

Online Video Demos Do Work!

But in many cases the one thing that I lose money on is when my wife goes on an inspired shopping binge. As a result of this convenience, more and more people are regularly logging onto the internet to shop. Manufacturers, distributors, independent shops, importers and exporters realize the strong earning potential by being online. The internet has its own economy and the potential to earn money is incalculable. For this reason, marketing firms and advertising agencies joined the bandwagon with frenzy. You have this newsletter as a result of this new economic development. Every year, different strategies are being formulated, developed, tested and applied to better and improve existing advertising and marketing methods. At the start, most advertisements were in the form of combination text and picture messages. Pop-up windows were developed to open new browsers windows where products and ideas could be advertised. This improved to animated pictures with text and finally to full streaming video with audio. The pop-up text and picture window was a success; but not as much as advertisers and marketing specialists hoped it would be. For one thing, people soon grew tired of these pop-ups that, as soon as they appeared, they were immediately closed. You wouldn't stare at a billboard you see everyday, right? To further add to the loss of advertising opportunities, anti-virus software and other protection software utilities were created to prevent pop-up messages from appearing. Mozilla developed the Firefox internet browser which has a built-in feature that immediately blocks pop-up windows from being opened. Pop-up windows became, and still is, an annoyance much like marketing and advertising spam messages. During this period in internet history, advertising through television still had no significant rival until internet video streaming was created. Let us analyze why videos are a more effective means of communicating. The immediate and main concern of advertisers is to grab the interest of the consumer. When a new billboard is put up, you might stare at it for a couple of weeks before it becomes a common sight that you begin to ignore it. The same principle applies for pop-up windows. Pop-up windows are fun in the beginning because of their novel nature. Wow! I get to see all these special and discounted offers for different merchandise. After a while, however, it becomes an annoyance every time it interrupts your browsing. Also, staring at a picture will not turn it into a frog prince. You can only stare at an inanimate object for so long before you get bored. When boredom sets in because of monotony or constant repetition, the advertisers fail their jobs. This is why advertising through television and internet video streaming is a most effective tool. The ability of a moving or animated picture to capture attention knows no bounds. Just look at people stopping in front of shops that sell TV sets to watch the videos being played. Advertisers know that a moving, talking and colorful video is an easy way to grab a person's attention. In the internet, video streaming replaces television commercials as the number one method for marketing and advertising. For businesses that require movies or trailers as a method of demonstrating their product, internet video streaming comes in very handy. Watching a moving picture that demonstrates how to assemble your child's plastic swing is simply better than reading a manual. Websites that offer online cooking classes will find video streaming a very helpful tool in demonstrating cooking methods and technique. A mechanic giving instruction on how to change your car's fuel, oil and air filters is certainly a better option than reading a manual. Internet video streaming is a definite advantage to entrepreneurs who want their customers to understand the merchandise they are selling. If your customer understands how to use and knows about every detail of the product you're selling, chances are he will trust your product and choose to buy your brand over anyone else's.

About the Author

Terry Detty, 42, enjoys all aspects of internet marketing and getting out for a breath of fresh air occasionally. [Online marketing software](#), [Marketing online SEO software](#), [Tulsa Flash Animation](#)

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