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## How to Monetize Your Site with Web Video - A Crash Course

Any web site monetization strategy begins with the simple understanding that something must be sold. Despite the fact that the web hadn't yet been invented when sales guru, Zig Ziglar said, "Nothing happens until somebody sells something," it's as true online as it is in the real world...



On the web, you have three basic choices for selling something:

### 1. Products / Goods

Products sold online can be "hard" or "soft":

- "Hard" products - physical items that must be shipped (e.g., books, cameras, etc.)
- "Soft" / digital products - can be delivered in real-time via the internet (e.g., software, ebooks, access to a paid subscription site, etc.)

### 2. Services / Time

Something you or your employees do for your customers (e.g., web site design, programming, consulting, etc.). Fees are usually charged either on an hourly or per-project basis.

### 3. Advertising ("Eyeballs")

In regards to advertising, there are three basic ways your web site can earn money...

- **CPM** - Based on the number of times an ad on your site is displayed. This is known as cost per impression advertising, and is measured on a CPM basis (cost per thousands of times the ad is displayed).
- **CPA** - When your visitor *does* something. This is measured on a cost per action or CPA basis. For example, when someone clicks on one of your Google text ads, or submits personal user information which can then be sold (as sales leads) to other companies interested in reaching your audience. (Note: If you do this, make sure you have a privacy policy, and you're clear about how you will be using the information you collect.)
- **Sponsorships** -- when a business pays you a fixed price for a specific period of time in order to present their message to your audience.

## Monetizing with Web Video -- Examples, and Why It Works

The ability to engage the viewer with a powerful presentation consisting of video, audio, images, and text is important because it makes easier for us to appeal to the emotions of our viewer more effectively than with text or images alone. Videos can help create a feeling, triggering emotions which cause people to take action (e.g., click, sign-up, buy).

And that's what this is all about...

**Using web video to encourage viewers to take action so we can get a desired result.**

Here are a few examples of how you could use video to monetize your own site, regardless of the business you're in or the type of site you currently have:

**Hard Products** - Let's say you're selling antique clocks....

Do a short video showing the exquisite details and pristine condition of your clocks. At the end of each video, have a message display that says, "*Click here for more information, or to buy this clock now!*" Clicks on the video player would then take your visitors to an information request form, or perhaps even directly to your shopping cart where the clock could then be purchased.

**Soft Products** -- Imagine you've written an ebook on how to build eco-friendly homes...

Create videos which include tours of finished homes, materials used, and customer testimonials. After the video has finished, close with a message that says, "*Click here to learn how you can do this, too!*" ...which then takes the viewer to your shopping cart - with your ebook already in it, of course!

**Services** -- What if you're an interior decorator...

Put videos on your site showing homes you've recently decorated, along with testimonials of satisfied clients raving about how wonderful you are. At the end of the videos display a message such as, "*Click here to subscribe to my free home decorating email newsletter!*" ...and then re-direct the prospect to a special online form where the viewer can subscribe, enabling you to follow-up with additional promotional materials.

Note: While this last example may not at first seem like a true monetization strategy, as money does not immediately change hands, it can be quite profitable in the long run. Good marketers know that "the money is in the list," so make sure you have your own email subscription list which you mail to on a regular basis.

**Advertising** -- If you write a blog about skiing in the Swiss Alps...

Put videos on your site reviewing resorts, ski runs, new ski equipment, skiing conditions, etc. Find a business that would be interested in reaching your audience, and at the end of each video, have a clickable ad paid for by your sponsor - for example, "*Sponsored by Zur Gut Ski Haus - click for more information...*"

Or... have a clickable ad displaying the ski equipment you just reviewed, with the URL re-directing visitors to your affiliate partner who sells the products in your video. There are thousands of companies out there who will pay you a commission for promoting their products via an affiliate program. Why use boring ol' text and links? Stand out from the crowd and do it with video!

***What!? you don't have anything to sell?***

If you don't have anything of your own to sell, that's OK. You can still put your videos online and hopefully earn some money for your efforts. Another [popular web video monetization strategy](#) is to upload them to some of the revenue sharing video sites such as Revver.com and MetaCafe.com.

All you do is upload your video to the sites, and when people watch your videos and/or click on ads, you earn some coin. For more information, see: [What is Revver?](#) and [MetaCafe Producer Rewards](#).

### **Creating Your Videos -- Getting Started...**

If you plan to produce your own videos, the most important thing to keep in mind is that your goals and the message you are trying to deliver will determine your requirements.

Start by developing a plan to make it happen:

1. Select the right tools
  - Hardware, [video editing software](#), etc.
2. Enlist the right people
  - Videographers, actors, editors, etc.
3. Locate the appropriate service providers

- Video hosting, programmers, etc.

### Basic Web Video Tools

The basic tools you need to produce your own videos include:

- Computer -- nothing too fancy
- Hardware - camera, lighting
- Software -- video editing program

Here are a few things to keep in mind when looking for in a computer:

- Lots of RAM (2GB minimum)
- The best video card you can afford
- Big monitor -- the bigger the better
- Hard drive -- buy external drives later
- Laptops -- will cost you twice as much

When you're [shopping for a camcorder](#), try to get one with:

- 3 CCD camera - better images/color
- Manual and automatic controls
- An external microphone jack

To produce and edit video, you'll need a software program. I recommend *Sony Vegas Movie Studio 8 Platinum*:

- Multi-track video editing program
- Comes with great interactive tutorials for beginners (that's how I learned!)
- List price: \$129
- Ebay / Elsewhere: \$89

If you'd like to be able to incorporate a chromakey (aka the "weatherman effect") into your videos where you have a different background appear behind you, you'll need to have a proper [greenscreen](#) behind you. You can get a great greenscreen for chromakey from EEFX.com:

- Cost: \$85 and up depending on size
- Worth every penny in time savings
- Gives great results with very little effort
- Can be used with the *Vegas Movie Studio* software
- Don't even bother with anything else!

Other considerations to keep in mind when creating videos for the web...

- **Video Player** -- once you have your video, what kind of [web video player](#) will you use so everyone can view it as easily as possible?
- **Optimize/Convert the Video** -- what kind of viewing experience does your audience expect? You'll need to [convert it to the proper format](#) -- e.g., .WMV, .FLV, .MOV, etc.
- **Video Hosting** -- will you host the videos yourself on your own server, or use a 3<sup>rd</sup> party [web video hosting](#) provider? If quality is important to you, then YouTube really isn't the best option.
- **The Learning Curve** -- If you're new to video, it may take some time to [learn how to use the tools](#) you

have to get the results you want.

### **Monetizing a Web Site Using Web Video - Summary**

When we say that you can monetize a web site using web video, what we're really saying is that web video can be used to help sell something: products, services, advertising -- or even you!

Video can be a credibility booster, and will help differentiate you from everyone else. More importantly, though, is the ability to incorporate a powerful "call to action" during or after your presentation ("click to buy now"). And when you engage the viewer, appeal to the emotions, and encourage action -- you, too, will discover that web video gets results.

### **10 Things to You Should Remember When Creating Videos for the Web...**

1. It doesn't cost much money to get started
2. Once you're over the learning curve, videos are fun and easy to create
3. Your goals determine the tools and services you need
4. Think in terms of "greatest common denominator" (you can't please everyone)
5. Video quality affects video size and playback
6. Keep your videos short, and get to the point quickly
7. Make your videos fun, funny, interesting, and/or engaging
8. Your videos don't have to look like they were produced by a Hollywood studio to be effective
9. Once you've put videos online, be sure to spread the word
10. Web video is proven to work - so go ahead and give it a shot!

### **About the WebVideoZone**

Joe Chapuis is the founder of [WebVideoZone.com](http://WebVideoZone.com), and has been "online, full-time" since 1995. Joe is considered a [trusted authority](#) in the areas of web video production and deployment, ecommerce web site development, search engine optimization, and internet marketing.

The WebVideoZone is the internet's premier web video resource center, offering cutting-edge services such as the customizable and interactive Web Video Player and Jukebox Video Player, a web-based Flash 8 FLV converter, web video hosting - as well as tutorials and articles to help its members best position themselves to take advantage of the web video explosion.

Learn More:

- [The WVZ "Try & See Guarantee"](#)
- [Discover the WVZ "Big3"](#)
- [WVZ Member Testimonials](#)

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