

Guide Book - \$1,495

FIVE STRATEGIES

FOR PROFESSIONAL SERVICES FIRMS

TO LEVERAGE ONLINE VIDEOS

FOR BUSINESS GAIN



THE SHATTUCK GROUP

PLAN. BRAND. EXPAND.

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Five Strategies For Professional Services Firms To Leverage Online Videos For Business Gain

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The Business Case For Video

The trend is now clear. There are now more than 130 million viewers per month of online videos in the U.S. alone, according to Nielsen Online. The number of online videos being produced and viewed has grown exponentially over the last 3 years. Advances in production techniques, streaming video technologies, and high-speed internet service have given rise to a new class of content producers.

But the question becomes - how can professional services (PS) organizations realize true business value from this trend?

At The Shattuck Group, we think there are two major questions every professional services executive should be asking themselves right now:

1. How will we use video to promote and position our brand and what role should video play in our overall marketing efforts?
2. What production qualities should we be investing in to accomplish these goals?

Through the balance of this Guide Book and through the associated five videos in our Online Video Tool-kit, we will explore these questions in greater detail. We offer this resource as a guide to help you sort through your options, create the right strategy, and execute a practical plan for your firm that will deliver real business results over time.

As you utilize this resource, please extend two professional courtesies to The Shattuck Group:

1. Credit us as a resource wherever we helped you develop your plan and added value to your organization.
2. Send us an email to let us know how our strategies and recommendations have benefited your firm and where we should improve them. Your "voice from the field" is both welcome and appreciated.

As they say in the business, break a leg.

The Shattuck Group's Position On Video

There is tremendous interest in video among PS firms, but there is also tremendous uncertainty, hesitancy, and significant misfires from firms who inappropriately pursue this medium.

The Shattuck Group takes the following position on this topic:

1. If you are a business to business provider of professional services, video (online, offline, PDA) should be a prominent part of your overall marketing and positioning strategy.
2. *Business-class-quality* productions should be your goal - nothing less.

If you don't have a strategy to utilize online video for your professional services firm, you are missing the boat. If you are not developing business-class-quality videos for your market, you're probably undermining your brand, diminishing perceived value, and negatively impacting client acquisition and profit-per deal.

The Business Case

At The Shattuck Group, we are bullish on business-class-quality video. We have seen first-hand what it can do to help PS firms grow. We believe that if you use this medium well, it will deliver to your brand:

- Enhanced perceived value
- Expedited client acquisition

- Increased profitability
- A leadership position

But the inverse is equally true. If you use this medium poorly, it will decrease perceived value and give the impression that you are a cheap firm with cheap services.

A Video Lexicon

Through the remainder of this document, we will be as specific as possible when we use certain terms related to the larger topic of video. To ensure that you understand our terminology, we provide these definitions.

- "Video" will refer to the larger application of this medium and will by default include online video, offline video, and PDA video.
- "Online video" will refer to this medium as it is applied to web pages and, more often than not, streamed to individual users over the Internet.
- "Offline video" will refer to this medium as it is applied to non-internet devices, such as DVD, Blu-Ray, and other non-networked devices.
- "PDA video" will refer to this medium as it is applied to numerous types of hand-held devices, usually networked, that include BlackBerry™, iPod™, and iPhone™ systems as well as other devices from other manufacturers.

Five Erroneous Assumptions About Video

On a sales call a little more than 18 months ago, I laid out the business case for video with the CEO of an information technology consulting firm. I could tell by the look on his face and his "I'm not interested" body language that my words were falling on deaf ears. As much as this organization wanted to grow, video was not on their radar screen.

A couple of months later, I laid out the same business case with another CEO in the financial services consulting industry. He said "we already believe in video. But what we want to know is how you can help us improve the way we use it."

Today, this seems to be the state of the union among PS executives regarding video. There are those who "get it" and those who don't and the gap between them seems like a veritable canyon.

As we talk to PS executives across the nation, we hear the same statements over and over again. We've catalogued these into the following five erroneous assumptions:

1. There aren't that many people watching online videos. Everybody still watches TV.
2. Most people who watch online videos are teenagers, not business decision-makers.
3. We don't have to put that much effort into our online videos because everyone expects them to look and sound cheap.
4. Most people watch online videos in their off-hours, kind of like TV.
5. Most people are watching videos for fun and to pass the time. Video is not yet a prime-time tool for marketing PS organizations.

Let's examine these assumptions one at a time and explore how much validity there actually is to them.

1. Number Of People Watching Online Videos

Nielsen Online, a division of the larger ratings firm that tracks online video usage, reported in April of 2009 that there were more than 130 million unique viewers of online video in the U.S. alone¹. This was a 2% increase over the previous month's number of unique viewers.

Nielsen Online also reports that overall online video usage jumped by a whopping 24% between April, 2008 and April, 2009². In April of 2009, Ameri-

1 News Release - "Nielsen Online Provides Topline US Online Video Data For March 2009" April 13, 2009.

2 News Release - "YouTube Maintain Top Ranking By Total Streams And Hulu Grows 490 Percent Year-Over-Year, According To Nielsen Online." May 14, 2009

cans consumed more than 9 billion online videos. The TV industry has not seen growth numbers of this magnitude since the introduction of televisions more than 50 years ago.

Not only is viewership growing, the number of videos being consumed per person is also growing. In March of 2009, the average viewer of online videos watched more than 74 streams, according to Nielsen Online.³ This is an increase of 6.7% compared to just a month earlier. This is yet another area where online video viewership is outgrowing TV viewership.

³ News Release - "Nielsen Online Provides Topline US Online Video Data For March 2009" April 13, 2009.

So what can we make of these statistics? There are millions of people watching billions of online videos monthly. While online video viewership definitely is only a small percentage of TV's much larger audience, it is growing all the time.

More importantly, TV is an appropriate promotional medium for only a small percentage of PS organizations - those with large enough budgets to afford sizable advertising campaigns.

Online video, by comparison, is well within reach of the vast majority of PS firms and is, as you will see, a perfect medium for communicating a firm's value proposition and creating demand.

Topline U.S. Online Video Data - March 2009

	February 2009	March 2009	Percent Change
Unique Viewers In Millions	127,613	130,075	1.9%
Total Streams In Millions	8,897,943	9,672,341	8.7%
Streams Per Viewer	69.7	74.4	6.7%

Source: Nielsen Online, VideoCensus report entitled: "Nielsen Online Provides Topline U.S. Online Video Data For March, 2009."

About The Shattuck Group

The Shattuck Group is a full-service marketing firm that specializes in professional services. We are a highly focused team of branding, marketing, and business development experts. Based out of the Silicon Valley in San Jose, California, we serve select clients nationwide.

Our Mission And Vision

Our mission is simple – we help our clients grow. This is our only purpose for existing as a business. Every member of The Shattuck Group team knows this mantra and works every day to make it real for our clients.

Our vision is equally simple – we only grow when our clients grow. We know that our success is unequivocally tied to our clients' success. This provides tremendous motivation in everything we do. Every strategy we recommend, every tactic we implement, and every project we manage – they're all designed to help our clients achieve the goals that matter most to them.

Our Value Proposition

We empower our clients to achieve the goals that are most important to them. Increased revenue. Increased profits. Increased demand. All of our services, our ideas, and our energy are focused on these goals.

Our Services

We achieve these objectives with a unique combination of 10 services that are customized for each client. We've learned through market research, our experiences, and empirical observation that these 10 services have the greatest impact on our client's top and bottom lines:

- Market Research
- Positioning Strategies
- Marketing Plans
- Messaging Development
- Brand Identity
- Brand Awareness
- Client Acquisition
- Lead Generation
- Thought Leadership
- Video Development

Our Background

The Shattuck Group was founded in 1998. For more than a decade, we've been helping professional services firms grow, sometimes exponentially. We have the success stories to prove it. For instance, we helped Avcom grow from 40 million to over 300 million in top line revenue. If you'd like to hear more about these stories, please send an email to info@theshattuckgroup.com with the title "success stories." If you would like to learn more about how we can help your firm, please call us today at 877-296-5301. Or you can send an email to info@theshattuckgroup.com.

About The Author

Randy Shattuck is a senior marketing executive and founder of The Shattuck Group, a marketing firm that empowers PS companies to reach their growth objectives. For 20 years Randy has helped PS firms grow by building strong brands, generating leads, acquiring the right clients, and positioning effectively.

Randy Shattuck's Background

Before The Shattuck Group, Randy helped Acclaim Technology, a Silicon Valley systems integrator, grow from 10 to 120 million in sales in 3 years. As marketing strategist for that firm, Randy lead the charge to the market by building a brand that grew from a boutique technology sales organization to a true enterprise. Under Randy's marketing leadership, the company grew from a few employees in one office to more than 130 employees in offices throughout the greater Western United States.

Prior to Acclaim Technology, Randy headed the marketing function of Contec Microelectronics, helping that firm double its revenues. Under his marketing leadership, Contec's brand grew from a relatively unknown company to a recognized industry player. Randy negotiated the largest contract ever in that firm's history, resulting in tremendous new sales and profits.

For the past 11 years Randy has lead The Shattuck Group, helping dozens of PS firms in a variety of industries realize their goals.

Randy's background is in marketing, behavioral science, strategy, and rhetoric. He is a featured columnist in Professional Services Journal and Rain-Today. He is a sought-after speaker, writer, and thinker.

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