



The Video conversation

An important reason why selling from can be hard on the internet is that a customer's decision to buy is based largely on them reaching an emotional decision following logical consideration.

When you talk to someone face to face, it's not just what you say that matters but how your listener interprets that complex combination of verbal and non-verbal statements they get from you – your meaning, your tone, your body language, your enthusiasm.

Triggering these emotional feel good factors is more difficult using 2-D websites, email and some other media formats where potential buyers have only the words to go on. But this is not the case with video!

Online audiences are collectively cynical by nature because they can't converse properly with you. They're unable to read those all important signs from your website, so selling becomes harder and sellers need better means of persuasion. Now we know that once a prospect likes you, they'll listen more intently to you but liking isn't buying although it definitely helps in making a sale.

With the internet dominating the way we communicate it seems obvious that any medium that adds more to the conversation will deliver a stronger message. That medium is video and it delivers content, audio and body language but it adds more - it adds your personality.

Like general elections, more people vote for those they like the look of rather than the policies they preach. Do they look human? Are they trustworthy or sly? Larger than life? Have they the X-factor?

Communicating on the internet is generally a one-to-one encounter. Blogs are an online conversation but when video is used in conjunction with a website, it's the nearest you can get to a person to person, one-to-one conversation with multiple potential buyers.

But like any conversation, to give out the right signals, your video message needs to be done properly. If you're projecting a professional image using YouTube quality it's hardly going to impress your customers. Is a YouTube audience what you want? Lots of action doesn't mean lots of business nor business of the type you want.

The key is to add emotion through technology. It's like the switch from the silent to talky movies. The ones' who adapted their voice and personality best, won the hearts of their audiences.

It's the same today. A video with the right voice, message and look (how they dress, the hairstyle, the scene, the stance, the good looks) all add to the personality of the conversation.

We know hard sell techniques don't work and generally any offline selling methods on line end in disaster because an online audience is different and wants to be presented in a different way. It can be the same for a website without a video. It can be full of information, offers and great design but as a conversation it's flat. This doesn't mean it won't work. It just makes life that bit harder and if your competition is using video, don't you think you should?

Video allows visitors to see you, and this helps displace cynicism with trust. Sure, you still have to deliver an interesting and useful message (answering the logic based requirements) but you won't convert any sales until the emotional boxes are ticked.

Whereas pay per click, seo, link building, email, etc are all good ways to find new interest, video is becoming more widespread in converting that interest into sales. Buyers will start to expect it.

But there's something else. Video can be "scraped" by the big search engines when you post it through the various social networks, podcasts, newsrooms, blog fraternities, so you're getting a double benefit. Getting found and selling!

This is why you can't ignore video.

To find out about using video to help your sales and make it happen:

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