**Build a Relationship: A Guide to Effective Customer Communication Through Video, Text and Email**

Good morning are afternoon depending on the time zone you are in. I am excited to be here today and talk to you about the new normal, which is how we communicate with our customers. I have been doing strategic communications with customers for over 25 years including 10 of those

owning my own small business like many of you do. And I wanted to share some things that I learned over those 25 years and to share some of the new trends that are happening today. I work for Dex Media as Alexa said. Dex Media is not a small business, but our mission is to champion the cause of local businesses and this wave

where we are competing against big guys all over the place, whether it's online retailers or national chain restaurants or franchised services. Local businesses are under attack, and the mission of Dex Media is to help provide tools and solutions for local businesses to compete in today's world. So I want to show you a little bit about Dex Media , and then that will be the end of the sales pitch and we will get into the content.

[Indiscernible] [Video playing] took this company was built on businesses like yours but marketing is different now. Getting the word out about business used to be simple but today more and more people are going online to search for businesses just like yours. Customers want to see your website and talk to you over social media and read online reviews, and the national chains you are competing with have endless resources and marketing teams working for them. You need a team of your own. I am Joe Walsh CEO of Dex Media. To stay competitive you need to market your company online using the same technologies national companies use. And you need to start today. Like so many of the business owners we have helped, your business is your life passion. And to keep it, you will have to fight back. Dex Media will help you take the same spirit you bring to your work and bring it to your marketing . As our client, you will work with a team of real people dedicated to help you grow your business. They will be with you every step of the way developing a relationship and helping you to reach and exceed your goals. We will create your website and making it local friendly so your customers can easily find you. We will manage social media and keep an eye on what is being said about your business online and making sure your company appears on search engines and this what you can continue to do what you do best, run your business. Because this country was built on businesses like yours and if we have anything to say about it, it always will be. Let us prove to you that Dex Media is the only marketing resource you will ever need. [Video ended] Okay . That is it for the sales pitch. Let's get right into the content. Relationships today , business relationships are dramatically different than relationships of even 10 years ago, with everybody having a smart phone, and everyone having a social media account whether it's Facebook or Twitter or even LinkedIn , we need to come up with new and effective ways to communicate with our customers. Our customers are also smarter than they have ever been before. They have tools and websites and friends that they can go to for helping them

with making purchasing decisions. And then ongoing, there are new tools and techniques available for everybody to communicate with their customers once they have turned a prospect into a customer. But there are a lot of reasons why we communicate. We communicate and do direct mail and do advertising. We do sales pitches. We look for new and innovative ways to get customers in the door. We also look for new and innovative ways to discuss the changes going on and our business. We may be offering a new product or service or changing our office hours or moving to a new location or just in general we may be providing customer support to our clients for whatever they might need. They might need information on how to use a product they purchased from you. They might want to know something about how they use their products or how they can most effectively used your services after they had already purchased them. But the bottom line is if you are not communicating with your customers, your competitors probably are.

So what we will talk about today is how can we more effectively use email and how can we use text messaging and how can we as video, and I have added a little bonus of how we can better use social media and how can we understand what social media does for us today.

So one of the things that small business owners have a challenge with is the difference between working in their business and working on their business. So a lot of us spend time doing whatever it is we do. If we are a florist we are making floral arrangements. If we are a restaurant owner we are making sure the food is good and reservations are being filled and all of the things that a small business has to do. If you are an attorney work with clients and if you are doing accountant tax returns. We get so focused in our business that we forget to work on our business. One of the things that the new tools that exist today, some of them are not so new, but are being used in a new way is to get more out of our existing customers. It's more difficult to attract a new customer in today's world than it is to retain and grow an existing customer relationship.

Local businesses

are focused a lot of times on top line revenue. I need more customers . Anymore customers. I need more customers. So they spend a lot of money, whether it's with a marketing agency or direct mail or whether it is promotions for new customers, but the bottom line is it is much more expensive, so if we can do a better job of growing our existing client base and bring in new customers and, ultimately, that is better for both the top line and the bottom line.

So how can we do that? Let's talk about email. So even with all of the ways that customers are online these days, whether it's on social media or on their smart phone or watching YouTube videos, email is still the preferred communication. I think that will probably go away and I think text messaging and social media will ultimately become the preferred method, but today email is still the preferred method of communication. There are a lot of things that we a small business owners can do to make better use of email. What is interesting about this is that instead of 36% of local businesses use some type of email marketing, that means 65% of us are missing an opportunity. And when we start to take advantage of that opportunity, the thing we need to keep in mind is most of our customers are checking their e-mails on their phones. So what does that mean? As we start to create email marketing campaigns, we need to have a mobile for strategy. So we need to send e-mails that look good on phones as well as look good on somebody's desktop. >> Now, here is the challenge. How do you stand out in someone's email box when they are getting upwards of 150 a day? It is a challenge. There are tools and there are techniques, and I will talk about those in a minute. But some highlights are that if you can personalize email messages, they are 40% more likely to be opened. From a marketing and sales perspective, direct email campaigns today are still more effective in acquiring new customers than our social media. I think that will also change because social media is becoming more and more prevalent, and that is why I added some slides to help you understand how social media works in today's world.

So what are some email strategies to consider? I already mentioned mobile first. Multiscreen ready means that it has to look good on a computer, and it has to look good on someone's cell phone. If there is one thing I would like to help you understand today is that subject lines matter. Subject lines are probably the most important part of the email. I want to give you an example of a few things that work and a few things that don't work. But subject lines should have three components. Number one, they should explain why you are contacting them in a short and concise way. Number two, it should have some emotional component. Number three, it should have some level of urgency. I can give you an example. Let's say that you are running a sale, and you wanted to have an email marketing

to your prospects and to your customers, letting them know you have a sale. Well, we could put in the subject line we are having a sale. Okay. That is an okay subject line, but there is no urgency and there is no emotional appeal to that. And so if we can do things like don't miss out on this sale, just adding don't miss out, because it ends soon, now we have added some urgency, some frequency.

This means okay I better open it up now because I don't want to miss out because this is a product or service or company I like to do business with. We can also use an emotional appeal. I will give you an example. This is a personal example that I was working with a customer and I was having trouble getting in touch with them. I left voicemail messages and I left an email message and I even sent text messages. I could not understand why he was not responding because we had a relationship going. It turned out I was not letting him know what I needed in the subject line, so he was not responding. So I tried a different tactic altogether. And I wrote, so at first it was exciting and new. Meaning our relationship. And now we don't even talk. So it was an emotional appeal to this customer saying I don't know what happened and everything was going great and now it didn't and I got a call back and 10 minutes of him receiving that email because I appealed to the emotional side which was I am doing my part and you are not doing your part . How do we get back on the same page. So if you can put some emotional ties into those subject lines, you will have a much better success rate. Clear call to action.

When you are creating an email, it shouldn't be nine paragraphs long. It should be short and succinct and you should put right up front where every reader can see what you want them to do. Do you want them to call you? Do you want them to email you back? Do you want them to come into your shop? What is it you want them to do? Make it easy for them to find. Calls to action are the most effective tool inside of an email. Informational e-mails get deleted and they get marked as spam and unless there is a call to action, there is not a compelling reason for the reader to finish reading that email. >> Triggers versus shotgun blast. This is a new concept that technology has allowed small businesses to do. I want to discuss the differences between triggers and shotgun blasts. A shotgun blast is a message that goes to everybody at a single time based on when the business owner or the marketing team of the business wants to send it. Triggers are e-mails that are sent aced upon an action that a client has taken. So for instance, if a customer comes in and they buy something from your shop, that triggers a thank you email. If a customer visits your website but does not actually buy anything, that triggers an email. Trigger e-mails are very effective , and they can help you target customers based on where they are in the buying cycle and in the customer service cycle. It allows you to actually build a business relationship with that person based on what they are doing at any given time. The last thing that I would say is that when you are doing email marketing, or email customer service,

you should test and measure your success. So for instance, you should, if you do an email marketing campaign for argument sake we will say that. You should create two different versions of that marketing campaign. You may want to play with the images that are inside the e-mails or the calls to action. You may say to have of the people, click on our website. You may say to the other half, give us a phone call. You will then be able to determine what is the better method going forward and to continue and test and evaluate and measure the success of your e-mails .

So like I said, to summarize, your e-mails should be focused on the thing that you want that reader to do. It should be personal. Your Michael, thank you for coming into the store today . Please click here to submit a survey about your experience. That is it, nice and clean. I have done it. This is a call to action. What does not work in e-mails are things like here is a friendly reminder. Well, a friendly reminder means you don't really want me to do anything. So for instance if you are trying to collect an outstanding invoice, and

you send to the customer, here is a friendly reminder, they are like okay, it's still friendly. Studies have shown that friendly reminders are actually more annoying than they are effective. So rather than sending out a friendly reminder, you want to send out a clear and concise focused message that says, dear customer, make it personal, we still have not received your check. Please mail it today. If there is some reason you are not sending the check, please call us. It is a definitive call the action and the client knows there is something they need to do, and it's clear what it is, rather than, okay, this is just an informal request. So, in general, email is a powerful tool. And if you can hone your email skills, you will have much more effective electronic relationships with your clients.

Let's move on. This is text messaging. Text messaging is the latest craze and everyone is doing it and at least all the big customers -- companies are doing it. I get a text message every day with my 5% off coupon for bed Bath and beyond. I get text messages from my dentist reminded me of my appointment coming up. So what I want to do now is ask you a question, on whether or not you have received a text message from a business and what kind of messages have you received. 's take a minute or two, and if you could, respond to her little poll. -- Our little poll . >> This is great. A lot of you are receiving text messages as a business tool. All right.

We will let this go for maybe another 15 or 20 seconds so if you have an not -- have not answered, please do so now. It looks like it is the end of the popcorn and the last few kernels are popping. Excellent. So if you can see these results, if you filled out the survey, the number one text message you have received from a business is a -- the appointment reminder. Studies have shown, and we have examples of customers that use appointment reminders , that when you send a reminder, missing an appointment goes down by over 60%. So if you are a personal trainer and you have a session with the customer, and you send out an appointment reminder, they show up, 85% of the time, this is versus if you don't send an appointment reminder they show up somewhere in the neighborhood of 40 or 50% of the time. That is lost revenue that cannot be recovered. That our was dedicated to selling that customer personal training time and they were not able to replace that person because they simply did not show.

So text messaging is a powerful tool in a lot of ways. I also see that people have gotten sales and confirmation and about 10% of you have never received a text message for -- from a business.

Let's get into the nuts and bolts of text messaging. We live now for better or worse in an on demand right now world. Right now there is no spam and text messaging. If somebody send you a text message it goes to your phone. It does not go to the spam box. But more importantly is that 95% of all text messages are read within the first five minutes. That means it is an on-demand tool for letting customers know all kinds of things. If you want to do a flash still, let's say you have the holiday coming up and for whatever reason your business is a little slower than it normally is this time of year, and you want to try to get a little bump, we can send out a quick

message that says for the next 24 hours we are having a sale on car washes at a car wash. So come in today and show us this message and you will get 15% off of your car wash. Studies show that those are very effective at driving revenue in a short amount of time. It is also an effective tool for things like we just discussed, like appointment reminders and confirmation. There are now companies that are selling text messaging tools for service-based companies. So let's say that you are an error condition repair person and a customer has scheduled an appointment and your service provider is that their first appointment of the day and it's running longer. You can now send a text message automatically based on where that service man is and how long it will take them to get to the next appointment and it will say hey we are running 15 minutes late. The customer, although it does does not like they are running late, is appreciative of the communication, and that relationship even though a negative has turned into a positive. It's relatively affordable and you can personalize it to customers like no other mechanism.

It's a great tool and if you are not using it today, it's something you should strongly consider. What are some of the best practices? The first best practice is not really a best practice. It is a requirement, a law. You can communicate business functions to customers, confirmation of an order or confirmation of an appointment , but you cannot use text messaging for marketing unless they have opted in. There are ways to get clients to opt in and I will talk about that.

The text messages should be timely. That means they should not say

I will be in town in three months and I would like to come visit you. That is not the best use of text messaging. The best use is an immediate response, a on demand right now mission that I want to accomplish and let you know about it through text messaging. It should be transactional. It should not be from a business perspective and say hi I am just checking in and how are you doing. It does not work that way defectively. It creates a negative experience for a customer versus hey I am having a sale for the next 24 hours or I see that you received your package from us, and was everything as expected. Yes or no. Here or there , those kind of transactional messages are the best used -- use of text messaging. Coordinating with other channels means you could put link in your website -- text message. You can put a link to your Facebook page asking them to like it because you are having a contest and if you like our page in the next week, you have a chance to win a new iPad or some version of a contest like that that allows you to take your email campaigns and text messaging and social media campaigns and work them altogether . To foster exclusivity is a concept that says if you opt in to our text messaging, you will get something that no other customer gets, that you are now special in some way to me and by allowing me to use your phone to tell you things about my business, I will allow you to do things that no other customer does. You get 25% off your next service or something to that effect but the point is that you need to reward people for opting in your text messaging solutions. Expect the -- respect to real estate. Even though there is no spam filter you don't want to be blasting text messages over and over again. We should be transactional and timely and to the point and on a frequency that is respectful of the client. If you can do all those things you have an excellent opportunity to build a text messaging relationship with your client. All right.

So we have talked about most of these already and the ones that if you are not using now I encourage you to use are the appointment confirmation and the appointment reminder and people can add instantly the appointment to their calendar on their phone through text messaging. Appointment reminders allow people to show up when they may otherwise forget or they get too busy or some other reason . But if you send a reminder, basically from a relationship perspective, that is saying you agreed to do this and I will be waiting. So let's make this happen. An exception as I will be late or the product you ordered is out of stock or I am sorry that I missed your call, whatever those cases are. Text messaging is a nice and clean and effective way to communicate with your customers . Thank you notes are good and links to websites we have talked about. That it is more than just a tool to keep track of where your kids are or talk to your friends about what is going on. It is a legitimate business tool that every small business should be leveraging. >> I want to leave time for Q&A so we can be able to discuss some of your concerns

at the end of the presentation. So a video is the next segment and we will go through video really quickly. I want to play for you and about us video that we created so you can see what a small business corporate video could look like.

[Video playing] business was started by my parents back in 1960 . We started in a small garage and we actually have grown from there. so we actually serve Fremont and the Blair regions so our territory is about a 100 mile radius of those three communities. Our main goal is 100% satisfaction guaranteed,

and a lot of companies are just focused on selling boxes, and we are focused on making sure that the equipment is functioning as it is being represented. Dutch man heating provides residential heating and air-conditioning sales and service and we provide duct cleaning and commercial heating and air-conditioning sales service and installation. We provide one ply E PDM roofing and we serve the customer base across the metropolitan area. [Video ended]

Okay. So that is just a little example of how local businesses using the video to introduce the company and services. In general, if a picture is worth 1000 words than a video is worth 1 million. It allows small business owners to communicate with their clients in a voice that is not a robot or an email or a text message. It puts a human face with a message which is more powerful. If you look at these statistics or if you have video on your website people are likely to spend 88% more time. There are also 65 % more likely to buy something from your website if there is a video on it. This year, 75% of all Internet traffic will be video. If you are not using video, you are missing an opportunity to talk to your clients. So there are some myths about videos . And I think the biggest one is that viewers have a eight second attention span. If it's not great and eight seconds, if it's longer than 10 or 15 seconds, I cannot pay attention. The reason that is a myth is that many of you, and I should have done a poll on this, have probably binged watch watched

house of cards are breaking bad or friends or grays anatomy where you set up -- by your TV for hours and hours or game of thrones or whatever it is. And so the myth that we have an eight second attention span is it's not that we can't pay attention, it's that we have so many other options. If any of you have been on YouTube and you watch the video, if the video is not captured your attention in five is it's not that we can't pay attention, it's that we have so many other options. If any of you have been on YouTube and you watch the video, if the video is not captured your attention in 5 to 10 seconds, boom, there are eight other videos that you can go watch on the right-hand side. That is the issue we have to contend with is not attention span, it's that our message is resonating with the viewers that are watching it. A lot of people said I don't want to use humor because it makes me seem unprofessional. Humor is a great tool when used effectively. It becomes a memorable and it helps videos to become viral. So humor is something that you should consider using if humor is your personality. The most important thing about video is that you can be yourself. Another myth is it is a [Indiscernible] concept I make it corporate overview video or advertisement and that is it. That is all I have to do. That should be enough. Unfortunately, it is not enough. Because what happening -- is happening is that video that you create becomes stale. It needs to be updated with

new products and innovations and customers want to see new what is happening today and what is going on. So if you are considering video in your marketing mix to talk to your customers, you should consider that a strategy is a better option so if you have a limited budget because we have heard video is expensive than rather than making one long minute or minute and a half video, why not consider making three or four or 515 second videos. And rolling them out over time. That is of that -- a better strategy than to create one video and hope that lasts for the next year until my budget comes up again. And last but not least is I cannot do video myself. There are a lot of new companies that do video production and will come and offer you video services anywhere from $500 come and offer you video services anywhere from $500-$50,000. And depending on what your goal and budget and expectations are you will be able to buy the services from a professional. But the fact is you can do it yourself. Every cell phone these days, unless you are using the flip phone has a video camera on it. You can record yourself talking about

your product or talking about your service or you can record a customer giving a testimonial or you can record work on a job that you just completed. You can do these things yourself. It's okay to try because video is a powerful tool and we have reached a point in the marketplace where there is a place for quality and there is a place for quantity. And Facebook and Twitter and Instagram and Snapchat which I will talk about in a minute called those of the places for quantity. Your website and on YouTube and if you are lucky enough to have a budget to let you advertise on to Dutch television called those are the places where quality matters and you can have a nice mix of quick and dirty and I did it on my phone but I got the message across and you can have professionally polished graphics pervasive in other places. We talked about some of these

potential uses of video. I don't need to go through this for the sake of time but video can be used for almost anything. It can be used for how to videos and it can be used for client testimonials and it can be an announcement that your company has hired somebody or you want to profile an employee. The one thing on here that I will encourage you to try is live streaming. This is especially through Facebook alive because it's free. It's an opportunity for you to be yourself to allow your customers to know who you really are as a business and a business owner and what they can expect when they do business with you and to really build a one to many relationship with people in a very short amount of time.

I will quickly go through social media even though it was not on the agenda because I think it is important. Quickly, we will take this poll and we will spend one minute on it. Let me know what social media platforms you are currently using for your business. >> We will wrap this up pretty quick because I see that we have a lot of Q&A and I want to make sure that we get to some of those. All right. Excellent. So by the looks of it, a lot of you, almost half of you registered on this website -- webinar and you are using Facebook. A lot of you are using Twitter and some of you are doing nothing. So if you are doing nothing, I would like to encourage you to change that and we will talk about that now. So social media is the new normal. And when I say the new normal, it used to be, as few as 10 years ago, that you would pick up the phone and you would call a business and if it was a service provider like a landscape company or a remodeler you might ask for references or you may call those references and how is the servicer price or are you happy or those type of things. Now every day when you log into Facebook, somebody is asking a question about a service provider. Does anybody know a local painter I can use. Does anybody know a great restaurant for me to eat at when I go on vacations to this new town. That is what people are asking. If you can figure out a way to build a community to build a business, you will get that digital word of mouth. What I would caution you against is thinking that social media is an instant all my gosh there are 1.7 million Facebook users and I will get all of those as new customers if I build a Facebook page and I create a post. It does not happen that way. It takes time and work and nurturing. Zig Ziglar said this a really long time ago stop selling and start helping. This was in his how to Win friends and influence people and all of those books that are saying give more than you get. Well, never has that been more appropriate than in social media. The brands and the companies that are most effective on social media spend 80% of their posting on informing and educating and inspiring their fan base. And they spend 20 -- 10 to 20% of their own time promoting their own business. We probably all have a Facebook friend or two that every single post is either a political this or

it is an angry that or it's a complaint about this. It's always something that we want to tune out. Well, what studies have shown is that people turn -- to now businesses on Facebook that promote and promote. The brands that they like and that they follow and that they recommend are the ones that provide to do-it-yourself tips or they write blogs that give customers some food for thought. Or let's say that you own a garage, and you tell people if you are going to change her own oil, here are some things that you want to be cautious of. That may seem counterintuitive because I want people to come to me to change their oil. The reality is I am proving my worth, my expertise. I am willing to give a helping hand out to my community and study show that that is the most effective way to build a brand. I will run through these quickly. What platforms should you use? That is dependent on your customers . Where are your customers? If you have customers today in the 40-year-old and up, Facebook is where they are. If they are 18 to about 30, Twitter. That is what they are using. They are also using Instagram. Do you have an Instagram strategy or Twitter strategy? If you have a business that caters to other businesses , LinkedIn is the right place for you. And then ratings and reviews site you should be monitoring those like yelp and Google and Yahoo that all have ratings and reviews sites. People are going there, so you need to make sure that if somebody gives you a review you respond and you think of them if it's a good review. If it's a complaint, use that as an opportunity for customer service but the bottom line is the social media platforms you should use are the ones your clients are using. Last but not least, I just said this , engage, engage, engage. Ask for feedback from your customers and thank them for leaving a review. Create contests and ask questions. It may tell you things that you may not have known about your business. You may ask if you are a florist have you ever given anything other than roses to your mom on Mother's Day and you may get responses. I gave chocolate or teddy bears or gift certificates to someplace. And that may give you ideas on products and services and things you can add to your mix. Reward your followers and fans. Reward them with something whether it be a coupon or a discount or a shout out rewards work. Best practices are the same as email but experiment and try different things. Video is the best tool that you can use from an engagement perspective and an engagement means that they like your post or they retreat or they share it or they click on it and video is the best use of that for now. And last but not least, don't post on social media and not respond when people engage . That is the most effective tool that you can have for social media is creating that online communication and building that online relationship and nurturing it over time. >> So what can you do right now? Here is my suggestion, three takeaways. And I saw one of the questions and maybe this will answer the question. How do I get people to sign up with text messaging. One is you find a text messaging service and there is a bunch of them out there. I am sure all of you have heard or seen on TV or in an advertisement, 12345 is called claiming the keyword . I claim the keyword contest and I opted in to that message. Create an email campaign to encourage your customers to opt in to your SMS message. Last but not least, this will put you out of your comfort zone. Do a Facebook live session on your Facebook page. Just welcome everybody to your Facebook page. Nobody will watch it the first time and then they will find out you did it and then you start announcing that I will be live next week because I have a big product announcement. It's not -- not everybody is comfortable. People say I am not good on camera or I never know exactly what to say. All that does is makes you more human and someone you want to do business with. You are willing to be where they are when you are ready -- they are ready to talk to you. I encourage you to try it. If you do not like it, you don't have to continue it. Everybody should try it because it's a fantastic tool for customers to learn about you as a business owner and to learn about your business in a way that is human and easy to understand. Now, if you have not already asked the question, I encourage you to do so and I will turn it over to Alexa to moderate some of those questions.

Thank you so much Michael. Will now start the Q&A portion were I will read the questions are participants have put in. Please continue submitting your questions by using the chat function on the left-hand side of your screen and in the time remaining we will address as many as we can. Please note if we don't have time to get to your questions, I encourage you to connect with the score mentor after today's webinar and mentors are available online or to find eight chapter near you to help you apply the strategies that have been presented today. We will jump into these questions. Our first question comes in from Sabina. What are the best ways to get cell numbers to be able to send text messages?

Okay. Ray question. There are many tools out there that you can search for. If you search for SMS marketing and that stands for short message service. Or text messaging marketing, the best method is to sign up with one of those services and create a keyword. So if your business is called Acme Inc., you can say text Acme 212345 and received 25% off of your next appointment. That is the best way. To promote that and promote that on your social media or in your email marketing or printout pliers if you have a store and send it out your customers. If you want special offers only available to text messages, sign up for this keyword.

That is really the best way to do it. >> How can small nonprofits use text messaging effectively with their donors?

Okay. So that is an interesting question, a great question. We don't do a lot of work with nonprofits, and I will tell you off the top of my head, some of the things that you can do with nonprofits, with donors to engage them . Remember, protects marketing, you still have to have them opt in to your text marketing. But

you can use text messaging to thank them for your donation. You can use text messaging to send a link and if you are a charity-based nonprofit to a story about that their donation has helped make their life better. If you are an Association, a trade association nonprofit you can use text messaging to alert your constituents of changes

in the law that may effect them or happenings that are going on, but I would use it to drive them specifically for donors to drive them to see the results of their donation. That is the suggestion I would make.

Again, I don't have a lot of experience with nonprofits. Ours are mostly small and local businesses. I would think there is a small and powerful used -- use case. What is too little and what is too much? >> That is the $24,000 question. What is too little or too much. What is too much is if you are communicating without saying anything. I don't know if that makes sense to you or not. If you have something to say, meaning we are having a sale today, great. You are having a sale and that is a one-time deal. If the sale last for the next seven days, I would not send it other than the first day and the day before the sale ends. I would not send it every single day. It hints of desperation. If you have something to say every day, and I think you can get away with it. I would suggest that your strategy should be from a marketing perspective that no more than twice a week is probably a good measure because not all of us have something to say every single day. Unless our customer show up every single day. It is okay to communicate every single day if your customers interact with you every single day. If they interact with you once a month, place a month, once the quarter, that should be a metric for how often you communicate with them which is how often they engaged with your business. >> Is there a good rule of thumb for how long video should be?

There is. To rules of thumb when it comes to how long videos should be. The first rule of thumb is that if it's not interesting in the first 10 seconds, nobody will watch the rest. From their if you have captured their interest and kept him watching for the first 10 seconds than the rest should be depending on the type of video, right? If it's a promotional video about your company, 30 to 45 seconds. If it's a customer testimonial, 15

or 30 seconds. If it's a how-to video those could be longer because the process of what you are teaching your customers might take longer than 30 seconds, but if you keep the pace, if you keep it equal to how I will do this test, you can sometimes get away with longer videos. In general the rule of thumb is to catch them in the first 10 seconds and while them for a minute or less and you will be very effective.

And is the current

video use considered out of date by potential audiences. There are two answers to that question. The first is when does Google consider it out of date. Because part of the Google algorithm for determining where you show up on

search engines when people are looking for your business is how often has your content been refreshed or updated and they rank video higher than pictures and they rank video higher than text, so if you have video on your website, you get an instant bump. But if it has not been refreshed in about a month from a global perspective, then you lose that bump that you initially received for having fresh new video content. Now, from a customer perspective , let's remember first for a second that video is pervasive and it exists forever. So you can put it up on your website and it will be there forever and you can put it up on YouTube and it will be there forever. If you put it on Facebook, it will be there forever but people can't find it. If you put it on Twitter, they may not find it. But as long as the message is relevant, then the video is not out of date. When it becomes out of date is when you have repeat customers looking to learn more about your business and they come in and say nothing has changed. So the video itself could have a shelf life of two or three years depending on your business but it will only be interesting to customers that have seen it for the first time. Repeat visitors to your website are repeat visitors to your Facebook page are expecting something new and they want to hear more from you. They don't want to see the same old thing. So minimally I would say once a quarter you should refresh and add to it. I wouldn't replace a video necessarily because it is out of date but I would highlight it where your return visitors would have seen it already. >> We have time for one more question. The sun comes in from [Indiscernible] and we had several questions around this as well. Is the placement of the video on the webpage most effective on the homepage or another page?

Okay. That is a very good question. Initially, I would say that if you are only going to create one video, then it should be on your homepage. If you are going to create a series of videos, for instance, let's say client testimonials, and I will do a client testimonial every quarter, just a 15 second boom boom boom, then you have two choices were to put that. You may want to put one on your homepage, if that is the only kind of video you have. But I would put them in places that relate to the product or the service they purchased on your website. Or you could put them in a client testimonial page on your website but on your homepage you should prominently linked to those places. So if your client testimonial page because the testimonials are just generic, I love doing business with this company and their people are great. It's not related to a specific product or service, then you want to drive people from the homepage to that testimonial page so they can hear from those clients. If you are a general contractor and you do home remodeling and you do tax building and you do repair and maintenance, the testimonials related to those particular businesses should be on the page of the product or service that they relate to.

That's it.

Those are all the questions we have time for today. So, ladies and gentlemen, on behalf of SCORE, I would like to thank you all so much for attending today's webinar. A brief survey will launch when we sign off. We appreciate you taking a few minutes to complete the survey and tell us your thoughts and suggestions. In closing, I would like to give a big thank you to Michael Skigen per -- for presenting today. >> Thank you everyone. Enjoy your day and have a happy fourth of July.

We look forward to seeing you next time. Take care, everybody. >> [Event concluded]