

Website Video Spokesperson, How to Harness the Power of Online Video for your Business

Rebecca Keiller July 03, 2014



website video spokesperson

A website video spokesperson offers a number of benefits and is being used by large and small businesses all over the world to harness the power of online video.

([Newswire.net](#) -- July 3, 2014) Adelaide, SOUTH AUSTRALIA -- When looking at the popularity of video viewing, the statistics are phenomenal. For starters, YouTube is the number two search engine in the world, one third of all online activity involves video viewing, each day, more than 100 million people watch an online video and a website page with a video is 50 percent more likely to get page 1 ranking on Google. It's clear to see from these recent statistics that online video marketing is a necessary and vital part of the marketing mix for any business, big or small.

When looking at the statistics on the power of video for a business, the numbers are even more impressive. Seventy five percent of viewers click through to the business's website after viewing their video, over one quarter of viewers seek out more information after watching a video and 80 percent of online users watch a website's video, while only 20 percent actually read a website's content.

The great thing about a video is that it's suitable for virtually any industry and, once again, the statistics are there to prove it. Online research shows that a real estate listing with a video receives more than 400 percent more inquiries than a listing without a video. For those who want to sell products, 12 percent of viewers go on to purchase the product they saw featured in a video and 90 percent of viewers agree that seeing a video on a product helps in their buying decision. And for those who regularly email their clients, include a video in the email and increase the click-through rate between two and three times and increase subscriber to conversion rates by 50 percent. For a company's introductory email, include a video and the click-through rate increases by 96 percent.

So how does one harness the power of online video for his or her business? According to Jason Keiller from [News Worthy Video](#), "A website video spokesperson is the easiest way to go about getting an affordable and effective business video. Usually, video production costs are huge, with a business needing to fork out thousands of dollars for a video that's less than 30 seconds. Most business simply cannot afford those sorts of costs."

News Worthy Video is a company that produce effective business videos for a wide range of clients. Using unique video ideas, their business videos cost a fraction of what most video production companies charge. "We produce a selection of videos for business marketing and promotion, making anything from a 30 second TV advert for a Canadian car sales yard through to a lighthearted introductory video for a UK hospital training seminar," said Jason.

But it takes more than the boring [video spokesperson](#) standing in front of the camera to grab a viewer's attention. "Fun ideas like press conferences or breaking news broadcasts are our most popular video concepts, great for getting a message across, grabbing viewer attention, and sticking in their memory," said Jason. News Worthy Video has produced videos for a wide range of businesses all over the world, from news websites in Africa to motivational speakers in the U.S.

A website video spokesperson offers an approachable and warm welcome for those visiting a website, provides an

effective way to get a message across, gives authority and credibility to a business and its website and helps with organic search engine optimization and getting ranked high on page 1 of Google.

The keys to a good video using a website video spokesperson is to use someone who is comfortable in front of the camera and has a confident and authoritative sounding voice. Ideally, a business video should be no more than around 30 seconds long, with a punchy script that gets straight to the point. Jason from News Worthy Video believes the reason his business has grown so quickly is because he produces business videos for his clients that allow them to interact and engage with the video and the business, something not possible with traditional media outlets. "Many of my clients love their business video because their customers love sharing, tweeting and posting it around the social networking sites," said Jason. "Often, many companies want to use social media to promote their product or service but don't know what to post and share. Our videos are perfect for that."

Jason strongly believes that any business not using video to promote their service or product, keep their customers informed and updated and provide visitors to their website with useful information is missing out on harnessing the power of what website video marketing offers.

About News Worthy Video

About News Worthy Video News Worthy Video is an advanced public relations outlet offering video and copywriting solutions for businesses and organizations of all sizes. Producing unique business videos to promote companies through the power of video in Internet marketing. Offering a wide range of video styles, as well as written press releases sent out to all the major media outlets, News Worthy Video specializes in providing their clients with powerful SEO and an increase in website traffic, sales and credibility.

News Worthy Video

141 King William Street

Adelaide, SOUTH AUSTRALIA United States 5000

61432294381

jason@newsworthyvideo.com

<https://www.newsworthyvideo.com>

Source: <http://www.newswire.net/newsroom/pr/00083867-website-video-spokesperson.html>