



Videos and their significance with online marketing

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Most people would agree that it is easier to watch something than read something. Imagine a world where people were presented info without requiring them to do any reading or searching for a certain piece of info. This could be looked at in one of two ways: the user could be considered lazy, making little effort to gather information, or it could be argued that we have found a way to gather info and present it in an effective way. There is merit in both views. Examining recent trends, you will see info everywhere that shows the growth and popularity of video and its use on the web. Which would you rather do, sift through text and images or watch a visually impressive video about something you're trying to learn about? I prefer the latter.

Over the past few years, technology has improved dramatically. Internet Service Providers (ISPs) have increased the speeds they offer to customers while the web has evolved overall. Companies that host websites are able to give more storage and bandwidth to either their customers or themselves due to cheapening bandwidth/storage costs. With all these factors working together, this enhances the possibility, availability and quality of videos and the speed they are able to be delivered.

Videos can be a great way to advertise a product as well. Instead of having a static image somewhere on a website, one can have something flashy that pops out at the customer and has a greater chance of grabbing the consumer's interest. You are also able to include more info into the video about the product or service you are selling. This factor could prove valuable as many people ignore ads solely on the basis that they don't know what it is or how beneficial it could be to them. As technology improves, I believe videos will become even more common on the web. Storage costs and connection speeds will become less of an issue which will pave the way for an even greater presence of multimedia on the web.

If you haven't seen any of the videos we feature on our site, I invite you to visit rejournal.com and browse through the selection we have.

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