

DISPATCHES

News from The Bureau

May 2011

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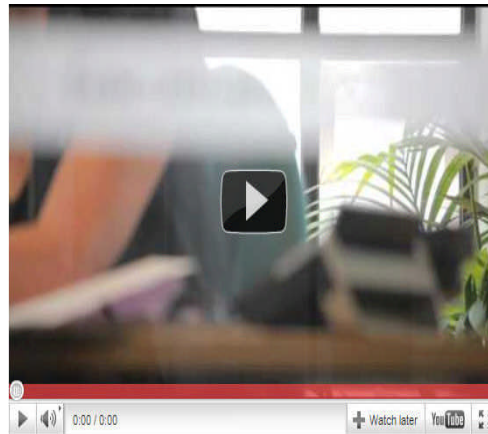
Add Video Streams to your Website

Video streaming technology is taking-off with most major media companies and online retailers now using it to deliver their latest promotions and news. Video streaming is becoming another element to a company's online marketing strategy.

Demand for online video technology is driving down prices and short promotional video streams are now priced at a level most firms can afford. It was not so long ago when to view any sort of video clip online required downloading it first, which could take several minutes if not a lot longer. Today 'streaming' technology allows the users to view the video in real time without the need to download it, so it is instantly viewable.

Streaming video is already being used to deliver lectures, news, promotions, tutorials, even guidance on insurance and risk management. A well produced video stream can deliver a lot more information, in a matter of seconds, in an interesting way, holding the visitor's attention for longer whilst drawing-in their interest to a wider range of Web pages.

At a time when broker firms are keener than ever to draw-in visitors to their Websites, text pages and static images are no longer enough; audiences want to see videos



Business owners are seriously considering adding one or more short video clips to their Websites. Not every company director wants to appear in person so many video streams are based on a series of images that represent key insurance lines and target audiences to illustrate the service being promoted. Most business and high net worth private insurances can be illustrated on film with accompanying voiceover sound scripts tailored to suit to produce highly professional videos at a low cost.

Once published the video stream can be uploaded to dedicated streaming sites like YouTube, Break.com and Google Video. This can then be embedded into the host site and linked-up to Google Analytics to monitor its use.

Whilst video streams about insurance may not attract high viewing numbers, the fact they are there will count towards their search engine ranking. Google sees Website video streams as strong features and now maintains its own video listings in much the same way as its Image and Map listings, so there are wider marketing opportunities to consider.

Video streaming is now extremely popular with Web audiences and so online interest in insurance and risk management could well rise through the use of video streaming technology.



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