



# MODULE 1

## The Power of Video and YouTube



*"In a recent survey of 1,000 US adults, we learned that videos created by businesses really do help people make more confident shopping decisions and feel more connected to a brand. A whopping 96 percent of all respondents said they find video helpful when making a purchase decision online, and 73 percent said they are more likely to purchase a product after watching a marketing video. These are pretty convincing reasons to invest in video!"*  
-Brad Jefferson, CEO and co-founder of Animoto

### Outcome:

Student will understand the power of using video and YouTube in the ecommerce and business environment, including within social circles. Student will understand the importance of actively managing a business's reputation and its effects on its position in the marketplace.



# Overview

## Module 1

- Introduction
- YouTube
- Rules for Success
- Self-check: The Power of Video
- Competency Assessment 1 | Thought Leader Thinglink
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# Introduction

Video has changed our world. Videos tell stories, evoke emotions, and create connections. Video has given us the power to connect locally, regionally, and globally. Industries such as politics, entertainment, gaming, education, advertising, manufacturing, technology, and health care all use video to spread their messaging.

Before the video revolution we were limited to reading books or traveling to hear the teachings of world renowned thought leaders, attend school, or observe the creative influences of our world.

Video tells a story. Video is a window into the soul of an organization. Video affects our senses of sight and sound while simultaneously having the ability to touch our emotions. It has the propensity to include all three communication skill levels- written, verbal, and non-verbal. Watching videos fulfills our need to discover, explore, and be part of a community larger than ourselves. Video opens our minds to infinite possibilities.

Today we are part of living history in which our stories, creativity, and dreams can be produced and uploaded for the world to view, share, and comment on immediately. This exciting time flows into our social media specialist environment. Embracing the awesomeness of video and creatively finding ways to integrate this medium into a business strategy will affect the bottom line for an organization.

Videos created of products, management teams, and corporate stories are just a few ways to connect with our clients, customers, and guests. People purchase from people they relate to. A quick video of a business owner explaining why he started the business and how he would like his business to make a difference in the community where they live is an easy and effective way to connect with the public. The many benefits of videos in business include the ability for non-profits to share their missions for affordable costs; automotive dealers offering vehicle walk-arounds, showing a consumer what to expect before going to the dealership; or perhaps the use of video for a construction company where building progress can be documented and shared with owners in different regions.

For this Module you will learn how video effects you both personally and professionally. Included will be how video has changed the way we live, how video can inspire and connect us globally, and how video can transform a business in the marketplace.