

Grow Your Online Presence With Video

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The Future is Video

- Tell your unique story succinctly.
- Control your message in a dynamic and persuasive way.
- Add video to your website to improve search rankings.

Share Your Video

- Host your video for free on sites like YouTube and Vimeo.
- Share links to your video channel, video and website via social networking and e-mail.
- Embed your video directly on your website and ask others to embed it on their website.
- Create catchy titles and descriptions for your videos. Don't forget keywords!
- Track results on each social network. Each has their own means of generating statistics. Know how to access them and generate reports.

Develop a Media Strategy

- Choose your hosting platform (YouTube, Vimeo, etc.)
- Choose social media venues (Facebook, Twitter, Google+, etc)
- Create an online profile consistent with your image.
- Leverage the privacy settings for each online venue.

Create Content That's Fresh, Succinct, and Persuasive

- Define your audience: buyers, investors, employees or other stake holders.
- Have an objective: Sell the video or let the video sell a product.
- Remember: success is in the script.

Production Ps and Qs

- Use a tripod and pay attention to lighting, staging and framing.
- Clear audio means almost never using the camera's built in mic.
- Use royalty free music and sound effects.
- Compress the final product to a file size that can be streamed over computers and wireless devices like smartphones.

Lights. Cameras. Upload!
The web is ready for you!