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Business Ad 101: Things to Consider when Marketing Your Business Using Video by [Rose Ector](#)

Article published on June 14th 2012 | [Internet](#)

For years, business conglomerates have been utilizing videos to advertise their products because it's cheaper and relatively easy to create. As some people are too busy to read through pages of product and service information in your website, they prefer a more convenient alternative to acquire information, and video hosting can provide just that. If you're planning to market your business on the web, here are some important things you need to consider:

Offer videos for a reason.

You shouldn't just record a video for the sake of having one on your site; you record it because you want your audience to know more about what you're offering in a less boring way than having to read through black and white text. Try to offer a valuable tip, resource, or trivia to make the presentation more informative and memorable. It is also recommended that you include at least two Frequently Asked Question (FAQ) and two Should Ask Questions (SAQ).

Emphasize your call to action.

Your video must give clients a reason why they should visit your site. What's really in it aside from the business product you're offering them? Will they get any freebies, discounts, or bonuses? Keep your video focused on how it can provide excellent products or services to the customers and you'll have a surge in visitors and potential customers in no time.

Don't forget to tag.

Never underestimate the power of tagging as your tags will make it easier for search engine spiders to find you on the web, making your site highly visible to visitors. Online video hosting would of course require you to upload your video, and when you do, remember to use relevant and informative keywords for video titles or descriptions.

Address customer feedback.

Let your customers know that you care about them by adding interactive customer feedback tools in your online video platform. Some video hosting sites offer them for free, but you also have the option of asking your video company (if you have one) to help you customize the tools. As you know, feedback, regardless of its nature or whether it is good or bad, is essential because it will help you learn about your business's strengths and weaknesses as perceived by your consumers.

Hire a video spokesperson.

A video spokesperson for online video platforms is the face of your business campaign, and is therefore responsible in winning over more customers for you. The clout of your spokesperson depends largely on reputation, so it's crucial that you only hire the best. Additionally, he or she must appeal to your specific target market and must forge a solid connection with the viewers. Visit mashable.com/2010/12/12/marketing-web-video/ for more information.

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Article Keywords:

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