



## HOW TO **SHOW YOUR STUFF WITH ONLINE VIDEO**

### **USE WEB-BASED VIDEO TO SHOWCASE YOUR PRODUCTS AND SERVICES**

People love watching videos online—in fact, recent research indicates that more than three-quarters of Internet users watch videos on the Web. That adds up to over four billion online videos per year, a number that experts believe will continue to grow as Web-based video becomes even more popular. Given these trends, it's no surprise that more and more online shoppers are also watching videos before deciding to buy a product or sign up for a service. When you have video on your site, people spend more time there and not only learn more about what you have to offer, but also about your company as a whole.

You don't need a big budget to capitalize on the popularity of Web-based video. Many small businesses are their own best enthusiasts—a key ingredient in any successful marketing video—and new, user-friendly software tools make producing your own videos faster and easier than ever before. Here are a few tips to get you started:

### **PICK A COMPELLING TOPIC FOR YOUR VIDEO**

As you've just read, there are literally billions of videos online today. The key to making your video stand out from the crowd and attract viewers is to make sure you keep the content relevant. Some ideas that can help you create an interesting video include:

- How to use your products
- Testimonials from customers who are enthusiastic about your products or services
- Interviews with customers who attend your store's grand opening
- Company updates from you or your employees

### **TAKE ADVANTAGE OF DO-IT-YOURSELF TOOLS**

Many of today's cameras feature options to record video and send footage directly to your computer. After you shoot your video and transfer the file, you can upload it directly to popular video hosting sites like [YouTube](#) or [Vimeo](#).

There's also video editing software—including Windows Movie Maker for PC and iMovie for Macs—you can use to easily cut unnecessary footage, add titles, and include music. If your computer doesn't have video editing software, you can upload your footage to sites like [JayCut](#) and use Web-based tools to put the finishing touches on your video.





## VERISIGN STRATEGIES FOR SMALL BUSINESS

### NOT A PROFESSIONAL ACTOR? NO PROBLEM

You don't need any special training to be an effective spokesperson for your company. If you're feeling nervous about being on camera, practice what you're going to say before you get ready to film, try to relax, and just be yourself. Customers value sincerity, and many will feel more comfortable about buying your products or services if they can see who they're working with before they make a purchase.

### KEEP YOUR VIDEOS SHORT

There's no proven formula for figuring out the ideal length for an online video, but shorter videos usually work better. In fact, recent research shows that the average length of an online video is 2.8 minutes, just enough time to get your message across without demanding too much of your customers' time. If you have a product demonstration that runs longer than a few minutes, try cutting the footage into shorter episodes so users can watch the clips at times that are convenient for them.

Online videos can be fun to watch and are a great way to draw more people to your Web site. However, making sure that people know your site is trustworthy is also essential. VeriSign Trust Seal can help you establish that trust and give you an edge over your competition. To learn more, visit the VeriSign Trust Seal Web site at [www.verisign.com/trust-seal](http://www.verisign.com/trust-seal).

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For more information about how VeriSign Trust™ Seal can bring trust to your business online, please call: 866-878-7847, 650-426-5333 or email: [trustteam@verisign.com](mailto:trustteam@verisign.com). Visit us at [www.verisign.com/trust-seal](http://www.verisign.com/trust-seal) for more information.

### ABOUT VERISIGN

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