

Viral Videos Found to Contain Common Key Elements

Video marketing and production company in Brisbane and the Gold Coast reveals the seven characteristics that most viral videos have in common.

Brisbane, Australia, April 2, 2013 - Many companies, large, small, and in between, have realised that video marketing is a very important part of any effective advertising campaign. Consequently, those companies have started using videos in their campaigns, with mixed results. Two years ago, including a video on your site almost guaranteed a spot on page one of Google, and the traffic comes with it. In this era, however, it takes more than a shoddily-produced and ill-conceived video to gain traffic. The sheer number of companies employing videos in their advertising campaigns has "upped the ante" considerably. It now takes a professional video and at least a modicum of creativity to see results from video marketing. One thing, however, hasn't changed from two years ago: the viral video. A viral video is loosely defined as a video that receives thousands of views due to sharing on social media websites. This is the Internet era's version of "word of mouth" advertising, but it only happens if the video is epic. Videos that "go viral" have seven characteristics in common. If a video is missing even one characteristic, it probably won't go viral, and potentially loses a lot of money for the company using it. Here, then, are the seven characteristics shared by all viral videos. First, it either evokes an emotional response, answers a question, or both. Second, it addresses a current topic that receives multiple searches or dominates conversation. Topics that are trending on Google, Twitter, or Facebook are a great guide. Next, the description, title, and video thumbnail must all drive clicks and must be compelling. This gives people three potential reasons to plaster it on their social media accounts. Next, the video must be long enough to not lose viewers before it is finished. Most viral videos are under two minutes. Also, most experts agree that a video has fifteen seconds to grab a viewer before they click elsewhere. Although a video can go viral by itself, most business videos that go viral get some "help" in the beginning. This is best accomplished by submitting it to every possible outlet, and paying for traffic in the beginning if necessary. Another very important trait: the video must serve at least one of four functions: provide value, generate discussions, align with the sharer's identity, or maintain and grow relationships. The last thing a video must have to go viral is actually what it can't have: material that is too toxic to make people want to share it. If it's offensive, it must be left out. Michael Hanson, Owner and Founder of Video Labs, has been personally responsible for many viral videos: "The best thing about a viral video is that it's like finding money on the ground. It takes the same amount of money to produce a viral video as it does to produce one that goes nowhere. Unfortunately, more than 95% of marketing videos go nowhere." Hanson continued, "Believe me, it's worth it to make the extra effort to do your homework and choose the right company to shoot and create your video. It's also worth it to come up with compelling material that grabs viewers and forces them to click on to your video." Hanson concluded, "If you have the right strategy, viral videos are easy. If you don't, they're impossible." Video Labs is a video marketing and video production company in Brisbane and the Gold Coast. They have a wealth of experience in producing videos that go viral. To get started today, call 1300 881 783 or visit their website: <http://videolabs.com.au/>

Contacts

Michael Hanson
1300 881 783
mailto: info@videolabs.com.au