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# *Lights, Camera, Action, Success!*

Build a Successful Online Video Marketing  
Strategy and Avoid Missing the Recovery

By  
Adam Peterson



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of sales trump is a  
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### Build a Successful Online Video Marketing Strategy and Avoid Missing the Recovery

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Do you believe that as the economy levels out and begins the recovery process that all ships will rise with the tide? If you do, watch out!

There are multiple signs suggesting that the economy is beginning the recovery process. At the end of 2009, temporary staffing had increased 23% since July<sup>1</sup>. Another powerful metric within the temporary staffing industry, is that industry analysts project temporary staffing to grow to four times the percentage of the workforce that it was previous to the recession by 2016<sup>2</sup>.

However, as we recover from this recession, customers will focus more and more on leveraging existing relationships. Furthermore, in an effort to reduce the cost of recruiting and staffing, expect to see customers working with less vendors but providing larger contracts and smaller margins.

What does this mean for you? It means that we are starting to see signs of growing opportunities in this industry; however, these market opportunities during the recovery will have to be earned.

*Market opportunities during the recovery will have to be **earned**.*

What can you do to grow your organization and take advantage of the recovery? Quite simply, you will need to **aggressively market your services to beat your competition**. To quote Jim Kramer from CNBC discussing why Unilever, the company that owns the Dove Brand, reported the best quarter for all packaged goods in the midst of the recession, they “flooded the media with ads while other competitors were reducing their advertising budgets.”



Another great example on why aggressive marketing is so successful: Geico. If you listened to the radio or watched television during 2009, you are probably familiar with the gecko, the two eyes sitting on top of a stack of money, and the song with the chorus "I always feel like somebody's watching me." Geico is owned by Berkshire Hathaway, a fund run by one of the smartest and most successful businessmen on the planet - Warren Buffet.

The reason you should aggressively market your services is quite simply, Market Share. As companies are focusing on worker with fewer vendors, it is imperative for you to be that vendor. In order to build market share, every marketing action you take should revolve around getting the deal, building brand awareness, and becoming the go-to vendor of choice.

How can video and the web be a key component to your overall marketing strategy? As a result of the mass adoption of Web 2.0 and Social Media, the web has become one of the most powerful mediums ever created to inexpensively access a broad audience.

How broad of an audience? As of 2008, 67% of internet users worldwide were using social media<sup>3</sup>. That number has significantly grown in the past couple years. Furthermore, 60% of people 55 and over are even using social media<sup>4</sup>. Additionally, video is becoming an increasingly popular component of the web as its consumption tripled in 2009. The web, social networking, and video are here to stay.

Kevin Wheeler, a globally known speaker, author, teacher and consultant in human capital acquisition and development, as well as in corporate education went so far to post on ERE.net on August 14, 2009, "Organizations that do not start to build video into every aspect of talent acquisition will find that they are at a competitive disadvantage..." Why is video so powerful?

Although the web provides access to a broad audience, there is a significant sacrifice in the

effectiveness of communicating via the web. The most effective way to communicate with someone is to meet with them face to face. In fact, most every sales person on the planet would agree that if they can be in front of their prospect, they would have a better chance at closing the deal.

Face to face meetings are the most effective because the components of communication are 7% words, 38% tone of voice, and 55% body language<sup>5</sup>. The farther one moves away from a face to face meeting to phone calls, emails, and web marketing, the less effective each touch point becomes.

Video is an incredibly powerful form of communication on the web because, if it is used the right way, video has the capability of adding back tone of voice and body language to your web communications, dramatically increasing your online communication effectiveness. Furthermore, seeing a human being in a video adds an additional level of personalization that is not found in emails and web marketing.

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So how can you effectively use video to market your services, build market share, and take advantage of the growing opportunities in the economy?

There are three primary ways video can be used to help you build market share, and they align with the three primary aspects of the recruiting business.

#### **Sales**

First, video can be a powerful way to increase sales by focusing on adding personalization into



your customer communications. Imagine how powerful it would be to follow up from a first call by sending a link to an introductory video of you. Add a face with your name so your prospect builds rapport with you – the human being with whom they are dealing.

What if, as part of that introductory video, you could also present a video testimonial from another one of your clients saying how great it is to work with you? Jeffrey Gitomer, author of *The Little Red Book of Sales* is quoted to say that “The best example of sales trump is a video testimonial.” Start thinking today about which customer of yours would do a video testimonial for you.

Additionally, as a recruiter you spend so much time getting to know your candidates, why would you resort to only representing your candidate in a resume or cover letter? By submitting a “paper” resume you are only communicating 7% of the value of your candidate. Aggressively market the talent you represent, either as direct submittals or as most-marketable candidates. You want your customers to be able to make the most qualified decision in the shortest period of time. You know your candidates best; help your clients get to know your candidates too.

### **Candidate Communication**

Even though we are currently in a candidate-rich, order-poor economy, it is imperative for you to focus on how to make the most from your candidates. Imagine how much brand equity you could build by preemptively sending a video out to your candidate database every couple weeks to let them know you are still thinking about them, but do not currently have any opportunities for them. Many candidates feel abandoned by their recruiters, and in times like these, also clog up your phone lines and time by calling to check in. If you need more orders, focus on how you can streamline your candidate communication.

Additionally, using personalized videos to reach out to your candidates can be a very powerful

way to drive referrals and grow your database. What better way to explain the type of candidate you are looking for than by blasting out a video to your candidates using all components of communication?

### **Operations**

In addition to making placements and recruiting candidates, every recruiting business also needs to operate, and efficiently. Imagine how much time would be saved by provided video training to your employees about processes or procedures, especially if that video could be recorded and viewed without needing to schedule a meeting? Whether it is a new internal procedure or something as mundane as posting holiday hours – wouldn't it be powerful to clearly communicate your message, and track how many people viewed it?

Many signs are suggesting the economy is starting to recover. Whether or not that is the case, aggressively focusing on marketing your services in order to build market share, similar to Unilever and Geico, will put you ahead of the pack. There are tools that exist to help you take advantage of what the web and social networking have to offer. To quote Andrew Grove, the former CEO of Intel, “Only the paranoid survive.” Your competitors are already using and implementing video marketing strategies to gain market share over you. How will you react?

### **About Adam Peterson**

Adam is a native of Silicon Valley and comes from a combination of engineering and finance backgrounds. The founding CEO of Vipe Inc, Adam led Vipe from inception to becoming the worldwide leader in video sales enablement solutions. In 2008 he was appointed to the Technology Chair on the board of the Silicon Valley Chapter of the California Staffing Professionals. He is sought after as a dynamic, visionary speaker and has addressed the National Association of Professional Staffing,



California Staffing Professionals Statewide Conference, Stanford's School of Business as a featured eCommerce entrepreneur, San Jose State University's School of Business, SDA Bocconi School of Management (University of Milan), and numerous Web 2.0 webinars. Adam was formerly a Corporate Finance investment banker in the Technology Group at Credit Suisse Securities, LLC. He holds a B.S. in Product Design Engineering from Stanford University and while attending college, was a varsity Diver and captain of his team. In all of his spare time Adam likes to remain active and is an avid sailor.

For more information please visit [www.vipepower.com](http://www.vipepower.com).

1. ASA Staffing Employment Index, week of December 21 to December 27.
2. Mike Neidel.
3. comScore, 2008.
4. comScore, 2009.
5. Albert Mehrabian.