

How Small – Mid Sized Businesses can Utilize Online Video Ads

Online ads have seen the transition from hyperlinks, buttons, tiles, banners, and pay per click searches to the latest video ads. Small – mid sized businesses (SMBs) are the biggest and the fastest growing segment in US. Then why is it that SMBs are hesitant to utilize online video ads to the fullest? Ignorance and confusion about how – to aspect seems to be one of the reasons. Some clarifications are offered here -

- ▶ Online advertising now offers almost similar type of marketing mix strategies and tools like other conventional media. Broadband permits generation of increasingly complex formats of online advertising.
- ▶ Videos can be introduced by creating them yourself, by inviting your visitors to create them and by re-organizing clippings available on other sites.
- ▶ Some points to be kept in mind while designing online video ads:
 - ✓ Short content is better.
 - ✓ Create web-only version of ads for the click-now function.
 - ✓ Online videos should harness the potential of immediate call for action lacking in television.
 - ✓ Create targeted ads presented on-demand, another unique feature of online videos.
 - ✓ Link ads to landing pages which should be clear, concise and easy to use.
 - ✓ Think ahead of pre-roll ads towards sponsored video channels, branded entertainment, product placements and more.
- ▶ Companies like www.ReachLocal.com provide SMBs with an end-to-end advertising platform. This includes a website, if needed; distinctive placement on search engines and online Yellow Pages sites and complete Lead and ROI reporting.
- ▶ The self serve ad networks allow an advertiser to create and manage their own accounts and control their campaigns. But these networks take the ownership and pay some revenue in return. New self serve bid- for- placement advertising solutions appear as an in-house program to clients and operate under your own brand. With these new tools control can be held tightly.
- ▶ The ad networks often use optimization tools which consider advertiser's goals, responses from consumers and ability of websites to serve ads as per requirement.

- ▶ SMBs need help in determining their ROI. Tools like DirectoryM AdVisor clearly indicate how an ad campaign is performing by publication and advice on assessing and evaluating them.
- ▶ Metrics tools can be used to test the exact performance of online video ads. Many research providers like comScore Networks, Dynamic Logic and InsightExpress can be used to provide valuable data by using online sampling surveys for consumer exposure to ads. Klipmart offers video viewed and interaction rate on video ads in multiple formats in almost all advertiser categories.
- ▶ For distribution of videos there are several entertainment sites YouTube, Joost, Brightcove, TVGuide.com, and Next New Networks. Discovery Communications is a site that offers mobile videos, which is another unexplored market.
- ▶ Setting up of an affiliate marketing network is also profitable to SMBs if they offer attractive incentives.

Online videos are still a new arena and taking advantage of them now would definitely yield fruitful results in future.

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