

## Uncommon ways to use web video for your business

Written by  
Friday, 17 June 2011 16:03

---



Viva le Video Revolucion!

Web video is a medium that is quickly becoming more and more popular for business. Many businesses, however, do not take advantage of web video, despite its ease and convenience. Keep reading for some great ideas on using web video for your business.

### Testimonials

Testimonials are a great way to share your company's success stories with prospective clients. Satisfied customers are often very willing to give testimonials, and requesting them in the form of videos is not uncommon.

Many people know how to create a simple video and webcams are almost always built-in to newer computers. So, next time someone praises your company, ask them for a 30 second video to add to your site!

### Replace written content

Most websites are designed the same way: written content everywhere, with sparse images. In order to spruce up your website and prevent people from getting lost in too much text, try using video to explain your business.

## Uncommon ways to use web video for your business

Written by  
Friday, 17 June 2011 16:03

---

Replacing a traditional “About us” page with a video can give people a better understanding of your company, as well as a break from potentially overwhelming text.

### **Educate!**

How to” and demo videos are great ways to educate your clients and prospective clients about your business. Although you may not actually sell products that you can demo, there are still plenty of ways to educate clients about something relating to your business.

Restaurants, for example, can create a video on how to properly prepare an artichoke, or something along those lines, that anybody could find useful. Videos of this sort are great because they make you look like an expert in your field.

Web video is a growing medium and a great way to promote your stories and ideas with your audience. For even more ideas on using web video, check out this [article](#).