

# A video marketing strategy outline

Thom Disch, head of multi-channel ramp retailer Handiramp.com and Internet Engine LLC, an Internet marketing company, has worked both sides of the online video fence. His e-commerce site uses demonstration videos for ramp products and is being redesigned to add more.

Disch offers the following points for e-retailers to consider when pursuing online video.

- Decide on a budget.
- Determine the type of media you will be using and whether it is compatible with most browsers
- Determine the software you will be using to address compatibility issues.
- Weigh video quality against user download time and let the viewer know the video is downloading by including in the first frame the phrase "video loading."
- Check bandwidth on your web site. Each viewer that clicks on your video will be taking up some of your allocated bandwidth.

You can add video to your web page in different ways and formats. Videos can be downloaded, depending on the size, or they can be streamed, a process that enables viewing video after a brief delay without downloading a file. Longer and higher-resolution videos are good candidates for streaming. A short video clip can be downloaded rather than streamed and accessed by a link to the clip or embedded in your page. These clips usually are in .avi or .mpg format.

The most popular formats for video are QuickTime, Windows Media, Real Media and Flash (see table, page 68). Using Flash software enables you to create a video with relatively small file size and maximum compatibility.

The most important consideration is that your message should be clear. First determine the length of video based on the message, then develop storyboard ideas and prepare a script. Try to break the message into smaller video segments; don't give shoppers too much information at one time.

Last, use a transparent "watermark" company logo in your video in a corner for branding, and add a link back to your web site.