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**STELLAR STREAMING VIDEO CAN DRIVE SALES**

**By Alyn Edwards**

STELLAR STREAMING VIDEO CAN DRIVE SALES by Alyn Edwards

Al Galbraith and Associates, a real estate marketer who turns dying industry towns into thriving recreational and retirement communities, commissioned a promotional video as an added feature for his company's website. The video has been down loaded 30,000 times by Internet users. In fact, Galbraith's Internet campaigns to sell homes from Tumbler Ridge, British Columbia to Plattsburgh, New York are so successful, the company has cut back its traditional advertising. Here's how streaming video promotes your organization online.

**IT IS A GREAT USE OF INTERNET TECHNOLOGY.** Greater numbers of web users have the capability of downloading video and find it a novelty. Short videos of less than five minutes can be downloaded in a short time, depending on bandwidth.

**YOU CAN TRANSPORT POTENTIAL CLIENTS TO YOUR PRODUCT.** As a customers, you don't need to fly across the country to see real estate when you can get a 3-D perspective on the homes, the community and the geography as well as meeting residents and buyers from an online video.

**VIDEO IS PERSUASIVE.** Because video can incorporate the spoken word, music, maps, digital effects and moving images, the user experience is much more intense and when, well designed, very compelling. Testimonials have more punch when spoken by the happy customers.

**THE COST OF DISTRIBUTION IS NEGLIGIBLE.** In contrast, imagine the cost of producing and delivering 30,000 videotapes around the world.

## STELLAR STREAMING VIDEO CAN DRIVE SALES

STREAMING VIDEO POSITIONS YOU AS LEADING EDGE. Many customers see a company's innovation as evidence of its ability to be creative and effective. Taking the technological lead in your sector may give a lead in sales.

>From a public relations perspective, however, there are a few things to remember to ensure your video does what you want it to.

THE HEAVY SELL MUST BE KEPT TO A MINIMUM. Despite appearances, your streaming video is not a commercial. At least it shouldn't be a hard-selling pitch for business. The Internet is still an environment where overt commercialism is frowned upon. Take a journalistic approach and create a video in the style of a news or documentary

item that might play on the six o'clock news. Users want information and won't take kindly to downloading hype.

THE PRODUCTION QUALITY MUST BE HIGH. This not the time to bring out the family video cam and become a filmmaker. Hire video producers who know what they are doing. And a word about budget. You need not spend tens of thousands of dollars for the finished product especially if you take the journalistic approach mentioned above.

Through streaming video, Galbraith reaches customers he might not through traditional advertising and he touches them in ways a brochure could never do. His streaming videos do all the talking and, for the price of a single full-page ad in the local daily paper, he has produced a tool that can close the sale all by itself.

If you want to see it in action, check out <http://www.selectpropertygroup.com>.

Alyn Edwards is VP and news director at Verus Public Relations (<http://www.verus.com>). A 30-year veteran of print and broadcast newsrooms, he heads up the in-house production team. He has a special summer PR package to introduce organizations to the promotional power of the media and the Internet.

### **How Video Can Be Used Effectively Online**

**By Marie-Claire Ross**

A powerful way to convey your communication messages to your audience is to be able to have your promotional video available on your website.

## STELLAR STREAMING VIDEO CAN DRIVE SALES

Yet, we have probably all experienced visiting a website and clicking on a video only to have to been irritated that the content is not viewable or that the sound is inaudible. The result is we leave the website in frustration.

So how do you make sure the video content on your website can be watched by your audience? It all boils down to how you want your viewers to access your video file and the level of video quality you want your movie to be played at.

There are two different ways of sharing your video file on the web:

### 1. Streamable Video

This is where the viewer is able to download sections of your video (otherwise known as "streaming"), while the video is playing. The main benefit of this method is that the user does not have to spend time downloading the complete video before viewing.

There are three major streaming video formats - RealVideo (RM), QuickTime (MOV) and Windows Media (WMV). These are playable on Real Player, QuickTime Player and Windows Media Player respectively. Windows Media Player is widely available on most PC's as it is part of Windows Operating System. The other players need to be installed.

The only negative with streamable video is that the quality of the video is dependent upon Internet connection. In addition, it has the annoying habit of dropping video frames because the streaming software has to adjust the data rate based on the speed of your Internet connection, in order to keep playing the video.

### 2. Download and Play

This is where the viewer needs to download the entire video first, then play it on their video player application. The main advantage is that the video quality is not affected by Internet connection speed.

However, it can take some time for the video to download if the file is large.

So which format do you choose?

In a world where first impressions always count, it is ??? important for companies to appear professional and trustworthy at all times. Marketing videos with poor picture quality are likely to reflect a poor quality company in the mind of the viewer. Consequently, we always recommend the download

and play option. This is because it allows for high quality video content to be viewed.

However, as you don't want viewers to give up on downloading your video, we only recommend that short video clips are inserted onto your website.

This means your website users will be able to download a short video at a high quality picture

## STELLAR STREAMING VIDEO CAN DRIVE SALES

resolution that will portray your company in the best possible way.

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Marie–Claire Ross is one of the partners of Digicast. Digicast works with organisations who are not satisfied that their marketing and training materials are helping their business grow. She can be contacted on 0500 800 234 (Australia wide) or at

. The website is at

How Video Can Be Used Effectively Online

Musicians discover right now how to quickly and easily create "Streaming Audio and Video" like a pro!

Turn Benefits Into Sales with Streaming Media

Creating Value With Streaming Video Content

You can download music videos from several music services online

How To Find A Topic For Your Ebook

File Resource Meter Software

Carefully Crafted Sales Emails And Web Copy

Home Vegetable Garden

Palmistry



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