



## Three Ways to Repurpose Your Video and Maximize Your Investment

Getting a marketing video made is an investment of your time, creativity and money. Yet we often see advertisers who fail to use their videos in formats and methods that extend that investment over multiple platforms. We strongly believe that smart advertisers make it as easy as possible for prospects to do business with them, and that means delivering your video message where, how and when they are shopping.

### 1. Your website

We often work with clients who had a commercial made for television but never thought about adding it to their website. Why not!? It is available for viewing 24/7 with no added fees. Once your webmaster adds it to your site, visitors can get the same marketing message a television viewer got. And since they have had to *do* something to land on your website, chances are very good that they are less distracted and more interested in learning more about your products and services.

Make this even stronger by planning for a slight change from your TV version to your online version. Usually, a TV commercial will refer people to your website. But if a prospect is viewing the online version, they are already on your site, so this information is redundant. Consider revising your call to action for your online version to promote a special, direct the visitor to an order page, etc. With a little pre-production planning, this change is easy and very cost effective to achieve. For help on pre-production planning, see our article “Insider Secrets to a Successful TV Commercial.”

### 2. Mobile devices

If you meet with prospects or want to be ready to capitalize on an unexpected opportunity to tell someone more about what you do, then having your video on a mobile device is essential. Countless cell phones, mp3 players and portable gaming devices allow you to import video to the device. Not only is it very “cool” to share a video this way, but it utilizes a device many of us have on us all the time. There’s no need to direct them to your website, fire up your laptop or scramble in your briefcase for print material.

I was recently at a networking meeting and spoke with a photographer who was thinking of adding video to her marketing mix. On the spot, I pulled out my iPod Touch and showed her a video we had created for another photographer. “Is this what you had in mind?” Two minutes later, we were setting up a meeting to discuss options for her. It was far more effective and direct than any brochure I could have handed her.

### **3. Your place of business**

Got a showroom? A lobby where guests wait? Do you exhibit at expos or tradeshow? Adding video to these physical locations gives you one more opportunity to make an impression and let your marketing message be heard. Get your commercial on a DVD and pop-it in. You can have the DVD authored to automatically play upon insertion and loop endlessly, avoiding the need to select anything or restart it. If the player is on, the video is shown. It's easy, efficient and makes the most of what may otherwise be "down time" on the part of the prospect.

Stretch your investment dollars and repurpose your video every chance you get. You'll be glad you did.

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