



**GUERRILLA**  
SOLUTIONS

**VIDEO MARKETING**

*[www.golutionsinc.com](http://www.golutionsinc.com)*



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# INTRO

Think of your business as a summer movie that just got released in a theater near you. The plot line is one-of-a-kind, the characters are all unique and played to perfection and the director nailed the execution. Unfortunately there was no way for any potential movie-goer, besides those with prior awareness, to find out that the movie existed.

Without a visually appealing trailer to attract a wider audience prior to release, this movie, like your business, would be left with only endless potential, and would go on unnoticed until it was relegated to the “Misc” section of the local video rental store, or to Page 15 of the Google Search Results.

While your business currently has a limited core of customers, how can you find a way to appeal to a new target? How can you provide potential customers with the necessary content that peaks their interest enough to want to learn more? How can you be found across the web, and show the world your potential?

Ironically, video marketing is the fastest growing trend of how to do all of the above. In this GSolutions Whitepaper, we'll outline why internet video marketing should be included into your marketing strategy, and explain how it is the surest way to increase leads and conversions for your B2B or B2C business. We'll also provide insight on how a video can be incorporated into your overall marketing strategy with respect to search engine optimization and your social media efforts to boost traffic and lead to a consistent growth.



# QUICK ONLINE VIDEO STATS

- Viewer engagement and response rates are 4-7 times higher than static content
- Email click-through-rates (CTR) is 2-3 times higher with a video
- Engagement time for video (1.5 min) is 10 times higher than a static ad (8-10 sec)
- On January 23, 2012, YouTube announced that 60 minutes of video content is uploaded every second
- 73% of brands surveyed by Adap.tv and Digiday reported brand building as the main objective of video marketing
- 84% of all U.S. internet audience viewed online video last month

**20 Hours**

THE AMOUNT OF VIDEO UPLOADED  
TO YOUTUBE EVERY MINUTE



by Shane Snow of Scordit.com  
for Mashable

**28,800  
Hours**

THE AMOUNT OF VIDEO UPLOADED  
TO YOUTUBE EVERY DAY



that's 3 YEARS, 3 Months  
worth of video

**10,512,000  
Hours**

THE AMOUNT OF VIDEO UPLOADED  
TO YOUTUBE EVERY YEAR



that's 1,200 YEARS  
worth of video



# QUICK ONLINE VIDEO STATS

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- Over 1.3 billion videos are watched every day
- Americans watch 22.6 hours of online video/month
- 75% of executives surveyed by Forbes Insight said they watch work-related videos on business-related websites
- 52% of these executives watched videos on YouTube
- YouTube has an estimated 77% of the online video market share
- According to Digiday, 57% of marketers surveyed planned to increase video marketing in 2012
- Mobile video streaming increased by 93% worldwide and 35% in the U.S. from 2010-2011



# VIDEO ENGAGEMENT

Online video allows you to speak to your customers on behalf of your business much more personally than any text or an image. It gives your online marketing a “face-to-face” feel, and allows viewers to be more attentive to detail.

A good video provides potential customers with a chance to see the pride you have for your business. While it also must be informative of your product or service, the goal should be to connect with your customers on a personal level, allowing them to understand that your company isn't just your job, it's your passion.

Some examples of the uses of video are:

- Testimonial of product
- Tour of facility
- Explanation of offering
- Product demo or Test Kits
- FAQ about your company

## YOUR VIDEO IS AN ICEBREAKER

It will 'break the ice' between you and potential customers. If they watch the video before they initially contact you, they'll feel as if they are familiar with who you are and what your business stands for.

Your video will provide a subconscious comfort as they will be able to visually see your product in action, hear a testimonial of a prior customer, or listen to you explain to them how it works. If they haven't seen it prior to initial contact, it will be a great reference point to leave them with.



# VIDEO SEO/SOCIAL MEDIA INTEGRATION

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Video SEO has become the quickest and easiest method to get your content on Page 1 of Google Search. In fact, a recent study by Forrester Research states that videos are 53x's more likely to receive Page 1 rankings than a traditional website.

Once production is complete, videos can be a very powerful tool with respect to your overall marketing strategy, most notably SEO and ranking high on Google.

## GOOGLE LOVES FRESH, UNIQUE CONTENT

Search engines like Google, Bing and Yahoo! reward websites that incorporate a personalized video with a higher rank. Imagine searching for your specific industry and location and seeing your video come up as the 1st of 2nd result, ahead of your competition's plain, old website.

With proper tagging and submission to video sites like YouTube, Vimeo, and TubeMogul, there will also be multiple channels of exposure for your business, which will provide details of contact and direct traffic back to your website.

Integrating video into your social media strategy, it will be referenced on your corporate blog, Facebook Page, Twitter, LinkedIn (B2B) etc. This will create a multi-channel consistency for your internet marketing efforts, and lead to new streams of traffic to your website. In the end, the goal of your online video marketing will be to make your video the go-to source for potential customers to inquire within, and to be found not only on your website, but on the networks where all of your potential customers are spending their time.





# About Guerrilla Solutions

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Located right outside of Buffalo, New York, Guerrilla Solutions is a leading digital marketing and web design firm. With an in-house video and audio production capabilities, and a team full of passionate, creative and diverse employees, GSolutions is capable of marketing your business or brand, no matter the size or niche. Guerrilla Solutions offers top-of-the-line Social Media Marketing, SEO marketing, Video SEO, and Web Design.

For more information, visit: [www.golutionsinc.com](http://www.golutionsinc.com)

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