



# 10 Things You Can do with Video on the Internet

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<http://www.image-media.com/10things>

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`<img alt="10 Things You Can Do with Video on the Internet" data-bbox="85 397 261 501" />`

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HTML to embed this content on your website or blog.  
`<object width="340" height="400" data-bbox="85 397 261 501" type="video/mp4"></object>`

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**1 in 4 workers** has been with their current employer for less than a year.



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## INTRODUCTION

Many businesses, institutions and organizations have treated video on the internet as an extension of broadcast television. It's a place to put commercials, to tell people about their services, product or organization. Or video is used just for entertainment such as music videos or funny home videos.

Outside of these uses video on the internet has three goals:

1. **Offsite or Viral Video:** These are the videos you often see on YouTube or posted on peoples Facebook pages. Their job is to raise awareness and get people to visit the web site.
2. **Homepage or Conversion Video:** These generally are seen on the web home page and make the case on why someone should buy the product or sign up at the web site. These videos make the sale.
3. **On the Website or Educational Video:** These are the training and support videos a company provides to help their clients and customers use their products.

Generally an educational video is straightforward. It is used to teach your customers or clients how to use your product or service. Homepage conversion videos make the sale. But what kind of videos should be used for offsite or viral videos? Is there one type that is guaranteed to work? Why and when should I use one over the other?

This guide book will show ten different types of videos or ways that video can be used on the internet. Most of these examples will be offsite type of videos. These are the types of video that you post to YouTube, promote with twitter and spread with Facebook, Digg and Reddit. The purpose of these videos is to draw attention and get people to visit your website. Although there are no hard and fast rules these general guidelines are common for all online videos used to draw traffic to your web site.

1. **Keep it short:** Length is relative, 10 minutes may be just right and two minutes may be too long. Most free social sites that let you post and distribute video such as YouTube, Vimeo and Facebook have file size and length restrictions. In addition people will not sit through something that does not provide entertainment or value.
2. **Call to Action:** Make it clear what you want people to do after watching the video. The most popular viral video on the internet will not do you any good if the viewer doesn't know what to do. Give the viewer the URL or the website. With most videos you can't put a hot link in the video but you can put the link in the description or caption. Do not make the viewer look you up.
3. **Make it easy to share:** The video needs to have an immediate payoff. People have to be motivated to watch it and to share it.

Remember the goal is to drive traffic to your site. If you need thousands of visitors to your site make the video with broad appeal. If you are targeting a very specific niche you may not need large numbers but you will need to appeal to your audience. Design your video accordingly. The following list gives suggestions for videos that can be used on the internet.

## #1: MINI LECTURE

A mini lecture is just like a regular lecture, only shorter. The speakers are usually well known, good speakers and compelling. The viewer will learn something valuable or a succinct point will be made. Most are under 20 minutes and many are only five minutes in length.



### **TED (Technology, Entertainment, Design)**

Ideas Worth Spreading:

<http://www.ted.com/>

**Rachel Pike: The science behind a climate headline.** TRT 4:14

<http://www.youtube.com/watch?v=QlyorcJ28UA>

### **Ignite: Enlighten us, but make it quick.**

If you had five minutes on stage what would you say? What if you only got 20 slides and they rotated automatically after 15 seconds? Around the world geeks have been putting together Ignite nights to show their answers.

<http://ignite.oreilly.com/show/>

**Mankiw's Ten Principles of Economics, Translated by Yoram Bauman, Ph.D.:** TRT 6:11

<http://www.youtube.com/watch?v=LPUeEdCTp8>

**More examples:** [http://www.youtube.com/view\\_play\\_list?p=7FB41CEF8CD1F321](http://www.youtube.com/view_play_list?p=7FB41CEF8CD1F321)

Ways to use a mini lecture:

- Your company CEO or spokesperson is a compelling speaker with an important message.
- Your company or organization sponsors a conference on a specific topic: tape the presentations and edit highlights from the talks.
- Instead of a blog do a series of lectures
- Sponsor an event where speakers get five minutes to talk, video tape and post the talks.

## #2: TALKING HEADS: INTERVIEWS AND TESTIMONIALS

This is a simple straightforward format with two people talking. The conversational tone can let the audience listen in or the subject can talk directly to the audience. A variation on this is the testimonial where the subject tells the viewer about a service or product. The testimonial assumes that the speaker is a regular customer or user. This format is firmly established on TV talk shows and can be any length from a few minutes to an hour long. The longer formats do not work as well for driving traffic to your site.

### Interviews

**Health Matters-Interview Program, UCTV**

<http://www.uctv.tv/healthmatters/>

**Health Matters: Healthy Chats for Pre-Teens** TRT 28:02

<http://www.youtube.com/watch?v=zYxze6MjCEg>



### Direct to camera

**Causecast**

<http://www.causecast.org/>

**Lukas Haas Interview** TRT 3:03

[http://www.youtube.com/watch?v=pm3lDw7\\_aPk](http://www.youtube.com/watch?v=pm3lDw7_aPk)

**Do Something.ORG -Anti-Bullying Videos**

<http://www.dosomething.org/blog/celebsgonegood/top-celebrity-anti-bullying-videos>

**Chris Colfer of Glee** TRT 0:59

[http://www.youtube.com/watch?v=5RKmnAJ3ZWM&feature=player\\_embedded](http://www.youtube.com/watch?v=5RKmnAJ3ZWM&feature=player_embedded)

### Testimonials

**University of Phoenix,**

<http://www.youtube.com/user/UniversityofPhoenix>

**Courage: I Am A Phoenix Commercial** TRT :30

<http://www.youtube.com/watch?v=TOPAxLO0zBo>

**More examples:** [http://www.youtube.com/view\\_play\\_list?p=8825961892F885B9](http://www.youtube.com/view_play_list?p=8825961892F885B9)

Ways to use Interviews and testimonials:

- Interview clients on how their problems were solved.
- Interview your CEO about your company. Sometimes people feel more comfortable in this setting than in lecturing.
- Have satisfied customers give testimonials.
- Conduct interviews with leaders in the area your organization is involved in.

## #3 DOCUMENTARY OR NEWS

Documentaries and news stories are a traditional format that everybody is familiar with. They are informational, direct and seem to be impartial. If they are formatted to fit into a news cast, as opposed to a one or two hour long documentary, the lengths run from 90 seconds to five minutes. A variation on this is the Video New Release, (VNR) premade news stories produced by an organization and given to news channels.

- **Mini-Documentary**
- **U.S. Department of Energy: ascr discovery**  
*Past Blasts*, TRT 2:24  
[http://ascr-discovery.science.doe.gov/feature/weather\\_vid/weather\\_vid.shtml](http://ascr-discovery.science.doe.gov/feature/weather_vid/weather_vid.shtml)
- **Video News Release (VNR)**
- **Dept of Energy Solar Decathlon**  
<http://www.youtube.com/user/DOESolarDecathlon>
- **Iowa State University Virtual Tour** TRT 1:44  
<http://www.youtube.com/watch?v=6ts4IBBECOo>
- **More examples:** [http://www.youtube.com/view\\_play\\_list?p=E9274F6E60872931](http://www.youtube.com/view_play_list?p=E9274F6E60872931)

### Ways to use Documentaries and Video New Releases

- Produce a short story on your product, service or cause
- Instead of doing a Press Release do it as if it were a news story
- Do a story on something important to your company, even if it is not about your company. For example, if your company supports a charity, do a story on that.



## #4 HOW TO VIDEOS

A how to video can be on any subject from how to do a math problem, bake a cake, make a web page or do a pole dance. They can be demonstrations or just a talking head. A how to video works best if it is short and actually teaches the viewer to do something. It must have value. These are often used on your web site to train current clients



but they can just as easily be used to draw clients to your web site. For example doing a make-up demonstration will drive clients to your make-up products or your beauty salon.

- **Demonstration**
- **DulceCandy87, make up demonstrations**  
<http://www.youtube.com/user/DulceCandy87>
- **Dreamy Valentine's Day Tutorial**, TRT 12:26  
<http://www.youtube.com/watch?v=7oBJDFzVRuo>
- **How to about ANYTHING**
- **eHow: How To Do Just About Everything**  
<http://www.ehow.com/videos.html>
- **Computers & College Applications: How to Write a Foolproof College Application Essay**, TRT 1:12  
<http://www.youtube.com/watch?v=C-Kgd8PBEfs>
- **Screen Shot Tutorial, videos recorded off of the computer screen**
- **Julia Kline: Green Island Marketing**  
**Embed Video in a WordPress Blog**, TRT 6:10  
<http://www.youtube.com/watch?v=POUCKOGDYQc>
- More examples: [http://www.youtube.com/view\\_play\\_list?p=3D71C4CD2947B7F3](http://www.youtube.com/view_play_list?p=3D71C4CD2947B7F3)



Ways to use How To Videos.

- Train and educate your clients after they become customers.
- Demonstrate your expertise and value to potential clients.
- Give a tutorial that solves a common problem for your potential clients.

## #5 INFORMATIONAL

Informational videos differ from How To videos in that they are giving information rather than teaching a skill or a task. They can be lists of facts or statistics. They can be given by a spokesperson or presented without narration as text. The facts can be used to reinforce a point of view or action. They are a variation of the lecture and the documentary but are much more obviously presenting a certain viewpoint.



- **Just the facts, ma'am.**
- **Johnson & Johnson Health Channel**  
<http://www.youtube.com/user/JNJhealth>
- **5 Diet and Nutrition tips, TRT 1:05**  
<http://www.youtube.com/watch?v=qFPgUTa988M>
- **Wordless Persuaders**
- **Did You Know:** TRT: 4:45  
Karl Fisch, Scott McLeod, and Jeff Brenman.  
[http://www.youtube.com/watch?v=PHmwZ96\\_Gos](http://www.youtube.com/watch?v=PHmwZ96_Gos)
- More examples:  
[http://www.youtube.com/view\\_play\\_list?p=E9184F70C22E4032](http://www.youtube.com/view_play_list?p=E9184F70C22E4032)

Ways to use Informational videos:

- Draw attention to an issue or persuade an audience
- Raise awareness for an issue and direct the viewer to your site and a solution
- Demonstrate your expertise or knowledge





## #6 WHERE TO PUT THE VIDEO?

There are a lot of options on where and how to host and stream video on the web. At one time it was necessary to have a server with appropriate licenses, codices and bandwidth to stream video but now it is possible to upload video to free services. Going into the pros and cons of free versus pay sights would take another presentation but here are some general observations:

### Pro Paid Sites

- Brand Control
- Any size or length of media
- Control presentation and distribution
- Detailed Analytics

### Con Paid Sites

- Cost Money
- Must promote site (not usually at a location people search for videos)

### Pro Free Sites

- Free
- Easy Distribution
- Social Sharing
- Spread your brand
- Free

### Con Free Sites

- Size and length limits
- Ads
- Format limits
- Limited branding
- Shared branding

### What do you need?

- Share video
- Embed video
- Searchable
- Tag
- Promote with social media
- Easily upload
- Manage Media

## More information

### Educational Video Sites

[http://www.refseek.com/directory/educational\\_videos.html](http://www.refseek.com/directory/educational_videos.html)

### Educational Video: The Top Cultural & Educational Video Sites

[http://www.openculture.com/2009/06/intelligent\\_video\\_the\\_top\\_cultural\\_and\\_educational\\_video\\_sites.html](http://www.openculture.com/2009/06/intelligent_video_the_top_cultural_and_educational_video_sites.html)

### Top 31 free alternatives to YouTube (video hosting sites)

<http://chaos-laboratory.com/2007/08/30/top-31-free-alternatives-to-youtube-video-hosting-sites/>

### Live Streaming Services

<http://www.livestream.com>

<http://www.ustream.tv/>

### Video Hosting Services

<http://www.brightcove.com/en>

<http://www.theplatform.com/>

<http://clickstreamtv.com/>



## #7 IMAGE OR PR

Image or public relations type programs have been around since the beginning of video. It is simply a video made by a company or an institution that shows the organization in its best light. It could be



something on why we are a cool company or school or it could say: look what cool and good things we do. The goal is to leave a positive impression with the viewer.

Admittedly that is the goal of a lot of programs but this format doesn't try to teach or inform and does not try to be impartial.

This is horn tooting all the way. These videos are often used on the website, often the homepage, to convert visitors and prospects to clients. This can be the sales piece or the closer.

### Corporate PR

#### Deloitte

<http://www.deloitte.com>

**CEO Barry Salzberg**, TRT 3:33

[http://www.deloitte.com/view/en\\_US/us/About/index.htm](http://www.deloitte.com/view/en_US/us/About/index.htm)

### University

#### Oregon State University

**What it means to be Powered by Orange**, TRT :33

<http://www.youtube.com/watch?v=HDQNF GK4gog>

### Business Home Page

#### Kuno Creative

<http://www.kunocreative.com/>

More examples: [http://www.youtube.com/view\\_play\\_list?p=06EC9F56C9B6D340](http://www.youtube.com/view_play_list?p=06EC9F56C9B6D340)

How to use Image Videos:

- Official branding video for a company or organization
- Use on the homepage to convert prospects
- Use in promotional newsletters
- Send to prospective clients

## #8 NEWS

Student news programs have been a traditional training tool in many broadcast and communications departments. Corporate news programs are used by many large corporations to disseminate important information to staff and workers. These programs can also be used to promote the school or company if they are made available on the internet.



### Broadcast Journalism

#### Emerson College, The Emerson Channel

<http://www.emersonchannel.org/index.cfm>

**Good Morning Emerson**, TRT 6:49

<http://www.youtube.com/watch?v=xUSjyi5GwWA>

### Student News Paper

#### UWTV

University of Washington's **Daily Double Shot**, TRT 26:35

<http://www.uwtv.org/programs/displayevent.aspx?rID=30902>

### University Events

#### Arizona State University

**Top 3 things to do at ASU**, TRT 2:12

[http://asunews.asu.edu/node/11785?video\\_tab=0](http://asunews.asu.edu/node/11785?video_tab=0)



## #9 USER GENERATED CONTENT

Media on the internet has long been fueled by user generated content. The first people who really started to take advantage of posting video to the internet were people who wanted to make their own versions of music videos or express their commitment as a fan by reimagining content by their idols. People couldn't be stopped from making their own content. Making a video for the world to see is the dream of every potential Wayne's World program host. 46% of internet users between 18 and 24 are content creators and many make videos.



### Classic UGC

***Bohemian Rhapsody LEGO***, TRT 6:20

<http://www.youtube.com/user/Krikonn>

### Self-Produced Programming

**The Happy Tuesday**

<http://www.kunocreative.com/>

<http://www.youtube.com/user/thehappytuesday>

### Corporations Harness UGC

**Johnson & Johnson Health Channel**

<http://www.youtube.com/user/JNJhealth>

***Kids Doing Laundry***, TRT 2:07

<http://www.youtube.com/watch?v=Ya4hgyZJ-YE>

More examples: [http://www.youtube.com/view\\_play\\_list?p=66AC0F959D3B5723](http://www.youtube.com/view_play_list?p=66AC0F959D3B5723)

### How to use User Generated Content

- Ask you customers to make videos about your product
- Make a YouTube channel dedicated to your clients
- Sponsor a site for your clients to post videos, even if it is not about your product

## #10 VIDEO CONTESTS

One way to harness the power of UGC is to hold a video contest. There are a growing number of people with the means to make video and a large group of people who are anxious to participate. Some competitions aim at excellence in production while others are about raising awareness or promoting a product. Besides generating content that can be used the process of the contest brings attention to the project.



- **Department of Education, promote science.**
- **I am What I Learn**  
<http://www2.ed.gov/iamwhatilearn/index.html>
- **The winner: Jordan Lederman**, TRT 2:01  
<http://www.youtube.com/watch?v=Ute5oNpc9uw>
- **University of Washington, promote staff and alumni morale.**
- **UW Pocket Video Contest**  
<http://uwpocketmedia.org/>
- **The Winner: 7 Steps**, TRT 1:29  
[http://www.youtube.com/watch?v=PQIKi7yl\\_VU](http://www.youtube.com/watch?v=PQIKi7yl_VU)
- **ASU College of Public Programs, raise awareness of scholarship**
- **Spirit of Service Scholars Video Contest**  
<http://zooppa.com/contests/spirit-of-service-scholars>  
<http://www.youtube.com/user/sossvideos>
- **#1 Winner: DESERT**, TRT :31  
[http://www.youtube.com/watch?v=ALhdA\\_GaVTI](http://www.youtube.com/watch?v=ALhdA_GaVTI)
- **Resources of video contests**
- Video contest aggregation sites:  
<http://www.onlinevideocontests.com/>  
<http://videomaker.com/community/contest/>
- Partner Views Blog on Video Contests  
<http://www.imagemediapartners.com/blog/bid/14951/On-Line-Video-Contests/>
- Zooppa.com  
<http://www.zooppa.com/>

## NOT ENOUGH NUMBERS-BONUS MATERIAL

There are a whole lot of other things going on with video on the internet and I ran out of numbers. I haven't been able to talk about Mash Up, Flash Mobs, and Lip Syncs. For example the on-line video rivalry between two high schools in suburban Seattle generated thousands of views for their videos and drew a lot of attention to their schools. Read the links below to find out more about the video rivalry between Shorewood and Shorecrest High Schools in Shoreline, Washington.

- **Here are some articles about the rivalry and the videos produced**
- <http://blog.seattlepi.com/thebigblog/archives/185272.asp>
- <http://www.king5.com/news/local/Rival-Shoreline-schools-in-YouTube-music-video-battle-79679497.html>
- [http://seattletimes.nwsourc.com/html/thearts/2010577949\\_shortlist27.html](http://seattletimes.nwsourc.com/html/thearts/2010577949_shortlist27.html)
- [http://seattletimes.nwsourc.com/html/localnews/2010591772\\_nicole25m.html](http://seattletimes.nwsourc.com/html/localnews/2010591772_nicole25m.html)
- **And watch the videos here:**
- **Shorecrest High School**  
**Hey Ya: A music video** TRT 4:29  
<http://www.youtube.com/watch?v=kPTd8MgAeqI>
- **Shorewood High School**  
**Shorewood Lip Dub: You Make My Dreams** TRT 6:32  
<http://www.youtube.com/watch?v=T7TI-AJi2O8>
- **For more examples**
- **School Lip Dubs**  
[http://www.youtube.com/view\\_play\\_list?p=8B960D183E988A9C](http://www.youtube.com/view_play_list?p=8B960D183E988A9C)
- **Flash Mob**  
[http://www.youtube.com/view\\_play\\_list?p=A95DA084407C7C67](http://www.youtube.com/view_play_list?p=A95DA084407C7C67)



### How to Use Lip Dubs and Flash Mob videos

- Highlight an upcoming event
- Draw attention to your group, company or cause, for example a Flash Mob for breast cancer awareness
- Promote your product
- Make sure everyone knows who is responsible for the video and have a call to action.

## CONTACT INFORMATION

### Stay Connected:

 [www.linkedin.com/in/timlorang](http://www.linkedin.com/in/timlorang)

 [timlorang](https://twitter.com/timlorang)

 [Image\\_Media](https://twitter.com/Image_Media)

 [Facebook](https://www.facebook.com/ImageMediaPartners)

 <http://www.youtube.com/user/ImageMediaPartners>

Blog <http://www.imagemediapartners.com/blog/>

Website: [www.imagemediapartners.com](http://www.imagemediapartners.com)

Online presentation: <http://prezi.com/awhzijag5p-i/>

Sign up for our monthly newsletter:

<http://eepurl.com/f6oH>

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