

## Why Video?

In the last few years, online video has exploded. A recent 2011 study from Cisco Systems reported that 91% of web traffic by 2013 will be driven by video. Today, video accounts for over 50% of web content added every day (YouTube).

Video influences purchase decisions. According to Forbes (2011), 65% of business leaders take action based on video.

Video is a human medium. Businesses must use it to *connect* with audiences, rather than push products and services.

In the last year, SNCR Founding Fellow Kathy Klotz-Guest conducted research with over 125 companies (big and small) on their usage of video. This is a compendium of key findings.

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## Online Video: Best Practices for Business

**Plan, take risks, experiment, and learn:** don't get hung up on "viral." Viral is not a strategy. You need to flesh out your objectives so you know how to measure success. Even with plan you need to take some risks. There is no formula for success.

**Have a personality.** This is video – not written copy or PR spin! Create your own template instead of copying others' successful videos. Engage your audience.

**Start with a human story** that people care about (not your brand or products). Respondents who felt they had been successful by their own standards used video as a chance to tell a narrative that is bigger than the company. In other words, it was a chance to connect with their tribe about their human challenges. Check out Grasshopper's story of 'entrepreneurs.'

**Keep it brief** and simple (videos over 2 minutes experience high click-out rates).

**Empower the best storytellers in your organization** and outside of it (your biggest fans, partners, and employees closest to the customer as opposed to the C-suite).

**Humor and fun work**, even for serious issues! It creates a human connection. Check out Cisco's Valentine's Day video or IBM's Art of the Sale.

**Create segmented content for specific, targeted communities.** For example, Goodwill Industries, Inc. created content for bloggers that love to redecorate using recycled items from Goodwill. In doing so, it created engagement on a larger scale.

**Explore scrappy.** Even though most business video today is "produced," we found a readiness to use more unscripted content that feels authentic and less "produced" even among large organizations. Great content trumps production.

**Be flexible on measurement.** It can be hard to tie video efforts to actual sales (especially in b2b), so consider other metrics besides "views" that show progress on your objective: comments, engagement, and other calls to action. As one participant said, "we view our videos as conversation starters, not an end game."

**Manage distribution, integration and cross-promotion.** Businesses must get their great video out there! This requires SEO, active promotion of videos, content partnerships for distribution, "subscribe" opportunities on YouTube, and integration of your video across all content channels.

**Tie video to lead generation and to specific calls to action** (for example, connect video to a "donate" button (non-profits) or "download" link for more information and white papers if appropriate so that your business can follow-up later). What do you want people to do after seeing your video? Be specific with your calls to action.

### **Some great uses for video:**

- Customer testimonials
- Just for fun (show a human face)
- Tell great stories
- Talk to your business passion
- Tradeshow interviews
- Book reviews
- Social causes that show passion
- Showcase employees
- Let your fans talk

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