

Video Commerce: The Quiet Revolution

Case Studies in Video Commerce SME 2010

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www.pfiwestern.com

Multichannel Video Marketing Strategy



*To view live examples
of the videos discussed in this
presentation go to pfiwestern.com and shoppingwesternstyle.com*



www.pfiwestern.com



- Weekly Half Hour Television Show on Cable and Satellite Network
- Using Video Content as a Direct sales, Merchandising and Educational tool
- Cover Almost all Costs Using Sponsors, Co-Op and Advertising Dollars
- 100% of Content Produced In-House
- 100% of Development, Design and Photography Done In House
- Complete Video Commerce Infrastructure Developed by 2 People With No Budget
- Utilized Open Source Technologies Such as Wordpress and Flowplayer



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The State of PFI's Video Commerce Program

- Over 80 Half Hour Shows and 700 Pieces of Video Content Online
 - 50% Increase in Conversion Rates on Products with Video
 - 29% Reduction in Product Returns
 - Over 3000 Pages at pfiwestern.com Have at Least 1 Video
- Nearly a Quarter of Daily Visitors are Viewing On-Site Videos
 - Video has Lead to Increases in Average Order Value
 - Longer Average Time on Site and Increase in Return Visits
- As High as 300% Increase in Conversion Rates on Products Featured in American Made Factory Tour Videos
- 80% Increase in Conversion on Short 30-60 sec. Product Videos
- 30% Higher Than the 3 min. Content From the Television Show



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Multichannel Video Strategy

Television (40 Million Subscribers Domestically 52 Million Internationally)

Video Commerce Website

In-Store Displays

Product Pages

Landing Pages

Fit Guides, Product Care, Product Demonstration and Factory Tour Videos

Syndication to Video Sharing Sites

Social Networks

Email Campaigns (2-3 Times the Click Throughs)

RSS feeds

Ask The Experts (Customer Q&A)

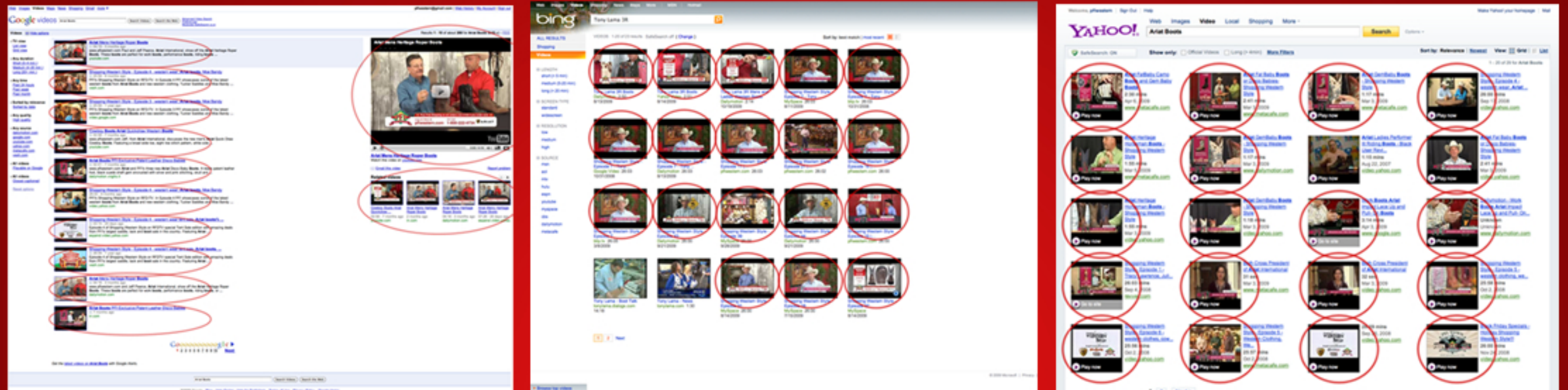
Mobile (iPhone and iPad Compatibility)

Podcasts and iTunes Store



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SEO Results of PFI's Video Commerce Strategy



Example Keyword Phrase : "Ariat Boots"

- Substantial Increases in Organic Web Rankings
- Often Ranking for 8 of the Top 10 Video Results in Google
- Often Ranking for Over 90% of the First Page Video Results in Bing & Yahoo



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For More Information on Video SEO
Visit reelseo.com
searchenginewatch.com
seomoz.org

Video Program For the Starlite Theatre

- Combination of Live Performance Videos, Interviews and Behind-The-Scenes Content
- Using Multichannel Video and Syndication Strategy Similar to PFI/Shopping Western Style
- Since Implementing Video This Year We Have Seen a Staggering 593% Increase in Online Ticket Sales Over the Same Period in 2009



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Branding, Personality and Trust Through Video

- Make Memorable Video that Allows Your Brand to Stand Out
- Connect with the Customer on a More Personal Level
- Build Trust and Relationships With the Customer
- Create a More Friendly Online Experience by Showing Real People
- Be an Expert in Your Field
- Encourage Interaction and an Ongoing Dialogue With Your Customers



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