

## How the Internet Has Revolutionized Video Marketing

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### Abstract

From the creation of film to the streaming of digital media, moving pictures have always been a premier medium of marketing. Today, the use of video in marketing offers an experience unlike any other for consumers by engaging them in an entertaining, yet informative, format. In the past few decades, the surge of the Internet has changed the way the business world functions and catalyzed video marketing into a new frontier. Online video marketing has taken the world by storm and offers corporations across the globe a simple, yet highly effective way to reach the masses.

### How the Internet Has Revolutionized Video Marketing

Immediately after logging on to a computer and accessing the Internet, the viewer takes the passenger seat, and online video advertisement commands the experience.

Online video advertisement is the use of various forms of video by businesses to market a brand or product via the World Wide Web. Visits to sites such as Facebook, YouTube, and Google are infiltrated with media content, chiefly video advertisement. Online video advertisement has aided in defining this generation of communicators by changing the way information is relayed and the number of receiving minds reached. It is difficult to call to mind an internationally acclaimed company that is not advertised through video, a testament to the effectiveness of video marketing. If the goal of advertisement is to reach the greatest number of people, invest the least amount of cost, and increase sales by the highest margin, video advertisement is a front-runner in the marketing world.

There are numerous reasons why video advertisement is so effective online. One of the most obvious explanations for online video success is the staggering number of people reached online compared to cable television. NBC News journalist, Jane Weaver, reported that the technology generation, ages 13-24, spends around 16.7 hours a week surfing the Web and only 13.6 hours watching television (2013). This is a clear-cut example of the importance of the Internet as a marketing medium. Weaver's technology generation is a driving force behind the surge in Internet popularity, directly impacting the effectiveness of online video marketing. The technology generation has become attracted to the visual experience video marketing offers on the Internet (2013). Also, video can be easily integrated online, whether it be through social media, business websites, or more obviously, video streaming sites. All of these facts authenticate the

direction that marketing is headed. Online video advertising is the present most effective, diverse, and intuitive marketing option for businesses.

### **The Origins of Video Marketing**

Advertising has dominated the American way of life for years by saturating the minds of people across the nation with witty humor and stimulating creativity. From Alka-Seltzer's "Plop Plop, Fizz Fizz" in the 1950s (Plop, 2013) to the Geico Gecko commercials of the new millennium, video advertisements never fail to grab the attention of American culture. Any successful business understands how necessary advertising is to develop growth within a corporation. Silent films were incorporating motion picture advertisements as early as 1897, when Edison Studios produced an ad for Admiral Cigarettes (Vreeland, 2012). Before online video marketing and television advertisements, there was radio. Radio advertisement offered an audible connection with the audience that print could not but still lacked the full engagement that video would soon deliver. Bulova was the first company to run a television ad, which marketed their watches and jewelry. The ten-second spot played right before a baseball game between the Dodgers and the Phillies, and the rest is history (Indvik, 2013). With the creation of broadcast television, businesses have promoted their brand through the use of video for nearly a century. Now it is rare to view cable television without advertisement and film without product placement.

Alongside print, television and big screen movies carried the legacy of advertisement and allowed it to flourish in American culture throughout the 1900s. Just before the turn of the century marketing, took another turn with the creation of the World Wide Web. Since the invention of the Internet and the surge in its popularity, marketing

has taken on a new role in online video advertisement. Whether it is a Fortune 500 company or a local business, video marketing can help any type of company develop. Online video advertisement is essential to business growth due to the large number of online consumers, the appeal of video over text, and the easy integration video offers.

### **The Birth of the Internet**

The Internet was created in the late 1980s. *Internet Society* (2013), a website that discusses the origins of its given title, states that although RAND, an intelligence agency during the Cold War, crafted the Internet, alternate commercial uses for the Web were formed. Like various other products, mainly technological devices, the development was funded by the United States military. The hope was to have an edge against international foes. After the Second World War, the United States found itself in a world power competition with the Soviet Union, spurring much of the progression of the Internet. The Internet would provide the United States military with a form of communication to which other countries throughout the world had no access. It would allow them to send data to and from supercomputers across the nation or even around the globe.

Once the military found practical uses for such a network between supercomputers, they began to commercialize it and advance their use of the technology. The most prevalent issue with having all military supercomputers connected in one location was the ease enemies would have at destroying all military information. One Soviet rocket could disintegrate the entire United States military information database. This catalyzed the need for a network that could span large distances of the country.

The birth of the World Wide Web came as five supercomputers sending data to each other from campuses, such as Princeton University, the University of Pittsburgh,

and Cornell University. What started as a system of interconnected computers designed to hold military information, spread across the campuses of major universities eventually became commercial Internet for most of the world (Birth, 1999). Thanks to the hard work and experimentation of a few, the world would begin to communicate in a different fashion. It is safe to say that the birth of the World Wide Web has changed the way society views communication, entertainment, scientific research, and general information compilation.

Originally, data was transferred through the first Internet system at 56 kilobits per second, a speed that is easily topped by the slowest modems today. The rate of data transfer in the original Internet system was too slow to process the dense information transferred today. This would have been an obvious problem when it came to file sharing or streaming, especially in regard to video. The use of video in online marketing would have been virtually impossible in the early days of the Internet's development. Roughly 30 years later, the World Wide Web has been upgraded and most connections to the Internet run at 30 times the original speed of 56 kilobits. Media can be streamed at high speeds and even accessed through a variety of mobile devices practically anywhere. One can be watching an online video advertisement on a desktop computer or riding the subway while viewing an advertisement on a mobile device.

The World Wide Web quickly became a marketing standard like cable television before it. The marketing capabilities that the Web provides are far more sophisticated now than at its conception. One of the main reasons for the development of video marketing is the growth in the popularity of the Internet. Like all technology, the test of time has determined how successful it would eventually become. In the case of the World

Wide Web, time has allowed the network to expand astronomically and grow in ways that its founders could have never imagined.

One of the immediate responses to the commencement of the World Wide Web was the online video craze. While print offered only text and images, the Internet allowed for vast design, integrating video in the mix as well. The World Wide Web connected businesses and brands with thousands and eventually millions; former forms of marketing such as television could not compete. With the presence of social media sites such as MySpace, Facebook, and Twitter in addition to video sharing sites such as YouTube and Vimeo, the popularity of online video quickly matured. Chain emails and link shares dominated the World Wide Web and catalyzed online video across the globe.

Most professional marketing teams of growing businesses realize the importance of online video marketing and understand the amount of video consumers view. John Convery of CRN writes about the successful strategy of video marketers. Convery states, "Online video marketing has become the number one area where marketers plan to increase." It is obvious that businesses are starting to realize the level of success that online video can bring to an organization.

### **The World's Largest Social Network**

The most apparent reason that online video advertisement is a necessity in today's society is the simple fact that nearly everyone is online. Since the early 1990s when the Internet began its commercial voyage, the number of people who have access to the Internet has done nothing but substantially increase. One of the main reasons that the Internet was able to propel itself into the new millennium in such a forcible fashion is the affordability of computing and online access. Early models of the personal computer

began around \$2,500 for a basic software package which did not include Internet access (Everymac, 2013). Today, computers can cost under \$300 and Wi-Fi connection can be available across cities for little or no fee. In addition, computers are no longer necessary for Internet connection. Smartphones, tablets, and mp3 players come Internet ready and give users the freedom to connect to an Internet source virtually anywhere.

Also popular websites such as Facebook, YouTube, or Google act as social assemblies for online users who flock to the nearest high entertainment site. Users share what they find with others and invite them to be a part of this virtual community called the Internet. For a decade Google has been the premier site for Web searches, acting as a collective database for all online information. In past times dictionaries and encyclopedias were sought after when pressing questions needed answers, but now a quick Google search is done and a plethora of information is on tap. The Oxford English Dictionary even defines the term “to Google” as “to use the Google search engine to find information on the Internet” (1998). This further solidifies Google’s position as a world leader in Internet databases.

Websites such as Facebook, Twitter, and LinkedIn are labeled social media for a reason. The social aspect of the World Wide Web is what has spurred its growth into the most interconnected gathering of humans ever. There is nothing in the history of human communication that has connected more individuals from around the globe than the Internet. The desire to be relevant and informed is reason enough for Internet users to connect and share information in the form of articles, pictures, and often video. This collective feature of the World Wide Web is the reason that so many people are online and creating connections. A 6-year-old child and a 90-year-old man can be socially

connected through the Internet. The World Wide Web has no age limit, no racial boundaries, and few financial limitations to stop people from accessing it. Anyone can go to a public library or Internet café and have complete and total admittance to the far corners of the web.

The number of people who have access to the Internet on any given day makes video marketing on any scale a financially strong decision. The number of people who react to advertisements in a positive manner determines the success of marketing. If an advertisement does not reach enough people and costs a fortune to create, it is a waste of business dollars. Online Video Marketing solves this issue by creating a medium in which inexpensive advertisements can be displayed across the Web for little, to no expense. Advertising campaigns through social media can cost virtually nothing if the advertisement gets a large following.

Ceilume is a small manufacturing company in California owned by Ed Davis. Ceilume has produced advertisements, demonstrations, and how-to videos that have been streamed on YouTube for a low cost and have reached tens of thousands of potential customers. In an economy in which only large businesses can afford television broadcast spots, small businesses can take advantage of online video marketing. This is an inexpensive, yet effective, solution to reaching their market. Davis suggests that his potential clients would have no idea how different Ceilume is from its competitors had they not utilized the World Wide Web and online video marketing. Small businesses such as Ceilume can reach the same size markets as Fortune 500 companies if they take advantage of the inexpensive marketing online videos offer (Pattison, 2011).

Although there are millions of viewers online waiting to be sold on a brand, there are an equal number of websites trying to seize their attention and gain their business. With the growth in popularity of the World Wide Web for social purposes came the surge of business presence online. The best way to appeal to the millions of online customers is through the use of video. In some cases, video may be the ultimate determining factor in a purchase. Maxwell of Inc. Technology describes the benefits of video in the online purchasing realm as follows:

...75% TO 80% of people who are looking to make a purchase online fail to do so, largely because they get confused. Adding that video—either a product demo or a live, two-way help center—could conceivably provide that assistance. (p. 2)

In circumstances such as this, video can be the difference between a consumer's feeling comfortable enough to purchase a product and remaining skeptical about its reliability.

Many businesses have websites with pages upon pages of documented facts and useful information, but the question remains: Will a potential client take the time to read through all of that text? Unfortunately, the majority of online visitors will not. They will, on the other hand, take the time to watch a creatively produced video, that advertises a business's values or products in a much more conversational manner (Goldberg, 2013).

It would be difficult to make the argument that more people are online than watching broadcast television, but the World Wide Web certainly has more subscribers than any magazine, billboard, or radio show. Therefore, it is a safe assumption that online video advertisement is one of the most economically intelligent choices a business of any size could make. Out of the nearly 350 million people in North America, almost 80% have access to the Internet (Internet Worlds, 2013). That means nearly 280 million are

browsing the Internet on a daily basis, waiting to come across advertisements in video form.

### **The Appeal of Online Video Advertisement**

Since the beginning of marketing history, the most basic form of an advertisement comes in a slogan or phrase of text. Unfortunately, that has set a false precedent for many business owners who believe that advertisement must be done in text form. Also, a majority of self-starting businesses make the mistake of providing all of their company's information in large blocks of repetitive, boring text. Although phrasing and slogans are immensely beneficial and providing information for the customer is necessary, too much text can cause a potential customer to become frustrated or uninterested in the business. This is especially true when it comes to advertising for a business online. When viewers search the Web and stumble upon a site consumed with mundane text, regardless of how informative or well worded the copy is, they will most likely leave the page in search of something more aesthetically pleasing. Part of this is subconscious, but some of this decision is made consciously as well. The fact of the matter remains: Customers do not desire to read a periodical on business.

What online users do crave is creative, exciting, helpful video content that holds their attention and offers them solutions to their unanswered questions. *Mashable* (2013), one of the web's premier media journals, records that YouTube is sharing over 2 billion ads per week. This means YouTube, one of a variety of online video advertisement sites, displays over 250 million advertisements a day. Although one could speculate that any form of video would capture the attention of a potential customer over a chunk of text, viewers desire video of a high quality.

The first attribute online users look for in video advertisement is the eye-catching element that draws them in: creativity. An online video advertisement needs to be drenched in creativity. In order for one business video to stand out in the sea of 2 billion advertisements that YouTube is broadcasting, there must be some sort of creative, attention-grabbing element. Whether humor, amazement, horror, or intrigue, viewers must experience something while watching an advertisement that they have not previously felt or experienced before. This task can be accomplished in a variety of ways, including imaginative camera work, effective story-telling, or intense animation. Businesses must be willing to do whatever it takes to inspire the viewer to experience a connection.

Furthermore, online users desire to observe content that is abounding with excitement and energy; emotion is what drives a production. A dull advertisement can easily cause the viewer to stray from the site and seek alternative products. An easy way to create excitement in online advertisement is to amp up the energy in all aspects of the film. Rapidly paced music, fast camera movement, lovable characters, and bright colors can all be used to add enthusiasm. However, not all pieces are fit for high energy and exhilaration. For instance, if the production is centered on a funeral home, passion or legacy might be a better tone to set. This can still be achieved by exemplifying such a mood in the video.

Finally, an effective online video advertisement is not only captivating but also helpful. Certainly, some videos can be caught up in the smoke and lights and lose sight of the reason the viewer engaged in the video: to gain information. Although the data are an intricate part of video marketing, there is an appropriate way to provide knowledge to the

audience. Simply reading text and dubbing in music or animation does not make the information more entertaining. Online video advertisement should be organized and coherent with the website for which it is tailored. Therefore, if the webpage has four subheadings, four videos that describe each section in an entertaining yet applicable manner would suffice. Instead of blocking out information as verbal text, a story should be told that implies the content in the form of physical action. One of the most significant properties of video is that it brings storytelling to life. People would rather hear a personal story, which demonstrates how a business shows superiority, in contrast to a list of services that are offered.

All of these qualities work effortlessly when integrated into online video advertisement, but they work to their full potential when combined. Consider an advertisement, which excels in the prospect of creativity, but neglects to provide excitement and helpful information. Undoubtedly, the average viewer will waste no time dismissing the production as useless. Now envision a video, which provides helpful data to the consumer but lacks a creative or exciting luster. Potential users will swiftly deem such an advertisement as dry and unimaginative. Balance and inclusivity of these three positive advertisement characteristics will be the difference between a successful ad and a forgotten one.

### **Engage Is the Name of the Game**

With the increase of technology in society also comes the decrease in user attentiveness. Therefore, marketing must be done as effectively and efficiently as possible, to create an advertisement that gets the message across in an appealing method. It is difficult to disagree that American culture is moving in a direction toward video and

technology rather than print. Taking this into consideration, online video marketing must be developed to meet the requirements of a changing society.

When viewers stumble upon a website, they will do one of two things: search deeper within the pages of the forum or bounce off of the site and pursue information elsewhere. The percentage of viewers who exit the domain, rather than seek further within the structure of the site, is deemed the bounce or exit rate. Obviously, for a business owner, lower bounce rates are better for commerce and merely state that the website is creating traffic rather than deterring it. The average bounce rate for most sites is somewhere between 40% and 60%. Subsequently, every ten viewers produce at least five bounces (Clark, 2013). For business owners this means that most of their online audience simply does not find the content worthy of investigation. How can the apathy of an online audience whose attention deficit is gaining by the second be combatted? If over half of website visits result in a “bounce,” what kind of content will be powerful enough to cause major change? The answer is proper application of online video content in an engaging manner.

Online subscribers are no longer satisfied with factual information in the form of text encompassing the entirety of the screen. The generation that gave the World Wide Web life and caused it to be the successful database it is today demands engaging media. To engage the audience, a website must connect with its subscribers through interactive forms of media, chiefly video. Online video marketing creates a connection between the viewer and a business, between the audience and a product, between a person and an ideal. This connection inspires more action than a thousand words of text on a blank screen and will prove more marketable than any profound paragraph.

Engaging consumers means meeting them where they are, not making them search for a brand. The most effective way to engage the audience via video is by reaching them through the mediums with which they interact. Not every fan of a product watches broadcast television every day of the week, but a majority of American consumers surf the Web daily. Not only are they seeking for information through the Internet, they are doing so through tablets, smartphones, and other devices. The phenomenon of the smartphone has given the public access to the Internet virtually everywhere. Intelligent marketing would suggest that this creates a larger window of opportunity to reach consumers. The smartphone is arguably the most important piece in engaging the audience through online video marketing.

Smartphones provide video marketing with a unique form of engagement of which many brands have already taken advantage. For example, Jeannie Naujeck (2011) describes the approach Troy Coleman, a country music artist, takes to engage his fans through social media. Coleman believes he can better connect with his fans by interacting with them on his social media accounts throughout his concert tours. Coleman understands the value of involving fans in the lifestyle of the brand and allowing them to feel interconnected or bigger than themselves.

What makes an online video so engaging? Researchers have studied online video content and the amount of views certain videos receive for years. They have attempted to uncover the reasoning behind the success of some videos and the failure of others. Certain videos have elements that cause them to go viral, and others simply do not. Maija Palmer calls these “triggers” in her article, “An Engaging Guide to Viral Marketing for

Neophytes,” in the *Los Angeles Times*. Triggers are phenomena that prompt viewers to remember and even pass on videos on the Internet. Maija explains them:

Triggers are the reason that a breakfast cereal such as Honey Nut Cheerios gets more mentions on Twitter than Disneyland. Aligning a message to the appropriate trigger is something the advertising industry, despite decades of experience, often gets wrong. (p. 2)

She argues that triggers are the reason an ordinary adolescent girl such as Rebecca Black can upload a video of her song “Friday” and instantly receive millions of views.

Maija’s triggers are the reason many popular YouTube videos surface throughout the Internet and have such a large following. The difficult thing to understand about this type of engagement is that marketing experts are not entirely sure how to measure it. This news is no reason to discard video as a viable resource for marketing success. In fact, the mystery of online video triggers is all the more reason for businesses to attempt online video marketing. The cold, hard facts are that viewers will interact with video content substantially more than text or images. That being said, video will add marketing success to a business and may even be the source of the Internet’s next viral entertainment.

Nobody explains the prominence of engaging online viewers with video content as well as Marilou Ioakimidis (2010), author of “Online Marketing of Professional Sports Clubs: Engaging Fans on a New Playing Field,” an article published in the *International Journal of Sports Marketing & Sponsorship*. Ioakimidis reiterates that the two most important factors in creating effective online marketing for businesses are multimedia and user interaction. The sports marketing author goes on to describes media engagement online using words such as “sophisticated,” “powerful,” and “user-based.” Although

Ioakimidis is writing from a sports marketing standpoint, the same principles apply to any form of online marketing. Engaging media such as online video is the cutting-edge marketing tool of this generation.

Using engaging elements such as video when marketing online is important to growth in a business because as the communication of society changes, businesses must adapt. The last place a business wants to be in this age of technology is behind the cutting edge. Whatever is new, whatever is effective, whatever is popular should have the attention of businesses, especially marketing teams. Right now video is what consumers want to see when they are browsing the Web, and video content has become more popular every year since the birth of the Internet

Not only is engaging media a smart marketing decision, it is also the first choice of a majority of online users. In November 2008, 12.7 billion videos were viewed through the Internet, while only 12.3 billion online searches were done (Video SEO, 2009). A prime example of the direction our culture is headed when it comes to interacting with the Internet. Consumers have spoken; they desire to be engaged by quality content produced via market professionals.

### **Easy Integration in Online Advertisements**

One of the foremost reasons that online video marketing is so effective is that it is easily integrated into all facets of the World Wide Web. When video marketing was strictly limited to broadcast television there were minimal options for diversity in advertisement mediums. The two basic choices were in-program advertisement and commercial advertisement. A product or business could purchase a commercial slot and run an advertisement or could be featured in a regularly scheduled program. Once the

Internet had gained steam, online video advertisement began to find new, exciting ways to shake things up. Instead of watching a full-screen video advertisement online, one can watch an ad virtually anywhere on the page and at any point during an online visit. Now online video advertisement resides in four main locations and an excess of other spots as well. The four key types of video advertisement online are banner advertisements, pop-up advertisements, inserted advertisements, and full-screen advertisements.

### **Banner Advertisement**

Generally speaking, banner advertisements are specifically designed by a business and uploaded to the site of another company in order to attract views and generate sales. Usually the advertisements work in a system of money per clicks. Suppose Yahoo has a banner advertisement for Liberty University. Every time a guest of the site clicks on Liberty's advertisement, the University pays Yahoo five or ten cents (Mashable, 2013). Banner advertisements span the length of the webpage but are very short in height, resembling a horizontally elongated rectangle. Due to the distinguishable shape of the banner advertisement, creating an online video for the banner is a different process than creating other video advertisements. This process is less about telling a story and more about being blunt and eye-catching. Banner advertisements are among those advertisements that work as a link to a webpage, most likely the business homepage.

The banner advertisement is the Web's version of the modern day billboard. Although billboards still exist and are quite marketable, it is impossible for a billboard to reach the same amount of viewing traffic as a banner ad could. Where a billboard sits stationary on the side of an interstate reaching the daily road traffic, a banner can be placed at the top of a major website, on display for hundreds of thousands of visitors a

day. This is just another way that online video marketing has been able to take basic principles of outdated marketing techniques and develop advertisement that is more effective.

### **Pop-up Advertisement**

Another type of online video advertisement that has captured the Web by storm over the past decade is the pop-up advertisement. The point of the advertisement is to create a succinct space for the video that, when clicked on, becomes larger and engulfs the screen. Creativity plays a large role in pop-up advertisement, due to the change in size and location. As far as visual effectiveness goes, the pop-up advertisement is by far the most difficult to avoid. Normally a specific element of the smaller video screen will suddenly become a part of the webpage. This specific marketing choice is somewhat risky because a pop-up advertisement can be overbearing and even annoying at times.

Although these advertisements come with risk, they are extremely effective. Pop-up advertisements strongly employ the power of engaging the audience in a video ad. When viewers read a magazine advertisement, no matter how aesthetically appealing, it lacks an element of engagement, but when they are surfing the Web and suddenly their screen becomes a visually attractive video advertisement, they feel involved with the brand. Pop-up ads bring new life to advertisement by placing them in the line of sight of an online user. This is achieved by manipulating the viewer into watching an advertisement simply because they visited a webpage. Although this can be an effective form of marketing, pop-up ads can be an annoyance to the audience and can easily be blocked by changing the browser settings.

**Inserted Advertisement**

Alongside banner and pop-up advertisements, a third style in which video is integrated into the Internet is the inserted advertisement, which is used most on YouTube. Any advertisement that capstones another online video, whether it be the beginning or end, is an inserted advertisement. A branch of Google called AdSense is responsible for the majority of this type of advertisement. The way this system usually works is that a company provides AdSense with a new online video advertisement and they in turn place the advertisement at the beginning of other videos on their site (AdSense). In the same fashion as the banner advertisements, the inserted advertisements pay the hosting site 5 to 10 cents per view of the video. AdSense then turns around and pays the producer of the attached video a fraction of the cost. Inserted advertisements are easily the most recognizable and frequented advertisements on the Internet.

One reason why inserted advertisements are so effective is that it is necessary to view these ads in order to watch most content on video database sites such as YouTube. For instance, viewers either subscribe to a channel or are told to check out the latest episode of a YouTube sensation. Immediately upon clicking “play,” an inserted advertisement proceeds to capture their attention while the main content loads; this type of online video advertisement accompanies most video content on the Internet. Viewers have very little say in whether they must view this advertisement if they wish to reach their desired content. Generally, these types of ads offer a “skip” button about 10 seconds in to the advertisement, which is utilized by 70% of viewers (Fisher, 2011).

**Full-screen Advertisement**

Finally, the fourth style of online video advertisement that is integrated into the Internet is the full-screen advertisement. Simply stated, this form of advertisement is like any form of video expected to appear outside of the Internet. Most company promotionals that are posted on their own websites are created like this. Any form of video that is embedded on a webpage and is not designed to precede a larger video or links a site/product is considered a full-screen advertisement. This is the style of video you would expect to see broadcast on television. There is no monetization involved in this kind of video because it is hosted on the webpage of the business to which it pertains. This is the single most effective way to advertise a business, yet so few businesses take advantage of this uncovered goldmine (Ezine).

Full-screen advertisement is unique because the video content displayed does not need to be a professional spot focused solely on the product. The most popular style of full-screen advertisement for businesses to produce is an image film: a video, which has no other agenda but to showcase a business or product and give information in a visually appealing format. Unfortunately, that can be somewhat expensive for smaller businesses to produce professionally. When businesses focus less on selling a product and more on creating content that appeals to viewers and simply attaching their name to it, marketability increases and cost of advertisement decreases. Although conventional advertisement is necessary in growing a company, full-screen advertisement offers businesses the chance to entertain the audience and win them over at the same time.

A useful feature that is employed when using integrated ads such as pop-ups, banners, and inserted advertisements, is localized marketing. Localized or smart marketing occurs when ad companies such as AdSense display ads on sites that relate to the advertisement content. This is not an earth-shattering idea; broadcast television has been utilizing it for years. Broadcast television uses local stations to display advertisements from local businesses. Also, these companies display ads on every site a viewer visits based on their previous viewing history. For example, if a viewer visits a website pertaining to purchasing exotic birds, AdSense will start displaying ads featuring stores that sell flamingoes or penguins on the sites that viewer visits.

### **Social Media**

Other forms of online video advertisement integration are social media sites, news outlets, and search engines. Social media sites such as Twitter and Facebook are engulfed in video content, especially online video advertisements. Twitter's primary source of communication is the 140 characters in which "tweets" can be produced, but viral video is shared across the site. Most businesses have a Twitter account from which they post all video content, allowing thousands upon thousands of Twitter users to view their promotional pieces. Another great thing about social media sites such as Twitter is the advertisement that companies receive free of charge when users "retweet" videos at each other, almost creating a marketing cult. The rush of being the first to tell everyone about the latest video advertisement is payment enough for some users.

The largest social media site on the World Wide Web is none other than Facebook, which also happens to be the second highest trafficked site. These two Internet feats are the perfect combination for an effective online video advertisement website.

Facebook is great for online advertisement because it has an audience of over 500 million users, 150 million of which take Facebook with them on the go. Another reason that Facebook is perfect for online video advertisement is that it is the second largest video referral site and is designed to create conversation and debate around video (Atkinson, 2013). In the end, Facebook offers an audience of over half a billion people who want to share video advertisement with the world.

### **The Future Is Promising**

While online video marketing has already become a prevalent form of advertisement in the industry, there is still room to grow. It is safe to assume that video is here to stay as a marketing strategy until something more engaging comes along. As businesses grow and investigate different marketing strategies, video will always be a “go-to” source of advertisement. The Internet has created such a connected network of communicators that desire engaging video content; it would be unwise not to take advantage of this opportunity.

Most large corporations have discovered the benefits of online video marketing already and are working on ways to execute it more efficiently. The question for them is: Which sites should we advertise on? What types of advertisements should we run? How can we hand-tailor advertisements to better reach our online audience? They must discover ways to engage viewers with appealing video content and use triggers to launch those videos to viral levels of viewing. However, smaller businesses may not have video content on their website or might not be connected to the Internet at all. Every business should have an online presence and must be in the process of constantly appealing to their audience. Every business, no matter the size, can benefit from online video

marketing in some form. As the popularity of the Web increases, the number of Web pages without video content should vastly decrease until text becomes second to video in the realm of marketing.

Though online video marketing has proven to produce high quality, effective advertisements already, experts are constantly developing new ways to increase marketability. *Forbes* author Robert Hof describes in his piece, “Here’s The Future of Advertising, According to Google,” the next move marketers will make in regards to online video advertisement. Three of the most significant changes to online video advertisement will be choice, charm, and connectivity.

Hof believes that in the future ad agencies will allow the viewer to choose whether they would like to view an advertisement. Putting the element of choice in the viewers’ hands gives them the opportunity to place more trust in your brand. Rather than forcing the advertisement on them, which is what today’s online video marketing strategy looks like, viewers can choose which ads to watch and when to watch them. This is an interesting concept because viewers then have the opportunity to refrain from watching any advertisement at all. The gift of choice seems to be a risky one and could prove to be either a great success or devastating failure.

The second change this *Forbes* author believes is going to enter into the world of online advertisement is charm. The more charming an advertisement is, the more likely a viewer will be to purchase the product or buy into the brand. If an advertisement were bland, colorless, and unexciting, why would consumers trust the business enough to invest their money? They have already wasted their time viewing the company’s poorly produced advertisement. Charm in advertisements comes from both interaction and

beauty. If an ad is both aesthetically moving and engages the viewer to feel emotion, it has potentially won over another consumer to its brand.

The third element of change in future online video advertisement is connectivity. Online advertisements have already left the boundaries of the computer screen and have infiltrated smartphones, tablets, and other devices viewers use to connect. The goal of marketing agencies should not simply be to make a one-time sale but to connect with the audience in a way that will cause them to be lifetime consumers. Creating connections between the audience and the brand allows consumers to feel more in tune with the business and cultivates trust beyond measure.

This generation has seen video move from the television set and enter in to the realm of the World Wide Web. Then move from the conventional computer screen and meet viewers on individual handheld devices such as phones. It is hard to believe that it will stop at that. One-day video could permeate mediums that we do not even know exist yet and reach audiences we never thought could be connected. No one positively knows which direction online video marketing is going; the best thing to do is hang on for the ride. Businesses that learn to adapt and adopt new principles will endure and even flourish in the mysterious world of marketing.

### **Conclusion**

Marketing is a never-ending, always-changing game, where the strong survive and the adaptive prevail. Although online video advertisement certainly is not “the final frontier” in advertising, it seems to be the place of interest for the time being. There are numerous effective ways to advertise a company, but none are quite like online video

advertisement. With the advancement in technology and the popularity of the Internet, online video advertisement is the leading source of marketing today.

There are a number of characteristics that make online video advertisement effective, including creativity, excitement, and helpfulness. All of these attributes combined can create the ideal online video advertisement. Consumers of this upcoming generation do not desire to read about the products and services of a business on a long drawn out text block. Instead, they crave to be captivated and intrigued by video marketing that motivates them to change.

Finally, there is simply no other form of advertisement that is as versatile and integrated as online video advertisement. These video productions can be used all across the Web, especially on highly trafficked sites that host millions of users a week. The advertisements do not stop when the computer turns off either. They are designed for viewing on laptops, tablets, smartphones, and mp3 players all across the nation and even the world. Who is online video advertising for? It is for every business, big or small, that wishes to grow and reach more potential customers.

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