

Video Marketing and Online Reputation Management -The Perfect Marriage

There are two emerging fields in online marketing: video marketing and online reputation management. These two fields are so powerful when utilized correctly by business owners that the combination of the two can result in an overpowering brand dominance that few businesses are currently achieving.

This article will examine how video marketing in combination with a robust online reputation management campaign can literally skyrocket the bottom line for almost any business.

What Is Online Reputation Management?

To make sure that you have a solid understanding of these two powerful marketing methods, let's first examine online reputation management.

Public relations companies have been around since before the newspaper was invented. Businesses have learned, through trial and error, that their reputation has a huge influence on the success of their business.

Customers are real human beings with real emotions. They display emotion, loyalty and apprehension towards companies that do not align with their moral values. It has historically been the responsibility of PR companies to make sure that brand messages and overall reputation have remained intact for those companies trying to reach out to their customers.

Online reputation management is simply the natural extension of that same principle into the online sphere. Online reputation management services provide business owners the opportunity to craft their reputation in such a way that accurately represents who they are, what their brand stands for, and that type of customer that they would like to attract.

What Is Video Marketing?

Video marketing is an incredibly powerful tool for communication. Unlike a text-based marketing system, such as direct mail or even websites, video marketing allows businesses to touch on emotional queues with individual customers and consumers. Video marketing has become even more powerful now that more individuals are gaining access to hand-held video cameras.

As more and more consumers are able to visually record the activities of businesses, marketing teams are able to take this content and spin it in a positive light to benefit a company.

Places like YouTube offer platforms in which these videos can be hosted and viewed by millions and millions of people. Video marketing allows businesses to truly reach further and deeper into the hearts and minds of their target market.

Video Marketing + Online Reputation Management = Success

Companies who are able to utilize video marketing and online reputation management at the same time, and in the same campaign, find themselves with an incredibly powerful tool at their disposal. Imagine, if you as a consumer were to go to a website, or even to find a video on YouTube that was an interview of a fellow consumer talking about the product that you are considering purchasing. Now imagine, that this interview was not staged, it did not feel like an infomercial, but it had a very honest approach and the review was positive.

Now imagine, that this same company has collected hundreds of these same type of interviews and posted them throughout the web. Imagine the impact that this single campaign could have on your business.

The cost of this campaign would be extremely low. It could be done with a simple iPhone video camera, YouTube and a simple website. As consumers began to learn more and more about your brand they would be exposed to more and more positive reviews in video format from real people.

The effect that these videos have on individuals is incredibly powerful. It is the same reason that direct marketers still continue to use high profile celebrities in their commercials. On the Internet, the average person has more power than even the most popular celebrity. The Internet loves authenticity.

Conclusion

Creating a video marketing and online reputation management marketing campaign of this nature is just the tip of the iceberg when considering the potential power in combining these two types of marketing strategies. These strategies are incredibly effective and powerful when used in conjunction one with another.