



**Business Video
Can Be So Damn
Frustrating!**

Presented by



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Vipe Inc

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CEO
Haley Marketing



Agenda

- > **Is Video a Fad or a Trend?**
- > **What is "Business Video"?**
- > **Video Myths Debunked**
- > **Video Meets Staffing**
- > **The Devil in the Details**
- > **Making Video Work**



The Hype



Robert Kyncl
Vice President of Global Content Partnerships
at YouTube

90% of all web traffic will be video.

That's a huge, gaudy number designed to do one thing: **get your attention.**

It means video is everything, and **any business--big or small--that refuses to believe in video is taking a huge risk of being forgotten.**

Publishers are becoming brands, brands are becoming publishers... and it's all video.



The Numbers

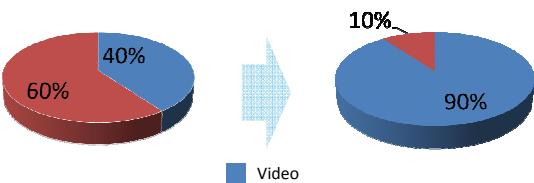


Internet video was 40 percent of consumer Internet traffic in 2010 and will reach 50 percent by year-end 2012. The sum of all forms of video will continue to be approximately 90 percent of global consumer traffic by 2015.



So What?

Buyer behavior is changing.



This is your customer's attention span.

Where do you fit in?



What is Business Video?

Capturing the Attention of Your Customers Through Video



In order to:

- Get found
- Generate leads
- Close the sale

While also:

- Building your brand
- Staying in control
- Max'ing your return



Video Myths Debunked



Myth #1 and #2

Video is Expensive to have Produced



Webcam <\$50



Your Phone



Tripod <\$20



FlipVideo <\$100




Myth #3

I Can't Email a Video File

ISP File Limit Sizes

- Comcast – 10MB
- AT&T – 20MB
- Cox – 10MB
- Bell South – 10MB



30 seconds = 34MB

vipe®

haley MARKETING

Myth #4

Candidates Won't Do the Video

Client

Your Firm

Candidate

vipe®

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Myth #5

Candidate Videos are Illegal

Title VII / ADA: Recordkeeping Responsibilities for Electronic Resumes, Video Clips / Employer Knowledge of Ethnicity, Gender, and Disability Prior to Interview

Posted October 5, 2004, Modified April 27, 2007

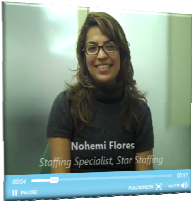
"...Under Title VII, it is not illegal for an employer to learn the race, gender or ethnicity of an individual prior to an interview. Of course, Title VII requires that all individuals be provided equal, nondiscriminatory treatment throughout the hiring process. If an employer representative observes a job seeker in a video clip, and either learns or surmises the person's gender, race, or ethnicity, such knowledge could increase the risk of discrimination or the appearance of discrimination. Employers need to take care in training hiring officials and human resources staff about the appropriate responses when gender, race, or ethnicity are disclosed during recruitment. Video clips might be analogized to information on a resume that clearly tells an individual's race, such as, 'President, Black Law Students Association.' In this situation, as with the video clip, the employer needs to focus on the person's qualifications for the job..."

Video Meets Staffing



How is Video Valuable to Staffing?

There are more than **30 ways** staffing companies effectively use video. Here are the **top 5 categories**:



1. Passive Marketing
2. Active Marketing
3. Selling to Customers
4. Selling to Candidates
5. Support Operations



Passive Marketing

WELCOME TO JOULÉ

Home About Specialties Careers at Joulé Contact Us

Videos on your website add credibility by adding personality.

News from Joulé

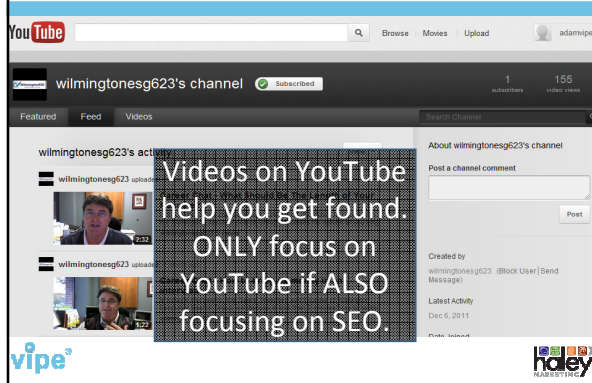
12/16/11 Joulé Clinical & Scientific is happy to continue its support of the BioNJ organization and sponsor the BioNJ 19th Annual Meeting. Thursday, February 2, 2012 Hilton East Brunswick, NJ

12/1/11 April Meltzer, COO of

NAPS

holey

Passive Marketing



Videos on YouTube help you get found. ONLY focus on YouTube if ALSO focusing on SEO.

The screenshot shows a YouTube channel page for 'wilmingtonsg623'. The channel has 1 subscriber and 155 videos. The page includes a search bar, a 'Subscribe' button, and a 'Post a channel comment' section. A text overlay is placed over the video thumbnails.

Other YouTube Considerations

You Get What You Pay For

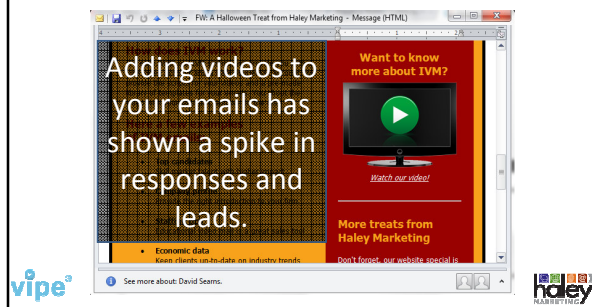
- How does YouTube support their services?**
- Ads that distract the viewer from your video! (even if you use the Channels)
- What's wrong with YouTube?**
- YouTube is blocked by **12%** of businesses.
 - There are minimal conversion mechanisms.
 - YouTube doesn't show you **how** to use video.



The slide features the 'vipe' logo in the bottom left corner and the 'haley MARKETING' logo in the bottom right corner.

Active Marketing with Email

Nurturing your leads on a regular basis



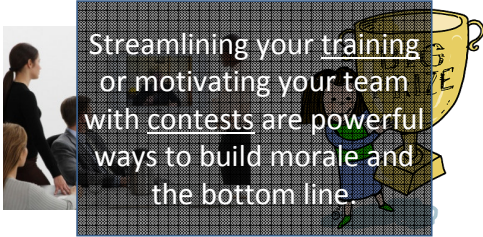
Adding videos to your emails has shown a spike in responses and leads.

Want to know more about LVM? Watch our video!

More treats from Haley Marketing

The screenshot shows an email client window displaying an HTML message. The message contains a text block about video in emails, a video player with a play button, and a link to watch the video. The 'vipe' and 'haley MARKETING' logos are visible at the bottom.

Support Operations



OK, So How Do You Actually Do It?

The Devil's in the Details



Tips and Tricks

The 4 Secrets to Successful Video



Secret #1

Have a professional looking video!



- Camera on tripod
- Camera above subject
- Head and shoulders
- Smile
- Look directly at lens
- Good lighting
- Proper distance
- Clean background



Secret #2

Have an Effective Script!



"Hi I'm Adam Peterson, CEO of Vipe and it's a pleasure to meet you.

If we are already working together I look forward to continuing our relationship.

Thanks and have a nice day."

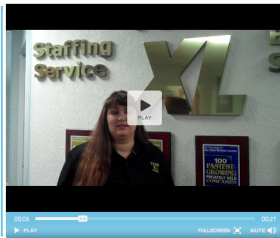
-18 seconds with intro/outro



Secret #3

Effectively package the video with a CTA!

Finding GOLD at CSP's Annual Conference



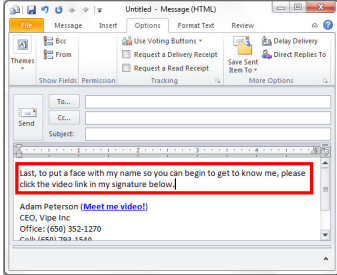
May 19th - 21st, 2011
Hilton San Diego Resort and Spa
1275 East Mission Bay Drive
San Diego, California
United States 92109

[Click Here To Register Today](#)



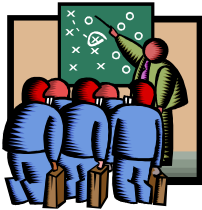
Secret #4

Have a clear strategy!



Video Marketing

Making Video Work



Video + Other Marketing

Video enhances all your touch points

- Add video links to your email signature
- Post videos to your blog
- Share videos on LinkedIn and Facebook
- Send direct mail with URLs for videos
- Leave voice email messages with URL for video
- Add video to candidate orientations
- Add video URLs to brochures and business cards



Create Your Plan

What's your video strategy?

- Generate sales leads
- Get appointments
- Attract employers
- Attract job seekers
- Position / differentiate your firm
- Educate
- Improve service






A 6-month Strategy in < 1 Minute

Goal: Generate leads, nurture prospects
Channel: email
Frequency: 1x / month

What Videos?

1. CEO/ Executive Intro
2. Top Candidates
3. Customer/Candidate Testimonial
4. Company News
5. Staffing Tips
6. Hot Jobs







Thank You

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Coming Next:

30 Marketing Ideas for 2012

Reserve your seat: www.lunchwithhaley.com
