



The Guerrilla Review

Video Advertising: Is It Right For You?

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You may have been intimidated in the past with the prospect of video advertising. While it is not totally daunting, it can be cheaper than you think. It is no longer necessary to buy thousands of dollars worth of equipment when you can do it “on the cheap” for a couple hundred bucks.

But, you may still say to yourself, “I’m not ready for video advertising.” And that’s okay. You may be right. But don’t let that hold you back when it comes time for you to take the plunge: because video advertising will **always** be ready for you.

The dilemma facing you, and millions of other web professionals, is that the complexity surrounding the technology can seem insurmountable. But it’s not. From both a marketing and technical standpoint, video advertising is like trying to take a still shot of a moving train. It comes across to you as a blur. Just trying to understand it can be challenging.

Yes, video advertising is a fast-moving technology, but it’s also a fast-moving opportunity. But, it is a technology that can be mastered. How easy or how difficult is up to you.



Proponents of video advertising believe it to be the “wave of the future.” Yet, the wave is already upon us. There are still a lot of people dipping their toes into the water to “test” the medium, but some are being left behind because they hesitate to jump all the way in.

But, the proof is in the statistics. According to comScore, video is bigger than search—with more than twice as many video views versus the 15 billion searches per month. Consumers are watching an immense amount of video online—an average of 12.7 hours per month in the United States alone.

Perhaps the most important reason to consider adding video advertising to your online promotional mix is that it will soon be a \$4 billion dollar market by 2013. That's just shy of 3 years from the time of this writing. (Source: eMarketer.)

Online video advertising provides a targeted venue to drive actual conversions to your product or service. These targets can be:

- demographic
- interest
- intent
- measurable per
 1. creative
 2. site
 3. impression
 4. user
- real-time with dynamic optimization

The most significant problem facing online video advertisers is not necessarily the production, but rather the challenges associated with finding the right venue and/or publisher. Publishers struggle, too, with ways to make video monetarily feasible and profitable. Too many advertisers are overpaying, thanks to poorly crafted video advertising offers.

Below are five video advertising vendors to consider in your next production venture.

[RAM-Shock Software, LLC](#): While RAM-Shock Software specializes in creating full-motion video software, the secret to their success has been their underlying technology. In 1995 they developed the only digital video engine that would display and run any video format available, no matter which protocol: mpeg, wav, or mww.

Some of their clients have used the RAM-Shock video engine to "drive" their video content in a variety of venues, such as screensavers, "screenscapes" for High Definition TV, or digital format training productions. Their clients have used the RAM-Shock video engine to reach millions of clients in their perspective markets, and they continue to reach an ever increasing number of prospects.

RAM-Shock Software was light years ahead of their time-- not only with "point of concept" but also with technology. They were the first company to develop a video engine that wouldn't "hog" computer memory, but release it back to the processor once exiting the program. Not even Microsoft and other major video engine developers have been able to figure it out.

Back in the late 90's, when most of the consumer market was still using legacy processors, RAM-Shock was developing the video engine of the future. When processors finally "caught up" to the vision and ingenuity of their engine, many production companies started forming strategic alliances with RAM-Shock, and to this day, it is hailed as the primary engine of major production companies.

RAM-Shock's marketing plan calls for creating joint ventures and strategic alliances with companies that have existing marketing structures and a customer base. They provide high quality, custom designed multimedia software products for distribution using either newly created or preexisting video material.

[RAM-Shock Software](#) has been instrumental in helping video advertisers get over the hurdles of creating multimedia content for use online, or offline in the form of CD-ROM or DVD, analog or HDTV. They can help you create the software product that will switch on the afterburners for your advertising campaign and make the transition to video advertising easy for you.

Google and YouTube: While not exclusively a video advertising network, Google's YouTube is probably the biggest name in video distribution on the Internet. YouTube provides video advertisers with an economical model right out of the starting gate: it's free. Can't hardly beat that!

Advertisers are able to appear on videos (in the bottom 20 percent of the viewing area) with Google's InVideo ads, or in the video content itself through pre-, mid-, or post-roll on the Google Content Network. Click-to-play video ads are also an option, as well as Google Gadget Ads. Due to recent Google acquisitions of other video networks, the company is clearly giving video the proper level of attention it deserves.

YuMe: YuMe is a video advertising network that has flown under the radar like a lot of other small players in the industry. But don't dismiss the "lesser knowns" because their time has come, just in time, to fill a niche that the bigger names can't.

YuMe's ad management platform, ACE, gives you the ability to identify, classify and track your content to ensure brand safety, context relevance, controlled syndication and consistent delivery across all digital media platforms.

Their distribution allows you to implement:

- the web
- downloads
- mobile
- and IPTV (Internet Protocol TeleVision)

YuMe's key innovations include the first cross-platform ad solution and the ability to serve multiple ad formats and placements through a single, unified system.

[VizzVox.com](#): VizzVox is another innovative company that, not only has their own network, but also works hand-in-hand with you to produce the optimum video advertising campaign.

VizzVox specializes in creating online commercials of short to medium length videos. They can be 15 to 30 seconds long, or longer if necessary. They specialize in creating online content for a variety of industries, most notably the real estate sector.

[Instant Sales System, Inc.](#): Real estate brokers and agents find this system really advantageous because it has a complete built-in system that practically does everything for you. It incorporates a lead capture form on your web site with your own commercial grade video, or a generic video of your choice. It utilizes video to build up your lead prospects so that you can follow up with them through a series of automated messages based on your marketing schedule.

For most Real Estate agents, just one more home sale per year could bring in an additional \$5,000 - \$10,000 or even more. With the Instant Sales System, you could easily realize a potential of an extra home sale per month.

Their service costs LESS than a single small print advertisement and it will help you make sales. You won't be obligated to any contracts, as you can go "month to month" and you can cancel anytime. They also have a money back Guarantee.

Incorporating [TeleCenter Real Estate Pro](#) into the mix with [ISS](#), and video advertising, can make for a powerful video advertising campaign. Distributing your video advertising campaigns with DVD's from [RAM-Shock](#) can literally put your marketing campaigns on hyperdrive.

A few other companies, while smaller players, can provide you with a little variety in perspectives. They are:

- Vimeo.com
- Blip.tv
- VidDler.com
- 5min.com
- Dailymotion.com
- MetaCafe.com
- SpotXchange.com
- VidShout.com

...just to name a few.

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