



Killer Video Marketing for Professionals

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INSIDETHISSUE

Video will be the Most Important... in 2011	1
Mobile Video Use Is Growing...Fast	2
How Bad Web Video Can Scare Off Potential Clients	3
Client Success Story: Invoicea Browser Protection	4

Video will be the Most Important Piece of Your Marketing Campaign in 2011

by Jim Folliard

Every marketing plan is different...or is it?

The goal is always to make sure people are aware of your services and encourage them to act on that knowledge, right? The tools that you use to make this happen are the same regardless of what business you are in but there is a lot of room for innovation. Additionally, you don't need to follow the "rules" that you learned in business school twenty years

ago. Your customer base is changing and you need to make adjustments to keep up.

So where does video fit into your marketing plan?

You've already got your website rolling, an email auto-responder and maybe even some snail mail. Why should you invest the time and money to create videos for the Internet?

— continued on page 2



SHOW YOUR WEBSITE SOME LOVE WITH VIDEOS



**Killer Video
Marketing for
Professionals**

FAIRFAX
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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!

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Mobile Video Use Is Growing...Fast

This just in – YouTube is now serving over 200 million video views PER DAY on mobile devices.

Wow. Let's all take a minute to let that sink in. If you had a nickel for every video watched on a mobile device... you'd make \$10 million dollars a day. Heck, if you had just one penny for each one, you'd still have \$2 million! Okay, that's beside the point but what does this really mean for small business in the Washington, DC area?

There are two key points that we can take away from these numbers without doing any further research.

1 The first is that if you aren't using video, you need to start right away.

2 And the second is that they better be on YouTube and optimized with a proper title and description so that people can find them.

Let's remember that these numbers are for YouTube only but that isn't the only place that people are watching videos on their phones. When you create videos for your website, you may want



Mobile video isn't the way of the future anymore...it's the here and now.

to consider avoiding Adobe Flash since iPhones and iPads can't use it.

One other thing we should think about is how people find videos. After Google, Facebook is the most popular way that people are referred to videos. Every smartphone user has the Facebook app so you need to be posting links to your video content there. Mobile video isn't the way of the future anymore...it's the here and now. ❄️

— continued from page 1

Video will be the Most Important Piece of Your

There are a few very good reasons why video is going to be the most important piece of a successful marketing campaign in the next year.

First, you need to be found on the Internet...and not just through Pay-Per-Click ads and Facebook but in organic video search results. People are searching on Google and YouTube

all day, everyday. YouTube is incredibly popular and has hijacked Yahoo!'s position as the second most popular search engine. Wherever someone searches, they should find you. When people have questions, they are frequently looking for answers in the form of video. You need to have videos on YouTube that answer the most common questions about your services

How Bad Web Video Can Scare Off Potential Clients

While we consider ourselves web video evangelists, everyone can agree that there is such a thing as bad video and it can hurt your marketing.

BAD WEB VIDEO...

- Is a random act of marketing
- Is a waste of money
- Has bad lighting, sound and resolution
- Leaves the viewer guessing what to do next



GOOD WEB VIDEO...

- Answers frequently asked questions
- Pays for itself because it is a conversion tool
- Is clear, crisp and looks professional
- Includes a call to action and all the information they need to act



There are a few things you need avoid at all costs when producing a video that's headed for the web. Don't even bother unless you have good lighting, clear audio, high (or at least acceptable) resolution and a clear message.

Marketing is not a task, it's a process. The same goes for video. Don't try to do everything in just one day. You need to dedicate yourself to the practice by investing in the right equipment or finding a studio that meets your needs. ❄️

Marketing Campaign in 2011

and call the viewer to take action.

Take a look at your competitors' websites and see how you can leave them in the dust with a series of creative and informative videos.

The same goes for your website, which is another reason that video is hugely

important. When a visitor finds their way to your site, you need to impress them! A blog post is great but a video that answers their questions, looks good and encourages them to take action by contacting you or signing up for more information is much more effective.

Take a look at your competitors' websites and see how you can leave them in

the dust with a series of creative and informative videos. Do a search for common questions related to your practice or services to see if there are any videos that appear on the first page. You could and should be there because video is the most sought after media on the web. Don't miss out on any more customers because you are missing this crucial marketing piece! ❄️

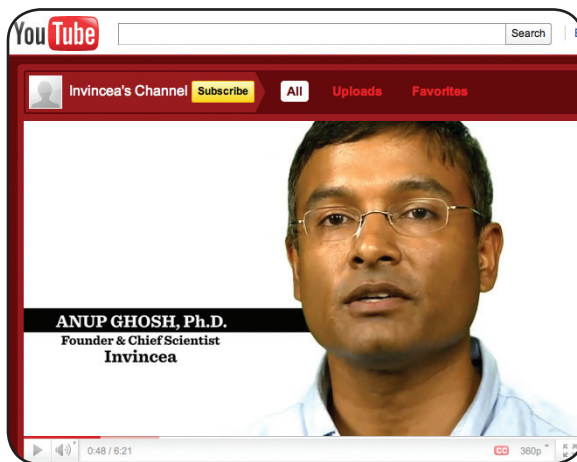
Client Success Story: Invincea Browser Protection

Invincea is a technology company located right here in Fairfax that builds software designed to prevent malware attacks.

Their innovative engineers have built a browser that runs in a virtual environment, completely separate from the desktop operating system, that allows them to protect users from Web-borne threats. Instead of reacting to malware once it's on the computer like most anti-virus software, Invincea products prevent it from ever getting there. We are dumbing this down for the newsletter...this stuff is incredibly powerful and over the heads of most Internet end-users. Invincea needed a way to explain how their software works to their potential clients without having them read a tedious explanation. They hired Signal Marketing, which is located in Silver Spring, MD, because they specialize in launching start-ups.

These marketing experts knew that video was the only way to communicate the message effectively so they called Jim Foliard, who is known all over the area for his excellent video work.

The team from Invincea came into our green screen studio in Fairfax where their technical geniuses answered the questions that potential clients will be asking.



Video has proven to be an incredibly effective tool for explaining complicated services such as malware prevention to the people who will ultimately be using it.

In the same way their software is proactive against malware, they are proactive about video marketing. "We used a tighter shot to get a more personal feeling and put a simple white background behind them to match the colors on their website. The end result is a clean, professional video," noted Jim when he was finished with the post-production. Video has proven to be an incredibly effective tool for explaining complicated services such as malware prevention to the people who will ultimately be using it. Thanks to Jim's fine work and the

marketing guys at Signal Marketing, Invincea is off to a great start. Check out Invincea.com and YouTube.com/user/Invincea to learn more about their services and see samples of Jim's work. ❁

invincea™

Stop Web-Borne Attacks

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FINALIST
MAGAZINE Honored in the U.S.

SC SECURITY INNOVATORS
THROWDOWN
WorldCongress

Invincea - Recognized as an Innovator by SC Magazine

Finalist in both the Security Innovators Throwdown and Rookie Security Company of the Year Categories

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