

INDUSTRIAL VIDEOS – A WHITEPAPER

By Ian Deavin BSc, M.D. – The Industrial Marketing Agency

e-mail: ian@theindustrialmarketingagency.co.uk, www.theindustrialmarketingagency.co.uk

I have seen it reported that in the industrial B2B marketplace videos are the most actively sought but the least actively posted of all material on the internet – this gap alone presents a massive opportunity. I have also observed that industrial videos are becoming much more common and that they draw large audiences. For example one may easily get 500 to 1000 views per year for such a video – could you ever imagine getting that many people to watch a video or engage with a sales person on an exhibition stand? And yet on the net it is free!

So clearly industrial videos are becoming more popular on the internet – plus they are cheap - you can create one yourself or get a marketing company to do it for you at very reasonable cost – just so long as you bear in mind that it does not need to be a cinematic master work. The internet is very accommodating of picture quality and you can present well with a domestic camera – even a super compact with video capability is often perfectly adequate.

Things have changed in this area quite recently and it may be that some video hosting sites are more appropriate for you than others – do some research. Youtube is very useful – we normally set up a channel for each client and stream from it. This will allow you to add video to your website and blog by streaming from the host site.

How long should your video be? Personally I think as short as you can manage – it is there to grab attention and pass on a limited amount of information – but information of a type that text is very bad at conveying. A picture is definitely worth a thousand words so a 5 second clip may be enough – but take what you need to tell the story.

Possible subjects and styles will vary to personal taste and corporate approach but will probably include the following:

- simple passive product demo, e.g. a hand rotating the item for a full 3D view
- active product demo
- personal presentation
- installation demo
- animated graphic presentation of action not visible in a video
- seminar presentation
- slide show format to get across a simple message in text
- use subtitles and /or voice plus music

Do not forget for SEO purposes you should ensure that your video has a suitable text description with the right keywords and a link to your site – people will need to find you if they like the video!

If you do not produce all the material in house then do be aware of possible copyright issues and if you do not own the copyright then please ensure you have the copyright owner's permission to use the material so as to avert difficult and possibly costly problems later.

Companies can generally source video clips from:

- internally e.g. sales, engineering, design, installation, commissioning/maintenance,
- head office – subsidiaries can benefit from corporate budgets and expertise to promote locally.
- Suppliers – are often only too glad to increase their own profile with their videos on your channel.
- Customers – may well be keen to show off their products – made possible with your contribution – and so happily co-operate in your video.

Finally do not forget to top-and-tail with your corporate intro and sign off – at its most basic simply a logo intro and a web address sign off.