

Digital Bootcamp: Use Video to Engage Your Audience

There's no doubt that having video on your website is incredibly valuable. In fact, companies that have explainer videos on their websites tend to have higher conversion rates. Here are a few tips to test the waters with video – without having to jump in right away.



Pitch some topics – what does your company do?

A video is only as good as the idea behind it. Identify some ways that your company's product or service is unclear. Then, develop some concepts that could clarify the situation in an engaging way. It may help to have a company brainstorming session to come up with some fresh and unique ideas.

I've got it covered!

Research video services and pricing – who can help you?

If you're going to hire a company to produce video for you, it's important to find a company that can meet your needs in terms of services, pricing, etc. Many people think video is best handled by a company that is nearby, but there are plenty of online services like [Switch Video](#) that can help you develop explainer video and animated content regardless of your location.

I've got it covered!



Create some tutorials on your own

If pricey video isn't an option for you, there are still affordable ways to get started. Screen capture tools like Quicktime or Camtasia can allow you to demonstrate your product and explain how it works, without breaking the bank. Record some additional video at the beginning and end, and put it all together in an easy-to-use program like iMovie.

I've got it covered!

Optimize your video for SEO

Video is incredibly valuable for SEO purposes, but it's important to make sure it's optimized, too. Make sure the file name, title, and description contain the keyword you want to rank for. You should also host the video on YouTube. It's the second largest search engine in the world, so you don't want to miss out on that potential traffic.

I've got it covered!



Share your videos in the sales process



Videos can be used to address prospects' concerns and questions. It can make your product or service seem more appealing, and it can instill confidence in your quality of support and customer service. Arm your sales team with videos that address common objections, and you'll help them to sell more.

I've got it covered!

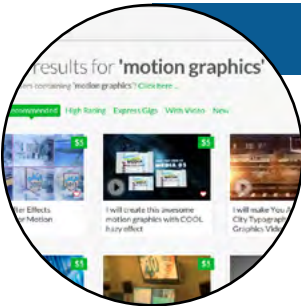
Great tools & services for video production:

Camtasia – powerful capture and editing suite

Camtasia allows you to capture all or part of what's on your screen. Then, you can easily edit the footage and put together a video very quickly. It's a great way to get started with video content on your site. You can also produce interactive videos with clickable links – this makes the video more engaging and more useful. Camtasia offers a 30-day free trial.



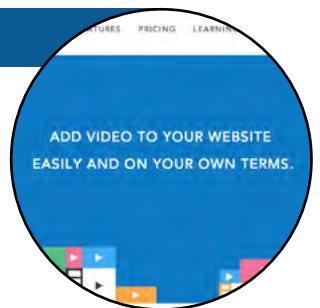
Fiverr – where people do things for really cheap



Fiverr is a platform where people advertise their services starting at \$5. It can be hit-or-miss when it comes to the quality of the final product, but there are some pretty talented people on there. A search for “motion graphics” will show that there are lots of people out there who make custom intros, transitions, and packages that use your logo. These types of products can give your videos a professional touch for a very low cost.

Wistia – host and embed videos with built-in SEO tools

Wistia is a video hosting service that focuses on ease-of-use and SEO integration. You upload your videos and Wistia helps you get them on your site, guaranteeing compatibility across all devices. It offers useful tools like lead capturing, built-in social sharing, and analytics. Wistia is free for up to 25 videos, if you don't mind the “branded” version of the media player.



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