



## **Online Video for Conversions Engagement and Reach**

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63% Americans with broadband

158 million US users watched online video in July 09

21.4 B videos viewed

62% watch video on video sharing sites

25% of Google Searches in US return videos in results.

### **Video for the direct marketer**

Condensing the learning curve

Capturing visitors with a brand personality

Enables rich non linear interactive storytelling

Increase website stickiness and communicates more quickly a value proposition

4 seconds to capture attention on a home page

Video viewers are 20% more likely to purchase online.

### **Angel Beds – selling \$2,000 mattresses online**

Rising Cost Per Click, more competition, greater selection for consumers, users unfamiliar with brand.

Web analytics first.

- Site paths -70% come to home page. Average purchaser visited 30+ pages, non purchaser visited 7 pages.
- Page Value – most profitable pages are deepest in funnel (conversion divided by visits).
- Fallout – 35% drop out on the homepage as a single visit.

## eCommerce buy funnel

- Site Credibility
- Company Credibility
- Product Value (Testimonials)
- Service/Support value (Buy a bed without ability to feel)
- Guarantee/Warranty Value
- Transactional Trust

## Key Communication Points

- Introduce company to viewers (third party endorsement)
- Show enjoyment of product usage (testimonial -1/3<sup>rd</sup> of lifetime in bed)
- Reinforce value and differentiation
- Compare to competitors equivalent
- Use testimonials
- Guarantee with trial period ad warranty

## Results

Decreased pages per visit before purchase from 33 to 21, however time on site increased from 22 minutes to 25 minutes.

Angel Beds sales jumped 11% in 1 month and 47% YOY.

Now include direct comparison video.

## [CNI College](#)

- Sea of providers, aggregators dominate, geotargeting, commodity
- Need to become more than a logo on a list
- Micro segmentation on website/videos
- Videos in header – autoplay first visit, switches off for subsequent visits
- Phone leads increased 145%

Create once, publish often

Encourage in banners ads to come watch the video