



VIDEO CHARGE YOUR BUSINESS

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Welcome!!

Hello and thanks for downloading this special Free report which I created for local business owners in the **Panama City, FL** area.

You are most likely reading this report because either my business partner or myself stopped into your place of business and handed you a postcard letting you know about this Free report. Or perhaps you've seen some of our fliers hanging up around town.

If after reading this report you have any questions, feel free to contact me on my personal cell phone at **850-624-2779** or email me at steve@targetdirectmedia.com

Alternatively, you can also check out my website here: [**www.TargetDirectMedia.com**](http://www.TargetDirectMedia.com)

OK, let's get into things:

If you are reading this report then you must be looking for new ways to market and promote your business more effectively. If that is true, then I congratulate you. You are among the small percentage of small business owners who have a “marketing mindset” and that goes a long way in business. Especially in today's rough economy.

Most small businesses fail because they simply do not know how to market their business and spend their advertising dollars effectively.

I work with many small business owners in this area and I have to say that VERY FEW know a thing about effective marketing. Most small business owners would much rather pay the local newspaper or Yellow Pages hundreds of dollars each week to run a black and white print ad which brings no results or customers through the door.

Even if those newspaper or yellow pages ads brought you customers, how would you know it? There is no way to track that advertising so you have NO IDEA whether you are getting a return on your advertising dollars.

I rack my brain daily trying to figure out why most small business owners still waste money on this outdated form of advertising. I just do not get it.

In today's digital age, consumers just do not read the newspapers or take out that

heavy phone book to find information about local businesses who offer the products and services they need. These forms of media are steadily becoming EXTINCT!

We live in a world where we have every bit of information at the tip of our fingers, whenever we want it...INSTANTLY.

When people are at home and need the phone number for the Pizza Restaurant down the street, they either google it on their computer or whip out the trusty iPhone. This is even more true if someone is out and about and needs information on a local business quickly. Most people have iPhones or a similar phone with an internet connection and they simply go online to find that business.

What good is a newspaper or yellow pages ad doing in a world like this? The answer is...almost NOTHING.

If you want the competitive edge over your slow evolving competition then I highly recommend you move your marketing efforts to the internet...VERY QUICKLY. Right now it is open season on businesses who have yet to adapt to today's digitally connected world. You can literally cancel all of your outdated forms of ineffective and overpriced advertising and move online within hours.

Unlike these outdated forms of advertising, online advertising (or “internet marketing”) is very cost effective and results are rapid. Results can also be tracked right down to the finest details so that you can tell if a specific form of advertising is working or not.

Try doing that with a yellow pages ad.

I could literally go on for the next 300 pages but I do not want to waste your time. I just wanted to get that extremely important point across before we dig into the material of this report. Now that my rant is out of the way, let's get straight into the topic of the day...

Online Video Marketing! (Web Commercials)

So what is Online Video Marketing?

Well I am sure you have heard of the famous website youtube.com, right? This website is a household name now because it has grown at such a rapid rate and to an enormous online community.

When I mention youtube.com you might be thinking of teenagers uploading videos of themselves skateboarding or hundreds of funny videos of cute puppies. While there are those types of videos on youtube.com, you might not know that thousands of smart businesses leverage the power of youtube.com to market their business's for Free and to millions of people at the click of a button.

You see, youtube.com was first established back in 2005 by three former paypal employees. It grew at such a rapid rate that search engine giant (Google) acquired youtube for \$1.65 BILLION in 2006 because they realized it's potential.

All this is great but what does this mean to you?

There are thousands of people in our area doing internet searches on a daily basis. During their search they will be presented with a list of search results which are websites or videos of other local businesses in our area. That potential customer will most likely end up doing business with whichever business is on the front page of the search results.

That's just how it is.

Now, when there is a video on youtube.com that is relevant to a topic that someone is searching for, that video will display within the search results. Like this:



panama city music store

Search

About 33,000,000 results (0.29 seconds)

Advanced search

Everything

Videos

Maps

More

Show search tools

[Leitz Music - Guitars Amps Drums Bass Taylor Martin Fender Gibson ...](#)

Guitars Taylor Martin Fender Cole Clark Line6 Guild Gretsch and many more. We are one of Florida's largest Internet musical instrument company.
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[FYE: fye.com - New & Used DVDs, CDs, Games, Books, and Electronics](#)

Portions of content provided by All Music Guide®, All Movie Guide® and All Game Guide, trademarks of All Media Guide, LLC. Prices on fye.com do not reflect ...
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Videos for [panama city music store](#)



[Leitz Music - Panama City FL - Call 850-769-0111](#)
1 min - Dec 19, 2008
Uploaded by DuffMarketing
www.youtube.com



[A Beat Better Music Center - Panama City ...](#)
1 min - Mar 1, 2009
Uploaded by LivePCB
www.youtube.com

Can you see the power of online video now?

That keyword happens to be a very competitive one, meaning many local businesses are trying to rank on the first page of google when someone searches for it.

The videos in the screen shot above only took 6 hours to get on the first page of google. It could take weeks even months to get a website ranked on the front page of google for such a keyword.

Video Marketing results are almost instant! I hope you are with me here because we are going to get into some details now...

Why Video Marketing Is Great for Your Business:

It's no secret that online video is hot. It just plain IS. Online video is steadily becoming the next biggest thing if it isn't already, just like TV commercials were waaay back in the day. I am going to take a few minutes and cover some basic statistics about online video marketing.

During the next few pages I may refer to “your website”. If you have a website, that is great. Video marketing will help increase traffic to your website and you will get awesome results by combining the both.

If you don't have a website, do not worry as all of these concepts will still work for you. Instead of driving viewers to your website, you will drive them to your actual place of business.

Let's take a look at some facts:

Did you know that, approximately 50% of people who watch an online video will take whatever action that video asks them to do? That action could be downloading a free report, clicking through to a new page, subscribing to a newsletter and I bet the percentages are still high for getting people to come into an actual place of business.

Those are some pretty HUGE results when compared to “text only websites” which your competition probably has.

But wait a minute, did you also know that 12% of people who visit a website that uses video to market it's products or services...will end up buying from that site? The average conversion rate for a text only website is right around 1%...those are some staggering differences!

Why is video so powerful and why do conversion rates sky rocket when video is thrown into the equation?

The answer to that is that 65% of people who watch online videos will watch the entire video from beginning to end. Again, when compared to a text only website...only 10% will read a text only article/web page in it's entirety.

Imagine having a video of every product and service you offer with a “Buy it Now” button below it!

As you can see, with video you can get your entire sales message across to a much larger group of people because they are literally glued to their screens during the entire sales message!

Here is another crazy stat for you:

The average length of time, per visitor, spent on text only websites is only 60 seconds.

The average length of time, per visitor, spent on websites with video is an absolutely astounding 6 minutes!! What a difference!

It goes without saying that online video is powerful. Every business should be taking advantage of it and leveraging it's power!

Here are the 5 main reasons why you and your business need video:

- Develops Expert Status
- Engages Website Visitors & Increases Conversions
- Increases Website Traffic
- Online Videos are like a Commercial That Runs 24/7
- Sets You Apart from Their Competition

Video engages a potential customer's interest and can tell a story in a way that text on a website cannot. Potential customers can actually see the you and connect with you on a personal level. And we all know how important it is to build a relationship with your customers.

After all, people don't do business with businesses. They do business with people and personalities.

Let's very quickly go over a few different types of web commercials/videos you can create about your business:

Types of Web Commercials:

Website Welcome/Introduction Video

If you have a website, this is the perfect addition. I'm sure you've seen websites with a video on the homepage or sidebar which is basically an introduction or brief overview of the products and services that that business offers.

Remember how we talked about the statistics earlier? The statistics show that 50% of website visitors take the action that the video instructs them to do after watching. You could even use this Website Welcome/Introduction video to drive visitors to subscribe to your email newsletter. This would work great for restaurants or ANY business for that matter!

You do have an email newsletter...right?

How to or Educational Videos

Another way to pull in the eyeballs on your business is to create a series of videos explaining how to do something that your customer can do in between using your products or services.

You don't want to be giving away trade secrets and every piece of information that your customer needs to do the job on their own but you want them to be informative enough to be worth watching but at the same time remind them to do business with you.

Commercial or Promotional Style

Another common video you may have seen online, especially by larger companies are those that are very similar to a TV commercial. Actually, they are practically the same concept as a TV commercial.

Tour of Facilities or Staff Highlights

Here is a popular Web Commercial style which is personally one of my favorites.

This type of video could start outside of your business and your storefront or sign, then you can work your way inside to do a brief tour of your building and staff. Perhaps even get a few customers to give some testimonials or interviews about how much they love your business.

Slide Style Videos

For these types of videos you only need some images or photos of your place of business, or your products. What you need to do is compile them into a slideshow type video. Some background music will make it even better! But be sure to use royalty free music so your videos don't get taken down due to copyright complaints.

Search Engine Optimizing Your Videos:

After you've got a web commercial created you need to optimize it for the search engines to make sure that potential customers find it!

Without proper Search Engine Optimization your videos will be USELESS!

If you decide to do these Web Commercials yourself you will need to do some research and become familiar on Search Engine Optimization. Your videos will not display within the search engine results without setting them up properly. Now I cannot cover the topic of Search Engine Optimization entirely in this report as this is not the topic at hand. SEO could be another 100 page report all by itself!

The purpose of this report is to introduce you to the power of Online Video Marketing (Web Commercials) and what they can do for your business in such short time with little investment. I am hoping that this report will motivate you to fire your advertising that is wasting you money and not bringing you real and MEASURABLE results.

You absolutely must move your marketing efforts online if you want to be around for the long haul!

Conclusion:

I hope you enjoyed this report and found value within it. I have tried my best to keep the information in layman's terms so that anyone can understand it.

I understand that as a small business owner you are extremely busy. I want to let you know that if you need any help at all implementing the methods and strategies within this guide, I am only a phone call or email away.

Web Commercials are something that I specialize in and am pretty good at. If you need my help please let me know a few days in advance as I am extremely busy as well!

I'll talk to you soon!

Thanks!

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About The Author



Steve Duff is the founder and owner of Target Direct Media which specializes in helping local businesses build a meaningful online presence and integrate online and offline marketing methods to increase ROI and overall profits.

He has worked with companies in the Panama City FL area with online and offline marketing since 1998 and has in the past had real estate investment companies, developed a product for a nationally televised direct response commercial campaign and has worked in the motion picture industry in Orlando FL. His background in advertising and marketing dates back to his high school days where he worked for his father's weekly newspaper enterprises.

When not marketing for local businesses, he enjoys music and is frequently seen around town singing and playing blues harmonica with local musicians as well as on the karaoke stage with his wife Maggie.