



Why Web Video Works

The 'hot trend' of Video and Social Media Marketing is becoming a rapidly-developing area due to the ability to **track and measure** the effectiveness of online campaigns. The relative low-cost of producing video and implementing social media campaigns online mean that the **targeted reach** has become massively more effective.

This is how it works.

In the UK more than 22 million people use the internet each day. People increasingly seek out the 'rich content' of video

A recent survey by Forrester shows that web video provides a **huge boost** to Search Engine Optimisation. That's because Google's web ranking system, "Universal Search", sorts results according to images, maps, books, news, and **video**.

A page with video is 50 times more likely to rank on the first page of Google.

*And remember **Content is king**.* For the message to resonate, the audience must be **engaged**.

Video is at its most effective in the form of:

- advertising and branding
- product demonstrations
- training
- viral campaigns

Social media networks are then used as part of the distribution process for video via specific targeted channels:

People watch...Engage...and **share** through a **range of online networks**.

Peer-to-peer recommendation is increasingly seen as the most effective methodology for selling products and services. Crucially, it is a flexible process – whether the targets are local, national or global. It can also be adapted according to the budget available.

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