



# **Web Video Mastery**

## **Using Video For Better Marketing Exposure**

**By JayKay Bak**

**<http://UnselfishMarketer.com>**

Legal Notice:- The author and publisher of this Ebook and the accompanying materials have used their best efforts in preparing this Ebook. The author and publisher make no representation or warranties with respect to the accuracy, applicability, fitness, or completeness of the contents of this Ebook. The information contained in this Ebook is strictly for educational purposes. Therefore, if you wish to apply ideas contained in this Ebook, you are taking full responsibility for your actions.

The author and publisher disclaim any warranties (express or implied), merchantability, or fitness for any particular purpose. The author and publisher shall in no event be held liable to any party for any direct, indirect, punitive, special, incidental or other consequential damages arising directly or indirectly from any use of this material, which is provided "as is", and without warranties.

As always, the advice of a competent legal, tax, accounting or other professional should be sought. The author and publisher do not warrant the performance, effectiveness or applicability of any sites listed or linked to in this Ebook. All links are for information purposes only and are not warranted for content, accuracy or any other implied or explicit purpose.

## **Table of Contents**

Chapter 1 – What are Web Videos.....	3
Chapter 2 – Web File Determining Factors .....	4
Chapter 3 – Web Video File Formats .....	5
Chapter 4 – Four Great Web Video Capturing Software Programs.....	7
Chapter 5 – Five Web Video Editing Programs for Those on a Budget	9
Chapter 6 – Key Points When Making a Web Video .....	11
Chapter 7 – Web Video Time Management .....	13
Chapter 8 – Utilizing Social Sites to Broadcast Your Web Videos .....	14
Chapter 9 – Social Site Demographic Profile .....	16
Chapter 10 – The Benefits of Web Videos within a Blog .....	17
Chapter 11 – The Benefits of Using Web Videos for Training Employees	19
Chapters 12 – Web Videos are Important to Small and New Businesses	20
Chapter 13 – Companies Offering Web Video Services.....	21
Chapter 14 – Free Web Video File Format Conversion Services Online	22
Chapter 15 – HTML Code for Embedding Videos into Web Pages ....	23
Chapter 16 – Resources .....	24

# Chapter 1 – What are Web Videos

Web video is any video that is played on the internet. These videos can be placed on a website to enhance the site with more content, to show off home videos to friends and family easily and to promote a business. Whatever the reason for the videos, the internet has made it possible to show them off to people who are far away.

The term web video covers any video that is on the internet. Most businesses use web videos to train new employees, broadcast a commercial, demonstrate how a product works or even just to speak directly to their viewers about their product or service. With more and more businesses utilizing the use of web videos, this is now the way to go for internet marketing.

Since the internet is seen by millions and millions of people around the world, you literally can increase your exposure by placing a video on the internet. These web videos can range from simple and informative to dramatic. It is usually a personal choice as to how extreme a web video to be. In addition, customer response will help you decide how dramatic you should go with the video. If your video does not get you the response you want, then you can easily change the video out to a new video.

You are only limited by your own imagination when it comes to web videos. How dramatic your video is, where your video is shown and what type of prospective customers or clients you want your video shown too are all choices that you can make. Therefore, get as much information as you can on web videos so that you can better decide just what you want your video to look like and how you are going to use your web video.

Throughout this eBook, I will be discussing several issues that pertain to web videos. This information is here to help you create and market your web videos. Read each chapter as it will walk you through and help you to become more knowledgeable on web videos and how they can help you increase your company's exposure.

## Chapter 2 – Web File Determining Factors

Several factors come into play when using video files for the web. These factors help to determine the type of video that you are doing as well as the final product. If these factors are off any then you will end up with a lousy video. So make sure that you understand the factors that are involved when creating videos and how these factors effect how your video plays.

Bit depth is one of the factors that come into play when you are creating video files for the web. To explain bit depth very simply, it is what determines the color resolution in your video. High bit depths are used when creating large video files. Lower bit depths are used for smaller video files or for when you want control over the color resolutions.

Frame size is also a factor in video files that you will be placing on the web. Frame size of a project is usually equal to the frame size of the final video file but for internet usage, you will want to reduce the frame size so that there is less data to transfer when the video plays on the internet.

Frame rate is also a factor with your video files in that it helps determine the quality of motion in the video. When the frame rate is right then the video will flow smoothly and when it is off the video will appear choppy. Frame rate of the project usually should also be equal to the frame rate of the final video file but again for internet usage this is also not the case. Frame rate for web videos should be lower so that it helps with compression of the file.

Once your video is complete and you are ready to place the video on the web, you will need to look at the compression. Compression takes a video file and compresses it to a smaller size to allow it to play on a web page without pulling a lot of bandwidth. The problem that some people face with video file compression is finding the right amount of compression. If the compression is to low the data rate will be too high which can cause errors. If the compression is too high then the date rate will be lowered to far causing the picture quality to lousy.

## **Chapter 3 – Web Video File Formats**

Several formats can be used for web video files. These formats determine the compression and the decompression of the video files. They also determine which type of player that the videos will run in. Players being Windows Media Player, Quick Time, Flash Media Player and Real Time etcetera. However, some video formats can play within several media players. Web video file formats also use what is known as a codec to encode the compression and decompression of the video, also a codec can determine what player the video is played on.

### **MPEG (Moving Pictures Expert Group)**

MPEG is one of the most popular formats on the World Wide Web. Since MPEG is what is known as a cross-platform format, it is viewable by all the mainstream web browsers. Some professionals liken the quality of a web video in MPEG format to that of the quality of VHS tape. The high level of compression that allows the video to be of smaller size without losing the quality. This makes it easier for viewers to watch the video no matter what their connection speed is. The benefit to your company is that you will not suffer a lost sale because the viewer did not want to wait a long time for the video to load and thus moved on to another website.

MPEG has two file extensions and they are filename.mpg and filename.mpeg.

### **Microsoft AVI Video (AVI)**

AVI file format offers you minimal compression and is available for the Windows platform. There are several Windows applications that can play an AVI video file but the most common is Windows Media Player. While a video file format is basically a codec, AVI itself uses different codecs such as Indeo 3.2, MPEG-4V2, Cinepak and several others. This makes an AVI file format difficult to run because it requires that your customers or clients have that specific codec installed in their media player. Should a customer or client not have the specific codec that you used when creating your AVI file, they will not be able to play your web video within their media player. The way around this would be to set your web video up to play directly on the web page. This is usually only possible if your web video is embedded in your own web page on your own website.

File extension for Microsoft AVI format is filename.avi.

### **Apple Quick Time (MOV)**

Apple Quick Time is a file format that was developed by Apple and is a widely used format on the Internet. Apple Quick Time videos can be what are known as flattened. The reason for flattening the videos is so that they can be viewed on both a Macintosh and a PC. While Apple Quick Time can offer higher quality on the images, the file sizes are large. This can pose a problem with loading and bandwidth usage on a website. Depending on how large your video file is and the amount of bandwidth, you are allowed will determine if an Apple Quick Time file format is what you should use. The

fact that it can be viewed by both PC and Mac users mean that you can reach a potentially higher customer/client base.

The format extension for Apple Quick Time is filename.mov

### **Real Audio/Real Video (RA)**

Real Audio/Real Video is another popular video file format on the internet today. The advantage of using Real Audio/Real Video is that it will reduce the frame rate as well as remove unneeded information within each frame. This gives for smaller files that are streaming, which means that the video will play while it is being downloaded. Most customers/clients already have this codec on their computer so no risk of them not being able to view your web video. This video helps you to reach even more potential customers/clients because it is such a small file that those using dial up can still view your video.

Real Audio/Real Video has two file extensions that are filename.rm or filename.ram.

### **Shockwave (Flash)**

Shockwave was developed by Macromedia and this file format requires that your viewers have an extra component on their computer to be able to play the video. The newest versions of Netscape as well as Internet Explorer come with this component. Therefore, the only problem you will have with viewers watching your video in this format is if they are running on an older computer with an older browser. In addition, if they are running on another type of browser there maybe is problems if they had not already downloaded the component. Most places that have Shockwave files will place a link to the free download, the bad thing is a lot of people do not want to go downloading things off a site they are not familiar with. Therefore, it is a 50/50 chance on this angle.

The file extension for Shockwave is filename.swf.

## **Chapter 4 – Four Great Web Video Capturing Software Programs**

It takes more than just recording a video to make an impact on the potential customers/clients visiting your website. You need to be able to reach out and grab their attention. It is harder to make a sale or gain someone's long-term business from the internet. It is so much easier for people to just close the screen and move on to another website, than it is to walk away from an in person sale. Therefore, you have to really grab their attention to keep them from just closing their web browser out and moving on. The software that you choose to use needs to be able to create the type of web video that fits your needs. Knowing which one to go with though can sometimes prove a little difficult. A break down of web video software will help you in deciding which one is right for you.

### **Camtasia Studio 5**

Camtasia Studio 5 allows you to create training videos, presentation videos as well as come high dynamic videos all with the purpose of persuading those watching. Not only can you put together great videos from your already recorded videos but with Camtasia Studio 5, you can also add in some screenshots to your web video. Your videos will be ready to place on your website, in a blog onto CDs as well as being able to be sent to devices such as iPods. This literally means that not only can you create a high dynamic web video but you can put in front of virtually everyone.

Camtasia Studio 5 is easy enough that a beginner can use this software for creating professional high quality web videos. A 30-day free trial will allow you to see how well Camtasia Studio 5 will work for you. After that, the software sells for \$299.00.

### **DV-Screen Video Creator 1.2**

DV-Screen Video Creator allows you to create web videos from various source of video capturing equipment. So whether you use a webcam, DV video camera or a TV video card you can still create high quality web videos with just this one software. The power of this software is that it allows you to go back and forth between your recording device and your screenshots to give the greatest freedom in creating your web videos.

DV-Screen Video Creator is easy for a beginner to understand as well as great choice for more advanced web video creators. There is a 15-day trial so that you can test out the software before purchasing. After the trial the software sells for \$34.00

### **Webinaria**

Webinaria allows you to create great Flash videos easily by converting your AVI files to FLV files. With Webinaria, you can record screen movements, add in some voice narration to your video and input your webcam videos. Webinaria allows you to edit your

video frame by frame to ensure that you have a high quality Flash video presentation before publishing your video to the internet.

Webinaria is free software that is a good choice for beginners. While those with experience with creating web videos may still find this a good choice for converting AVI files to FLV files for flash presentations, its simplicity makes it good for beginners. With being free, it allows a beginner to gain some useful knowledge on web videos prior to spending money on more high tech software.

### **CoffeeCup Video Recorder 3.0**

CoffeeCup Video Recorder 3.0 is brought to you by the makers of CoffeeCup html editor and does more than just capture your videos. In fact, it is a complete software program that does the capturing and editing. This software can capture videos from any video capturing device source such as a camcorder or webcam. Once you have your video captured then you can proceed to editing it. Add text overlays and voice narrations to your video right from this all in one software program.

This program is simple to use even for a complete beginner, as it will walk you step by step through every aspect of your video creation. It comes with a 28-day free trial and then after that can be purchased for only \$39.



## **Chapter 5 – Five Web Video Editing Programs for Those on a Budget**

Once you have captured your web video, you need to edit the video. By using web video editing software, you can create truly unique videos. Countless sites on the internet use web videos to grab the attention of their visitors. The downfall is when the visitors see the same cookie cutter videos on every site they start to stop watching. You want to create a video that is different that will keep them watching and get them looking at what you have to offer.

### **Windows Movie Maker**

This a beginner's software program that usually comes on most Windows PC and has no trial limits. Limited in some functionality it does allow for some creative web videos. This program allows for videos to be created using still pictures, video captured with a camcorder or webcam as well as voice over narration. Simple to use you can cut your streaming videos and place still pictures within the new video. Most who are advanced in creating web videos may find this editing program a little lacking. Very easy though for a beginner to learn and use and gain some knowledge and practice with.

### **Apple iMovie**

Apple iMovie is Macintosh's version of the Windows Movie Maker. It is easy to use for beginners and unlike Windows Movie Maker for Windows PC; it can also appeal to those with some web video editing knowledge. Apple iMovie allows for some professional looking videos to be created with out the professional price tags. For those who do not already have this software on their Mac computers, it can be purchased for \$45.

### **VideoSpin 1.0.2.410**

VideoSpin 1.0.2.410 is a freeware software that is basic enough for a beginner to get started making web videos. With VideoSpin from Pinnacle Systems Inc, you can create web ready videos using video clips, still pictures and overlay with music or voice narration. For videos that are more dynamic, you can stream in some titles and other transitions. By being able to incorporate still pictures in with your video allows you to highlight your products or services as you add in voice narration. With being free this software will help those on a strict budget still be able to create some unique web videos.

### **Video Caster 3.45**

Video Caster 3.45 is another freeware software that you can use to edit your videos. Video Caster 3.45 does more than edit the videos though, it also works for capturing video and as well, as encode the video into a format ready for web publishing. Therefore, with this simple freeware software you get three software programs in one. This can save you from having to hunt down multiple software programs that you will need to get your video onto the internet. With this software, you can capture your videos using either a camcorder or webcam. With Video Caster 3.45, you can take still pictures and create them into a streaming slide show complete with music or voice narration. This allows you to create a web video even if you do not have a camcorder or webcam. This is great for those who do not have a budget for purchasing a camcorder or webcam to create a video with.

### **CoffeeCup Web Video Recorder 3**

CoffeeCup Web Video Recorder 3 is brought to you by the makers of the CoffeeCup html editor and goes beyond just recording your videos, it also allows for editing and adding special effects to your videos. Text overlays work great for those who wish to brand their videos with their company name or other points of interest. This software allows you to place an image at the beginning and at the end of your video. Not much in the way of switching between video and stills throughout the video creation process though. With CoffeeCup Web Video Recorder 3, you can create your video from start to finish with just this one software. Trial is 21 days and then purchase price is only \$39.

## Chapter 6 – Key Points When Making a Web Video

When creating your web video there are some key points that you will want to keep in mind. These key points will address areas that you need to make sure are included in your web video. Your web video is another marketing tool for you to acquire new customers/clients and if your video fails to hit its mark, then you could lose out. So take the time to implement these key points into your web video.

Presenting your product or service is one area that you need to focus on when creating a web video. You need to make sure that your video shows the viewer what the product you are selling is or the service you are offering. We have all seen those high dollar commercials on television that are presenting a product or service and the commercial in no way related to the product or service. This is not a good idea when creating a video, after all if your viewers cannot remember your product or service then you will lack sales from the video. So avoid the mistakes that are being made by even high dollar companies and make sure that your product or service is presented in a way that your viewers will remember.

Demonstrate the product or service so that the viewer can see how the product or service will help them. You see it all the time in television commercials how a made up scenario is created to demonstrate how the service helps those in the said situation. You can do this also even if you have no one else to play actor/actress in your video. Just use still pictures or bold text that scrolls into the center of the video as you do a voice over narration.

Announcing any specials, grand opening or other special events that your store or business is offering can also be utilized with web videos and drive potential customers/clients to your business. Just make sure that the video captures the fact that this is a special thing and that time is off the essences.

If your business is trying to recruit new people to work for them, then you can use your web video to invite new people to check out your business and give them an over view of what your business is and what the opening there is. A key point to remember when creating a video such as this is to introduce yourself. People like business that are personal and by introducing yourself and telling them a little about you will make them more likely to check your business out. Make sure that you are also not to evasive in what your business does. No one likes to watch a video that is inviting them to sign up and work for that business if they are not gaining any insight into what they will be expected to do.

When it comes to the overall run time of your video you need to keep it to no longer than five minutes. This will ensure that the viewer actually watches all of your video. Most of the people on the web do not have the time to spend watching a video that is longer than five minutes. The ones that do have the time will probably move on if your video is any longer than that. So keep it under five minutes while still implementing everything you need to in your video.

Your video should be unique. As I keep mentioning on the unique aspect when discussing several areas that have to do with web videos. Unique means that to the viewer it will be fresh and new, this will make the viewer want to watch and pay attention to your video. If your video is stale and seems to be regurgitated information that they

have heard or seen before then the viewer is going to move on. This is key factor in the success of your video to generate you new customers/clients.

When your video is complete check to make sure that there is a call to action in your video. You need to basically in a tactful way ask the viewer to do something. This can be suggesting for more information that they visit your website, they call you to get started or for a commercial. Take Mt. Dew's commercials, they all have a call to action, for this company that call to action is their slogan "Do the Dew". Make sure that you have a call to action that your viewers can understand and respond to though when placing your call to action in your video.

## Chapter 7 – Web Video Time Management

When it comes to producing a web video, you need invest not only money but time into the production of the web video. But how much time should be invested into each section of the web video. By breaking down your time into percentages, you can see just where the majority of you time needs to be invested.

With a percentage base of 100 percent you break your time down to 50-15-20-15. 50 percent of your time will be devoted to the content and production of you web video. 15 percent of your time will be devoted to Metadata of your web video. 20 percent of your time will be devoted to the thumbnail and the last 15 percent will go to the promotion of your web video.

Your content and production time should be spent on creating the storyline of your video, setting the right lighting and props and of course the actual production. As production does not always go right the first time this is why so much of your time is going to go here.

The metadata of your web video consist of the title, keywords, categories and even the web video description. Your web video will need an appropriate title that will help viewers remember your company's name. Keywords should be used that describe your web video so that the search engines will recognize your web video. This is especially true if you are placing your web video on video sharing social sites. Your video when placed on these social sites should have an accurate description.

The thumbnail is basically the way you place your video within a web page. This is the dressing of your web video that will make people want to watch your video and see what you have to share with them. This is an important part that is why you will spend 20 percent of your time on this aspect of your web video.

The remaining percent of your time will go on the promotion of your web video. After all what good is your video if not very many people are seeing it. So you need to utilize every available tool at your disposal to promote your web video.

## **Chapter 8 – Utilizing Social Sites to Broadcast Your Web Videos**

Social sites can be a great way to broadcast your web video free. This allows you to get your video out there and viewers to learn about your company. With social sites, you are able to interact with other member, which means a bigger chance of people seeing your video. You might even learn some new video techniques had not previously thought of. In addition, social sites allow comments to be left and this will allow you to judge the response that viewers have to your videos. This response will allow you to know how effectively your video is working or what needs to be done differently.

YouTube is a great way to broadcast your web videos to potential customers/clients. Almost any style of video can be broadcast effectively on YouTube. This is a great option for budget-limited professionals. Since YouTube is a free online community that allows users to upload, web videos to their account and broadcast them. With its increasing popularity, YouTube will ensure that your video is being seen by thousands of potential customers/clients. After all YouTube became as popular as an outlet for video broadcasting that Google bought them out.

YouTube has features such as featured videos, the ability for others to embed a video on their own page and so much more that will get your video seen by thousands upon thousands of people. Featured videos come about because of viewers rating the videos and if you upload a dynamic video then chances are your video will be seen. Not only can your video be seen by YouTube viewers but the feature that allows users to embed a video onto their own pages, means that your video will be seen by those viewers as well.

. YouTube also allows you to target viewers by placing your video into appropriate categories. After all a sales pitch is not effective if it does not target the right viewers. So make sure to pick the right category for your web video to maximize the sales/new clients you get from the video.

A break down on YouTube: Single files are between 100 Mbytes-150 Mbytes. The site is of course free but you can get paid from them for having your videos up on their site. They require no software downloads for you to be able to use their site.

MySpace is another great way to broadcast your web videos to potential customers/clients. As with YouTube, you can upload virtually any style of videos. With MySpace, you can place the video into your video stash or place it directly on your profile page. Being on the profile page will get the video more views than just placed in your stash. On your profile page, you can tell viewers more about yourself and your product or service.

MySpace has many useful features that you can utilize to get your video seen and your business out in front of potential customers/ clients. MySpace features popular videos on the front page for everyone to see. This can benefit you if your video is popular. Featuring popular profiles is another that MySpace can benefit you, so create a dynamic profile and embed your video onto your profile.

You can utilize MySpace TV to upload your videos to as well. This will help you to gain more exposure and get your company name, services and product seen. By offering,

the choice of categories to place your videos in MySpace allows you to target your viewers for optimized success.

A break down on MySpace: single video files are between 100 Mbytes-150 Mbytes, site usage is free, there is no software that you need to download nor do you get paid anything for your videos being on the site.

Mini commercials are great web videos to upload to one of the social sites. Create your own unique commercial for a product you are selling and upload it to your choice of social sites. . Create as many commercials as you need to get your products seen. For those that are selling a service, then create mini info commercials. Treat these social sites the same type of outlet as say airtime on a television network. Only these social sites have the rewards of being free and airing constantly anytime someone comes upon your web video commercial.

When selling products, commercials are not the only type of video that you can do. In fact, many times over there are commercials on television that show product demonstrations. Social sites are a great way to broadcast your own product demonstration. While YouTube is more popular for those wanting to watch videos, MySpace is still a great choice. Alternatively, you can implement the use of both. Upload your videos to YouTube and get the viewers there seeing your video and embed your YouTube video into your MySpace profile. This gives you the viewers from both social sites.

## Chapter 9 – Social Site Demographic Profile

When it comes to marketing anything you need to target your audience. By targeting your audience you can ensure that you are putting your product or service in front of people that are inclined to need the product or service that you are selling. If you place your product and service in front of people who do not meet the demographic profile that suits your product or service you are not going to make any sales. After all you would not market feminine hygiene products on a site that is all male. Nor would you market a dating service on a site dedicated to married couples. You need to place your web video in front of people that meet the demographic profile. Below is a look at the demographic profile of video social sites.

YouTube serves are demographic profile that is equal male and female viewers. The age groups of the viewers cover a wide age range. For the U.S the viewers are nationwide. This makes it easy to promote any product or service on YouTube as you will be likely to get your video in front of an audience that the product/service will appeal too.

MySpace has demographic profile of most females. There are some male viewers as well but the female viewers out weight the amount of males. The age group for MySpace

is mostly in the under 18 age range. This makes this a good sight if you are selling a product or offering a service to mid to late teen females. For the U.S the viewers are nationwide.

Another video social site is Metacafe. The demographics for Metacafe are mostly male viewers. The age group is mostly older males that are educated. The location demographics are world wide. This site is good for promotion of products or services that an older educated male would need.

DailyMotion is a social video site that is considered Europe's YouTube. The viewers on this site are mostly males. The age group is mostly older males that are educated. Location demographics are that of Europe and ethnics demographic is white. This is good site to market your video on if your product or service is something that would appeal to an older European male.



## Chapter 10 – The Benefits of Web Videos within a Blog

Blogs have become a popular way for people to promote their businesses. More and more blogs are being created everyday. Pictures and narrative texts help to display a product for sale or a service that is being offered. The thing is though that with so many blogs being created on the internet now, it is hard to make your blog stand out from the rest and drive customers to purchase your product or contract you for your services. If part of your job is to recruit new workers then your blog really must stand out from the crowd.

One of the best ways to get your blog to stand out is to use web videos on your blog. By placing web videos on your blog, you can grab your viewers' attention because you are offering them something fresh and unique. Videos are a proven way to get more information across to a person than pictures and text. While pictures are viewed better than text, they do not offer a lot of information. Therefore, you need text to accompany the picture.

The thing is though is that it can take a lot of text to share the same information that a short video can. No one wants to read that much text and will probably move on before they have read all that you have written. Therefore, videos allow you to quickly share this information before you viewer moves on. This is what you are wanting when it comes to sharing information on the internet; to share the information before the viewer moves on. Sadly though most viewers move on before they fully know what it is being offered to them. So again, I will reiterate that videos allow you to do this, more than text will.

While videos can enhance your blog and help it stand out, you do not want to clutter it up with just videos. You still want to place short and informative text posting as well once in awhile. Implement the videos in with short text posts and you will be offering your viewers something fresh and unique. This in return will help to increase your sales of your products or services.

You can use many great free blog sites out there. You need to make sure before signing up that the site allows videos to be placed in the blog. Sometimes this requires you to know some html coding to do. There are countless sites on the web that will break down the html code required for embedding videos so that even a beginner can do this.

Remember to promote your blog. The best thing with placing videos into your blog is that you can promote your blog in places that you might not be able to promote your actual website at. This will give you a completely new line of potential customers to get your product or service in front of.

A breakdown of key factors to ensure that your blog is successful in promoting your website: use videos that are short and drive your message home. Make sure that your videos are fresh and unique, you do not clutter your blog up with just a lot of videos. Implement some text and even some still pictures into your blog. Personalize the blog to fit the mood of your company's website. As well, keep your blog and videos on a personal level so that you draw your viewers in.



## **Chapter 11 – The Benefits of Using Web Videos for Training Employees**

Web videos that are created for training purposes are the latest in technology for businesses. This is true for the businesses that hire employees to telecommute from home. You can create one video that can be viewed by all employees directly on the business' website. More and more companies are going this route when training there employees. There are many benefits to using a web video to train employees.

For starters, people tend to respond better something that is visual. If you send out a training newsletter or place a page on your website for training that is text, you run the risk of some of your employees not reading the whole thing or skimming over something that is important. With a web video, they use their auditory senses to learn with. You can also take the time within the video to emphasize on key points that need to be addressed without risking employees skimming over this.

Not only may an employee skim over something that is important with text instructions, but your employees are busy people and a video can convey more information quicker. This means less time training and more time working. Your video can also show screenshots and include a visual demonstration step by step to ensure that your employees see exactly how to do a specific job.

By using a web video to train employees, you can cut down on overhead cost as well. When you bring your employees in to the office to train them, you have to pay someone to train them, pay them for their time there training and other expenses that you really do not need to pay out. In addition, web videos can stay on the site to allow employees to keep coming back to watch the video as many times as they need to. This is something that your employees cannot do if they were trained face to face in an office.

For the use of web videos for training, you have a few options. First you can create the training video in house thus having greater control over the video production or you can contract out and have a professional company create the video for you. Both have upsides and downsides to them. For creating your own training web video, you do have more control over the production. The downside is do you want to undertake this project yourself and do you have the time to do so. For contracting out the production of the video, you get it done professionally but it will cost you money to do so. So look at the upsides and downsides before deciding but remember you do have options.

## **Chapters 12 – Web Videos are Important to Small and New Businesses**

Web videos are a great way for small or new businesses to get their name out there. The more people hear your name the more your business will become a household name like the bigger companies. Unlike the bigger companies, most small or new businesses do not have the capital to produce television commercials. Web videos reduce the amount of capital that a business needs so that they can create their own commercials, infomercials and other such videos.

Many teaching methods teach that to make your business a success you need to gain new customers and land the sale. This sale is either the sale of your product or the sale of your service. Marketing your business plays a large role in its success. Utilize all forms of marketing such as your business website, a blog, using social sites to network with people and web videos.

Statistics show that most new and small business will fail. The statistics show that most means 30 percent of all new and small business will fail. No business owner sets out to see his or her business fail. However, the lack of marketing and potential customer/client interest can lead to failure. That is why the use of web videos is important to your success. Make sure that not only do you create a fresh and unique point driven web video but also that you market that video everywhere that you can. Get the video online and then get it seen by viewers.

The importance of using a web video is to get people to see what it is that you are selling, whether it is a product or a service. You need them to hear your name and get familiar with this name. Your video needs to be something that viewers can associate your name with. This helps for when they are thinking of a product they think of your company or they are in need a service, they will think of your company.

Examples of this are when a person starts thinking about taxes, they will think about H & R Block. Because H & R Block has done so much to promote their name and used commercials and ads that allow viewers to link their name with their service. Alternatively, when a person thinks of vacuum cleaners they may think of Dirt Devil. There reason is that Dirt Devil got their name out there and in front of potential customers. Their ads and commercials are geared around the vacuum cleaner and how well it performs.

The above examples show you how well getting your name out there can help your business. Watch commercials on the television and try to incorporate some of the techniques used into your video. You can film yourself using one of your products and make sure to mention your company name as often as possible. For those selling a service create a video of you discussing what it is that you do and mention your company name often. You can use flashing text that flashes your company name or website address on the screen as well. It is proven that flashing text will get a viewer to remember what they are seeing better.

## **Chapter 13 – Companies Offering Web Video Services**

For those of you that are not inclined to create your own web video for your business, you can pay for someone else to create the video for you. Countless services on the internet market the service that they offer. This is a good option for those who have the money to spend to have another company create their web video for them.

### **1 Stop Digital**

1 Stop Digital will add a personal touch to your website by offering you a video of an announcer or greeter that will greet your visitors. What they do is allow you to choose one of their models that they will film, with whatever message you send for them to use. This video will make your site more personal for your visitors. The message that you choose can be something that you want your visitors to know about while they are reading the text on your site. The price for this service is \$249.00, which is not expensive if you weight it against the benefits. The model will be filmed and then the background will be removed creating a custom floating transparent video. If you have read anything that I have written previously you will know what unique and fresh grabs people's attention.

### **Inexus**

Inexus offers full service for web videos starting at the creation all the way to post production services. Inexus can help you no matter what stage of the game you are in. Need help with ideas for your web video? Do you already have a video but need help getting it web ready? Inexus can help in these areas to make getting your video ready and seen by viewers easier for you. Inexus will help with script writing so that you can come up with the perfect script for your web video. For those that need their video produced Inexus uses high quality cameras, experienced production crews and all the audio equipment needed to produce your web video. Inexus can help no matter what type of web video you need, whether it is a training video all the way to a commercial.

### **Cazarin**

Cazarin is available to create your web video for you to ensure that you have a high quality and effective web video. They can tape the video for you in a studio, edit the tape in house and upload the video to your website. Cazarin is geared toward creating videos that relate to your viewers needs, shows how your company is qualified to meet those needs and places tactful calls of action into your video. Features that you can have Carazin place in your web video are voice narration, music creation and/or implementation. Carazin will place your video on your website with VCR style controls such as pause, play rewind and fast forward. You will be walked through all that you can do with your web video as well as all the options available to you. This will ensure that you get the web video that is right for you and your company.

## **Chapter 14 – Free Web Video File Format Conversion Services Online**

Online file conversion can work great if you need a web video file converted from one format to another. A lot of video editing software has a built in file conversion but sometimes it is simpler to just get online and upload a file and have it come out the way you want it. This works for those that have camcorder movies uploaded on their computer and do not need to edit the movie but just need to get it internet ready. After all, why download a software that takes up memory on your hard drive when you can get it done for free online. There are several decent places on the internet that will do this for you with fairly simple instructions on how to use their services.

### **Zamzar**

Zamzar is a simple online conversion site that is easy to use with only four simple steps needed to convert your movie file to any format you need it converted to. Step one just click the browse button and locate the file you need. Step two choose the file format that you want your file converted to. Step three you just need to enter your email address. Step four just click convert and you are done. Your email address is needed as this is where Zamzar will send your converted file to.

### **Movavi Online**

Movavi Online is another online site that offers video file format conversion. The same as Zamzar there are only four simple steps that you need to perform to convert your video files. The difference is that Movavi Online allows for you to upload five video files at one time to convert as long as they are being converted to the same file format. Step one you just locate the file or files that you want converted. Step two you choose the format you want them converted to. Step three you need to enter your email address and step four just hit convert. The same as Zamzar, your email address is where your converted files will be sent.

### **Video Code Zone**

Video Code Zone is a simple three step file conversion service. You can choice to convert a video that is already on the internet by typing in the video URL, choosing the file format you want to convert it to and then just clicking the convert download button. Converting a file to another format from your computer is also a simple three step process. All you need to do is locate the file, choose the file format you want to convert it to and then just click the convert download button. This site does not require you to enter an email address.

## Chapter 15 – HTML Code for Embedding Videos into Web Pages

When you place almost anything into your website there is a code that tells the web browser what to display. There are several codes that a website uses to give these commands. The most popular that almost anyone can use is html. This code is the one that is used to embed web videos into a website.

**< EMBED SRC = " filename.fileextention" WIDTH ="200" Height ="100"  
AutoPlay="TRUE"></ embed>**

The above is the simple html code that you need to place into you html coding of your website. The filename.fileextention needs to be replaced with the file that you are embedding on your website. The width and height can be adjusted by lowering the numbers or increasing them. This tell the browser at what size to display the video at. Where it says Autoplay, you can place true there or false. True is where the video plays non stop and false is where the video plays only one time.

Where you place, the code is almost up to you. You just need to make sure that it is in the body perimeters of your html code. Just place the code anywhere within these perimeters that you want the video to show up on your webpage. If it is not showing up where you need it to, then just remove the code and place it in another spot. Sometimes you may have to use the page break code to get the video to move lower. This code is a simple code, <br>. Repeat this code as necessary to get your video to move down lower in the page.

Furthermore for those that are not familiar with html coding, the / is what ends the code. So make sure that just like the code above, </embed>, that you end the code. Not ending the code can cause some undesired results. In addition, the code must be written out in the exact order in which it is above to ensure that your video is embedded in your website and viewable to your visitors.

.

## Chapter 16 – Resources

### Social Sites:

YouTube: [www.youtube.com](http://www.youtube.com)

Myspace: [www.myspace.com](http://www.myspace.com)

### Web Video Services:

1 Stop Digital: [www.1stopdigital.com](http://www.1stopdigital.com)

Inexus: [www.inexus.com](http://www.inexus.com)

Cazarin: [www.cazarin.com](http://www.cazarin.com)

### Online File Format Conversion Services:

Zamzar: [www.zamzar.com](http://www.zamzar.com)

Movavi Online: <http://online.movavi.com/>

Video Code Zone: [www.videocodezone.com](http://www.videocodezone.com)



## Here's THE Secret Membership No One Wants You To Know About



### **Forget All About Buying \$7 Products**

Because That's Too Expensive - HUH...!

### **Join A Club That PURCHASES PLR & MRR Products**

For You Every Second Day Thru A "Wish System" So You Decide What We Buy...

This Membership Has Open Records & Purchases Products For \$1400+ Every Month (**you read that right - fourteen hundred Dollars**) PLUS You Get PROhosting, 100 Autoresponders, Full Access To JVM2 Fantasos Hosted, More Memberships And So Much More: [See Everything Here](#)