



Why Video Content Matters for Small Business



There are some business owners, especially ones who own small companies, who may be hesitant to create video content for promotional purposes. Usually the fear resides in the fact that traditional audiovisual advertising is affordable only for big brands that can pay thousands of dollars for a :30 second commercial during a broadcast TV show. However, the growth of social networking and video-sharing websites has shifted this model. In fact, not only is audiovisual online advertising much more likely to fit into the marketing budget of a small business today, but it is also the best way to attract and capture the attention of the targeted audience.

"A minute of video is worth 1.8 million words"

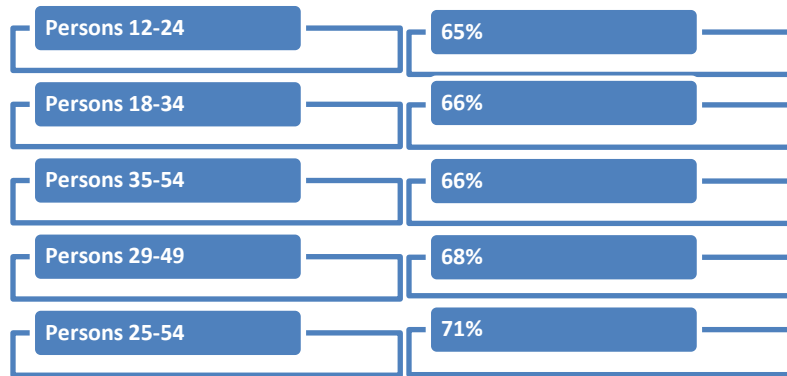
It is a well known fact that a picture is worth a thousand words. But how would you be able to quantify the true value of a video? Dr. James McQuivey accepted this challenge and published the results of his research on Forrester Research¹. According to his findings, a minute of video has the same psychological impact of 1.8 million words. Subsequently, as a result of sites like YouTube, VIMEO, BlipTV and the host of video distribution websites, mass dissemination is now both easy and affordable. Subsequently from a business standpoint the benefits of having a video presence online – are vast. Taking into consideration that the average customer today tends to search online before they buy, companies are always concerned about being easily found online. By utilizing an informative and engaging promotional video, businesses can significantly increase the likelihood of having their information appear on the first page of popular search engine platforms like GOOGLE, Yahoo and Bing. For example, Forrester Research² has concluded that a website with video is 50x more likely to appear on the first page of a GOOGLE search.



Video content helps in the search engine optimization process and also with consumer response, which is the main purpose of any successful marketing strategy. Today our global society is so easily exposed to audiovisual materials that website visitors who view product videos are now 85% more likely to buy, according to Internet Retailer³. Results like this justify why successful small business marketers have embraced this new trend as a promotional channel with significant potential. ReelSEO⁴ has tracked these numbers and in the fourth quarter of 2010, 73% of US retailers featured video content on their product pages, which is 18% more than in 2009. Beyond that, eMarketer⁵ estimated that online video would account for 6.9% of all online ads in 2011.

Internet users are so motivated to receive, answer and share video messages that it is a common thought among top specialists that the web will aggregate more videos than text in the near future. Cisco Systems⁶ estimates that 90% of internet traffic will be video-based by 2014. Looking exclusively at the United States market, the numbers reinforce the necessity of any type of branded video for small businesses that want to generate more leads and increase a loyal customer base. ComScore⁷ reported that 180 million US internet users watched online content in August for an average of 18 hours per viewer and the total US internet audience engaged in a record 6.9 billion viewing sessions.

Who's watching?*



*Q2 2011 Completion Rate (YuMe⁸)

Video platforms – YouTube is the biggest video sharing website, generating 92 billion page views per month. These YouTube statistics also do not include videos viewed on phones and embedded on websites. With results like this, it is anticipated that in a short amount of time, YouTube will pass GOOGLE as the top search engine. This means that soon a potential customer may look for a salon in Santa Monica or a doctor in Boston by using the search engine of YouTube as opposed to GOOGLE.

"Cisco Systems estimates that 90% of internet traffic will be video based by 2014."

What gives even more value to a promotional video in terms of increased exposure (and consequently ROI) is the ability to publish through many different websites. Besides the video-sharing giant that is YouTube, today there are an ever increasing number of video sharing sites like Metacafe,



Blip.TV, VIMEO, Daily Motion, VodPod, etc. In the near future this number will increase. For this reason, small business owners with limited marketing budgets now have the ability to inexpensively create promotional video content that will allow them to directly engage their target audience. The evolution of social networking vehicles like Twitter and Facebook has further augmented the value of promotion videos for small business awareness. Additionally users who prefer to access the internet via mobile devices represent an increasing audience relative to audiovisual promotion. According to eMarketer⁹, video uploads to mobile devices in July 2011 were 14x higher than in December 2010.

In summary, the evolution of online video now affords small businesses the same audiovisual promotional capabilities historically enjoyed by large business TV advertisers.

Sources:

Forrester Research^{1, 2}

*Internet Retailer*³

*ReelSEO*⁴

eMarketer^{5, 9}

*Cisco Systems*⁶

*comScore*⁷

*YuMe*⁸

About Affinity TV 247

Affinity TV 247 was created in direct response to the increasing popularity of online video consumption and need for companies to engage this audience effectively.