

Digital Video Marketing Strategies

Engaging – Nurturing – Dialoging

In today's social media marketing environment we've moved from pushing our messages to prospective customers to allowing them to find our businesses as they search for solutions to their everyday needs.

Online Video as an Engagement Tool

Social networking, blogging, micro-blogging and bookmarking may be unfamiliar terms and even more unfamiliar technologies, but the underlying driver is a need to engage with others in the search for information and resources. Starting out as a way to meet social needs with a wider network than face-to-face networking provides, social networking on the internet has evolved to meet our operational networking needs as well, that is the search for information and resources on products and services.

When we need to find information on products and services we often turn to the internet to search for them. When making our decision on which product or business best meets our needs, we often turn to our social network for advice and testimonials to make and validate our choices. This is where digital video can help more prospective customers find you, your business, and your services.



130 Million Viewers Per Month for Online Video (www.nielsen-online.com)

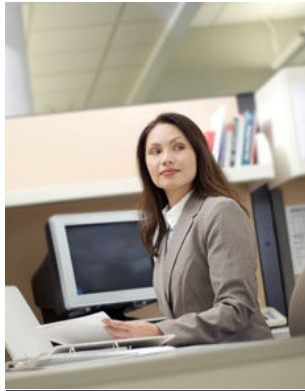
Eyes on the Internet - Viewer Demographics

They're out there, watching online video on a daily basis, 191 minutes per month according to Nielsen research. With that many potential viewers, digital online video can be a powerful way to engage with your potential customers.

They want to see it, and more importantly, they want to share it. Having a pool of 130 million viewers per month, potentially watching your online videos, could make a significant impact on your marketing efforts. Get them engaged watching, sharing, and talking about your business.

Beyond Engagement - Nurturing Converts them to Customers

Once a prospective customer finds you, they need to research your products, services, and your business to decide who will best meet their needs. This brings in the second use of online digital video, nurturing your prospects into customers.



Digital Video is active, measurable, and cost effective

Information Is the Catalyst for Converting Prospects to Customers

Finding more cost effective ways to demonstrate the value of your products and services is critical in today's environment of shrinking marketing budgets. Digital online video leverages your investment in ways simple text and graphics cannot. If one picture is worth a thousand words, then how much will 30 of them per second be worth?

Yes, you're reading this and printed communications won't go away because of digital video. Consider this however, if seeing your products in action or making your pitch in person have been effective nurturing tools, digital video can capture that success and leverage it across hundreds of viewers. Prospects that you might not be able to reach with a product demo or sales call. Investing in a digital video once allows you to use it repeatedly as part of your nurture marketing campaign online or offline in other marketing programs.

Dialog with Your Customers Keeps Them Returning

Success stories are compelling and critical to building your brand and reputation as a business that delivers exceptional customer service. Getting the story out to as wide an audience as possible is the challenge you face. Again, digital online video offers a cost effective and powerful solution.

Customer Service as an Investment

Why not leverage your customer service costs as an investment in building your brand? One customer may tell several about their exceptional service experience with your business. Putting that testimonial in digital video allows that customer to tell hundreds about you, and does so in a compelling, interesting, and shareable format. Spread the joy and keep the dialog going across your marketing and sales efforts.

There are many ways to keep the dialog open between your business and your customers. Consider the types of questions you answer most often for new customers, or about specific product features, or service offerings. Can you capture those answers in digital video and leverage them to a wider audience? Perhaps some customers are embarrassed to ask, diminishing their experience with your brand. Would they be more comfortable watching a video on the subject and now become an advocate for your products? The possibilities are endless and the benefits are real. Leverage your customer service investment to its fullest extent with digital video.



**Success stories
Instructional Videos
Expert Presentations**

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