Using Videos in Viral Marketing

More and more advertisers are adopting video as broadband continues to rise and ad-serving technologies become more sophisticated. Online video advertising is really taking off. Users' attention can be captured and ads stand out from the crowd in an increasingly ad-cluttered online environment. It is true that video formats cost five to ten times more to serve than standard banners and they involve a lot more production and implementation work but they may well be worth all of that if they achieve greater response rates.

Where to use online video if wishing to maximize its effect, is what advertisers must carefully consider. Video to be used on the Internet should be information and communication focused while video to be used on television should be focused on entertainment.

Like everything else, there are good ways and bad ways to use video advertising. Right now most marketers are incorporating their audio-visual content into existing embedded ad formats like banners or over-content formats like pop-ups. Though this could reach a potentially large audience, viewers are likely to be less captivated and more annoyed by these disruptive and distracting placements.

Cached or streaming video on a specific destination site offers the best chance of interesting consumers in brand messages, but it is not likely to reach a large audience unless it generates a viral outcome.

Whatever you come up with, don't forget to make it easy to open and distribute. File size is important, as is the media format. If your viral video has been created for a particular type of software that not many people use, how will you get people to spread it like wildfire?

Also, if you've made a video the impact will be better if you send the clip as an attachment rather than stream it. It's cheaper and, if you're not hosting it, it's more viral, too.

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