



DELIVER YOUR MESSAGE – THE BEST WAY

Online video is not just for entertainment anymore. It is now recognized as one of the most effective ways to deliver a message online. With online video you can deliver your message quickly, cost-effectively, and protect your brand. It is easy to harness the communication power of online video if you incorporate these best practices into your online video solution.

1. INTEGRATE VIDEO CONTENT IN YOUR EXISTING WEB ENVIRONMENT

Online video is fast becoming a standard communication tool, and can be a key factor in keeping your audience engaged. The Internet is a visual media, and today's consumers and partners expect to see high-end video. Therefore, your video content should be fully integrated into your existing web environment and should reside with other web-based information such as text, images, social networking features, podcasts, PDF documents, and PowerPoint presentations.

Key Result: *By integrating video content into contextually relevant pages on your site, you will increase viewership and engage your audience.*

2. OFFER MULTIPLE DISTRIBUTION METHODS

Everyone knows that video is no longer restricted to TV. Audiences are watching on their computers, iPods, cell phones, and other mobile devices. Take advantage of this by offering various distribution channels such as online video players, podcasts, and RSS and XML feeds. Video players should be fully white-labeled and customized to fit into the look and feel of your website so that you can properly promote and protect your brand. With podcasts, viewers can subscribe to your content and watch on a computer or portable media device such as an iPod. And RSS and XML feeds let you automatically notify your audience when new content is available.

Key Result: *By letting your audience choose how to watch your video content, you'll tap into the rising demand for portable video content. Your audience can watch anytime, anywhere, and at their own convenience.*

3. USE EMBED CODING TO INCREASE VISIBILITY AND SPEED

Extend distribution, increase visibility, and transmit your message quickly by incorporating embed code into your website. Embed code allows viewers and internal teams to place videos into their own articles, newsletters, websites and blogs. And if you choose to expose the embed code, the player itself is totally embeddable, over and over. Meaning, you will increase brand awareness and spread your message at the same speed and viral capability as the social sites.

Key Result: *By using embed code you'll spread your message faster and further.*

4. OPTIMIZE YOUR VIDEO FOR SEARCH ENGINES

Many viewers feel that the ability to readily find their favorite types of videos would motivate them to start watching online video. But simply having a video on your site does not guarantee that it will show up in search engine results. To ensure that your video content appears in search results, you must feed the content to the search engines, typically in proprietary formats. Want your viewers to find your CEO's latest speech or product launch video? Then you need to tag your metadata with topical and relevant search terms. FeedRoom, for example, creates hidden pages with relevant metadata specifically for search engines to index so that your videos will be ranked as high as possible in search engine results.

Key Result: *Search engine optimization will extend your reach because you'll have a higher rank in search engine results. Therefore, viewers who are seeking information about your company will find you quickly.*

5. USE E-MAIL TO ALERT YOUR AUDIENCE OF NEW CONTENT

E-mail is one of the most widely used web applications, and is therefore an effective way to connect your audience to your video content. When you post a new video, notify your audience directly via e-mail alerts and electronic newsletters. Make sure to choose an e-mail program with full reporting functions so that you can identify who opened the e-mail, when they opened it, and whether the viewer actually watched the video.

Key Result: *By using e-mail alerts when new content is available, you will reach your target audience quickly, deliver critical messages, and grow your online audience.*

6. ENHANCE YOUR VIDEO WITH BROADCAST QUALITY DOWNLOADS

Make it easy for your partners, sales teams, and journalists to retrieve supplemental information. Post images, talking points, podcasts, and B-roll and broadcast-quality media footage related to your video content. Post this supporting material immediately with your video content in order to give your audience more time to craft their own broadcast messages. And choose a method that allows them to pause and resume downloads, even after the local computer has been shut-down and restarted. You may also want to consider whether you want the files available for public or private (password-protected) consumption. Finally, incorporate full-service reporting features to track who is downloading your video and supporting content.

Key Result: *Posting high-quality supporting materials will make it easy for journalists to retrieve downloadable press kits and meet their deadlines, and will provide your employees and partners with specialized content such as sales techniques and best practices.*

Deliver Your Message -- go to FeedRoom.com

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