



# Selling with Product Videos

Harnessing the Internet to reach customers

With nearly 1 billion websites in the world today, dealers, retailers and suppliers need the latest digital tools to reach their target customers. ComScore's 2015 *U.S. Digital Future in Focus* report found that seven of eight Americans watch online videos—with half of them viewing videos daily. These numbers speak volumes; selling and promoting products and services with online videos is a trend that dealers should adopt.

## Tell a Story

With only a limited amount of time, one can imagine most people would rather watch a movie than read the book. From the comfort of a chair or even on-the-go, a well-crafted short video can best tell a product's story. Apple is famous for engaging consumers about new products through compelling videos.

A story told via video can spell out the advantages that may convince a prospective consumer to learn more about the product. It can help potential customers imagine how their lives would be better. For example, GoPro videos demonstrate ways to share activities with your friends. By exploring detailed features such as ease of use, aesthetics and design integrity, many important questions can be answered in just a few minutes of visual content.

## Reach the Target Audience

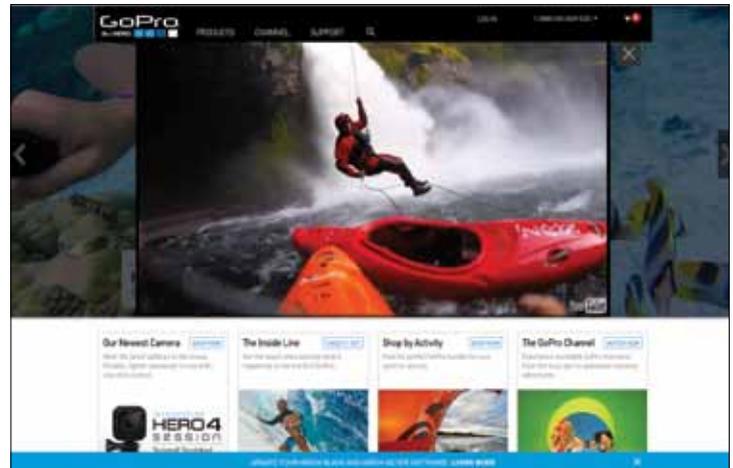
Dealers know their target demographic, but connecting with those people is more challenging. Here are four of the best ways to engage the right consumers with a dealer's products and services by using video content as a marketing tactic.

**The Website**—A dealer's website is the best place to start. If possible, embed videos from the manufacturer. Product videos and ads should be supported with detailed specifications, features and reviews. On the same web page, provide an easy way for customers to get more information or to set up a time for an in-person appointment.

**Social Media**—Facebook recently reported achieving four billion video views per day, equaling the level set by YouTube in 2012. Depending upon a dealer's size and budget—video cameras and editing software are inexpensive and easy to use—there are many ways to create content in-house or through a third party. Consider developing new content for your YouTube, Facebook, Instagram, Snapchat, Pinterest and other social media channels that allow videos. That way, interested customers can follow a dealer's account for product updates, special offers and related news.

**Targeted Emails**—Many email providers do not support embedded videos. For that reason, it is best to send an HTML email that includes an embedded image which hyperlinks to the video on a landing page, a standalone web page. Also, provide a means for customers to leave a comment, ask a question, or start a dialog after viewing the video. And add a "share" icon, so they can send the link to their family and friends.

**Responsive Web Design**—A dealer's website and landing pages



GoPro puts its videos front and center on its web site to readily demonstrate ways to share activities with friends

should be designed to adapt to the user's desktop, laptop, tablet and smartphone. A responsive website displays content and videos at the optimal size and orientation for all of these platforms. Because more consumers than ever are using their smartphones to find products and watch videos, make sure they have the best experience viewing videos.

## Evaluate the Product Video

Short-format videos—less than two minutes long—are appropriate for product ads similar to those shown on TV. They often tell a compelling story that makes the consumer want to purchase the product or learn more. Longer-content videos—two-to-eight minutes long—should focus on the product by showing and explaining features and specifications. These typically involve high-quality content from the manufacturer.

Using the space for viewer comments and video reviews, consumers can share their experiences with the process and use of the product. Consumer reviews are a powerful and inexpensive way to suggest how the manufacturer can improve or add features to their products.

Go ahead—let your product speak for itself. The time and money spent to implement a responsive dealer website, social media pages and landing pages with quality product videos will help generate new leads and keep a dealer ahead of the competition. ■

*Leo Dardashti is president and CEO of Atlantic Inc., a diversified product manufacturer and supplier of entertainment furniture and consumer electronic accessories, home storage and organizational products, accent home furnishings, and the exclusive North American master distributor of Snowsound acoustic panels. Dardashti is also a member of CEA's Accessories Division Board.*