

Add a “virtual sales pitch” to your website

Video keeps visitors engaged longer

By Brent Jolly | October 31, 2012 14:10

Are you looking for a way to inject some new life into your tired marketing strategy — and make more lasting first impressions? Consider adding a "virtual sales pitch" to your repertoire.

A virtual sales pitch is a simple matter of adding video content to your website, according to Todd Wallis, president and founder of Virtual Media Group in St. Louis.

"[Prospective clients] are looking for something that will quickly tell them what you do, Wallis says, "and if it is what they are looking for. Adding video does that. It educates."

Research has shown that people who are surfing the web are more likely to stay on your site if you have some kind of video, Wallis says. Generally, the average user will stay on your website for about 40 seconds when surfing. That time increases by nearly two minutes if your site has video content.

And video makes you more searchable. Adding a video to your website significantly increases your chances of appearing on the first page of a Google keyword search, Wallis says.

Another benefit of an engaging virtual sales pitch is that it can easily be shared across social media networks. You can post links to your video on platforms such as LinkedIn and Twitter.

Develop a pitch that engages with clients

Strike a balance on your video between information and visuals.

Avoid becoming a "talking head," Wallis says, because people generally are more likely to remember how they felt than what they were told at any given time.

Use visuals — such as pictures and graphics — to help information retention. These visuals may also encourage prospective clients to dig deeper on your site, Wallis says, to find out how you can help them.

"What you want to do is engage that prospect or client as soon as possible, and get them into your website," Wallis says, "so they understand your [value proposition]."