

"Online Video and Cybersecurity Websites" Part 2  
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027

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## MUSIC ##

TITLE  
Online Video &  
Cybersecurity  
Websites

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028

TITLE HORZ SCROLL

stat2

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029

WIDE SHOT

Costume: Sports coat

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Hello, I'm Robert Metzger.  
This is the second part of a series  
which presents a survey of online video  
used in websites of cybersecurity firms.

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030

MEDIUM SHOT

\$Costume: Dr scrubs

Props:

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The fourth question we answer is:  
What were the primary purposes of the  
videos?

## FADE MUSIC ##

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031

BAR CHART GRAPHIC

HIGHLIGHT BAR WHEN MENTIONED

Purpose

Lead generation - 246

Demonstration - 57

Corporate overview - 39

Product education - 25

Brand awareness - 11

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We observed five different categories.  
We watched  
246 videos that focused on lead  
generation. This was 67% of the total.  
These identified a customer problem,  
discussed features and benefits of a  
product, and concluded with a call to  
action.

We saw  
57 videos that demonstrated a product or  
service. These all  
contained live video using a piece of  
hardware or screencasts of operating  
a software application.

We viewed  
39 videos that were general corporate  
overviews. These did not address a  
specific product, but did discuss the  
people and history of the company.

The remaining videos were intended to  
educate the user on a product, or  
promote general brand awareness.

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032  
MEDIUM SHOT

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When used properly, online video is a  
good medium for drawing attention to an  
issue people care about, and a possible  
solution.

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033  
SPLIT SCREEN TITLE / CLOSE  
Costume: Sports coat

Lead generation  
is a natural  
for online video

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Lead generation is a natural usage for  
online video.

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034  
MEDIUM SHOT  
Costume: plaid jacket,  
sweater, rep tie  
Props:

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## MUSIC ##

The fifth question we researched was:  
How was the video content distributed?

## FADE MUSIC ##  
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035  
BAR CHART GRAPHIC  
HIGHLIGHT BAR WHEN MENTIONED  
Distribution means  
YouTube - 213

Vimeo - 68  
Wistia - 53  
brightcove - 5  
Flash - 4  
mp4 - 13  
javascript - 9

We grouped the videos by distribution mechanism into 7 buckets. There were 213 videos that were made available through YouTube. This is 58% of the total. There were 68 videos distributed via Vimeo, 53 via Wistia, and 5 with brightcove.

The remaining videos were delivered using Flash, mp4, and javascript.

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036  
MEDIUM SHOT

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If your goal for your online video is to generate leads, then you want your viewers to watch your video embedded in your site, and to stay on your site until they convert. If you choose a service whose goal is to encourage people to leave your site and watch more videos on theirs, so that the viewers can be shown ads, then your goals are in conflict with those of the service.

If the goal of your online video is to provide a corporate overview or to build brand awareness, then keeping your viewers on your site may not be so important.

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037  
SPLIT SCREEN TITLE / MEDIUM  
vimeo.com/business  
wistia.com/blog/  
wistia-vs-youtube  
brightcove.com/en/  
video-marketing-suite

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Check out the Vimeo Pro service, the Wistia blog entitled "Wistia vs. YouTube" dated April 21, 2016, and the Video Marketing Suite from Brightcove.  
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038  
SPLIT SCREEN TITLE / CLOSE  
Costume: Sports coat

Pick a delivery  
service whose goals  
support your goals

Don't automatically assume that you  
should use YouTube to distribute your  
video. Make sure your goals are  
consistent with the goals of the  
delivery service you use.

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039  
MEDIUM SHOT  
?Costume: Camo shirt, hat  
Props:

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## MUSIC ##

The sixth question we answer is this:  
When you went hunting for videos on the  
sites that you studied, where did you  
find them?

## FADE MUSIC ##  
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040  
BAR CHART GRAPHIC  
HIGHLIGHT BAR WHEN MENTIONED  
Website Location  
RE - 155  
PR - 109  
SO - 43  
MN - 44  
XP - 14

which

We grouped the videos by the web page to  
which they were attached.  
44 of the videos were accessed from the  
main page of the web site.  
109 of them were accessed from pages

described products, and  
43 from pages which described services.  
155 of the videos were located on pages  
which were linked to the main menu with  
a "Resources" label.

The remaining videos were accessed from  
pages that didn't fit in the other  
categories.

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041  
MEDIUM SHOT

Corporate overview and brand awareness videos naturally go on the main page of a web site.

While first time visitors will not start with the Resources section of a web site, it is a convenient place to find materials on a subsequent visit. We were surprised that a number of websites had a Resources page, but did not include links to all of the videos on the site there.

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042  
SPLIT SCREEN TITLE / CLOSE  
Costume: Sports coat

Provide links  
to all videos on  
a Resources page

Any video that has its primary location on a Products or Solutions page should also have a link on a Resources page.

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043  
WIDE SHOT  
Costume: Sports coat

## MUSIC ##

Part 3 of this series covers the locations and sets used in the videos and the video techniques used to construct the videos.

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044  
TITLE  
URL

To see the last two parts of this series, please visit our website at:  
<https://www.plaintextcomms.com/resources>

## FADE MUSIC ##