

Web Video Provides a Huge SEO Benefit!	1
Who is Don Napoleon?	2
The Fusion of Internet & Television	3
The Future of Mobile Video	3
Another Satisfied Client	4

Hosting an Event? Think Video!

By Jim Folliard

How often do you attend a conference or seminar and return home feeling rejuvenated and full of innovative ideas?

You make plans to start implementing new strategies, and even arrive at your office with a brand new to-do list. It happens to all of us, yet too quickly we drift back into the daily grind, putting off the new and exciting things we learned. But those ideas often resurface later, when something sparks our interest. We then may go online to try and find information about the seminar we attended a month ago. If the hosts of the seminar were smart, they hired a video production team to film the whole seminar and posted it on their website.

The value of recording your company's annual seminar or conference is two-fold. First, you can use all the great content to market next year's meeting. What better way to showcase your company, your employees, your presenters, and the venue than a professional video? Your potential attendees will be able to get a feel for the seminar before they sign up. You can create a buzz around your event with a highlight reel, which you can syndicate to sites like YouTube and even optimize for search engines. There are SEO benefits as well as advertising advantages.

— continued on page 3





**Killer Video
Marketing for
Professionals**

YOUR MARKETING PLAN SHOULD INCLUDE VIDEO

Did you know that video adds depth to your story, builds trust and positions you as an expert in your industry? It's not too late to start.

CONVERSION PACKAGES

Our video packages are designed to produce informative and effective professional videos that answer questions your customers are asking.

\$2,000 / \$3,500 / \$5,000

BASIC SPOKESMODEL

We have video clips ready to go, you just need to select your spokesmodel. You can also mix and match from our library of spokesmodels.

\$150/CLIP

CUSTOM SPOKESMODEL SERVICE

Our professional spokesmodels can deliver custom crafted scripts that help your clients get specific answers to common questions.

\$200/CLIP

BREAKING NEWS VIDEOS

When major news breaks in your practice area we have a 48 hour solution to blanket the web with hyper-targeted content.

\$750/CLIP

CONVERSION PACKAGES

Similar to a monthly newsletter or weekly blog, videos can be slow released to keep your name out there.

\$500/MONTH

QUESTIONS? ASK AWAY!

Fairfax Video Studio
10521-A Braddock Road
Fairfax, VA 22032-2250

Toll free: 1.877.477.STUDIO

Fax: 703.997.1309

www.fairfaxvideostudio.com

Who is Don Napoleon?

How many lawyers can say that an Emmy Award winner produced their website's videos? If you have worked with the Fairfax Video Studio, then you probably have heard us talk about Don, our Emmy Award-winning video guru.

He splits his time between the studio and the field: editing, shooting, directing, creating, producing, educating, and innovating, all on top of being a husband and father of two. Don does it all, and we are lucky to have him as part of our team.

Don grew up in East Orange, NJ before heading south to Virginia State University, where he majored in psychology. He took a job with NBC12 in Richmond, just up the road from his alma mater, and realized he had a knack and passion for media. "It wasn't Hollywood," Don recalls. "But it was still lights, camera, action. And that did it for me."



Don Napoleon received an Emmy for a segment he produced for Maryland Public Television.

He followed his dreams to New York, then to D.C. because of his interest in politics. His impressive resume includes work with Atlantic Video, AARP Broadcasting, and Capitol Hill, as well as contracts with BET, TV One, and BBC. He also has worked on some feature films, such as "Eagle Eye," "Night at the Museum 2," and "State of Play." Amidst all this he did freelancing, covering concerts by Jay Z, Black Eyed Peas, and even the legendary BB King. By so doing, his path intersected with Jim Folliard, who was also covering concerts and events at D.C. clubs and bars. The two teamed up, and the rest is history. Their incredibly impressive experience put them at the top of everyone's list when it came to hiring producers. Since then, they have shot, edited, and produced everything from sports to politics to corporate events.

Even though Don discovered his calling to the world of live television, movies, and video soon after graduating from college, he still considers himself a psychologist. He received an Emmy for a segment he produced for Maryland Public Television. The spot, aimed at educating young kids, was a special that was geared towards teaching children about farming and the food we eat. "I'd always wanted to become a psychologist, but eventually realized I would become a TV child psychologist, incorporating a certain aspect of psychology into my programs that would benefit children." Don has also developed a non-profit called "Exposure" that will give college students tours of television studios. ❄️

Want to work with Don and the Fairfax Video Studio? Give us a call at 877.477. STUDIO to get started!

The Fusion of Internet & Television

Speaking of the growth of web video, guess where else it is making an appearance? That's right, on your television!

Smart TVs have been rolling out, and should make quite an impact this year. What's different about a Smart TV? It has an Internet connection, just like a smartphone. And just like smartphones, Smart TVs are going to change the way we consume video.

Gone are the days when you missed an



Both Apple and Google have created their own Smart TVs.

episode of your favorite television show. Sites like Hulu and services like Netflix allow you to access television shows and movies for a nominal fee or even for free. Smart TVs will provide access to both Hulu and Netflix right on your television screen. You will be able to sit on your couch to watch shows that you missed instead of at your desk. Also, you will be able to stream in HD, taking advantage of the great resolution of your television.

The Apple TV box can utilize your current television by connecting you to the iTunes store, where you can rent and buy shows and movies. Google TV promises the same, and will include applications for Hulu, Netflix, and YouTube. It also will include a search bar that will browse video all over the web and on television. The goal is a total fusion of television and Internet. With the way smartphones have taken off, we expect this to be totally commonplace in the next year. Just one more reason why web video is the way to go! ❄️

The Future of Mobile Video

Did you ever think you'd be watching NFL highlights or YouTube videos on a three-inch screen while waiting in line at the DMV? Nowadays, that's reality if you own a smartphone. Mobile web use continues to grow in leaps and bounds with mobile video at the core of its rise.

Web video only became popular when connection speeds caught up with the interest of Internet users. Now that most everyone has a DSL or Cable connection, videos buffer quickly and stream without the choppy playback of the 56k modem days. Web video has become commonplace on the web, and the same will soon be true of mobile video as a similar evolutionary process takes place. Connection speeds are fast and getting faster each year. Sprint has already rolled out its 4G network, which claims that downloads are ten times faster than with 3G. In the meantime, YouTube has already released its mobile site (youtube.com/mobile) which offers uploading as well as search, viewing, and sharing capabilities. You can use your phone's camera to scan a barcode on the site that will add YouTube Mobile to your bookmarks—an unnecessary yet cool feature.

The Coda Research Consultancy predicts that mobile video will increase by about 138% annually until 2015. This is an important consideration when producing videos. The file types must be compatible with your video platform and optimized so that mobile search engines can find them. We continually harp about these specifications anyway, now just tweaked for mobile viewers. You don't want to miss this growing audience. Leverage your existing videos for mobile use, or get started on creating new ones. Your audience awaits—and continues to grow—so get to work! ❄️

— continued from page 1

Hosting an Event? Think Video!

The second advantage is that you can record all of the presentations. When your excited attendees need to jog their memories, they can refer to your videos. Not only will this bring visitors and potential clients to your site, but you also can set up affiliate links to any third party vendors that had booths at your event. When we attend a conference, we reference the host's site and videos multiple times and use the vendors that they recommend. This is a great way to offset the cost of hosting a conference! ❄️

At the Fairfax Video Studio, we aren't just watching videos. We are creating them. We cover seminars, conferences, weddings, concerts, parties, and any other event you may be having. If you are hosting an event, you need to think video.

Another Satisfied Client

The pace of new technology constantly speeds up, often faster than most of us can handle. Your job as a lawyer or business owner may mean that you avoid dealing with tech issues, but some of this new technology can save you a lot of time and money. Video bridges the gap by showing you rather than forcing you to read about it.

BroadSoft has more than ten years of experience in VoIP communication. VoIP stands for Voice Over Internet Protocol, and basically means harnessing the power of the Internet for the purpose of voice and video communication. BroadSoft offers consumer and business solutions that allow for the integration of cell phones, landlines, video chat, instant messaging, calendars, and data. For example, you could text an update to your calendar or transfer a call from your cell phone to your office phone. It's highly

To ease confusion, BroadSoft decided to produce a video series explaining its business and showing examples of its products in action.

customizable with a variety of available packages.

Sounds awesome but a little overwhelming, right? To ease confusion, BroadSoft decided to produce a video series explaining its business and showing examples of its products in action. It even got one of its clients, Bowen

Advisors, involved. Jim headed over to Bowen to interview employees and see what they thought of BroadSoft. Their reviews are glowing, and now they are on tape! Jim blended educational videos with testimonials, creating a powerful marketing tool for BroadSoft. Its YouTube channel now has over 13,000 views. Potential clients can discover it organically in search engines

and from the links on BroadSoft's site. The videos are easy to understand, full of good information, and reflect nicely on the professionalism of BroadSoft and its clients. Check out BroadSoft.com to see Jim's work for yourself! ❄️

Jim headed over to Bowen to interview employees and see what they thought of BroadSoft. Their reviews are glowing, and now they are on tape! Jim blended educational videos with testimonials, creating a powerful marketing tool for BroadSoft.

