Article published on January 30th 2012 | Advertising

To determine what makes a successful online video marketing campaign, we must first define the driving force that led to the inception of the campaign. Essentially, what were the initial aims and objectives of the campaign in relation to its desired and anticipated outcomes? The answers to these questions, in turn, will feed into the decision making process of what should or should not be included in the online video marketing campaign.

As with any marketing campaign, your message needs to have a consistent thread, one which runs the length and breadth of your whole marketing material output. This includes your online video, website, brochures, email campaigns, newsletters and your company blog.

Knowing your audience is critical to building consistency within your marketing message. You need to know your audiencesâ€™ demographic, desires, wants and aspirations. Knowing your audiencesâ€™ desires, wants and aspirations will shape the message you want to get across to those who will view your video.

If your chosen video production company has done their job correctly, then all the above issues will have been addressed prior to the creation of any marketing material. A good video production company will use a â€˜discovery processâ€™ or a â€˜needs analysisâ€™ upon which development and cr are engendered.

In relation

to online video marketing, development and creativity are motivated by two essential goals. They are:

1. To bring visitors to your website

2. Convert your visitors into paying customers.

And this is where the consistency of the message within your marketing material output comes into play. It is all very well creating a stunning video which attracts thousands of visitors to your website, but if the content on your webpage is not aligned with the message within your video, then your conversion rate is likely to fall well below your desired outcomes.

So in answer to the question, â€˜What makes a successful online video marketing campaign?â€™ I would say it is the planning and implementation strategy of a professional video production company that makes an online video marketing campaign successful. Why? Because how an online video marketing campaign is planned and implemented determines the strength and quality of a companyâ€™s customer relations management strategy.

Article Source:
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Contrast Design - About Author:
Contrast Design offers a complete corporate video production solution, using fresh creative ideas tailored to your companyâ€™s exact requirements. We provide support through all steps of the video production process, from creating the initial project plan to helping you make the most of your video after the launch, saving you time and money.
Our expertise goes way beyond a video production; our team members all have solid digital marketing, technical experience and business backgrounds. We donâ€™t just work for you; we work with you ensuring our a video solutions meet all your business objectives.

Article Keywords:
Corporate video Company, Video Production Company

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