



## Using Video as a Super-Marketing Tool

According to recent statistics, over half of the people now surfing the Internet are searching for and watching video. This means that the demand for video is HUGE and that by using video in your marketing efforts you could maximize your ROI and stay on the cutting edge in terms of marketing strategies.

Why is it so important to consider using video when promoting your Massage Business?

First of all, one of the most important marketing objectives that every massage business should consider is maximizing search engine ranking- especially with Google- since the majority of searches are conducted using Google. If you could secure a spot on the first page of Google for key words that relate to your business, you could end up getting more clicks to your website than you could possibly ever handle. And, if your website is set up correctly, those clicks could easily translate into business leads and prospective clients. Google knows that web searchers are focusing more on video than anything else, so they are beginning to prioritize pages with video in key word searches over traditional HTML pages. Google is a business and it is in their best interest to keep their clients (web searchers) happy by giving them what they want. To that end, you will start to find web pages, video sharing sites (such as YouTube), and social media sites (such as Facebook) containing video way up in the searches on Google and other search engines.

This really ups the ante for those massage businesses that are willing to create video for the purposes of marketing and promoting their practices. Creating video is easier than cheaper than ever before for several reasons. The main reason is that quality video equipment is very affordable and easy to use. And, just about anyone can edit a video using inexpensive software programs. In addition, because of the popularity of video on YouTube and other video sharing sites, viewers are used to watching short videos that are usually not professionally produced. This gives you the opportunity to get away with shooting short, home-based video. It's still in your best interest to be creative, have relevant content and to have some degree of professionalism in shooting the video- but you could easily do it without needing to hire a professional videographer or using a professional studio.

What to shoot video of?

The biggest question that most people have is what to shoot... Education is typically more interesting than promotion- so come up with a list of educational ideas based on the benefits of massage that your prospective clients may be interested in. It could be as simple as a question with an answer or a FAQ. You could come up with a series of the most frequently asked questions that your clients ask you about any area of your service and then video tape your self discussing these. Remember they can/should be short and relatively causal. Other ideas for topics could range from information on related health and wellness techniques to discussing ways that people can improve their lives and make life easier using by hiring a therapist. Once you come up with an idea write a short script and you could literally video tape yourself reciting the script.



What do you do with the video once it is produced?

There are several things that you can do with your video. First of all, upload your video to your website. A video on your website is a great tool for keeping visitors on your site. When a web searches visits your site, their tendency is to come and go pretty quickly- but if you have a video, or better yet, an archive of videos the chances of keeping them on your site and giving them a reason to come back to your site goes up significantly. Since the videos are short, consider creating a series of videos and adding them to your site with some frequency. This will turn your website into an on-going resource for your clients and prospective clients and even more importantly will give you a more powerful tool for entering the realm of viral marketing.

What is Viral Marketing and how does it apply to video?

According to Wikipedia Viral marketing is a marketing techniques that uses social networks to increase brand awareness or to achieve other marketing objectives (such as product sales) through self-replicating viral processes, analogous to the spread of pathological and computer viruses. It can be word-of-mouth delivered or enhanced by the network effects of the Internet. Viral marketing is a marketing phenomenon that facilitates and encourages people to pass along a marketing message voluntarily. In respect to video, viral marketing applies to the use of video clips to tap into the viral process.

Once you have created a video the process essentially involves uploading the video to number of video sharing sites such as YouTube, Yahoo Video, Google Video, etc... (there are hundreds of video sharing sites) as well as uploading video to social networking sites such as Facebook, MySpace, Squidoo (hundreds of these sites as well...). The next step would be to cross link all of these pages as well as linking them to your website - which has the video clip as well. This web of activity not only increases the chances of people finding the video on the various pages through key word searches, but also has a tendency to catch the attention of the search engines, which are focused on listing video in keyword searches. Remember that this is a numbers game, so volume in terms of numbers of videos as well as number of sites the video is uploaded to is an important factor in achieving success in the process.

Now is not the time to sit back and wait for new clients to come to you. Using creative and powerful tools such as video marketing is not only a good idea, but could make all of the difference in terms of staying ahead of your competition and in front of your prospective clients.

At WebFlexor Massage Websites, your success is our business- We have tools built into our web design service that are implemented to help you succeed in your web marketing efforts. Contact us for a free web marketing consultation.

Mikel Bruce  
WebFlexor Massage Websites  
[www.websitesformassage.com](http://www.websitesformassage.com)  
888.282.7818