

Volume 1 Issue 1
Spring, 2011

ONLINE VIDEO

if a picture is worth
1000 words...

Published by The Content Shop © 2011

netvideomaker.com

Video used to be Hard. Those days are over.

Introducing video to your messaging needs has never been easier. Pick an experienced technology partner, describe your objectives, then settle back and listen for a few minutes.

What can be done and at what cost is far different today from even just last year. Rather than attempting to develop an expertise in-house, set aside a half hour to talk with us, in person or by telephone. You won't come away ready to start your own video blog. But you will gain a confidence level in the ability of your organization to profitably implement new media, whatever your mandate.

We communicate routinely with the visionaries and the developers in leading edge suppliers to the video industry. We hear

their customer success stories and see the next thing thanks to being inside the tent. These connections generate ideas, creative approaches, budget-stretching solutions and measurable

output. Marketing, advertising, public relations and merchandising –if the message is directed to the Internet let us help to shape and deliver it.

The screenshot shows the netvideomaker.com website, which is a TurnHere affiliate. It features several testimonials from clients, each accompanied by a small photo of the client. The testimonials describe how video helped them in various ways, such as getting more online listings, improving their production team's professionalism, and increasing their visibility on social media. At the bottom, there is a call to action: "Go to www.digicorps.com/optometrist.htm and click the banner link to get started."

Online Lifelines

It's a confusing time for many people charged with managing the web face of the business, no matter the category. Professional associations, marketing consultants, dentists and optometrists are all struggling to understand how their web presence should deal with everything from social networking to search engine optimization to content management systems. Many suppliers offer to "do it all", and that can be tempting. As always the best response to these offers is to ask to speak to existing clients. These conversations not only test what you've been told, they are also instructive in the real world experience they impart. Did the investment in search engine optimization pay off? Do you get increased action from your email campaigns? **Take advantage of the experience others have paid for.**

Whatever you use to generate an audience, content, as they say, is king. The effort to bring eyeballs to your site is wasted if they aren't engaged on arrival. Video offers that engagement. The majority of visitors want their information in audiovisual format. And they respond to it in dramatic fashion.

(continued on pg. 2)

Inside this issue:

Online Lifelines—picking a partner—continues on	2
Offer to Professional Associations	2
Schedule a telephone meeting	4

What's on our website:

- Video samples
- Current research results
- Products & Pricing
- Client Testimonials

Online Lifelines - cont'd from pg. 1



- On average, videos increase sales by 30% according to testing performed by Innovate Media.
- Some 52% of viewers take action after watching online video.

New tools allow for adding interactive “hot spots” to let viewers choose to download documents, visit web pages, make contact or read additional information. This invitation to be more engaged in the content is taking visitor response to unheard of levels, up to ten times more engagement than for video without interactive options. And the investment required is as shockingly small as the results are big. One **Netvideomaker** package offers up to three online video segments at any time for an investment of hundreds versus thousands. When you take a video down you’re free to put another up, keeping content fresh all year long. Think of it as your virtual audiovisual department ~ all of the service at a fraction of the cost.

Our Program for Professional Associations

Associations exist to represent and to provide benefits to their members. We understand the constant imperative to deliver more for less. Discounts for everyday commodities are one expression of a benefit. Access to strategic business tools is an even greater value-add benefit. Partnering with **Netvideomaker** allows an organization to demonstrate a significant benefit to its members.

Video content online has demonstrated itself as a highly effective tool for attracting prospective clients and engaging them in a dialogue about both simple and complex selling propositions. The first project is often a custom online video business profile that communicate the unique qualities of an enterprise in a way text and print material alone cannot. **Netvideomaker** has the network to produce these short,

attention-grabbing presentations across Canada, at a cost we know from experience to be a very welcome surprise.

Our value-add components to you include:

- * A technology partner that devotes full time attention to the digital marketplace;
- * Routine communication to pro-

- ▶ a great price
- ▶ a “must have” marketing tool
- ▶ a cash rebate

vide an expanding information resource;

- * A vehicle to collect feedback from all participating member clients to continue to refine the benefits to

subsequent members – and prospective members;

- * Access to many other digital marketing tools.

How it works:

- * Members schedule a shoot at their place of business
- * Our professional filmmaker spends up to 90 minutes at the site
- * The resulting edited video profiles the member’s business via:

1. presentation on his or her website;
2. distribution to selected video sharing sites and;
3. on-going marketing to prospective clients.

Another program produces video content without necessarily shooting any video. At very low cost, multiple video segments may run simultaneously on the site. One might promote a coming event, another a new product or service and a third explain a process or procedure. If we said \$75 per month plus production would that engage you?

The Power of Connection

If a single word could describe our modern world it might well be "connected". And what connects much of it is the Internet and the web that sits atop it. When we at **Netvideomaker** offer to produce online video business profiles for the members of Provincial and National organizations we don't expect an optometrist in Calgary to cover travel costs from southern Ontario. We use our connections, a network of proven filmmakers across North America who collectively serve tens of thousands of businesses wherever they operate. That is how we can offer professional video product, online for a year, for well under one thousand dollars. Our online business profile videos are a

walking, talking "About Us" segment – and why would anyone choose a picture or two and paragraphs of text when video is so accessible?

Once you have your profile online you look at other content that could be better delivered in video. Again, our connections allow us to offer a range of product at a cost completely impossible even two years ago. Imagine delivering assets as email attachments and having them turned into video, with text, narration, background music, maps, whatever is needed to deliver any given message across the web, without face to face contact and for a few hundred dollars. We can do that today. See page 4 to book a telephone meeting and get the full story.

Our Online Video Business Profile

- A 60-second custom video about your business shot at your location by a professional filmmaker in less than 90 minutes.
- Distribution to customers looking for a business like yours on Google Places, YouTube, Facebook, and more.
- Your own video business page optimized to get you more exposure on search engines.

Online Video eh? Canadians Rank #1

Measurement company **comScore** released information on the online habits of Canadians versus the rest of the developed world. Among their findings:

* Canadians spend more time online than users in any of the countries **comScore** tracked

* Canada was the only country in which users logged an average of more than 2,500 minutes online a month (almost 42 hours)

* Canadian users view more videos, with an average of 147 watched each month compared to 100 per U.S. viewer.

* It's estimated that about 21 million Canadians visit **YouTube** each month

* About 68 per cent of the Canadian population is online, **comScore** estimated in April, compared to 62 per cent in France and the United Kingdom, 60 per cent in Germany, 59 per cent in the United States, 57 per cent in Japan, and 36 per cent in Italy.

YouTube gets a lot of press for a company barely past its fifth birthday. In part it's because of its status as the world's number two search engine, surpassed only by **Google**, the company that owns

it. Older folk might be forgiven for thinking it ranks #2 because so many youngsters are watching skateboard and music videos and certainly there's a lot of that going on. But there's another reason more significant to anyone considering video in the business. We like video. We want to see stuff. We've been watching television since we could sit up. When most of us search for information we're happiest if it walks and

"When you connect the web to your TV, you're going to visit your website. Will you, and the rest of us, see quality video content?"

talks. Show me how to make that roast turkey. If I wanted to read instructions I'd dig out the cookbook.

Have you watched online video on the biggest screen in your home? It's becoming more and more common for us to connect the Internet to the TV set, and the easier it becomes the more of us will be doing it and trading the office chair for the sofa or the recliner. Here's how recent research breaks down the user categories:

* Frequent Users - the 16.8% that use a PC2TV connection to watch video on their TV at least once per day;

* Regular Users - the 21.4% that use a PC2TV connection to watch video on their TV a few times per week;

* Moderate Users - the 35.6% that use a PC2TV connection to watch video on their TV between once and few times per month, and

* Light Users - the 26.2% of PC2TV Video Viewers that use a PC2TV connection to watch video on their TV between once and a few times per year.

More than 38% of the folks connecting PC2TV are watching video on TV at least a few times a week. If you have a website you are going to be viewing it on a television set sooner or later. The day you get connected you are going to want to see what your site looks like on TV. If you don't have video of reasonable quality on the site that day you are, like everyone else who visits, going to wonder why. Does it make sense to wait until that day to understand the many ways in which online video can improve visitor experience and advance your business objectives?

A PUBLICATION OF
THE CONTENT SHOP
©2011

3575 Bathurst Street
Unit 504
Toronto, ON. M6A 2C8

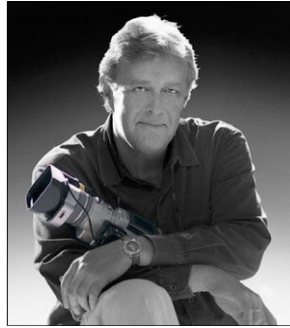
Phone: 416-823-3100
Email: david@netvideomaker.com
Web: www.NetVideoMaker.com

the content shop

Online Lifeline
Since 2001

Stay informed:
www.websitevideo.blogspot.com

Who We Are—What We Do



David Hurdon, Creative Director,
The Content Shop, Toronto

Netvideomaker creates informative and engaging video about our clients' businesses, services and products for presentation online, in email and beyond. We are a full-service firm that can plan, shoot, edit, format and distribute video to efficiently and effectively deliver client messages to target audiences. Staff to Board presentations, Town Halls, membership meetings, both recorded for on demand viewing and webcast live, are part of our experience and offering.

Video content online has demonstrated itself as a highly effective tool for attracting prospective clients and engaging them in a dialogue about both simple and complex selling propositions. NVM also acts as a technology partner that devotes full time attention to the digital marketplace. It is a certainty that in the next few years, every professional website in the world is going to offer professional video applications. Getting there is faster, better and cheaper than ever.

We want to answer your questions. Visit www.Netvideomaker.com. Look for the invitation (1) in the left margin to schedule a telephone meeting. A click here will take you to a new page (2) where another click will bring up a calendar. Pick a time and day, enter the number you wish us to call and an email address to receive confirmation of the appointment.

1

**Schedule a Telephone Meeting
Convenient to You**

Click [here](#) for meeting time options and to book a telephone conversation. We'll call you at the available time you select.

2

Use my online scheduling system to choose a convenient time for our call

Welcome! I am happy to make myself available for phone calls at selected times throughout the week.

Click the button below to check my availability and follow the on-screen instructions. Thank you.

Check Availability