

NEW MEDIA UPDATE



as featured in
Dallas Business Journal

Web Video is a Must Have for Every Business. But, Should Quantity Win Over Quality?

It's no secret that the world of search engines and social media has changed the way we market and promote our businesses. The face of new media – and the dramatically renewed attention on the value of video content on a Website or social media platform - has also had a very real impact when it comes to creating video content. If you want to be noticed (and we all do), video is no longer an "optional" line in the budget; video is a necessity. That is, unless you're okay with missing out on higher rankings on Google and more social media attention. But, does quantity provide as much value as quality?

The good news is that technological advances have made video production more affordable. At ImageMaker, we've been "all digital" for years (anyone want to buy some tape machines?). Digital acquisition has come a long way. We can now easily produce everything from eye-popping high-rez HD video to true "film-style" visuals for much less moolah (sorry, Kodak). Workflow has improved, too. Our tools are lighter and easier to use in the field. Our post-production computers are faster and applications are more powerful. Don't be fooled, however. There is simply no substitute for a keen creative eye, experience, judgment and the ability to truly harness the power of the medium. Just because you can buy the tools and push the buttons, doesn't mean you really know how to use them.

Some of you may remember Web-video pioneer Broadcast.com from the "early days" of the Internet. Mark Cuban and his team achieved some amazing feats when it came to bringing video to the Web. Eventually, that company was sold to Yahoo! for almost \$6 billion dollars. Yet, it was a time when even the lowest quality video was tough to push across the existing pipeline. We had to be careful not to include scenes with fast motion in them because the video just wouldn't play properly for most users! So, the content wasn't all that exciting, as you might imagine. For a long time, it felt like bandwidth would never catch up. Then, suddenly, everything changed. Now, there is virtually nothing we create here at ImageMaker that doesn't eventually end up on the Web.

Long story short: video is now essential for every business.

Long story short: video is now essential for every business. Search engines like Google are paying attention to Websites with video content, and that means those companies will benefit in Google's rankings, driving traffic (and clients) to



those Websites. And any effective social media strategy demands Web video content.

It's important to get your video message out there – and quickly.

So, what do you do next? Well, it's important to get your video message out there – and quickly. The challenge is to spend your dollars wisely - while creating effective and compelling Web video. Content should cross boundaries and truly speak to your clients. A cheap video camera and a video shot at a desk is no substitute for creativity. Sorry, but even the most intriguing message is a turn-off when the presentation, lighting and sound are bad! Everything you show the world should be a good reflection of your company. So, why waste time and valuable marketing and advertising dollars on content that is cheap to produce, but simply isn't effective?

It takes both quality and quantity to win with video in the marketplace these days. But don't panic; a thoughtful, original video campaign can actually be very cost effective. At ImageMaker, we have developed some truly innovative ways to make your video budget stretch further – by creating more for less - without sacrificing quality. We work with a unique set of proprietary tools we've developed called *Idea Re-Imagination* and *Video Re-Imagination*. We will help you laser focus on what you really need to achieve when it comes your ideas... and video!

Give us a call to schedule a personal assessment and Re-Imagination session. Contact Sondra@imagemakerdallas.com or call 972.869.4439 to speak with any of our Re-Imagination specialists.

