

Web Video Marketing REVEALED!

Maximize Your Online Profits By Harnessing
The Power Of Web Videos!



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People Are Lazy!

One thing that I've noticed as I have grown older is that people are getting lazier. While many people may deny this, we live in a lazy culture. And unfortunately, people are getting lazier everyday.

People today simply don't want to work hard, they want life to be as easy as possible. They want things to be simple and easy, and they want everything handed to them ... and that's *especially* true for today's younger generation!

In today's world, most people would rather watch television or surf the internet than read a book. You see, people love to be entertained. Ever since TV was invented, more people have been staying home watching TV instead of going out with friends or being outdoors.



Television has influenced our modern society more than anything else ... that is, until the World Wide Web was invented. As the internet has evolved, people have realized that they can find information about anything and everything online. They can also buy products, interact with others, play games, pay their bills, and even make a full time income online.

The internet is becoming more developed and complex with millions of new websites being added every year. Incredibly, many people (such as myself!) now spend more time 'surfing' the internet than they do watching TV!

When the internet was just starting, most websites were rather simple and boring. Most sites contained only simply text information ... very few images, graphics, or photos. As you can imagine, those sites were quite boring. If you did happen to visit a site that had an image, then it certainly caught your attention.

Eventually webmasters & website designers began using clip art and other visual effects on their websites to get people's attention. It was soon discovered that the websites and advertisers who used some form of visual stimulation were attracting many more people to their site then those sites that were using only plain text.

Let me ask you, which would **you** rather look at:

a) An attractive, well designed webpage that uses nice images & graphics that compliment the text article.

-OR-

b) A webpage that uses only text.

Unless you like being bored out of your mind, you would choose the well designed webpage with nice images – right?

You're not alone as all humans are highly visual creatures. Even something as simple as a cartoon photo can be a source of entertainment to us. Have you ever received an email that had a funny cartoon in it? Or maybe an email that had a really cute picture of a cuddly kitten or adorable child ... isn't that much more entertaining than the average text only emails?

Another example is children. If you are a parent, then you know first hand that if the average child has a choice, they would much rather watch TV or play video games instead of reading a book.

In The Early Days Of The Net

In the early days of the web, most online advertising was done with either a plain text ad or a banner ad. Then along came pop up ads, which became very popular. Whenever you would visit a page that used a 'pop up' ad, an ad would suddenly appear in front of the webpage after you were on the page for a certain amount of time (usually 3-7 seconds). If you clicked on the ad, it would take you to an offer where, more then likely, you would have an opportunity to purchase something.

At first, the pop up ads were effective. But as the newness of pop up ads wore off, so did their effectiveness. It wasn't long before people got tired of the 'annoying' pop up, and many pop up blockers appeared on the market. Most internet browsers now come standard with pop up blockers.

Eventually, top online news agencies such as Fox News (www.foxnews.com) soon realized that it was extremely effective for them to include a video clip with the text article of a news event. They found that more people were watching the video clips than reading the text news article.

News websites were among the first to realize the value of adding video to their websites. Other businesses soon followed the lead of News agencies as they realized people want to be entertained.

Like I said earlier in this report, most people are lazy. They want to be entertained – they want to be entertained when they watch TV, when they go to the movies, when they surf the internet, and so on.

People even expect advertising to be entertaining. A simple banner advertisement has no chance against a good video advertisement. Not only will people prefer to see the video, but if it's good then they will share it with their friends. They might even blog about it.

Today's successful online businesses are using video advertising in many different ways to attract new customers. If you truly want to move into the new age of video advertising, now is the time. Not only is it cheap, but you don't have to be an expert to make a decent video.



If you already know how to add images to your website/blog, then you will have no problem adding a video. Once you start adding videos to your website, you will be surprised by your increase in visitors, increase in visitors' viewing time, and increased sales! This is especially true if the video is entertaining and grabs the viewer's attention.

Today's Customers Want Visuals!

Nowadays if a person is looking for romance, they might use an online dating service such as Match.com. To use one of these online dating services, you first register your account with them and then setup your profile. In your profile you tell a little about yourself, such as smoker/nonsmoker, drink/don't drink, kids/don't want kids ... and so on.

Now, here's what baffles me: many people don't even bother to include a picture of themselves in their profile! I mean, yeah I know, **looks shouldn't matter** and a person's personality is what's really important. But let's be serious; looks do matter as that is what gets our attention ... especially us men!

If you don't include your picture of yourself in your profile, not many people are going to bother checking you out. I don't care if you are the greatest person around – most people won't bother reading your profile if they don't see a photo.

Note: If you are going to upload a photo to your profile, **be sure** to use a favorable picture of yourself. Don't just add any ol' photo for the sake of adding a photo!



We humans are visual creatures that want *and* need visual stimulation. Your potential date on Match.com needs to imagine themselves being with you before they will even think of contacting you. And don't kid yourself -- online dating is a form of advertising. The difference is that instead of trying to sell a product, you're trying to 'sell' yourself!

So what do you think would happen if you decided to include a short video of yourself in your Match.com profile? In your video you could talk a little about yourself, your likes, your dislikes ... what you're looking for in a companion. If you present yourself as genuine and sincere, your video will make people feel

as though they already know you.

Don't you think that would get a potential dates attention? Don't you think that the people who responded to your ad would be much more compatible with you then if you didn't include the video? Isn't that what marketing is all about – getting targeted traffic to see what you have to offer?

How well do you think your dating ad with a video would do as compared to a dating ad without? It would do a lot better, right?

Advertising products and services on the internet is no different. People respond to visual aids much better then plain text. Suppose you have an exciting new product that you want to tell your potential customers all about.

This new product is a bit complicated and technical to use, so you need to explain it properly for your potential customer. You could try to explain it with a text article ... or you could create a video of the product being used. Don't you think that would be much more effective?

I mean, which would you rather see:

A 6 page ad telling you about it?

-or-

A video demo of a new product?

Of course, you would rather watch the video. Who wouldn't? Just like you would rather watch a baseball game on tv instead of reading about it the next day in the newspaper.

Now it's time to apply online video advertising to your business!

Using Online Videos To Promote Your Business

Just about every online business is now adding some sort of video advertising to their websites. This includes software retailers, car dealerships, travel agents, real estate agents, and even manufacturers. Businesses are realizing that they can get the attention of a viewer immediately with video as opposed to using a normal advertisement.



Let's imagine that you have a website that sells coats. A potential customer visits your website and sees various pictures of models wearing your coats. The prices are included, along with an ordering form.

Now imagine if you decided to add videos to your website. Instead of having just a bunch of pictures, you have a video for each coat where a model is wearing that coat and showing you in detail that coat's special features.

Don't you think that would increase your sales conversion rate?

Using Humor In Your Videos

If you are a little daring, you could always use humor in your videos. For example, you could show an unpopular, geeky kid who gets picked on by bullies everyday at school. He says something like "I'm so tired of this! I'm gonna head on over to "CoatsRus" and get me a cool jacket!"

The video then shows the same geeky kid, except now it shows him with a new jacket walking down the school hallway surrounded by hot chicks. He glances over at the camera and calmly says "My new CoatsRus Jacket changed my life; it can change yours, too."

I know, I know. That sounds kinda stupid ... but you get the point! It's entertaining, it's funny, and it gets people attention!

As a matter of fact, the more humor you can add to your video, the more likely people are to remember it. They may even like it so much that they post it on their blog or email it to their friends! Then you get even more advertising for your business ... **for free!**

Travel Agency Videos

Travel agencies are now using videos to showcase vacation destinations for the packages that they are currently promoting. Potential clients who watch the videos feel as though they are taking a trip when they take this "virtual tour". The video takes the viewer on a mini vacation where they get to see highlights of the local attractions, hotels, beaches, nightlife, and more ... all from the comfort of their home computer!

This virtual tour sparks the potential customer's desire; they see themselves on the tour and it makes them want to visit the destination! The more someone knows about the positive aspects of a particular tour, country or vacation spot, the more likely they are to want to book a vacation with the travel agency to this particular destination.

Real Estate Videos

Speaking of virtual tours, many real estate companies are now using video

advertising on their websites. Instead of just seeing photos of a home, now you can see a walk-through tour of each room in the home, just as if you were actually there walking through it. A potential customer could watch the video and see little details that they would never be able to see in just photos.

Musician Videos

In addition to businesses and professionals using online video advertising, many musicians are now using online videos to promote their bands. Music videos debuted in the 1980s and were shown frequently on MTV.

Here's the problem: it was rather expensive to create an interesting, "creative video" for the band. Bands who had creative videos depicting beautiful models or something unusual were selling quite a few more cd's than other bands that did not have the money needed to create such videos.

Back in the 1980s, it was nearly impossible to find a decent video camera priced less than \$1,000. And, of course, if you wanted the video to look professional you had to hire a director and some actors as well.



Now in 2008, amateur musicians are able to use online video advertising as quality video camera can be bought for less than \$500 ... and they're pretty easy to use. It's also fairly easy to transfer the video from the camera to your computer and then upload the video to your website.

If you surf around MySpace, you will find literally thousands of amateur musicians doing this. They just get someone to film their act with a camcorder, upload it to their MySpace page, and they get free online advertising! It's certainly a whole lot easier than it used to be when you had to pay out thousands of dollars to record a demo and then find some DJs on the radio that were willing to play your music.

Entrepreneur Videos

Entrepreneurs who have items for sale are also using online video advertising to promote and sell their products. The best part is, thanks to YouTube it's quite easy and cheap to do. You see, YouTube will let upload your video for free. You don't have to pay them, nor do you have to pay for web hosting.

If your video is interesting, it is quite possible to get over 100K views! It's a pretty simple process:

1. Create a funny/creative/interesting/weird video.
2. Mention your website in your video.
3. Upload it to YouTube.
4. Enjoy the traffic!

Freelance Writer Videos

Writers are gaining publicity for themselves by using videos on writing websites. They upload a video of themselves and talk about their work. This is an excellent way to get people to read your work. You can do this in an interview format, or simply have someone film you talking about yourself.

Car Dealership Videos

Car dealerships are also benefiting from online video technology to advertise their vehicles. They sometimes show videos on their website of happy customers driving away in their new car bragging about the great deal they just got. Or they might show a video of the car being driven out on a winding, curvy road with the narrator talking about how great the car handles, or how comfortable the ride is. Some smart dealers actually take the time to create a virtual tour of each vehicle by videotaping the car's exterior, interior, trunk, engine compartment, the tires, and more.

No matter what business you are in (or want to be in), online video advertising can help you attract more customers, gain more exposure, and generate more leads and sales. And, like I have said before, it's really easy and inexpensive to use.

The Cost Of Video Advertising

If you are advertising on the internet, then you already know about the cost of buying advertising such as banner ads, pop up ads, and Google Adwords text ads. Well, you may find this hard to believe but video advertising is twice as effective as those methods.

Don't believe me?

Test it! Try video ads for one month and compare your stats to your old advertising methods. You will find that you will get many more views with video advertising than with plain text advertising.

Of course, the cost will depend on how you wish to use the video to market your business. For example, if you simply upload the video to your website, it won't cost you anything (except hosting fees, which you are already paying

if you already have a website).

If you want a more professional looking video for your website, there are plenty of companies out there that will provide this for you. It's your choice: you can have a really professional video ad or you can have a homemade video ad. You should test this, but in some niches the homemade video ad will draw more attention (and more views) as it is perceived as more "believable".

If you want to advertise for free, there are plenty of places on the internet where you can post your video ads for free. These sites will also give you stats on how many people have viewed your video. Some video hosting websites even allow viewers to rate your video and leave comments too.

It will cost you slightly more to have your videos featured on other websites. If you want to see how effective this is, test it. Effectiveness will vary from niche to niche and from site to site.

There are many professional companies that can help you out with video advertising. They can offer everything from creating the video, uploading the video to the proper websites, and including the video in e-mails to your clients.

Many businesses keep a database of their customers. You can either hire a professional to email your clients your advertising video or do it yourself to save even more money.

Using Public Domain Video Clips

There are plenty of ways that you can be creative in your video ads. I recently witnessed a very effective and clever use of online video advertising. I was browsing online for shower curtains when I found this website that was quite different from all the others. This particular website had a video that featured a scene from the movie "Psycho."

Yes, *that* famous shower scene. The caption under the video was "Remember when the only thing you had to fear about the shower was...." and then it stopped. The video then showed the familiar scene of Janet Leigh in the shower and "Mother" coming through the door with the knife. It was clever, entertaining and certainly caught my attention. In fact, I ended up buying my shower curtain from this particular website.

You may be thinking, "*How can they do that?*"

Well, the film "Psycho" is not in the public domain so the website had to pay synchronization rights to the producer of "Psycho" in order to use the shower clip. But the cool thing is that synchronization rights on film are based upon

the actual footage used ... not the whole video. So the website did not have to pay for the rights for the entire film, just the brief portion of the shower scene.

Now if you have a clever imagination, you can film your own video that will attract attention to your project in the way that this shower curtain company did. You can purchase rights from film producers if you want, or you can simply make up your own video.

Be aware that films created before 1923 are in the public domain. Many of the films published from 1923 to 1963 are public domain material, **BUT** be sure to check before you use it! You can check this with the US Copyright Office.

How Do I Begin Using Web Videos?

Now that you have learned the many benefits of using video advertising, you are probably wondering how to begin. This depends upon whether you want to self market your video on your website or if you want to use an internet advertising agency to market the video for you.

The one way a business knows if its advertising is succeeding on the internet is through statistics. For example, if you are advertising on Google, you get reports on the number of times your video ad was clicked on each month. Then you will have to pay accordingly, and Google will share a percentage of that revenue with those websites that allowed Google to place your video ad on their site.

It is important for you to know how many people click on your ads for many reasons. First of all, if you are advertising on several different sites, and the stats for one site are much higher than the others, you may want to consider changing advertising strategies. If Google is using your ad on a blog and it is getting no activity, this may mean that you owe them no extra money, but it also means that no one is interested in your ad on that website. By keeping track of your statistics regarding ad views, you can tell which sites are worth more advertising and which sites are not.

If you are planning on self promoting your own video on your website, you most likely have a stat counter that tells you how often people visit your site. After you have added your video, see if there is a difference. Chances are, there will be.

If you see that it is being viewed over and over, but your site stats do not reflect the number of video viewings, chances are that you have a clever ad. You may want to market that video ad elsewhere. If you see that very few people are bothering to view your video advertisement on your website, you may want to try a different video that will attract more attention. This is one

way you can find out how good your video is.

If you decide to promote your video on a free website such as YouTube, they will provide you with statistics. Each video will show how many times it has been viewed and it will also show its rating. If you come up with something truly unique, you may find that your video gets featured as "most popular" and gets something like 10,000 views a day. This does not necessarily mean that you will get 10,000 new customers, but chances are that you will get a few new people at your website.

So where you begin is up to how much money you want to spend, if any, and how much advertising you want to do. If you have a large company and have a substantial budget for advertising, you may want to begin by hiring an agency that specializes in video ads to come up with something clever for your video campaign. If you hire someone to make a video for you, you can purchase the rights to the video so that it cannot be used elsewhere without your permission. Some companies will want to retain the rights. This is something that should and can be negotiated with whatever company you decide to hire to create your video.

If music is played in your video that is not within the public domain, you may have to pay for a license to use the music. This is similar to using video clips. The synchronization license can be obtained from the music's publisher. The publisher will charge by the amount of seconds the song is used in the ad as well as how often the ad is used. This means that in addition to paying your internet advertiser each time someone views your video, you will also have to pay the publisher. The amount of such a license generally depends upon the popularity of the song. You can either try to negotiate this yourself or have an attorney knowledgeable in copyright and licensing laws to negotiate the fee for you.

Once the video is completed to your satisfaction, you will present it to your internet advertiser who will advise you on where it should be featured and how often.

If you are currently using an internet advertiser such as Google, and are finding some success with banner ads, you may want to continue with the same websites. You will want to find out the difference in how many people view your video ad as compared to your banner ad to see how effective this advertising is.

There are different types of video ads. Some pop up and just start playing the minute you hit on the ad, and others have a "play" button. You may want to set up the option to have the potential customer play the video instead of it just playing to see if they are truly interested in the video and the ad.

You will still have to have some sort of written advertisement so that people

know what your video is. You can have a video still and something that says "If you want to learn more about how to get designer shoes at the best prices on the internet, click here." At that point, the video will play. The good thing about video advertising as opposed to print advertising on the internet is that the customer will most likely not hit the ad by accident.

Some websites, in an effort to make more money from ads that they receive from Google, use little tricks to get people to hit on the ads. You don't want to do that ... you are paying for the advertising so that you can continue to develop your business and increase your profit. You need targeted traffic ... not traffic from gimmick clicks! Make sure that the websites that you are advertising on are not doing this.

If you want to start just by putting a video on your company website, just do it! You can either have an ad agency that specializes in this to create a video for you, or you can make your own video. Again, this depends upon your advertising budget. But there are many companies out there that are hungry for this sort of work and you may be surprised that the cost is not as high as you may think.

Depending upon your website, you may want to make a home made video. Sometimes these can be more entertaining than the slick, professional videos and people generally like to watch them. Consider the popularity of YouTube, which features many home made videos as well as the old program "America's Best Home Made Videos." There can be something more refreshing in a home made video and may actually generate more trust within your customer.

Still, another way is to use a clip from a film. You may not want to go as far as the "Psycho" clip that the shower curtain company used, but there are thousands of films in the public domain that are available. If you can find something appropriate that advertises your company, why not use it?

Come up with a plan on how much you want to spend, whether or not you want a professional to make the video or you want to make it yourself and where you want the video to be placed on the internet. This all depends on budget. But even those companies with a low advertising budget will benefit tremendously from advertising by video on the internet. It is just simply more entertaining.

Video Content Considerations

Now that you are ready to begin using online video advertising, you are probably wondering what type of content you should put in your video? How long should it be? Should it be funny? Should it feature people or just products?

The one thing that you want to make sure that you express in your video is what you are selling. This seems like common sense, but advertising executives in the 1980s often came out with “clever” ads that did not exactly represent what their client was selling. These ads were mostly for upscale products that were supposed to appeal to “intellectuals” and not to the commoners. For the most part, these ads were not successful.

While you do not want to be unclear about what your product is, you also do not want to keep hammering the name of the product throughout the ad. Keywords work well with SEO articles, but are not necessary in a video ad. You want to make sure that you mention the name of the product at least twice, the benefits of having the product and where to get it. You can do this quickly, but must make sure that the name of your business and website is clear.

If you hire someone to create your video, they will most likely present you with several ideas. Advertising people are experts in marketing and very creative. They may come up with the perfect ad, but it's going to cost you. They will, however, be able to come up with the right way to present the product and your business with the right amount of information, without overdoing it. You can choose one of their ideas if it is something you like.



Suppose, however, you want to make your own video ad? This is relatively easy to do as camcorders are easily accessible and relatively inexpensive. With some imagination, you may be able to come up with something creative that will be remembered.

Sometimes, the best known commercials on television are those that featured interesting characters that were difficult to forget. Those of us in Chicago know the “Empire Carpet Man” and would probably recognize him more easily than we would the Vice President.

The Empire Carpet company began filming their commercials in the early 1970s using an actor. People assumed he was the owner of Empire Carpets, and he became so popular that they have continued to use the actor since. This was a low budget commercial, but it made the carpet company a household name in Chicago.

Then there's “Crazy Larry” in New York City. Crazy Larry owned an electronics store and used to shout and scream like a crazy man. The commercial was very well known, not only in New York City, but across the country. And it did wonders for his store. This was another low budget ad and no actors were needed as Crazy Larry himself did his own advertising.

There have been others who have done this with much success. In just about every city, there is a commercial character that people remember. Even today, most of us know the Bob Evans' "Sun" man. These characters stick in our mind because of one thing - they are people.

People relate to other people ... particularly those who stand out. This does not mean you have to act like a lunatic to perform in your own video. But if you have a pleasant appearance, a good voice, can appear before a camera without being nervous, you may have what it takes to perform in your own internet video ad.

If you add a bit of humor to your ad, you can generally get more attention and publicity. Remember that you want to make sure that your ad is entertaining. This is the key and the entire purpose of video advertising on the internet. Just as a film producer wants their film to be entertaining, so does an advertiser. And if you are creating your own ad, you have to make sure that your ad not only gives the viewer pertinent information about your business and products, but also entertains.

Which type of advertisement on television sticks out in your mind? Chances are, it is either those you remember from your youth, those with interesting characters, or those interesting commercials shown during the Super Bowl.

Some of these advertisements cost quite a bit of money to film and even more to broadcast during the Super Bowl. Others cost very little to film and were only on local channels but generated just as much publicity.

Many of the most successful commercials and advertisements contained quite a bit of humor. Americans love humor and funny videos are often passed around the internet through email. Most people get several of these types of funny videos from their friends and relatives in their email each week. Again, people love to be entertained.

So if you decide to act in your own video internet ad, be sure to do so with a sense of humor. No one will want to watch someone drone on in a monotone voice about how great his website that sells discounted DVDs is. They will be bored quickly and press stop. If you have an outgoing personality and pleasant speaking voice, you may be able to manage your own video ad.

A video ad featuring a person is more effective than one that just features an object. Even if you have a real estate brokerage website and want to feature virtual tours of homes, be sure to put a little human quality in with the video. Humanize your video for your audience.

You do not have to be movie star to come up with a good video for your website or as a way to generate business over the internet. You simply have to have a bit of an imagination and a way to come across as honest and a person with whom someone would want to do business with.

As much as you want your video to stand out, you also do not want to make a video that is so entertaining that it detracts from your purpose. Remember that the purpose of video advertising on the internet is to draw more customers and business. You want to use this as a way to add to the revenue from your business, not to become an internet star.

No matter whether you have a professional create your internet video or if you decide to do this to it yourself, you want to make sure that your audience knows the name of your business, what you are selling and how they can contact you so that you make a sale.

You can also use your video, if you decide to create it yourself, as a marketing tool to advertise specials and sales by emailing the videos to your regular customers. It will seem more personal than a standard email and is also another effective marketing tool and yet another bit of content you can add to your internet video ad.

How Effective Is Internet Video Advertising?

So just how effective is using video advertising on the internet to generate more income for your business?

I'll answer that question by telling you about Henry. You see Henry purchased a bed and breakfast in Massachusetts a few years ago. It was a charming old Victorian home that needed quite a bit of work. He invested most of his savings into fixing it up and getting it ready for lots of guests. Unfortunately, after a few months, Henry found he was not getting the guests that he needed to make a profit, let alone do the continued repairs on the old home.

A friend, who was computer savvy, helped Henry by creating a website for him. The website was done in a professional manner and featured photos of all of the rooms in the lovely old home. His friend showed Henry how to try to promote his website on the internet. He invested more money into making sure that his bed and breakfast was listed in certain websites that featured bed and breakfast inns as well as Massachusetts hotels. This did manage to generate a bit of business for Henry. He found that he was getting more business by way of the internet than he was through the many travel agents with whom he did business. And definitely much more business than the print ads that seemed to cost a fortune in travel magazines.

Business was getting better, but it still wasn't as good as Henry had hoped. Although he wasn't a greedy man and not out to make a fortune, he wanted to earn a decent profit. Henry was a widower and he had invested most of his savings in this business. He had always wanted to run a bed and breakfast establishment. He had a pleasing personality and the customers liked him. In addition, Henry liked the idea of having people in the building.

He was lonely since the death of his wife.

Henry was always a fan of television and he had seen the short BBC series "Fawlty Towers" a number of times. It was a funny English program that featured John Cleese as a rude proprietor of a bed and breakfast. Unlike Cleese's character, Basil Fawlty, Henry was amiable and went out of his way to treat his guests with respect. He made sure the meals were good and he was hospitable and friendly to all of his guests. Still, he was rarely ever filled and the "Vacancy" sign was almost always on.

Henry began using the computer a bit more often as well. His friend instructed him on how to navigate the internet and with his friend's help, Henry began expanding his web page. He included letters from pleased guests and a message board.

Another friend was familiar with the new trend in video advertising on the internet. She thought that she could do wonders with Henry's website and make it even more interesting. While Henry's website certainly was professional and pleasant, it features only photos of the building and the rooms as well as the rates. There was no photo of Henry on the site.

Henry's friend, Joan, was inventive and had a camcorder. She often filmed videos for different websites where she was paid for tutorials. She was also an active participant on YouTube. She thought it might be fun to film a video ad for Henry's bed and breakfast. It could easily be added to the website and may even bring in more business.

When Joan approached Henry with the idea, he was a little reluctant as he didn't want to be shown in front of the camera. He was an elderly, kind looking man with a nice grin, but didn't feel like "movie star material" as he put it. Joan explained to him that it was better to be an average person with a pleasant demeanor and honest face in advertising.

Henry agreed that he was no "Basil Fawlty." Joan had never seen "Fawlty Towers" but was curious. Henry loaned her a copy of one of his tapes so she could watch one of his favorite programs.

That is when Joan got a wonderful idea. Joan knew that in order to get permission for a clip from Fawlty Towers, she would have to get permission from whoever owned the rights of the show for a license to show a clip. She had an attorney friend who was able to work this out. The rates were negotiated and were within Henry's budget.

She then came up with a brilliant idea for a video featuring Henry's Bed and Breakfast. Henry was a bit apprehensive, because he would have to appear in the video, but Joan assured him that he would be a natural.

Joan was good with editing and filming, and she began the advertisement

with a very short clip of Basil Fawlty telling off some of his guests. Then the ad for Henry's hotel appeared on the video. The narrator says "You can settle for less in a bed and breakfast, or you can visit Willow Inn.

She then featured Henry, who was more comfortable seated than standing. He was pictured in front of a warm fireplace and several guests were sitting in the main sitting area sipping drinks. Henry said that although "Fawlty Towers" was very funny, it was not funny to be treated poorly when on vacation. He then went on to explain that his guests enjoyed clean, cozy rooms, good food and a hospitable environment.

The video then featured some of the guest rooms and the dining area. It ended with a video shot of the outside of the inn with the narrator saying "Instead of staying at Fawlty Towers, enjoy real bed and breakfast comfort at Henry's Willow Inn."

Henry was thrilled with the video. Never a technical whiz, he was surprised to see how easy it was for Joan to complete such an advertisement. And she did it all on her computer at home.

The results were immediate, and people loved the advertisement. The idea of comparing Henry to Basil Fawlty proved humorous and entertaining. Henry began to receive a lot of calls from people who wanted to visit his bed and breakfast. The video advertisement, although simple and not very costly, had certainly done wonders for his business.

But that wasn't all as Joan wasn't finished trying to help her friend Henry. She put the video on YouTube, and it began to get a ton of views and became very popular. People started commenting on the humor and copying the video to send to their friends by e-mail. Some people even portrayed the entertaining video on their blogs.

Soon Henry's phone was ringing off the hook. He had more business than he could handle. He had money to fix up two more rooms in the attic that he had neglected and was able to take in more guests. Before long, Henry had one of the most popular Bed and Breakfast establishments in New England.

Henry was always a good proprietor, and his bed and breakfast was always clean. He was kind to his guests and the establishment was lovely; even the food was good. But because people didn't know about it, he wasn't getting the guests he could have.

Because of the internet website and video advertising, Henry's business is now bustling. Bookings have to be made months in advance. And because Henry was such a good host and ran such a good establishment, he had many customers who came back over and over again.

Henry is just one example of how a little bit of internet know-how, a video

camera, a bit of the knowledge of what you can use on the internet in your ads and a little imagination saved a business. It began with the website and ended with a very successful ad campaign -- and it saved Henry's business.

Do you still wonder how effective internet video advertising can be? Henry's story is just one of many. Many businesses are discovering the importance of advertising on a media that 82 percent of Americans use. Many of them are realizing that entertaining people with clever video ads are more effective than word ads.

Henry's story is not unique. It is a true success story and amazing because it was done by an amateur. But there are thousands of businesses who are discovering that video advertising on the internet is not only drawing more attention to their business, but increasing their sales and adding to their revenue.

Other Visual Methods

You have now probably decided to implement the use of video technology to not only draw customers to your website, but make your site more appealing and increase your sales. But that is not all that you can do to increase sales on your website.

Remember how we talked about that people are very visual. This means that you want to show not only videos on your website but other photographs and visual products as well. This ranges from clip art, cartoons, photographs and even animation. There are certain software programs that will allow you to create an animated character that can "walk your client through" your website. You want to make sure that this character that is small, does not overpower the website, it pleasant and harmless looking and that the customer has the power to turn the little animated guy off. While this may appeal to some people, some might find it annoying.

For more info about animated characters, see <http://www.sitepal.com> and http://www.masternewmedia.org/news/2006/06/21/animated_talking_characters_the_marketing.htm

Also, you have to remember that some people will be visiting your website while they are at work. They probably will not be supposed to be doing this, but they will be doing it anyway. Many people are getting fired for "internet abuse." You will want to make sure that both your video and your animated character have a volume or mute control.

Clip art is always fun as are funny cartoons. You will have to make certain, however, that the clip art that you use is public and free. There are millions of free clip art products both available over the internet as well as in software. These are all within the public domain and free to use.

In addition, there are hundreds of photographs and cartoons that lie within the public domain that you can add to your website. If you can find a cartoon that pertains to your business that is a free cartoon, why not use it in your website? You can even get a little creative and edit the cartoon to mention the name of your business.

You can also use "stock images" on your website. You can download stock images through companies such as Istockphoto.com (for more info, see <http://istockphoto.com/index.php>). You purchase rights to use these images for as little as \$1 each, and they are royalty-free.

Still another way to increase sales using visual elements on your website is by the use of coupons that can be printed by the customer and used. People love coupons and many websites are using this marketing method to not only attract new sales, but also to gauge how many people are visiting their website.

If you are not an expert at setting up a website, and few of us are, why not have a professional create a website for you? There are many companies and individuals who do this for businesses. If you have a small budget, you can hire a person who is attending technical college to learn how to set up a website. You will be surprised at the knowledge this young person will have and they will charge you much less than a professional company. You may even get more innovation; you never know. The kid that you hire to create your website might be the next brightest new talent.

Once you have created your website, get some opinions from friends and colleagues on the site itself. Remember that you will want to make the website easy to read, easy to understand, easy to navigate and above all, attractive and entertaining. This means using any visual means that you have at your disposal, including video, you will have a website that will appear professional and you will be using all modern means to attract customers, generate new leads and increase sales and profits.

Internet Video Marketing 101

By now you realize just how much videos added to your website can do to not only improve your website, but generate leads and sales. The type of video that you use will have to depend on the type of business you have. You can use video in many different ways. The examples given of Henry's bed and breakfast and the shower curtain company both used humor in a positive way to attract customers.

There are other ways that you can use video as well, without having to pay any fees to producers who may own the video. Observe commercials on television. They will often say that if you call within a certain amount of minutes, you will get an extra product or discount. You can do this as well

either on your own website, through email or even on a free video site, such as YouTube.

For example, suppose you have an excess of a certain product you would like to move. One way to do it is to introduce the product in your own home made video. Tell people how wonderful this product is, and that it is now available at a special rate. And if they call or order right away, they can get free shipping. Be sure that this is cost effective to you!

One method includes marking the product up a bit to cover the "free shipping." You do not want to lose money on this promotion. However, this will only work if it is a new product that you have not previously advertised on your website. If you have this product on the website for \$24.99 and suddenly you are sending out a video that it is now "marked down" to \$29.99 including free shipping, your customers will feel cheated and you will lose your credibility. This method only works with overstock that you cannot move or a brand new product that has not yet been advertised.

So you make your video and put it on your website. Is that good enough? No. You want to make sure that you send your video to all of your customers through email, particularly those who have purchased the product in the past. Email is free advertising; why not take advantage of it?

You can also advertise your product on YouTube or other free avenues. This is not going to cost you a dime and may generate much income, as well as rid you of some products that you are dying to get rid of.

Another way to use video to market your product would be if you had a restaurant of some sort. Again, you advertise a "special" on your site that will be good on only a particularly day. For example, on Tuesdays during this month, pizza will be 20 percent off. Restaurants often get business through word of mouth, but if one person sees the ad, they will tell others. Be prepared for an onslaught of customers on Tuesdays and make sure you have plenty of ingredients to make a lot of pizzas.

If you sell strictly over the internet, you should have a database of all of your customer's emails. If you have not done this, begin doing so immediately. You can easily send them a video advertisement each time you have a special. Make it short and sweet and give them an incentive to "act right away." People often purchase on impulse. One example would be to simply advertise that you are giving free shipping on all orders that are placed on the website within 24 hours. See how well that does for you. It will give the customer an incentive to act quickly and you will make a sale. The longer you give them to act, the better the chances are that they will not act at all and talk themselves out of making the purchase.

If you have a car dealership, you can take tremendous advantage of such a video ad. "From now until Friday, prices on all new models have been

slashed!" You can even offer a free gift for those who visit the showroom before the deadline. Car dealers often do this just to get the customer in the door. Once the customer is inside the door, the objective is to not let them leave until they buy a car.

Some dealerships take this approach a little too far, such as the example of the car salesman who threw my father's keys to his old car on the roof of the showroom. This was not good salesmanship and car dealers seldom behave this way anymore. But they still want to get you into the store so they can use every tactic, short of kidnapping, to get you to purchase a car. Because they know, once you walk out of that showroom, they have lost a sale. People rarely come back.

Another way to keep people interested in your website and keep them coming back is to use the "progressive" ad. Do you remember the old "Folger's" coffee commercials?

They were popular on television in the 1990s. It featured a man and a woman who were flirting with each other throughout the commercial. Each commercial became a bit more progressive, it was like watching a soap opera. People enjoyed seeing these commercials because they wanted to see if the man and woman would ever get together. This advertising campaign was very popular not only in the United States, but also in the United Kingdom, where it was first conceived. The same actors were used and they used different accents in the different series of ads. The Folger's progressive commercial was one of the most successful marketing campaigns of its time.

Why not do that on your website? It doesn't have to be a soap opera format, but as videos are easy to continue to create, upload and delete, you can keep changing your video from time to time and make it a progressive commercial. The soap opera theme always works. People will continue visiting your website to see if the love affair works out or if the murder is solved. And if you can manage this yourself, it won't cost you anything.

No matter what type of business you own, use marketing techniques combined with video in your sales. Sure, the videos on your website can be entertaining and make your site more attractive. These alone will generate more sales. But when you combine them with old fashioned marketing techniques, you've really got is a winner.

Pointers For Making a Web Video

When creating your web video there are some key points that you will want to keep in mind. These key points will address areas that you need to make sure are included in your web video. Your web video is another marketing tool for you to acquire new customers/clients and if your video fails to hit its



mark, then you could lose out. So take the time to implement these key points into your web video.

Presenting your product or service is one area that you need to focus on when creating a web video. You need to make sure that your video shows the viewer what the product you are selling is or the service you are offering.

We have all seen those high dollar commercials on television that are presenting a product or service and the commercial in no way related to the product or service. This is not a good idea when creating a video, after all if your viewers cannot remember your product or service then you will lack sales from the video. So avoid the mistakes that are being made by even high dollar companies and make sure that your product or service is presented in a way that your viewers will remember.

Demonstrate the product or service so that the viewer can see how the product or service will help them. You see it all the time in television commercials how a made up scenario is created to demonstrate how the service helps those in the said situation. You can do this also even if you have no one else to play actor/actress in your video. Just use still pictures or bold text that scrolls into the center of the video as you do a voice over narration.

Announcing any specials, grand opening or other special events that your store or business is offering can also be utilized with web videos and drive potential customers/clients to your business. Just make sure that the video captures the fact that this is a special event and time is limited!

If your business is trying to recruit new people to work for them, then you can use your web video to invite new people to check out your business and give them an over view of what your business is and what the opening there is.

A key point to remember when creating a video such as this is to introduce yourself. People like business that are personal and by introducing yourself and telling them a little about you will make them more likely to check your business out. Make sure that you are also not too evasive in what your business does. No one likes to watch a video that is inviting them to sign up and work for that business if they are not gaining any insight into what they will be expected to do.

When it comes to the overall run time of your video you need to keep it to no longer than five minutes. This will ensure that the viewer actually watches all of your video. Most of the people on the web do not have the time to spend watching a video that is longer than five minutes. The ones that do have the time will probably move on if your video is any longer than that. So keep it under five minutes while still implementing everything you need to in your video.

Your video should be unique. As I keep mentioning on the unique aspect when discussing several areas that have to do with web videos. Unique means that to the viewer it will be fresh and new, this will make the viewer want to watch and pay attention to your video. If your video is stale and seems to be regurgitated information that they have heard or seen before then the viewer is going to move on. This is key factor in the success of your video to generate you new customers/clients.

When your video is complete, check to make sure that there is a call to action in your video. You need to basically in a tactful way ask the viewer to do something. This can be suggesting for more information that they visit your website, they call you to get started or for a commercial. Take Mt. Dew's commercials, they all have a call to action, for this company that call to action is their slogan "Do the Dew". Make sure that you have a call to action that your viewers can understand and respond to though when placing your call to action in your video.

Web Video Time Management

When it comes to producing a web video, you need invest not only money but time into the production of the web video. But how much time should be invested into each section of the web video. By breaking down your time into percentages, you can see just where the majority of you time needs to be invested.

With a percentage base of 100 percent you break your time down to 50-15-20-15. 50 percent of your time will be devoted to the content and production of you web video. 15 percent of your time will be devoted to Metadata of your web video. 20 percent of your time will be devoted to the thumbnail and the last 15 percent will go to the promotion of your web video.

Your content and production time should be spent on creating the storyline of your video, setting the right lighting and props and of course the actual production. As production does not always go right the first time this is why so much of your time is going to go here.

The metadata of your web video consist of the title, keywords, categories and even the web video description. Your web video will need an appropriate title that will help viewers remember your company's name. Keywords should be used that describe your web video so that the search engines will recognize your web video. This is especially true if you are placing your web video on video sharing social sites. Your video when placed on these social sites should have an accurate description.

The thumbnail is basically the way you place your video within a web page. This is the dressing of your web video that will make people want to watch

your video and see what you have to share with them. This is an important part that is why you will spend 20 percent of your time on this aspect of your web video.

The remaining percent of your time will go on the promotion of your web video. After all what good is your video if not very many people are seeing it. So you need to utilize every available tool at your disposal to promote your web video.

How To Use Social Sites to Spread Your Videos

Social sites can be a great way to broadcast your web video free. This allows you to get your video out there and viewers to learn about your company. With social sites, you are able to interact with other member -- which means it's a bigger chance of people seeing your video. You might even learn some new video techniques had not previously thought of. In addition, social sites allow comments to be left and this will allow you to judge the response that viewers have to your videos. This response will allow you to know how effectively your video is working or what needs to be done differently.

YouTube

YouTube (www.youtube.com) is a great way to broadcast your web videos to potential customers/clients. YouTube is a free online community that allows users to upload web videos to their account and broadcast them. With its increasing popularity, YouTube will ensure that your video is being seen by thousands of potential customers/clients.

Not only can your video be seen by YouTube viewers but users are allowed to embed a video onto their own pages -- which means that your video will be seen by those viewers as well.

YouTube also allows you to target viewers by placing your video into appropriate categories. After all a sales pitch is not effective if it does not target the right viewers. So make sure to pick the right category for your web video to maximize the sales/new clients you get from the video.

YouTube has a demographic profile that is equal male and female viewers. The age groups of the viewers cover a wide age range. For the U.S the viewers are nationwide. This makes it easy to promote any product or service on YouTube as you will be likely to get your video in front of an audience that the product/service will appeal too.

MySpace

MySpace (www.myspace.com) is another great way to broadcast your web videos to potential customers/clients. As with YouTube, you can upload virtually any style of videos. With MySpace, you can place the video into your video stash or place it directly on your profile page. Being on the profile page will get the video more views than just placed in your stash. On your profile page, you can tell viewers more about yourself and your product.

MySpace has many useful features that you can utilize to get your video seen and your business out in front of potential customers. MySpace features popular videos on the front page for everyone to see which can greatly benefit you if your video is popular. Featuring popular profiles is another way that MySpace can benefit you, so create a dynamic profile and embed your video onto your profile.

You can utilize MySpace TV to upload your videos to as well. This will help you to gain more exposure and get your company name, services and product seen. By offering the choice of categories to place your videos in MySpace allows you to target your viewers for optimized success.

Mini commercials are great web videos to upload to one of the social sites. Create your own unique commercial for a product you are selling and upload it to your choice of social sites. . Create as many commercials as you need to get your products seen.

Treat these social sites the same type of outlet as say airtime on a television network. Only these social sites have the rewards of being free and airing constantly anytime someone comes upon your web video commercial.

When selling products, commercials are not the only type of video that you can do. In fact, many times over there are commercials on television that show product demonstrations. Social sites are a great way to broadcast your own product demonstration.

While YouTube is more popular for those wanting to watch videos, MySpace is still a great choice. Alternatively, you can implement the use of both. Upload your videos to YouTube and get the viewers there seeing your video and embed your YouTube video into your MySpace profile. This gives you the viewers from both social sites.

MySpace has a demographic profile of most females. There are some male viewers as well but the female viewers outweigh the number of males. The age group for MySpace is mostly in the under 18 age range. This makes this a good sight if you are selling a product or offering a service to mid to late teen females. For the U.S the viewers are nationwide.

MetaCafe

Another video social site is Metacafe. The viewers of Metacafe are mostly older males that are educated. This site is good for promotion of products or services that an older educated male would need.

DailyMotion

DailyMotion is a social video site that is considered Europe's YouTube. Like Metacafe, the majority of DailyMotion visitors are older educated males. Location demographics are that of Europe and ethnics demographic is white. This is good site to market your video on if your product or service is something that would appeal to an older European male.

Target Your Audience

When it comes to marketing anything you need to target your audience. By targeting your audience you can ensure that you are putting your product or service in front of people that are inclined to need the product or service that you are selling.

If you place your product in front of people who do not meet the demographic profile that suits your product, then more than likely you are not going to make any sales. After all you would not market feminine hygiene products on a site that is all male. Nor would you market a dating service on a site dedicated to married couples. You need to place your web video in front of people that meet the demographic profile. Below is a look at the demographic profile of video social sites.

Blogging And Web Videos

Blogs have become a popular way for people to promote their businesses. More and more blogs are being created everyday. Pictures and narrative texts help to display a product for sale or a service that is being offered. The thing is though that with so many blogs being created on the internet now, it is hard to make your blog stand out from the rest and drive customers to purchase your product or contract you for your services. If part of your job is to recruit new workers then your blog really must stand out from the crowd.

One of the best ways to get your blog to stand out is to use web videos on your blog. By placing web videos on your blog, you can grab your viewers' attention because you are offering them something fresh and unique. Videos are a proven way to get more information across to a person than pictures

and text. While pictures are viewed better than text, they do not offer a lot of information. Therefore, you need text to accompany the picture.

The thing is though is that it can take a lot of text to share the same information that a short video can. No one wants to read that much text and will probably move on before they have read all that you have written.

Videos allow you to quickly share this information before you viewer moves on. This is what you are wanting when it comes to sharing information on the internet: share the information before the viewer moves on. Sadly though most viewers move on before every fully know what it is being offered to them.

While videos can enhance your blog and help it stand out, you do not want to clutter it up with just videos. You still want to place short and informative text posting as well. Implement the videos with short text posts and you will be offering your viewers something fresh and unique. This in return will help to increase your sales of your products.

You can use many great free blog sites out there. You need to make sure before signing up that the site allows videos to be placed in the blog. Sometimes this requires you to know some html coding to do. (see page 33 for more info on this)

Don't forget you will need to promote your blog. The best thing with placing videos into your blog is that you can promote your blog in places that you might not be able to promote your actual website at. This will give you a completely new line of potential customers to get your product or service in front of.

To make sure your blog is successful in promoting your website:

1. Use videos that are short and drive your message home.
2. Make sure your videos are fresh and unique.
3. Do not clutter your blog up with a lot of videos. Add in some text posts and still pictures.
4. Personalize the blog to fit the mood of your company's website.
5. Keep your blog and videos on a personal level so that you draw your viewers in.

Using Web Videos To Train Employees

Web videos that are created for training purposes are the latest in technology for businesses. This is true for the businesses that hire employees to telecommute from home. You can create one video that can be viewed by all employees directly on the business' website. More and more companies are going this route when training there employees. There are many benefits to

using a web video to train employees.

For starters, people tend to respond better something that is visual. If you send out a training newsletter or place a page on your website for training that is text, you run the risk of some of your employees not reading the whole thing or skimming over something that is important. With a web video, they use their auditory senses to learn with. You can also take the time within the video to emphasize on key points that need to be addressed without risking employees skimming over this.

Not only may an employee skim over something that is important with text instructions, but your employees are busy people and a video can convey more information quicker. This means less time training and more time working. Your video can also show computer screenshots and include a visual step by step demonstration to ensure that your employees see exactly how to do a specific job.

By using a web video to train employees, you can cut down on overhead cost as well. When you bring your employees in to the office to train them, you have to pay someone to train them, pay them for their time there training and other expenses that you really do not need to pay out. In addition, web videos can stay on the site to allow employees to keep coming back to watch the video as many times as they need to. This is something that your employees cannot do if they were trained face to face in an office.

For the use of web videos for training, you have a few options. You can create the training video yourself and have greater control over the video production. However, the downside is that it can be quite an undertaking that requires a lot of time.

You can contract a professional company to create the video for you. By contracting out the production of the video, you will get it done professionally but it will cost you a good bit of money to do so.

Web Videos For Small Businesses

Web videos are a great way for small or new businesses to get their name out there. The more that people see and hear your name the more your business will become a household name like the bigger companies. Unlike the bigger companies, most small or new businesses do not have the capital to produce television commercials. Web videos reduce the amount of capital that a business needs so that they can create their own commercials, infomercials and other such videos.

Many teaching methods teach that to make your business a success you need to gain new customers and land the sale. This sale is either the sale of your product or the sale of your service. Marketing your business plays a

large role in its success. Utilize all forms of marketing such as your business website, a blog, using social sites to network with people and web videos.

Statistics show that 30 percent of all new small business will fail. No business owner sets out to see his or her business fail. However, the lack of marketing and potential customer interest can lead to failure. That is why the use of web videos is important to your success.

Make sure that not only do you create a fresh and unique point driven web video but also that you market that video everywhere that you can. Get the video online and then get it seen by viewers.

The importance of using a web video is to get people to see what it is that you are selling, whether it is a product or a service. You need them to hear your name and get familiar with this name. Your video needs to be something that viewers can associate your name with. This helps for when they are thinking of a product they think of your company or they are in need a service, they will think of your company.

Examples of this are when a person starts thinking about taxes, they will think about H & R Block. Because H & R Block has done so much to promote their name and used commercials and ads that allow viewers to link their name with their service. Alternatively, when a person thinks of vacuum cleaners they may think of Dirt Devil. There reason is that Dirt Devil got their name out there and in front of potential customers. Their ads and commercials are geared around the vacuum cleaner and how well it performs.

The above examples show you how well getting your name out there can help your business. Watch commercials on the television and try to incorporate some of the techniques used into your video. You can film yourself using one of your products and make sure to mention your company name as often as possible. For those selling a service create a video of you discussing what it is that you do and mention your company name often. You can use flashing text that flashes your company name or website address on the screen as well. It is proven that flashing text will get a viewer to remember what they are seeing better.

Embedding Videos Into Your Web Pages

When you place almost anything into your website there is a code that tells the web browser what to display. There are several codes that a website uses to give these commands. The most popular that almost anyone can use is html. This is the html code that is used to embed videos into a webpage:

```
<EMBED SRC = "filename.extention" WIDTH ="200"  
Height ="100" AutoPlay="TRUE"></ embed>
```

The 'filename.extention' needs to be replaced with the file that you are embedding on your webpage. The width and height can be adjusted by lowering the numbers or increasing them. This will tell the browser at what size to display the video at. Where it says Autoplay, you can put true or false. True means the video plays non-stop and false is where the video plays only one time.

You can put the video code almost anywhere on your page, just make sure that it is within the body tags (`<body>`) of your html code. Just place the code where you want the video to show up on your webpage. If it is not showing up where you need it to, then just remove the code and place it in another spot. Sometimes you may have to use the page break code (`
`) to get the video to move lower.

Furthermore for those that are not familiar with html coding, the / is what ends the code. So make sure that just like the code above, `</embed>`, that you end the code. Not ending the code can cause some undesired results. In addition, the code must be written out in the exact order in which it is above to ensure that your video is embedded in your website and viewable to your visitors.

What Are Ya Waiting For?

What are you waiting on? Start using web videos to promote your product today!