



see3 communications

Integrating Video

Into Your Online Marketing Strategy



Michael Hoffman

CEO, See3 Communications
www.see3.net | @Michael_Hoffman



see3 communications

The Day Our World Changed

Verizon lowers cost of high-speed Net

By Ken Belson and Saul Hansell
Published: Thursday, August 25, 2005

Verizon Communications will start selling high-speed Internet connections for \$14.95 a month to attract customers with slower dial-up connections and try to compete with cable companies, the company has said.



see3 communications

Redefine Viral

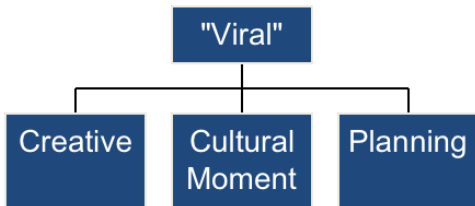
Viral to who?

Ms. Johnson's First Day



★★★★ 0 ratings

2,116 views



Think Before Making Your Video



see3 communications

Key Planning Questions

1. What are our goals?
2. Who are we trying to reach?
3. What message do we want to send?
4. How will we reach our audience?
5. What action do we want them to take?
6. How will we measure success?

Let's Look @:





see3 communications





see3 communications

Get Your Video Online



see3 communications





see3 communications

What's the Difference?

Video Hosting Video Distribution



see3 communications

The Case For:

1. It's the biggest
2. Functions as a social network
3. Increased capabilities - HD, annotations, widescreen, open API
4. Familiarity and ease of use



see3 communications

The Case For: All Across the Web





see3 communications

The Case For: Your Own Video Hosting

1. More pleasant user experience = more video views
2. Better search functionalities
3. Rate and discuss *within* the community
4. CMS integration = staff and users can embed video more easily



see3 communications

Spread Your Videos to the Community



see3 communications

5 Places to Start

1. Create a YouTube Channel
2. Distribute to existing networks (website, email, social networks)
3. Create relationships with bloggers
4. Reach out to partners
5. Make it easy to share



see3 communications

MoveOn Political Action Election Video

- User customizes video with name of friend and sends to friend's email
- Video and minisite customize to friend's name upon viewing
- Originally sent to 4 million list
- Viewed over 21 million times in 4 week period
- Lauded as *Time* magazine's #5 of their Top Viral Videos of 2008
- Recipient of multiple awards including:
 - Silver ADDY award
 - Social media award from AIMA





see3 communications

MoveOn Political Action Election Video

- Accompanying Facebook Application
- Uses same technology as video
- Leverages Facebook's native "Send to a Friend" backend to share with friends
- Friend receives a notification via Facebook
- Playing Video Player in Facebook displays their name in the video





Viral Video Organic Seeding

- Email
 - Current List
 - Rent List
- SEO
- Provide Content to Relevant Blogs
- Facebook Application and Groups
- YouTube Users
 - Comments
 - Sites Linking to This Video
 - Video Results
- Twitter
 - Search Mentions
 - Track Results of Retweets



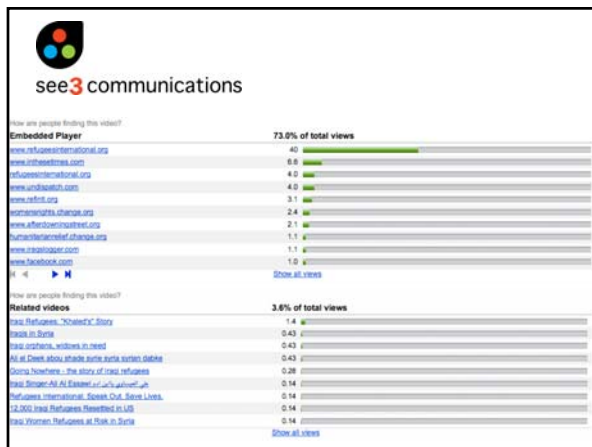
Viral Video Paid Seeding

- YouTube
 - Featured Video
 - Adwords Content Network
- Adwords – Google Search
- Facebook Ads
 - Conventional Ads
 - Social Actions
- Stumbleupon
- Video Seeding Vendors



Test and Learn!





see3 communications

Questions?

Michael Hoffman
 CEO
 michael@see3.net
 @Michael_Hoffman
 (773) 784-7333
