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One of the challenges of owning a small business is figuring out how you can get the public to notice you and the product or service you're offering. There are a lot of conventional advertising tools that you can use to promote your business via TV, radio, or newspapers and magazines, but one new method is proving to be quite effective in drawing in potential customers. Relatively young in the advertising business, online video hosting is an easy and effective advertising tool that can help you win more clients. Here's how you can make it happen:

Ditch the expensive equipment.

You don't need an expensive equipment to shoot a video. In fact, a small video camcorder can be a viable solution for small business owners who are cutting back on expenses. It has the capability of shooting a few hours of high-definition captures and would only cost a few hundred dollars. Ensure that the script and video content are coherent and well-organized, and you're all good.

Don't lose sight of your goal.

If you dwell too much on polishing the visual quality of your video, chances are you'll be focusing on its aesthetic value to the point that you fall short of supplying the content and information your visitors are really looking for. The goal is not for you to produce a Hollywood caliber video; it is to provide excellent service to the customers.

Keep it short.

Some people find it boring to watch a 5-minute video of a person talking endlessly about a product. Therefore, the video you select for streaming media hosting should be concise and simple, preferably one that runs for only about two minutes. It should include the background of your business, your products and services, and what customers can expect from you. This way, they can understand your business better.

Make it visible.

You need to get your streaming video hosting in a spot where visitors can easily notice it—which is on the first page of your site. Visitors lose patience when they have to go to several pages before they can access something. Always keep the video visible and accessible, meaning visitors shouldn't have to scroll down the page just to see it.

Upload to multiple sites.

Streaming video web hosting will be more effective in helping you garner more visitors and profits if you upload your video to multiple sites such as Youtube or Viddler. There's a very big chance that your video will get noticed by the public since millions of people utilize these sites every day. For more information on the same topic, you can visit entrepreneur.com/article/219524 for more information.

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[Rose Ector](#) - About Author:

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