

Why your business – big or small – needs video

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People often say, “I couldn’t possibly do a video” or “I don’t have that kind of money”. They also say “My website is outdated. Why would I need video?” Unfortunately, these comments are more common than you think and it’s holding businesses back.

Video marketing dominates the Internet, social media, and of course television. It’s the number one tool for marketing effectiveness. Your approach can be as big or small as you want. The purpose is to tell the story of your business product or people in the best possible way — by emotionally connecting with customers and investors. It’s been proven that video fosters trust and confidence in leadership and product effectiveness. When you can create a connection with your brand, products and people, you’ll soon see an increase in sales or investments. Video is also fun to make. Leaders and staff have fun producing their own “little movie.”

Here are the questions you need to ask yourself when considering video marketing:

- ***What’s the story you want to tell?***
It’s important not to simply show off a product or service. You need to tell people how you offer solutions. The “ta-da” factor may have worked 10 years ago but it isn’t as effective now. Be sure to also define your goals and expectations e.g.) drive sales – by how much?
- ***Who is your target audience?***
The message has to be tailored to the target audience (age, geography, etc.) otherwise you’ll miss the mark.
- ***What’s your marketing budget?***
Work within your budget. Sometimes, businesses are at a critical crossroad. They have to make a financial investment in marketing or risk not seeing any growth. It’s always a tough call but with the right strategy in place it can pay off.
- ***How much time am I willing to commit?***
Determine how much time you or your designate can commit to supporting the production. Video production can be time consuming if not planned and executed professionally. Expect at least a few hours planning and a few hours to shoot. The more you put in the better the story.
- ***What’s your competition doing?***
I’ll bet your competitors locally, nationally, or internationally are using video marketing. Do you want to be an industry leader or follower?
- ***How do you want people to access the information?***
People spend hours on their smartphones and tablets. It may be your clients or potential investors are sitting in a conference room and you want to add creativity to your presentation. Video can be used across multiple platforms making it convenient and easy to connect with your audience.
- ***How will you measure success?***
It’s a difficult question to answer but it is necessary. You should never do a video just because others are doing it or because it’s the thing to do. You need a strategy and you need to know your ROI. If not, you’re wasting time and money.

- ***How will you select a service provider?***
You can place an advertisement seeking proposals for service or post on your web or social media pages. Member associations can also assist in spreading the word. Be sure to clearly define the scope of work. Video producers want to know the length of shooting times, locations, and major expenses ahead of time in order to provide the best quotes. A clear and firm production schedule and final delivery date will ensure your project gets the attention it deserves.
- ***My friend or family member can shoot really good iPhone video. Will that work?***
That depends on how you want your business presented. There are a lot of great videos shot via smartphone or DSLR cameras, but it's usually an experienced hand who's getting the shots and making sure the audio is clear. Casual video works in some cases but typically the videos with the best ROI are planned, written, shot and edited by professionals focused on your strategy. Would you hire someone other than a dentist to pull your tooth? Exactly.

People love video. It allows them to quickly, and conveniently attach themselves to your business and your brand at an emotional level. Video is the most powerful marketing tool at your disposal.



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