

# Best Practices In Video Usage

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# Contents

Executive Overview	3
Video On Demand (VOD)	4
Webcasting	5
Virtual Event	5
Hybrid Event	5
To Consider	6
Statistics and Trends	6
Conclusion	7
About Cramer	8



## Executive Overview

Despite the many recent technological innovations and cutting-edge advancements in how businesses and people communicate, there is one medium that continues to be the most effective, versatile and economical—namely video.

Granted, there are more networking tools and electronic communications channels available now than at any other time in history. Whether it is social media forums like Facebook, Twitter, specified blog sites, a multichannel marketing/communications campaign or high-end digital marketing program—people and corporations are exploring the best ways to get their messages across faster, clearer and with more compelling sophistication than ever before.

The fact remains that people know and learn best from what they see. Video remains the single most dependable audio visual medium for messaging. It is at the core of every major visual communications platform, and now more than ever, it can be produced in flexible applications to support any technological advances in, by far, the most economical fashion.

### FIGURE 1: VIDEO VIEWERS STATISTICS

According to a recent report published on eMarketer, the U.S. online video audience is expected to grow to 190 million people by 2012. That's 88% of the entire online audience. Furthermore, 80.9% of that audience is expected to be watching online ads by 2012. Believe it or not, that number is not very far out of reach. In 2008, 73.6% of the online audience was already watching videos, and 67.2% of the online audience was already watching video advertisements. See the chart below for more details.

#### U.S. ONLINE VIDEO VIEWERS\* AND ONLINE VIDEO ADVERTISING VIEWERS\*\*, 2007-2012 (MILLIONS AND % OF INTERNET USERS)

	ONLINE VIDEO VIEWERS*	% INTERNET USERS	ONLINE VIDEO ADVERTISING VIEWERS**	% INTERNET USERS
2007	137.5	73.6%	111.4	59.6%
2008	154.2	80.0%	129.5	67.2%
2009	167.5	84.1%	144.1	72.3%
2010	176.0	85.7%	154.9	75.5%
2011	183.0	86.8%	164.7	78.1%
2012	190.0	88.0%	174.8	80.9%

Note: at least once per month; \*downloads or streams video (content or advertising); \*\*views any form of video advertising (in-stream, in-banner, in-text) Source: eMarketer, November 2008

## Executive Overview (cont.)

Video is a solution that is being utilized in a wide variety of ways in conjunction with numerous ground-breaking technologies, yet despite these innovations, the cost of deploying video to achieve corporate marketing goals and initiatives is actually going down. This is especially true in the case of businesses looking for the best ways to archive content in “on-demand” capabilities and in building out virtual environments and solutions.

The challenging economy is forcing most companies to investigate ways of increasing overall marketing performance, or at a minimum, maintaining what they have already established, despite decreasing budgets and cancelled “face-to-face” marketing and meeting programs. The ideal scenario is for companies to maximize exposure to clients and customers who can’t attend these programs in person or come up with an alternative method of getting information disseminated when a “face-to-face” program has been cancelled entirely.

There are four main solutions to help achieve the essence of a live event program, when the event itself has been eliminated due to budget and other factors. The common thread for all of these methods involves video being captured, edited and then archived for use long after the information has been produced. These four solutions are Video On Demand Programs (VOD), Webcasting, Virtual Events and Meetings and Hybrid Events. In addition, there are other strategic uses of video in areas such as intranet sites, external websites, lobby monitors, tradeshow attract loops, and sales training and industry specific videos and animations.

## Video On Demand Programs

The scalability of video as a cost-effective communications tool is easily demonstrated through any of the above applications. In a Video on Demand program, content is produced to help businesses pump out quality messaging by using a templated and branded video production model. These can be messages from the CEO or key internal stakeholders, new product demonstrations or any other important topic that needs to be shared with a targeted audience. The video is shot in a studio setting and then made available via a website application such as Flash. Access to the content can be made public to all or securely registered via a password and access code. This application can be updated frequently and tailored to several different audiences at the same time.

## Webcasting

Another great way for a company to deliver a visual message is through the use of webcasting. There are several ways to approach this solution and most webcasts are either produced “live” in real-time or pre-recorded, edited and then delivered in an on-demand format. More and more large companies are employing this solution to deliver quarterly earnings calls, share internal communications initiatives and strategies and to reach out to customers, potential clients and investors. Webcasting offers a great combination of showcasing executive level speakers, embedded support video and PowerPoint visual aids, product demonstrations, live Q & A, real time polling, demographic tracking of attendees and broadcast quality production value. Once the webcast is completed, it is archived on a website and made ready for on-demand viewing for people who were unable to see the live broadcast or re-viewed by attendees who would like to revisit important information.

## Virtual Events and Meetings

Once webcasting capabilities are better understood by a company it opens up a terrific opportunity to evolve the process into a full-scale virtual event/meeting. This is a very economical option for any company looking to share their information and corporate direction without the expenses and planning hassles of airfare, hotels, venue fees and other logistics. A virtual event is a terrific way to bring audiences together through each individual’s computer screen. The same executives and keynote speakers deliver their content through streaming video or archived content, and the audience can participate in the same general sessions, breakout rooms and networking lounges — without stepping away from their office or laptop computer screen. The visual and technical quality of these offerings is growing at an exciting pace, and more companies are seeing the advantage of this as a cost-effective alternative.

## Hybrid Event

The final mainstream solution has been termed a “Hybrid Event,” and this is a creative combination of a virtual event and an in-person meeting. This offering features portions of a webcast along with some components of an in-person meeting. It could be satellite groups of clients watching together in different designated areas, all being connected via computer to a general session. Or people can meet with sales reps in groups of 10 – 50 people and then watch a product demonstration simultaneously with other groups around the country with live Q & A to follow.

## To Consider...

There are so many different ways to approach an individual marketing challenge, and video is certain to be at the core of any solution. There is always going to be a place for the face-to-face meeting, and nothing will ever take the place of a firm handshake and a smile. But the current economic conditions are dictating that there will be fewer of these types of events in the short term. So companies are looking for the best ways to simulate the meeting and stimulate discussions. Video is still the key tool to help showcase, explain and bring a virtual program to life.

## Statistics & Trends

Here are some statistics and trends that help explain what a difference maker video can be, and how versatile and effective of a medium it is. With the explosion of the YouTube generation of social media and networking, a visual image is clearly one of the most important differentiators in any type of corporate messaging. In terms of reaching customers and prospects, a well-produced video relays an ideal corporate image. Video also makes for a more compelling corporate presentation and helps connect people on an emotional level.

Video is easily translated into many languages for a truly global appeal and makes for a huge reinforcement for any printed collateral or in-person delivered materials. Studies show that effective use of video improves sales presentation responses and increases prospect conversion rates. In addition to showcasing products, goods and services in a most favorable light, quality footage can be re-used for multiple applications and slightly edited to reach a wider range of audiences at a small cost. From an internal standpoint, video can be used to help with employee training, benefit explanations, corporate procedures and conveys a consistent and dynamic message.

From a geographic and cost-savings perspective, a quality corporate video can immerse a far away prospect in a facility tour or easily demonstrate an otherwise difficult to showcase product such as the processes at a large physical plant, a complicated medical procedure or a safety demonstration for a highly-dangerous or risky environment.

From a time-saving perspective, every company has a top sales person, but that individual can only be at one place at one time. Captured on video however, that person can easily deliver the perfect message every time to hundreds of prospects and customers at the

## Statistics & Trends (Continued)

same time. Product demonstrations and corporate marketing pieces jump to life in a controlled setting with the optimum editing, music, graphics lighting and perfectly scripted and delivered messages. Once these videos are completed, they can enjoy a longer shelf-life as a Flash enhancement to a website an becomes and easily accessible intro video or impressive product demonstration

## Conclusion

It is important to remember that video still remains one of the most impressive, versatile and economically effective resources a company can empower to help promote their messages and achieve greater revenues. Once the full range of video usage has been fully recognized, marketing professionals can make themselves completely aware of the numerous internal and external applications of video, which will lead to tremendous maximization of marketing budgets and increased market shares.

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### Sources:

\*American University School of Communication, “Code of Best Practices in Fair Use For Online Video” \*The Nielson Company, “The Global Online Landscape”  
\*www.emarketer.com

## About Cramer

Cramer is a digital marketing and event solutions agency that fuses creativity and technology to design and execute experiences that move audiences.

For more than 25 years, the agency has helped the world's leading and emerging brands win and retain loyal customers, launch products and inspire sales teams. Reaching audiences online, offline, through emerging media and face-to-face, Cramer creates personalized, integrated marketing programs and events that maximize marketing impact—and their clients' dollars. Cramer's clients include Boston Scientific, Gillette and EMD Serono, Inc. Cramer is a privately held company. For more information please go to <http://www.crameronline.com> or visit their blog at <http://www.awidernet.com>.

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