

Video for Business©

Introduction

Many people have the impression that video is for weddings, graduation and school concerts. And yes, video can capture the memories of such events for posterity. Few realize that video can make an important contribution to their business. With advances in video technology, costs have come down and video solutions very affordable, even for small businesses.

In this article we will explore some of the applications of video in business.

Marketing

For years television has been the main vehicle for video marketing and it is rather expensive. We have all seen how effective a short ad on TV can be if it is well done. Today there many other ways for a business to reach their target audience through video: video on your website, video hosting services like YouTube, social media like Facebook and Twitter, and promotional DVDs.

Video should not be considered in isolation, but needs to be integrated in your company's marketing plan as one of many marketing tools.

As with any marketing project, you should consider what the objective of the project would be: creating brand awareness, launching a new product or service, and so on. This will have an influence on what kind of video needs to be created and how it should be distributed.

Product and Service Support

You might have an excellent product or service, but if the client does not know how to use it effectively, the perceived value of your product is reduced. A video that tricky concepts can help your clients tremendously. It will also enhance your reputation as a company that values the needs of its clients.

Such support videos can be made available online through your company website, or made available as a DVD. While DVDs are slightly more expensive, they do allow your company to add extra information about your company and other products and services that your customer might not be aware of.

Staff Training

Video is an excellent way of delivering training. This is of course not a new concept and many companies still have training videos on VHS tapes. With DVD and Internet technology there are more options available for easy distribution of the training and to allow for interactive training.

Training on video can be a real cost-saver for businesses with a large staff turnover like restaurants. Where you have front-line staff who work with the public, video training can help to encourage your staff to maintain high standards.

Company Events

Most companies have events like conferences, trade shows, and staff parties. These are all potential applications for video. For example, when an important person retires, a video of the person's activities in the company could be projected at the retirement party. The video could be a collage of photographs and video interviews and could be placed on a DVD as a gift for the person who is retiring.

Extracts of such company event videos can be used in many other applications such as staff recruitment and orientation. They could also be included in your social media presence as a way of giving your company a "human face".

Public Service

It is important for your company to be active in the community. Video in the form of public service announcements, your involvement with charities and so on will help to make your clients aware that you are not just out to make money.

Relationship With Your Videographer

Large corporations will work with marketing agencies. This approach can be very expensive and often out of reach for smaller businesses.

There are many independent video service providers who can produce excellent video for your company at surprisingly affordable rates because they have lower overheads than the larger agencies. When considering a video service provider you need to do the normal due diligence.

The better the videographer understands your company, its objectives and target audience, the better he or she will be able to develop the appropriate video solution. So it is important to build a good relationship with the videographer, and if appropriate, involve him or her early on in discussions of a new project.