



**SWMS Editorial Teleconference Series:**

**Tech Edit Spotlight on Web video Tools  
With special guest presenter David Strom**

November 2009

Video isn't the only game in town when it comes to presenting your message visually. Tech edit luminary David Strom has built a successful business around a handful of video creation and distribution tools, among them Camtasia and Wistia. Then he adds his storytelling and presentation skills, and voila: a brand new way to tell a complex tech story in a very simple way. If you don't have the time to do all this, it still needs to be done. Let David do it for you!

[SWMS Audio Link](#)  
[SWMS Webinar Link](#)

**The advantages of web video are very clear:**

- It creates lots of sticky visits where people are going to come and give you some unique value-add to your clients.
- A very powerful way to get your message across.
- Moves the customer quickly through their buying cycle. They go from kicking the tires, to pilot, to being purchasers a lot faster, because they can focus right on the features of the product and see if it flies for them.

VARs like it because they can see which products they can sell to their customers. When was the last time you had a VAR knocking on your door and saying I want to be part of your VAR program, because I know what I can do to sell this to clients? The other thing is that it really ties up very expensive live demo and marketing resources. I was just on a webinar this morning. It took an hour. It's just a lot of time to take place. I give this same information in five minutes or less.

**Scripts**

Are written against a clock. It's about 1,000 words for five minutes if I talk really fast, even faster than I'm talking in this webinar right now.

**Recording the audio**

Do that first because it's important to get the sequence and timing. It's much easier if you do the audio first and speak clearly and crisply and engagingly and not like you're reading it from a script. I use Audacity. It's very easy to use. You can cut and paste things in there and cut out any large gaps. Again, we're trying to compress into as little time as possible.

**Mapping it to video**

Camtasia Studio is a great Windows product. It's just like an audio editing program. You create various screen recordings, include static text files, sequence them in the timeline and then you add the audio track at the end. Then output the video from that to various video formats. (I try to record everything in 800 by 600. Going any larger, you don't really gain anything. The text becomes too small.)

**Content distribution tools:** Time to move them out into the world.

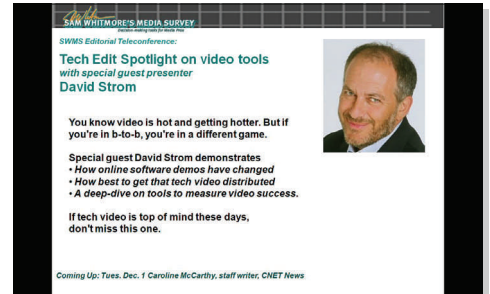
**Wistia.com**

- Create a project, share it with clients straight from the site. Create embed codes, track how many people actually play the video from your site (Of course, once it's uploaded elsewhere tracking you no longer have tracking abilities.)
- Heat maps show when people were really paying attention. Were they actually looking at the video or did they click off?
- Reverse DNS searches
- Indicators for how many people finish playing the video

**Brightcove** this week just started a new program called Express, for a hundred bucks a month. Brightcove delivers very high end, very expensive video screens. They're really trying to do a better job here at reaching the SME market. They've got analytics and skin customization.

**Flicks.com** is \$100.00 a month for unbranded players. It's got some controls, some reporting. It's got a way to brand the player with your images and various sundry stuff.

**Pixelpipe and TubeMogul** Upload the video once, upload the tags and description once, and it blasts them



**SWMS Teleconference  
Links & Insight**

- [Wistia](#)
- [Camtasia](#)
- [Kaltura](#)
- [Brightcove](#)
- [Fliqz](#)
- [Pixelpipe](#)
- [Tubemogul](#)

[David's slide presentation](#)

[WebInformant.TV](#)

[David Strom's  
Web Informant](#)

[SWMS Tech Edit Spotlight  
on Tech Video](#)



**SWMS Editorial Teleconference Series:**  
**Tech Edit Spotlight on Web video Tools**  
**With special guest presenter David Strom**  
November 2009

out to as many sites as you have credentials for. These have been very helpful in terms of reducing my production time substantially.

It's also very important to promote your links on these sites, Slashdot, Digg and StumbleUpon seem have the most appeal for my audiences for some reason. You may find other ones for yours. But it's definitely important to that.

### YouTube...

is the big gorilla in the room. It's still the best place to showcase videos. A third of my total views are there, and the rest are spread among four sites for like the next third, and then the rest for the final third.

The idea is to build the audience slowly, to keep them longer. Yes, it's great to have that viral video about exploding coke in Mentos bottles or skateboarding cats or whatever it is this week. But you also need regular infusions of new content, just like a newspaper or a magazine.

### Camtasia

- If you've used any video editing software like iMovie or the crappy Windows tools that came with previous versions of Windows, it shouldn't take you too long to learn, maybe a day of fooling around at most.
- The challenge is telling the story, putting together the storyboard, figuring out how you're going to walk through the product to explain it in a way that makes sense, but that also doesn't have you spending a lot of time going back and forth, because you've got to set up the state of the product.
- It has to be visually interesting.
- It's a combination of skills. You have to be a good storyteller; you have to be a good speaker. You have to have some sense about what works in a product and what people in the IT world are going to be using about those products.

**Sam:** Have you or any of your clients had any success pitching this as companion content to a buyer's guide? Is there any editorial context that any of your videos have appeared in over the months you've been doing this?

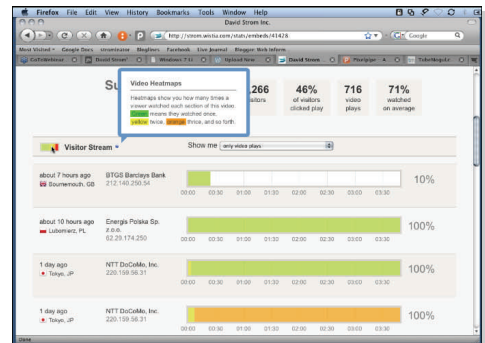
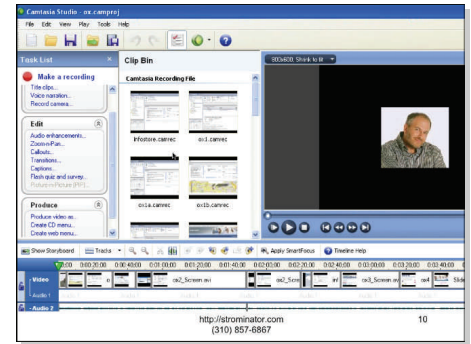
**David:** The videos are now appearing in a couple of IT sites, like the Channel Tech one that I highlighted. A lot of the mainstream IT sites are trying to do this on their own, and not doing very well. We can get into those reasons some other time.

**Sam:** The context of the question is, if an agency and a client are going to allocate time to do this as a project, they will want to know if it's going to show up in an editorial context so they can get some lift out of it, instead of merely putting it as a vendor-generated content.

**David:** Right. But also don't discount the fact that, if this appears on the vendor's website, it's going to create traffic. It's going to create buzz, because it's so unusual. I was on a vendor's website this morning that had 25 white papers. Nobody's going to click on those links more than 1 or 2 of them. If they put 2 or 3 videos on that page, what a big difference that would be. That's the mind change and mindset that you want to get at with this. It's so different. It's attractive. It's visually interesting. It's going to get people, draw people into the page, where just a pageful of links isn't.

### SEO

Choose the keywords carefully, consistently. Make sure you have a snappy title. Make sure you have relevant vendor contact and pricing information as part of the text around the video, because these are all things that people are going to want to know while they're watching the video. They need to look at something other than your screen. So having that around the video is good for the SEO engine.



- Add an integrated video solution to your blog
- Includes video editor and video responses
- Install the plugin in minutes
- Free - up to 10GB of streaming & hosting
- See what it looks like on our blog

[Download Video Plugin](#)



**Q: Does seeding it on as many video portals as possible help or hurt your SEO?**

*David:* It helps the SEO. This is the reverse model that most publishers have. I want that content promiscuously proliferated around the internet. The more people that link to it, the more people that post the video on their sites, the more people that collect my videos and use them as a basis of their own content, the better off it's going to be. More people are going to watch them; more people are going to come and see the others in the series, because it's just so unusual and unique. In terms of SEO, you have to have some text around the video. To some extent, you're limited by the video-sharing sites and how much text they allow you to upload with the video itself. Some will only give you 300 characters, which isn't a lot. YouTube doesn't give you anything.

**Selling it to the client**

*David:* The agencies that I've worked with, that get this, understand that it's going to help the client leverage their resources. If they've got complicated products where they can't really tell the story in 15 seconds or less, they need something that's more sophisticated to get their message across, where somebody is going to sit and watch it. Even if they only watch the first 90 seconds or so of the video, they're going to get it. They're going to understand that this is a package-shaping device or a multi-threat firewall or whatever it is that the product does. It's very, very complicated. That Centrion Sendmail product is an incredibly complicated product. It's got all sorts of things in there that does mail processing and spam engines and policy rules. My God, it's just like a Swiss army knife. Try to explain that to your average consumer or potential purchaser of a product like that. They're just not going to want to listen to you.

*Sam:* Or even a busy B-to-B reporter.

*David:* That's right.

**Selling to PR**

I think they've got to also take ownership of this and use it as a way to sell their services. There's a lot of ancillary things that the PR firms can do around these videos in terms of promoting it, issuing a social media press release, getting bloggers engaged. All the standard blocking and tackling that PR folks do with static text releases they can do with video as well. They can leverage this to increase their billings and increase the way that they get closer to their clients.

**The best person for the job?**

I think the closer you are to the product the less effective the video is going to be, because that person can't see the downsides. They're just going to see this product as like a gift to the customer and it can do everything.

You need somebody who can be even-handed, who can step away from it, who can give you a neutral third-party validation of the position, who can communicate where this product is in the context of the pantheon of other products that person is seeing or has used, or will do something better or worse than those other things. That's my value-add. I've been around the block. I look at dozens of products each week. That's the expertise that I communicate in these videos.

**Questions for David?**

[David@strom.com](mailto:David@strom.com)

WebInformant.tv