



The National

# PROFIT GATE MONTHLY



NEWSLETTER

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## Web Video - Make Your Website Worth Watching

Wouldn't you like to have a huge advantage over your competitors? In today's business world, consumers demand a much more engaging web presence to get their attention and keep their attention on your website. Web videos are more than just entertainment - they are a dynamic and cost effective way to engage your customers, improve sales, and aid in search engine placement. Unlike TV commercials, which are a passive form of advertising, viewers see web videos because they choose to watch them. This makes people far more receptive to your message. Video is a great way to explain important or complicated procedures in a simple visual manner that your customers can understand. By showing real people using or talking about your products or services, you can build trust with customers that is very important to increasing sales.

Studies show that consumers are now using online video ads to help make purchasing decisions. Consumers also stay longer on websites that have video ads, product demonstrations, and testimonials. Also, most search engines now include web video in their evaluating of a websites value, which directly relates to the site's search engine placement.

According to recent measurements from ComScore.com:

- More than 160 million U.S. consumers watched online video clips in August '09.
- YouTube had 120 million consumers logged on just this month alone
- Viewers consumed 9.7 hours per month of online video - on average!
- 81% of US consumers watched an online clip that month

These sorts of numbers clearly demonstrate that online video should not be considered a fad. Another recent study by Marketing Sherpa showed that featuring a video in an ad can **increase responsiveness by 49.5%**.

With web video you can make your website a valuable resource to your customers. Updated video content will give them not only a reason to click through to your website, but a reason to keep coming back for more.

Let people see and hear from satisfied customers how great your product or service is in a video, and chances are very good that you'll see an increase in sales and customer loyalty. And, you'll have a website worth watching.

INSIDE THE GATE...

### Welcome Christina!

*Yes, you'll hear a new voice at Profit Gate. Christina is our new Receptionist/Video Star! She's not only the new voice you'll hear when you call Profit Gate you can also see her on our website. She's our new Walk-on Video Girl (she's a natural). So if you need a spokesperson for your website video she's the one for the job!*

## PRESIDENT'S CORNER

When you first met me, I'm sure that I mentioned the main purpose of Profit Gate is "to make money for our Clients". I hope you believe it because it's absolutely true.

The reason is that I've always believed in the idea of karma. That's why I know that if I help **YOU** make more money, it will mean that **WE** make more too. That's why I'm slashing our price for these web videos. See our promotion on back. Trust me on this get a video on your website and

**MAKE MORE MONEY!**

