



VIDEO BEST PRACTICES GUIDE

BY THE VIDEOBOLT.COM TEAM

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INTRODUCTION

Congratulations on your embrace of online video for your business. Video is the most effective way to communicate online. No matter how your business currently communicates online, you can succeed with video. Video improves all of your online marketing efforts, including your website, social media pages, and email marketing campaigns, to name a few.

This best practices guide is designed to help you get the most out of your video. It includes sections on all of the major online platforms where you can use your video, along with details about why you would want to add video to those platforms and how to do so.

The instructions in this best practices guide are written for the non-technical reader. You can get the most out of your videos with little to no technical knowledge!



CHECKLIST

Before getting started, please complete this checklist to determine what platforms you already use for online marketing. Your goal should be to add your videos to your existing platforms. You can find success with video even if you do not use all of the platforms listed below.

- Website
- Blog
- Email Marketing
- Facebook
- LinkedIn
- Instagram
- YouTube
- Landing Pages
- Mobile App
- Shopify
- Digital Displays
- TV Commercials
- Press Releases
- Directories

After you complete this checklist, please review each of the corresponding pages in this best practices guide to learn how to effectively use your videos on the respective platforms.



WEBSITE

Your website is the digital home of your business. Unlike in the earlier days of the Internet, websites are no longer just static brochures. Websites need video to create an engaging and compelling experience. Videos help to improve your website's organic SEO (search engine optimization) performance, as well as keep people on your website longer (your bounce rate and time-on-site).

**Website**

Blog
Email Marketing
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WEBSITE

VIDEObOLT.COM includes (free for a limited time) a hosted version of your video that you can use to easily embed the video on your website without having to upload the video to a third-party video platform, such as YouTube (free), Vimeo (paid), or Wistia (paid).

IMAGE 1, below, is an example of the VIDEObOLT.COM video delivery page. To embed the video on your website, scroll down to the section titled Embed Code. There are two options for embedding the video: Javascript and Iframe (see **IMAGE 2**). Both options should work with most websites (but some websites only support one of the options). Simply copy this embed code and paste it into your content management system to add the video to your website (or provide this code to your website provider so that they can add the video).

You can also host the video on YouTube (which is described in more detailed in a later section), Vimeo, or Wistia, all of which provide embed codes for your website.

YouTube is a free hosting option. But it has some limitations for business users.

Vimeo and Wistia are paid hosting options that provide many features that are beneficial for business users. Vimeo and Wistia are useful for the following purposes:

- You want to customize the video player to match your branding
- You want access to detailed analytics about your audience
- You want to limit access to certain viewers or collect viewer information

When you add the videos your website, you should pay attention to the placement of the videos, rather than making the videos an after-thought. Here are some tips:

- Use an introductory video on your homepage to grab the user's attention right away
- Place your videos "above the fold" (i.e., do not make the user scroll to see your videos)
- If you have a video section, include it prominently in your main navigational elements
- Always place a text transcript below the video (VIDEObOLT.COM provides this to you)
- Do not place more than one video on a page (each video deserves its own web page)



IMAGE 1

LOGIN TO "BUILD IT MYSELF" - OR - CREATE FREE ACCOUNT

f @ in v


VIDEObOLT.COM

SEND US AN EMAIL
support@videobolt.com

CALL US NOW
(855) 235-0040

HOME VIDEO SERVICES EXAMPLE VIDEOS COMPANY & TEAM SUPPORT CENTER THE LEGAL STUFF ENTERPRISE STORE

How To Build A Video is ready for download.



Download MP4 File

Download SRT File

Shareable Link (Free Trial)

Send To Camera Roll



IMAGE 2

VIDEOBOLT.COM HOME VIDEO SERVICES EXAMPLE VIDEOS COMPANY & TEAM SUPPORT CENTER THE LEGAL STUFF **ENTERPRISE STORE**

Embed Code / Javascript Option

Give the code below to your website provider or paste it into your website's content management system. You can adjust the height and width in the embed code as needed.

Free Trial *

```
<script src="https://fast.wistia.com/embed/medias/i2e6cetmmw.jsonp" async></script><script src="https://fast.wistia.com/assets/external/E-v1.js" async></script><div class="wistia_responsive_padding" style="padding:56.25% 0 0 0;position:relative;"><div class="wistia_responsive_wrapper" style="height:100%;left:0;position:absolute;top:0;width:100%;"><div class="wistia_embed wistia_async_i2e6cetmmw videoFoam=true" style="height:100%;position:relative;width:100%"><div class="wistia_swatch" style="height:100%;left:0;opacity:0;overflow:hidden;position:absolute;top:0;transition:opacity 200ms;width:100%;"></div></div></div></div>
```

Embed Code / Iframe Option

Give the code below to your website provider or paste it into your website's content management system. You can adjust the height and width in the embed code as needed.

Free Trial *

```
<iframe src="https://fast.wistia.net/embed/iframe/i2e6cetmmw" allowtransparency="true" frameborder="0" scrolling="no" class="wistia_embed" name="wistia_embed" allowfullscreen mozallowfullscreen webkitallowfullscreen oallowfullscreen
```



BLOG

Many businesses write blogs, usually on their own website. Blogs help to educate and inform your potential customer base, as well as showcase you as an expert. Businesses are increasingly using video blogs to supplement or, in some cases, to replace their written blogs. Video blogs help to tell a story in a way that text cannot because of the inherent limitations of text.



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BLOG

Technically, there is (usually) no difference in how to add a video to your blog compared to how to add a video to your website. In most cases, a blog is just a section of a website. Some companies use a different platform for blogging (such as Medium), but that is not the norm.

To place a video on your blog, you can use the same embed code that you would for placing the video on your website (either the embed code provided by VIDEOBOLT.COM that was referenced in the prior section or the embed code from YouTube, Vimeo, or Wistia).

You will take a different approach whether or not your video blog has a written version:

VIDEO BLOG WITH WRITTEN VERSION

If your video blog has a written version, you should embed the video at the top of the page, below the headline, but above the written version of the blog. The video should always be “above the fold,” meaning that the user should not have to scroll to see the video. The goal should be that your blog’s audience watches the video first and then can reference the written blog for more information. The video can be used as a summary of the written blog or as a tease to get the viewer to read the full text blog. Typically, video blogs are not as thorough as the text version because they are in the one-minute range, whereas text blogs are longer.

VIDEO BLOG WITHOUT WRITTEN VERSION

If your video blog does not have a written version, the video will be the focus. You should embed the video at the top of the page, with the text transcript below the video. VIDEOBOLT.COM provides the text transcript to you on the delivery page for each video. The text transcript is important because when Google indexes your website it will have more information about the content of the page (Google does not index the audio in a video).

See **IMAGE 3** for an example of a video that is “above the fold” on a blog.



IMAGE 3

(561) 228-4111

f t @ in v Q

amii
Digital Marketing Agency

ABOUT SERVICES PORTFOLIO VIDEOS BLOG CONTACT

STARTING YOUR OWN LAW FIRM? CONSIDER 3 THINGS FIRST

amii Starting Your Own Law Firm? Consider 3 Things First Watch later Share

amii
Digital Marketing Agency

STARTING YOUR OWN LAW FIRM?

0:10 / 1:05 YouTube

Online Agent



EMAIL MARKETING

Email marketing has amongst the highest rates of response online. Any businesses that collect email addresses from customers or prospects should use those addresses to regularly engage by email. Information and educational videos are a low-friction way to use email to stay top-of-mind with your customers and prospects, without triggering unsubscribes and spam complaints.



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EMAIL MARKETING

If you do not already engage in email marketing, you will need to select an email marketing provider, such as MailChimp, Constant Contact, or ActiveCampaign. Each of these services has similar price points and many overlapping feature sets. You should never send mass emails simply by using the Cc: or Bcc: lines in your email client (such as Gmail or Outlook) and pasting your entire contacts list into one of those fields. By doing so, you easily risk running afoul of the CAN-SPAM laws that govern commercial email communications.

If you already engage in email marketing, you can share your videos in an email campaign. All of the major email marketing providers, such as those mentioned above, allow you to include a video within the body of your email. Similar to your website, the video in your email should always be “above the fold.” Many users do not scroll and will not see a “below the fold” video.

See **IMAGE 4** for an example of a video that is “above the fold” in an email.

When you send a video by email, you are not actually sending the video file (which would be too big to send and would overwhelm your email provider’s server). Instead, you are sending a link to the video, with a thumbnail image in the email to entice the viewer to click on the link. Most email marketing providers will auto-generate the thumbnail image when you provide a link to the video. Otherwise, you can upload any image to be used as the thumbnail.

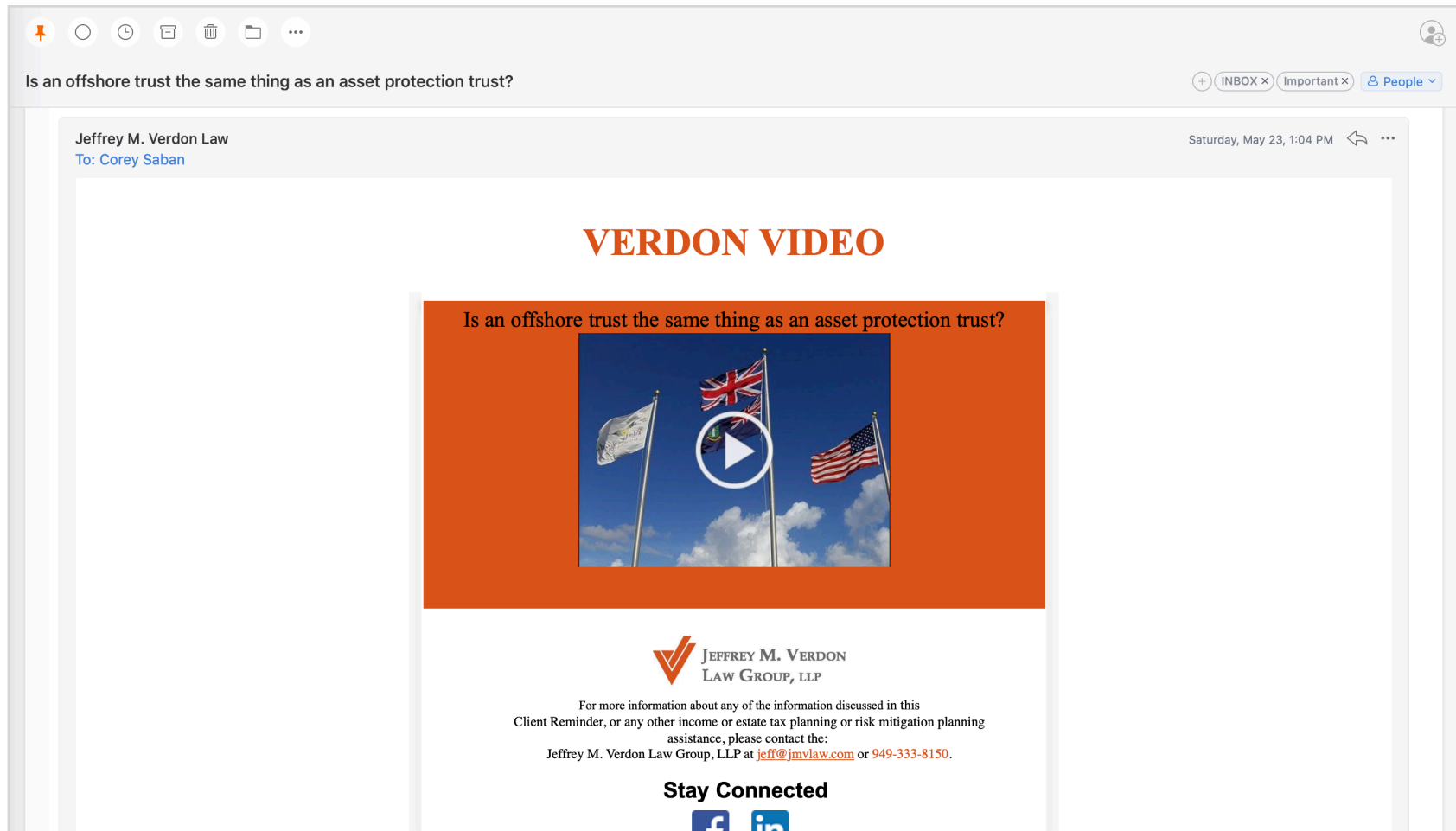
For the link that you will include in your email, there are several options:

- A link to the video on your website
- A link to the video on your blog
- A link to the video on a landing page
- A link to the video on VIDEOBOLT.COM’s “shareable link”

In addition to sending email campaigns with video to a mass email list, you can also share videos directly in one-on-one emails to individuals, such as existing customers, as long as you follow the CAN-SPAM laws. When doing so, your best option is to paste a link to the video within the text of your email. VIDEOBOLT.COM’s “shareable link” is a good option.



IMAGE 4





FACEBOOK

Facebook is (still) the largest social media platform and a great way for businesses to communicate with customers. Videos on Facebook get far more attention and engagement than text or image posts. Facebook users are seven times more likely to share a post if it has a video versus text or images. Facebook users prefer short, informational videos that get to the point quickly.



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FACEBOOK

Facebook allows direct video uploads, meaning that you can share videos on Facebook without having to host them elsewhere (and without having to use embed codes). When you upload a video directly to Facebook, it will auto-play within the Facebook news feed. On the other hand, when you share a link to a video on Facebook (such as a link to the video's YouTube page or a link to the video on your website), the video will not appear and/or auto-play within the Facebook news feed. Instead, the user will have to leave Facebook to watch the video elsewhere (which many users are less likely to do because it disrupts the experience).

Below are Facebook's instructions for uploading a video from a computer:

To upload a video:

1. Click **What's on your mind, [Name]?** at the top of your News Feed.
2. Click and choose a video.
3. Select your audience, then click Post.

We'll process your video and let you know when it's ready to see.

The video upload instructions vary slightly on iOS and Android devices.

Facebook occasionally changes the upload process. The up-to-date instructions are here:

<https://www.facebook.com/help/166707406722029>

According to Facebook, a large part of its audience watches videos with the sound off. To fully reach this audience, you should upload an SRT caption file with your video. An SRT file is a human-generated text file that includes your video's script with time codes. VIDEOBOLT.COM provides an SRT file with every video. You can download the SRT file from the delivery page by clicking the blue "Download SRT file" button at the top of the video delivery page.

See **IMAGE 5** for an example of a video in a Facebook post.

See **IMAGE 6** for an example of an SRT file.



IMAGE 5

The screenshot shows the Facebook profile of 'The Health Law Firm'. The page header includes the search bar with the firm's name, navigation links (Home, Find Friends, Create), and notification icons. The left sidebar contains navigation options: Home, Services, Reviews, Photos, Videos, Posts, Events, About, Community, The Health Law Firm, Notes, and Join My List, along with a 'Create a Page' button.

The main content area features a video post from 'The Health Law Firm' dated October 21, 2019. The video title is 'Did you know that there are important distinctions in licensure requirements in Florida for Home Health Agencies?'. The video thumbnail shows a woman speaking, with a smaller inset image of a doctor. The video player includes a progress bar and a timestamp of 1:20. Below the video are interaction buttons for Like, Comment, and Share, and a comment input field.

To the right of the video post is a 'Contact Us' button and a 'Send Message' button. Below these are sections for 'Our Story', 'Community', and 'About'. The 'Our Story' section states: 'Based in Orlando, Florida The Health Law Firm concentrates in representing health care providers, ex... See More'. The 'Community' section shows 2,039 likes and 2,065 followers. The 'About' section includes a map, address (1101 Douglas Avenue, Suite 1000, Altamonte Springs, Florida 32714), phone number (407) 331-6620, website (www.thehealthlawfirm.com), and business hours (9:00 AM - 5:00 PM).

**IMAGE 6**

1
00:00:00,450 --> 00:00:02,450
- Buying a home may be
one of the most important

2
00:00:02,450 --> 00:00:04,670
and most expensive decisions of your life,

3
00:00:04,670 --> 00:00:07,550
and while you're not required
to have legal representation,

4
00:00:07,550 --> 00:00:10,710
Attorney Jennifer Peshke
says it's a good idea.

5
00:00:10,710 --> 00:00:13,150
Jennifer and her team can
guide you through the process

6
00:00:13,150 --> 00:00:14,660
of buying or selling your home

7
00:00:14,660 --> 00:00:18,330
and avoid legal headaches before,
during, and after closing.



LINKEDIN

LinkedIn is the most popular social network for business. You can add videos to your profile, as well as in updates. You can upload your video directly so that it plays natively on LinkedIn (or share a video link from your website or YouTube). Videos on LinkedIn enhance your credibility with your network, add visual interest to your updates, and make your content stand out from the rest.



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LINKEDIN

LinkedIn allows direct video uploads, meaning that you can share videos on LinkedIn without having to host them elsewhere (and without having to use embed codes). When you upload a video directly to LinkedIn, it will auto-play within the LinkedIn news feed. On the other hand, when you share a link to a video on LinkedIn (such as a link to the video's YouTube page or a link to the video on your website), the video will not appear and/or auto-play within the LinkedIn news feed. Instead, the user will have to leave LinkedIn to watch the video elsewhere (which many users are less likely to do because it disrupts the experience).

Below are LinkedIn's instructions for uploading a video from a computer:

1. *Click the Camera icon or the Video icon in the share box.*
2. *Choose which files you'd like to upload (you can select up to nine images).*
3. *After uploading your file, add a caption in the text box.*
4. *Click Post.*

The video upload instructions vary slightly on iOS and Android devices.

LinkedIn occasionally changes the upload process. The up-to-date instructions are here:

<https://www.linkedin.com/help/linkedin/answer/100983>

You can upload an SRT caption file with your video to reach LinkedIn users who watch videos without the sound turned on (which is a large part of LinkedIn's audience). An SRT file is a human-generated text file that includes your video's script with time codes. VIDEOBOLT.COM provides an SRT file with every video. You can download the SRT file from the delivery page by clicking the blue "Download SRT file" button at the top of the video delivery page.

See **IMAGE 7** for an example of a video in a LinkedIn post.



IMAGE 7

The image shows a LinkedIn profile for Lauren Barrocas, a Luxury Real Estate Specialist at Douglas Elliman. The main post is a video where a man in a suit is speaking, with a 'HOME FOR SALE' overlay for a property in Boca Raton, FL. The video has 14 views and has been liked by Lauren Barrocas. Below the video, there is a comment from Franco Ferraro that Lauren Barrocas has liked. The post also includes a 'JUST SOLD!' announcement and a congratulatory message to sellers and buyers. The interface includes a search bar, navigation icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Learning, and a messaging button in the bottom right corner.



INSTAGRAM

Using Instagram video for your business is a great way to build trust with your followers and customers. Posting videos that convey your brand's message, showcase your product or service, or introduce your company culture helps you develop a personal relationship with your customers. You can post videos up to one minute in length to Instagram (or trim longer videos if necessary).



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INSTAGRAM

The most important thing to understand about uploading videos to Instagram is that you can only do so from the Instagram app on your phone (either iOS or Android). You cannot upload a video (or an image) to Instagram from a web browser on your desktop/laptop computer.

Below are Instagram's instructions for uploading a video from a phone:

1. *To upload a video or record a new one, first tap + at the bottom of the screen.*
2. *Tap Library (iOS) or Gallery (Android) at the bottom of the screen and select the video you'd like to share.*

The maximum length of a video on Instagram is 60 seconds. After you upload a video, you can add a filter, a caption, and your location before sharing the video with your followers.

Because you will need the video file on your phone, VIDEOBOLT.COM has an easy process for you to download your video file to your Camera Roll. To do so, go to the delivery page for the video and click the blue "Send To Camera Roll" button. Then follow the simple instructions by providing your phone number. You will receive a text with a link to download the video.

See **IMAGE 8** for an example of a video in an Instagram post.



IMAGE 8





YOUTUBE

YouTube has more traffic than any website, other than top-ranked Google. It is the number one video website, with billions of hours of videos watched every day.

YouTube videos are often ranked high on Google's search pages (Google owns YouTube). Upload your videos to your company's YouTube channel to make it easier for customers to discover your company, product, or service.



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YOUTUBE

You can upload a video to YouTube from a computer browser or from a phone. We recommend doing so using a computer browser because it is a more seamless experience.

Below are YouTube's instructions for uploading a video from a computer:

1. *Sign in to YouTube Studio.*
2. *In the top right-hand corner, click CREATE > Upload video.*
3. *Select the file you'd like to upload.*
4. *Add basic info (such as description and thumbnail).*
5. *Choose advanced settings (such as tags, language, and category).*
6. *Add video elements (such as end screen graphics).*
7. *Preview and publish your video.*

YouTube occasionally changes the upload process. The up-to-date instructions are here:

<https://support.google.com/youtube/answer/57407>

You can upload an SRT caption file with your video to reach YouTube users who watch videos without the sound turned on (which is a large part of YouTube's audience). An SRT file is a human-generated text file that includes your video's script with time codes. VIDEOBOLT.COM provides an SRT file with every video. You can download the SRT file from the delivery page by clicking the blue "Download SRT file" button at the top of the video delivery page.

After you upload your video to YouTube, you can embed your YouTube video on your website, blog, or landing page. To do so, go to your video's page on YouTube and click the Share button under the video, then click the Embed button, then copy the embed code.

See **IMAGE 9** and **IMAGE 10** for an example of a YouTube channel and a YouTube video, respectively. The red circle in IMAGE 10 shows the Share button to access the embed code.









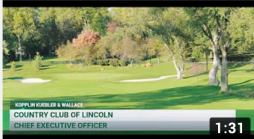


IMAGE 9

KOPPLIN KUEBLER & WALLACE
THE MOST TRUSTED NAME IN EXECUTIVE SEARCH AND CONSULTING

KOPPLIN KUEBLER & WALLACE
307 subscribers

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Uploads PLAY ALL SORT BY

 <p>Video #13 - "QuaranTraining" 13 - June 5, 2020 75 views • 3 days ago</p>	 <p>General Manager at Minnehaha Country Club 380 views • 2 weeks ago</p>	 <p>GC Superintendent - Suny - COVID 19 Video - May 11,... 328 views • 4 weeks ago</p>	 <p>Outplacement Services Webinar Details 71 views • 1 month ago</p>	 <p>Video #12 - "QuaranTraining" 12 - May 6, 2020 95 views • 1 month ago</p>
 <p>Executive Chef at Brae Burn Country Club 1:26</p>	 <p>Country Club of Lincoln Chief Executive Officer 1:31</p>	 <p>Salaries for key roles - GM/COO, F&B Director, Clubhouse Manager, CFO, Executive Chef, etc. - are often 15% - 25% higher than attained in the hotel/resort/restaurant world. 6:36</p>	 <p>Executive Chef at Edgards Hospitality Group 1:33</p>	 <p>Video #11 - "QuaranTraining" 11 - May 6, 2020 95 views • 1 month ago</p>

SUBSCRIPTIONS

- Adobe Creative Cl... (🔴)
- 2CELLOS
- 737Channel
- ABCd
- Adobe
- Adobe Photoshop



IMAGE 10

The image shows a YouTube video player interface. At the top, there is a navigation bar with a menu icon, the YouTube Premium logo, a search bar containing 'kopplin kuebler & wallace', and icons for video quality, grid, notifications, and a profile picture. The main video area displays a scenic view of a golf course with a large green fairway, a sand trap, and a winding water hazard. A text overlay at the bottom of the video reads 'KOPPLIN KUEBLER & WALLACE', 'OHOPEE MATCH CLUB', and 'CHIEF FINANCIAL OFFICER'. Below the video, the player controls show a progress bar at 0:18 / 1:34. The video title is 'Chief Financial Officer Career Opportunity at Ohoopee Match Club', with 1,158 views and a date of Oct 8, 2019. The engagement section shows 2 likes, 0 comments, and a 'SHARE' button circled in red. To the right, the 'Up next' section features a video titled 'Designing for Match Play: Ohoopee Match Club' by 'The Fried Egg'. An 'AUTOPLAY' toggle is also visible.



LANDING PAGES

Many businesses use landing pages to capture a prospect's attention. Landing pages are often used in pay-per-click, SEO, or email marketing campaigns. The goal of a landing page is to focus attention on one product or service and drive the viewer to take a specific action, such as completing a form or purchasing a product. Videos increase landing page conversion rates.



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LANDING PAGES

Some businesses use their existing website platform, such as Wordpress, to create landing pages, while others use marketing automation platforms, such as HubSpot, Marketo, Leadpages, or Unbounce. Regardless of the platform, it is easy to add videos to landing pages. Typically, you would use embed code, similar to posting video to a website or blog.

Here are suggestions for including videos on landing pages:

- The content of the video should mirror the landing page's message
- Always place the video "above the fold" (so the user does not have to scroll)
- End the video with a specific call-to-action and/or detailed contact information
- If you run auto-play video, select the option to mute until the user clicks for sound



MOBILE APP

Some businesses — such as restaurants, retailers, and memberships clubs — have mobile apps that are distinct from their website. The mobile app provides a more streamlined user experience on a phone, relative to the mobile or responsive version of the company's website. Video in a company's app can help share information with customers in a more mobile-friendly format.



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MOBILE APP

Every app is different in terms of how it is built, so there is not one single way to incorporate video into your app. Video in a company's app is often hosted on a third-party platform, such as YouTube, Vimeo, or Wistia, but more often on a commercial-grade video hosting platform (such as Amazon S3). Either way, you can use your video from VIDEOBOLT.COM on any of these platforms to share the video with your customers on your mobile app.

Here are suggestions for including videos on landing pages:

- Make sure your video host uses adaptive bitrate streaming so viewers can watch on any mobile network, regardless of the strength of their network connection
- Keep the video file small so that you do not use up more of the viewers bandwidth than is necessary (you should never have a file size issue with a one-minute video)



SHOPIFY

More than one million businesses use Shopify to sell products online. Millions more use similar e-commerce platforms like SquareSpace, Wix, GoDaddy, and Etsy. All of these platforms allow you to add videos to your product pages to improve customer communication. Videos help to increase e-commerce conversation rates and get customers to make quicker purchase decisions.



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SHOPIFY

To place the video on your e-commerce website, such as Shopify, you can use the same embed code that you would for placing the video on your website (either the embed code provided by VIDEOBOLT.COM or the embed code from YouTube, Vimeo, or Wistia). On most e-commerce websites, you will have to toggle from "text" to "HTML" or "code" to paste the video embed code on the product page. You should place the video "above the fold."

See **IMAGE 11** for an example of a Shopify product page with video embed code. The red circle shows the button to toggle from "text" to "HTML." The yellow highlighted section shows the Wistia embed code that was pasted into the code box to place the video on the product page.



IMAGE 11

The screenshot shows the Videobolt.com product editor interface. The top navigation bar includes the Videobolt logo, a search bar, and the user name 'Brian Albert'. The left sidebar contains a navigation menu with categories like Home, Orders (62), Products (All products, Inventory, Purchase orders, Transfers, Collections, Gift cards), Customers, Analytics, Marketing, Discounts, Apps, SALES CHANNELS (Online Store, Point of Sale, Buy Button), and Settings.

The main content area is titled '2020 Top Workplaces Video' and includes a breadcrumb '< Products'. Below the title are 'Duplicate', 'View', and 'More actions' options. The editor is divided into several sections:

- Title:** A text input field containing '2020 Top Workplaces Video'.
- Description:** A large text area containing HTML code for a Wistia video embed. A red circle highlights a '<>' icon in the top right corner of this text area, indicating a code editor or preview toggle.
- Product availability:** A section with a 'Manage' link, showing 'Available on 3 of 3 channels and apps'.
- Online Store:** A section with a calendar icon.
- Point of Sale:** A section.
- Buy Button:** A section.
- Organization:** A section with 'Product type' (Top Workplaces) and 'Vendor' (VIDEOBOLT.COM) dropdown menus.
- COLLECTIONS:** A section with 'Top Workplaces Videos' and 'Auto'.
- TAGS:** A section with a 'View all tags' link.



DIGITAL DISPLAYS

Many businesses use digital displays in their physical locations, such as offices, restaurants, or stores. Most digital displays can include video. What better way to tell your company's story, educate customers, or promote products than with a video? Use your videos on digital display to take advantage of the time that your customer is spending/waiting in you company's physical location.



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DIGITAL DISPLAYS

There are many digital display providers, including some cloud-based solutions (such as ScreenCloud), each of which allows you to show video on your digital display.

Most providers require you to upload the video directly to their platform, as opposed to embedding the video from a third-party video host (such as YouTube).

To upload the video to the digital display provider, you will first download the video's MP4 file from the VIDEOBOLT.COM delivery page by clicking the blue download button.

If your business has a physical location (and meaningful traffic) and you do not already have digital displays, you should consider adding digital displays to showcase your videos. With most providers, such as ScreenCloud, you can use any existing TV that has an HDMI connection. You can use a Google Chromecast dongle (\$35) to access ScreenCloud.

See **IMAGE 12** for an example of a digital display in VIDEOBOLT.COM's studio "green room."



IMAGE 12





TV COMMERCIALS

TV advertising is becoming more affordable to even the smallest businesses (because of cable targeting and over-the-top solutions). As more small businesses embrace TV advertising, they are using affordable videos from [VIDEObOLT.COM](https://videobolt.com) to share their stories with this important audience. You do not need TV commercials to succeed, but if you advertise on TV, you need a video.



- Website
- Blog
- Email Marketing
- Facebook
- LinkedIn
- Instagram
- YouTube
- Landing Pages
- Mobile App
- Shopify
- Digital Displays
- TV Commercials**
- Press Releases
- Directories

TV COMMERCIALS

Every cable and OTT provider has different requirements for the video file that you will provide to them, but most require a 1920x1080 file (at a minimum), which is what VIDEOBOLT.COM provides by default to our customers. If your provider (such as Comcast's Effectv division) requires a higher bitrate, send an email to our production team at support@videobolt.com and we will render a custom version of your video to be used on-air as a television commercial.



PRESS RELEASES

Businesses still create millions of press release each year, which they distribute online through services like Business Wire, PRNewswire, and PRWeb. Most online press release distributors include a “multimedia” option, through which you can include a video with your traditional press release. Video press releases allow you to tell the story in a more compelling way than text alone.



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Mobile App
Shopify
Digital Displays
TV Commercials
Press Releases
Directories

PRESS RELEASES

Most press release distributors allow you to upload a video file when you place the order for the press release through their website on your computer. You will first download the video's MP4 file from the VIDEOBOLT.COM delivery page by clicking the blue download button.

The content of the video does not necessarily have to match the content of the press release. While it may be beneficial to produce a video version of the press release, you can also provide value to the press release's audience by providing supplemental videos. For example, if you are issuing a press release to announce a new product or service, you can share with that press release a video about your company, its history/mission, or frequently asked questions. Most press release providers allow you to share multiple multimedia assets with each release.



DIRECTORIES

Every industry has a directory website (or websites). For example, Zillow for homes; Avvo for Lawyers; Healthgrades for doctors; and Yelp for restaurants and retailers. Many of these directories allow you to upload video(s) (such as a home tour or a lawyer profile). Videos will help you, your company, or your product/service stand-out from the competition on these directories.



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Directories

DIRECTORIES

While some directories allow direct uploads of video files, most require you to embed video from a third-party video hosting (such as YouTube, Vimeo, or Wistia).

DIRECT UPLOADS

To upload the video directly to a directory, you will first download the video's MP4 file from the VIDEOBOLT.COM delivery page by clicking the blue download button.

THIRD-PARTY HOSTING

To use a third-party hosting service, you can use VIDEOBOLT.COM's embed code or our shareable link, both of which are provided on the video delivery page.



VIDEO EXAMPLES

Would you like to watch examples of how our customers are using our spokesperson videos to succeed online?

Click the links below to watch some examples of videos in different industries:

Awards	https://videobolt.com/web/examples-awards.php
Commercials	https://videobolt.com/web/examples-commercials.php
Construction	https://videobolt.com/web/examples-construction.php
Country Clubs	https://videobolt.com/web/examples-countryclubs.php
Financial Services	https://videobolt.com/web/examples-financialservices.php
Franchise	https://videobolt.com/web/examples-franchise.php
Legal	https://videobolt.com/web/examples-legal.php
Media	https://videobolt.com/web/examples-media.php
Medical	https://videobolt.com/web/examples-medical.php
Non-Profit	https://videobolt.com/web/examples-nonprofit.php
Organizations	https://videobolt.com/web/examples-organizations.php
Professional	https://videobolt.com/web/examples-professional.php
Real Estate	https://videobolt.com/web/examples-realestate.php
Recruiting	https://videobolt.com/web/examples-recruiting.php
Retail	https://videobolt.com/web/examples-retail.php



Send an email to support@videobolt.com if you need further assistance.