

Enhancing Your PR Program with Video

Reasons to Use Web Video

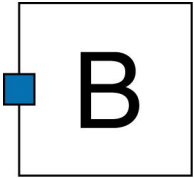
1. It improves your searchability online and helps keep you competitive with other companies
2. If you have a highly technical product or multi-step service process, using video can help you describe them easier and faster
3. It's more engaging than having only text all the time. Variety is the spice of life!
4. Some potential customers might be more in-tune to receiving information visually in video format

As the importance of using visuals in news-telling continues to grow, it's imperative to take a good look at video as a PR and messaging tool. Video has become an integral part of PR, not just for large consumer companies but for business-to-business enterprises as well.

Creating, editing and posting videos is becoming easier than ever and using video can be a relatively simple way to add that extra "oomph" to your PR efforts and help your company get noticed more by search engines.

Whether you post a stand-alone video on your website or create your own channel on YouTube ... or both, by considering the tips below, you can be on your way to effectively integrating video into your business communication efforts:

- **Who is your audience and what are your goals?** All video is not created equal. It needs to be integrated into your overall PR plan and it has to make sense. Who is your audience? What is the most effective way to have them see your video content? Are you trying to educate your audience? Spur them to action? Try to determine what you want to accomplish up front.
- **Short and sweet.** Keep videos under a few minutes. Even though video content is becoming exceedingly popular, people don't want to sit through long viewings and deal with buffering issues. Better to have a series of short and focused videos than one long one – people take information in sips, not in gulps.
- **Key into the creative.** Using video adds dimension and richness beyond the written word, so be sure to infuse some creativity and personality into it. Don't just upload B-roll that you have on file. With so much competition on the web, you need to catch your audience's eye while still being informative ... or they will look elsewhere.
- **Quality.** Interviews and product videos aren't expected to be Oscar-winning art pieces. But some effort should go into video quality, direction and overall editing. Just like any other PR you do, what you put out there has a big impact on how you're perceived. That being said, quality videos can be created inexpensively using free editing software and other tools.
- **Cover all your bases.** Be sure to publicize your video offerings across all available channels – and provide links – via your website, LinkedIn, Twitter and Facebook pages, in press releases, e-newsletters, e-mails, and so forth. There's no point in creating the content if you don't get the word out.



Topics to Consider for a Video

- A message from your company CEO or another top executive, addressing an issue or making an announcement
- A product demonstration
- Launch of a new product or service
- An interview with a company expert on a trend or issue
- Footage from a trade show or conference
- Testimonials from customers

Examples:

Some of examples of how some companies are using videos via YouTube in their promotional efforts.

- **Johnson Controls YouTube Channel:** <http://www.youtube.com/user/JohnsonControlsInc>
- **Ford Motor Co. YouTube Channel:** <http://www.youtube.com/user/fordvideo1?blend=5&ob=4>
- **NAIAS Videos on YouTube:** http://www.youtube.com/view_play_list?p=D3E6287274B78587&search_query=NAIAS

An example of B2B web video going viral:

Cisco "Don't Have a Meltdown"

Cisco used Web video to promote its unified mobile communicator service to their IT and business-oriented audience when its "Don't Have a Meltdown" commercial went viral on the web. The video that was used, which featured a business man having a breakdown in a hotel lobby because he was unable to contact a coworker, was humorous and drew viewers attention ... but also hit a nerve by addressing real-life problems that business people often have. The video ended up having more than 80,000 views on YouTube and was discussed in-depth on B2B blogs.

Cisco has used Web video for other product launches and is diligent in promoting the videos on its other social network pages such as Twitter and Facebook.