Make your Web Videos as part of your Marketing Strategy by Stella Richard

Article published on March 23rd 2012 | Site Promotion

The online audience of a business may show less than little interest in reading boring chunks of information about its products and services. Text based internet marketing gave way to image marketing that has been further modified into video marketing. The idea is simple â€“ to convey clear business messages in a visually enhanced manner, establishing better communications with the targets. Video marketing can keep your business in the top league and the year 2012 is the right time to practice it.

What Statistics and Predictions say?

Some recent surveys state that over 182 million internet users in the U.S. watched about 44 billion video-based content in December 2011. Interestingly, more than 55% of the marketers have shown interest in investing more on video marketing in the current year. As far as predictions are concerned, more than 70% of the internet users worldwide are expected to view online video content in 2012. Those planning to focus on video SEO campaigns throughout the year can strike the chord with the ever-increasing internet population.

Think about the Benefits

Video marketing is righteously growing because of the many benefits it offers:

â€¢ Videos can create better urgency among the viewers, thereby generating quick responses.

â€¢ Delivering more and better information in shorter time periods is possible.

â€¢ Constant uploading of videos can help a brand go viral on the internet.

â€¢ With proper video SEO, it is possible to get ranked among top search engine results.

â€¢ Investment required for video marketing can be easily afforded by those with different business sizes and volumes.

Where Do Videos Fit?

Everywhere! Videos can be embedded within the content of your blog. You can use them on business landing pages. The landing pages offering product presentations in the form of videos can enjoy better conversion rate. Social networking sites are other popular internet marketing platforms, where you can attract your business targets easily with interesting and informative videos.

Above all, there are video streaming websites like YouTube that need no evidence for the popularity they have attained. These websites expand the business exposure opportunities, allowing viewers to share the videos on their websites and blogs. What you need to learn is video optimization to make sure that the efforts reap the desired benefits.

Video Optimization

If you know about search engine optimization, you can easily understand the concept of video optimization. Here are some good video SEO techniques that work:

â€¢ Give your videos the relevant titles and captions with proper usage of top business keywords

â€¢ Tag the videos with keywords and phrases your business relies on

â€¢ Add informative and keyword-rich meta description

â€¢ Embed links of your website or blog in the video to obtain the link juice

Some additional tips include:

â€¢ Keep the videoâ€™s content informative and amusing

â€¢ The video should not be too long

â€¢ Include business logos in the video

â€¢ Contextual optimization of the content surrounding the video will help further

While the discussion above is a mere introduction, the tricks and strategies involved in video marketing can take a business to new heights. Let your business experience improvements through video content to get its fair share of customers.

Article Source:
http://www.articleside.com/site-promotion-articles/make-your-web-videos-as-part-of-your-marketing-strategy.htm - Article Side

Stella Richard - About Author:
Ismoip.com offers social media management, strategy consulting and a Internet Marketing Vancouver for all types of business and brands.

Article Keywords:
Internet Marketing Vancouver, Internet Marketing, Vancouver Internet Marketing

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!