

Web Marketing Video Options

Web marketing videos can encompass a wide range of content from straight up advertising to how to videos for the products you sell suitable for your official web site as well as social media.

Splash

- Typical Run Time: 5 to 15 Seconds
- Eye catching animated text and graphics featuring Company Name and listing products and services provided.
- Plays out on home page or if 6 seconds or less, may be distributed via Twitter's Vine.
- Some may not have or require audio at all.
- This is a onetime production but may be updated to reflect changes in the company's products or services.

[A sample from our own home page.](#) [A sample Vine video often used at the end of a demo video.](#)

Standard Advertisement

- Typical Run Time: 15 to 30 seconds
- Similar to a TV commercial featuring the Company Name, products and services in greater detail.
- Often supported by in store, in shop, or on site service and product photos and video.
- This too is a onetime production but may be updated as required.

[A sample video produced for Sun Parlour Boat Club and Holiday Harbour Marina.](#)

Introduction

- Typical Run Time: 1 to 3 minutes
- Introduces not just the company, products and services but it's founders, employees and may even include some testimonials.
- Affords your potential clients a chance to get to know you, your company and its history on a more personal level.
- A perfect addition to your site's "About Us" page or you may include a link directly to the video from you home page.
- Another onetime production but requiring some, one on one, interviews.

[A sample video put together for a husband and wife operated DJ service.](#)

Trade Show Demo Reel

- Typical Run Time: 5 to 10 minutes
- May be a compilation of all the web marketing videos or custom made for a particular show.
- This video may also be used in store to play on a strategically placed monitor while customers shop.
- Generally, a onetime production that could be updated in the future.

Point Of Purchase

- Typical Run Time: 1 to 2 minutes
- Targeted at a particular product or service including a full description of each.
- Ideal for presentation at a trade show, in store or even on your web site.
- A separate video for each.
- These videos will require updating more frequently.

How To

- Typical Run Time: 2 to 4 minutes
- A presentation by you or one of your staff on how to get started using a product that you manufacture or properly maintain a product that you sell.
- More detailed instructional videos could be produced for your most experienced end users.
- One or more videos would need to be produced for each product requiring one.

[A sample of a post training video I have compiled for my own clients.](#) Note that it is not always necessary to have a live person. Just a script may be all that is required as long as there is other content that could be used to effectively demonstrate the product.

[A sample of a basic instruction video for preparing photos for uploading to a web album.](#) This video was created to assist, non computer savvy, subscribers to an on line photo gallery.

General Information

- Typical Run Time: 2 to 4 minutes
- Meant for the services you provide highlighting to potential clients, what to expect as far as scheduling, preparation, clean-up etc. is concerned.

- Could be supported with video of a typical installation or service call in progress including the finished product.
- A shoot of this nature may require more than one location and more than one day.



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