

Top 5 Reasons to use Video on your website

Making the case for B2B and B2C companies to use Video on your home page.

1. Your Customer Expects It

Just like with other sales and marketing channels, your website visitor is savvy and has high expectations for what they will find on your website. eMarketer shows that Online Users continue to watch more videos and

	July 2009	% change*
Unique viewers (thousands)	135,977	14.2%
Total streams (thousands)	11,200,093	31.4%
Average streams per viewer	82.4	15.1%
Average time spent per viewer (minutes)	211.6	42.2%

Note: includes progressive downloads and excludes video advertising; *vs. prior year
Source: The Nielsen Company, "VideoCensus" as cited in press release, August 13, 2009

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spend over 42% more time watching videos online.

Today's internet user is trained to expect impeccable layout and design for your website and expects to engage in content that is the focal point of your home page. **A compelling testimonial or marketing video is a match for what your customers expect.**

2. Rich Video Communicates effectively in complicated, high trust sales

Whether you're a B2B or B2C company, your customer has a lot of hurdles to overcome in doing business with you. And that's the way it should be. Many of us sell and market complex products or services and our customer is making both a financial **and** emotional investment when they are considering doing business with you. A rich video is the bridge to your customer's emotional connection to your product or service. **The bottom line is that you can communicate the impact that your product or service can have on your customer's success and satisfaction through high quality videos.**

3. Your Customer see's you as the Expert and their Resource

Spend enough time in any Industry and what seems like "the basics" to you makes all the difference in someone's perception of your product or service. Your customers or clients have questions running through their head, not just about your services but about your industry. While they may have some sense of your offerings and the expected benefits to them, you have the opportunity to act as the liaison between them and your entire industry, a powerful position to be in. How? **Create a compelling video that engages with those "running questions". Watch your potential customers flock to your video and, moreover, start to take the next step in doing business with you.**

4. Users spend more time on your Home Page, resulting in Higher Penetration Rate

What is the point of laying out all of your service offerings, testimonials, resources, and contact information on your website if your users don't go beyond the home page? Web designers are constantly working on making their clients' home page (or entry page) more engaging so that users 'penetrate' to interior pages. **An effective way of achieving a high penetration rate is to embed a video into your home page and have it grab the attention of your user.**



In 2007 **ImageBeam** completed and launched **Stemedica.com**, a San Diego based Stem Cell Research company, website. ImageBeam produced four 'client impact' video's that were embedded into the home page navigation. These videos were designed to capture the attention and emotion of the visitors to the site.

ImageBeam also designed and launched the current **Stemedica** family of websites www.stemedica.com

5. Higher Conversion with Calls to Action

During and after the video is complete, you can layout calls to action (links to interior pages) that will allow you to convert visitors in to customers. Once you have wowed them with your video you can invite them to take the next step. For Example...

- Contact Us
- Schedule an Appointment
- Request a Quote
- Shop Online
- Watch another Video
- Read our Case Study
- Follow our Blog
- Meet the Owner

These are all relevant "calls to action" for your business that could be presented around and embedded into your video. There are many more that fit for your specific industry, business and way of communicating with your customer.

We hope these reason's give you an insight into why video is becoming a standard practice in Web Presence of any company.

*For questions on how video can impact your company's web presence, sales or marketing efforts, Contact **ImageBeam** for a **free consultation & strategy session**.(see contact information below)
For samples of **ImageBeam's** past video projects, visit our [Video Sample](#) Page*