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Video Killed the Radio Star, But It Could Propel Your Online Marketing to New Heights by [Avaxusa](#)

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We are a visual society, no doubt. People no longer gather around the radio to hear the latest and greatest. We gather around the TV, or even the smaller screens of laptops, tablets, and other mobile devices. When that latest and greatest involves any online marketing, one area continues to gain in popularity â€” video.

The trend

Nielsen just reported some numbers on Top Web Brands for March 2012, and it shows YouTube gaining audience numbers since last year. Facebook, while still second only to Google, did show a slight decline.

So people really like video. How could you develop a video marketing campaign to take advantage of this arena? There are five key elements to keep in mind when creating a video, according to Marketing Porfs. We believe that while the message and the creativity levels will vary from business to business, these five principals hold true across the board.

1. KISS:

OK, so most people hopefully know what that stands for so I don't have to spell it out, but yes, a simple message is most effective. Trying to explain your point in a clear and simple manner isn't always easy, since you probably have a lot you want to say. Stick to one overall message, and use graphics to help explain â€” especially any lists.

Sometimes, less talking is better. Remember, you can always create follow-up videos, or even a series. Just remember to 'tease' those in your initial video so people come looking for you again.

2. Length

Be brief. Your video shouldn't run more than about 5 minutes, though between 2 and 3 is best if you can succinctly get your message across in that time frame. Remember â€” you want to get and keep viewers attention, make an impact, and hopefully inspire them to come looking for more information on your site.

3. Be current

While you may not have the budget of a Hollywood Studio, do utilize up-to-date techniques and technology. First impressions matter, so determine where you can invest with the highest return when it comes to the look and production value. Also, check out other videos, including those in your industry to learn about video trends.

4. Provide Value

Keep in mind that your goal should be to help your viewers. Informing and educating is important, but don't leave out the opportunity for entertainment if it suits your offering. Creating â€œhow toâ€• or â€œtips and tricksâ€• posts is a good idea. Make certain viewers walk away with something useful, rather than a sales pitch.

5. Consider the audience

Hopefully you've done your homework on your typical audience. Speak to them in a way that will help them connect. While you hope to draw viewers from a wide audience, creating a video that speaks to your core will help get it off the ground. It will also give people a clue about who you are.

Creating a brief, succinct, professional, informative video that speaks to your core audience, but can also appeal to a wider audience seems a tall order. It isn't. If you take the time to consider what you want to say, and how it will be best received, you can develop a winning visual tool.

Do you watch online marketing videos, and what types seem to work best? If you'd like to know how video, and other online marketing tools can improve your visibility, contact our online marketing consultants and we can discuss your options.

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At Avax we have carved the strategy of a [social media optimization](#) and social media marketing within our a [SEO methodology](#), which provides our clients the competitive advantage in gaining significant keyword rankings and sustenance when you get to the top of Google.

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