



Ten Tips to Maximize Your New Marketing Video

Now you have created your new marketing video, what do you do with it? Here is a list of ideas on how to maximize your business video:

1. Convert the video to the following digital formats and in a variety of sizes:
 - FLV – Flash video format for web posting
 - WMV – Windows media format for PowerPoint Presentations
 - MP4 – for iPhone, Mac and web applications
 - H.264 – High Definition format for Presentations
 - MOV – for your Mac applications

Your video production vendor should provide you with these formats. Hopefully you are not being delivered a single video file. If your video vendor will not provide the above formats, request the final .mov or .avi file and purchase video conversion software (We use Sorenson Squeeze) to convert your video to the above formats.

2. Upload your video to your website. Put a link to the video on your home page.
3. Create a special landing page with your online video for Pay Per Click (PPC) campaigns
4. Upload your video to YouTube. Create a YouTube account and a YouTube channel for your company. Use YouTube as part of your SEO and social media strategy. You can see the Xcelus Studio channel at: <http://www.youtube.com/xcelusstudios>
5. Use your video to start a social media strategy. – Start by creating a Facebook account and a Facebook page for your company. You can see the Xcelus Studio Facebook page at: <http://www.facebook.com/XcelusStudios>
6. Tweet your Twitter followers about your new video.
7. Use your video in your sales processes such as email campaigns and sales presentation.
8. Don't forget to use your video in your PowerPoint presentations. The WMV video format works great in PowerPoint.
9. Create a press release announcing you have created a new marketing strategy using online videos. Link to the video.
10. Announce your video in your corporate blog.

There are many more ways to maximize your video. These are just a few ideas to get your new marketing video out to your clients and prospects.

About Xcelus

Xcelus, an award-winning visual communications and digital media company, develops innovative and unique online videos, allowing companies to integrate the power and persuasion of video into their training, sales, marketing, and communication strategies. The Xcelus online video platform tools allow companies to manage, deliver and measure video content to meet the needs of today's business requirements. Xcelus' video solutions include sales, marketing, customer support, lead generation, recruiting, and employee communications. Xcelus is a private company founded in 2005 and is based in Provo, Utah.