

Video

Video can bring your website alive and will increase the chances of your website being found by potential customers. It can enhance your copy (see separate worksheet) to make it easier for you to sell the benefits of your products, services or company.

Remember; YouTube is the second biggest search engine, so an effective video can be seen by people across the world. This can be a fantastic advertisement for your company and more affordable than many other marketing tools!

Video content needs to add value; time is a valuable resource, so people should benefit from taking the time to watch your video.

How can I use video?

What expertise do you have that could inform a series of 'top tip videos'?

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In what other ways could your company effectively use video?

Product demonstrations Highlighting the 'best of' your company's recent creations

Showing the personality and values of your company Promoting a desirable lifestyle

Video testimonials Other

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Which of the above options are the best for meeting the needs of your avatar (see separate worksheet)?

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A mix of the options is great. Now, plan a video diary to ensure you have a schedule to add regular fresh video content to your website (and YouTube!)

