

What's the point of a viral video?

Is it just a bunch of stupid kids goofing off or is there a serious business opportunity in the offing? Well, if you want to reach a much bigger audience and blow them away then add a video to your website and distribute it virally.

Videos come in all forms but there are certain "rules" that always need obeying. The videos below show how companies (all from YouTube and safe to watch) tackle different product messages.

1). Don't try the hard sell. Make it worth someone's precious time to watch it. Here's a video from Australia that shows how humour is used to sell beer. **Click on the [http://](#)** links to view:



http://uk.youtube.com/watch?v=esrNylg_SMI

2) Is it sexy? Like it or not, a video that has good looking girls and guys will almost always be watched and Smirnoff use this to sell – would you believe – tea flavoured alcohol to a younger audience and work hard to make the promotion relevant (Don't try this at home).



<http://uk.youtube.com/watch?v=PTU2He2B1c0>

3) Be clear about what your message is, as a great video that carries a message that's too off the wall will only back fire on you and damage your business. Viewers will take away the negatives with them not the positives you want. So why not have a video that puts a twist on this?



<http://uk.youtube.com/watch?v=l6fyymHwVI>

4) What if your product message is a difficult one to get across. This video is very subtle the first time you view it but a bit anal once you get the joke. Still, it's not the easiest thing to get across. Watch it closely.



<http://uk.youtube.com/watch?v=TEERynU6cOI>

Okay, all of these are big brands, but the power of the internet means nobody cares. It's about putting out a great video that's (hopefully) funny, engaging, relevant and most importantly, gets them telling their friends – that way your video really can be viewed by thousands. There's your brand exposure because they'll then search Google to check you out.

Smaller company videos don't need to be HD quality but will need to be better than the typical YouTube home movie. The key is the message you want to convey. Thanks to **Jim Nichols** for the video selection.

If you'd like to know how to add a viral video your website and increase your brand exposure:

call me on **01925 262 800** or email: gerryw@flyingveemgt.co.uk

Be prepared. Be persuasive. Make it happen.

Best wishes,

Gerry

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