt something new about the Companyâ€™s product base, and 61% of these viewers said they would tell someone else about the video campaign.

Another company which has leveraged the power of online video to good effect is Adobe. Every year Adobe held an annual conference for its high profile clients only to discover the annual conference was insufficient in sustaining the Companyâ€™s corporate message beyond a few weeks. To overcome this problem Adobe began to video stream the annual gathering, adding elements from the various sessions and workshops to enhance the quality of the viewers viewing experience.

Video streaming the annual conference enabled Adobe to extend their corporate message beyond the confines of the conference venue to a much wider audience. It also allowed them to increase and consolidate the loyalty of their customer base.

Online video is a value added investment because its content can be leveraged across various stages of the customer life cycle. Sun Microsystems did this with the creation of Channel Sun, which utilized and harnessed different content about their products.

The above three companies are quite large corporations with extensive marketing budgets that small companies can only dream of. However, the cost of producing online video is well within the reach of many small businesses, even those businesses with a modest marketing budget.

The biggest hurdle facing small businesses wishing to leverage the power of online video is not cost. It is getting started that causes many small businesses to shy away from this powerful and essential marketing tool.

Getting started with online video need not be a difficult process, if you follow these five basic steps.

1. Identify the various stages of your customerâ€™s life cycle â€“ reach, acquisition, conversion, retention and loyalty â€“ then use online video to deliver your message

2. Choose a tactic or theme that will give focus to your online video

3. Hire a video production company that will meet your budget and needs

4. Produce online video content and publish to a video sharing platform. A good video production

company will do this for you

5. Monitor the success of your online video and use the insight to plan your next step

A good video production company, such as Contrast Design, can help you through each of the above five steps. They will help you to define and establish goals for your online video marketing effort.

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