Lights, camera, action!

Rita Zamora discusses the hottest marketing tool today - video

What is today’s hottest marketing tool and what’s so great about it? The tool is video and the benefits are many. Consider a marketing tool that will work for you around the clock, 24 hours per day, seven days per week. Video will also continue to skyrocket in popularity in the coming years, making it perhaps the wisest marketing investment you could ever make.

For those of you looking for statistics to weigh your decision about video, note that UK traffic to YouTube rose by 45 per cent from 2010 to 2011. According to Experian Hitwise, YouTube is now the third most visited website in the UK, after Google and Facebook, and the second biggest social network in the UK. By 2015, video traffic will more than quadruple, and the internet will be two-thirds made up of video (Cisco 2011).

Not just for teens

If you think it’s just teenagers watching video, think again. Recent data released by Nielsen reveals that the numbers of seniors age 65 and older are increasing their visits to YouTube as well. If you haven’t already begun marketing with YouTube, now is the time.

Where do you begin? Before you start shooting a video and set up a YouTube account, it’s wise to spend some time considering what results you want. Here is some advice to help you plan.

1) Who will star in your videos? Will you be featured in your videos or will it be someone from your team? You may also want to consider patient testimonials, directly from patients, or hire professional talent to interview you. The best way to discover how you feel about being on camera is to practice. The first time you see your self on video, you will likely find several things you’d like to improve upon. Even if you plan to have professional video made, practice in advance to make better use of everyone’s time and your money.

What’s in it for me?

2) What will you say? Spend time determining what your video topics and script will be. Remember, online viewers are sophisticated and want to watch WIIFT (what’s in it for them). Television commercials, sales pitches or lengthy dentist biographies will likely turn people off. Instead, focus on common patient questions, otherwise known as “frequent-ly asked questions”. Hint—you can probably find similar ideas on your own website:

- How long will my braces take?
- Will my gum surgery hurt?

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YouTube isn’t just for the teenage audience

• What can I expect at my child’s first pediatric dentistry visit?

3) Where will you say it? Consider whether you picture yourself on the set of a professional television-type studio or sitting at your desk. Either scenario can be successful, however only you can answer which type of impression you want to make. There is something to be said for professional lighting, audio, and yes, even make-up. On the other hand, being authentic and genuine in your own beautiful office can work just as well.

If you feel overwhelmed with these initial planning questions, you may want to consider a professional’s help. A professional videographer can help you work through your camera jitters, develop an effective script, and recommend the best location. Perhaps you’ve already made your video, however you’re stuck in the editing, tagging, or uploading process. Remember help is available at virtually any stage of the process.

Look polished
Keep in mind that although YouTube is free to use you can reap valuable benefits from investing in professional editing, which will make your videos look more polished. Overall a professional’s help will save you time, effort, and energy. Conversely, if you have already decided you want to go it alone, it is more than likely that you can find everything you need to know to do-it-yourself via a YouTube video (if you are willing to spend the time searching and learning).

Whether you decide to go it alone or hire a professional, remember ‘practice, practice, practice’. If you’ve already made some video, don’t stop there. Commit to making multiple pieces of video and create a YouTube library. One of the biggest benefits video has to offer is the fact that it can be syndicated, shared in multiple locations, and viewed 24/7, 365 days a year.

Planning
Be sure to plant your video first and foremost on the primary landing page of your website. Video is known to both engage and convert viewers. So what are you waiting for? Get a competitive advantage today with video, or perhaps you will find yourself at a disadvantage in the future without it. When will video marketing start working for you and your practice?

About the author
Rita Zamora is an international social media marketing consultant and speaker. She and her team actively co-manage dozens of dental practices’ social media programs. Her clients are located across the United States and internationally. She has been published in many professional publications. Rita is also Honorary Vice President to the British Dental Practice Managers Association. Learn more at www.DentalRelationshipMarketing.com or email rita@ritazamora.com.

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