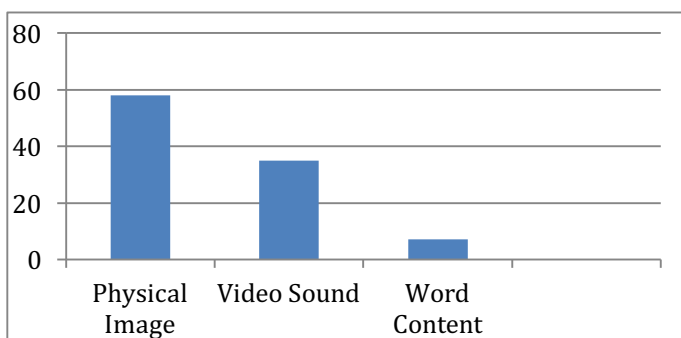


*Small business owners today are coming to realize that video plays a crucial role in client acquisition. But not just any video will share your most powerful messaging and convert visitors to clients. You get one chance to make a good first impression!*

### Your Message Is Not Spoken, But Seen

Psychologists have been studying the difference between and impact of what we say and how we say it. In 1969 two of them, Paul Ekman and Wallace Friesen, explored the interdependence between nonverbal and verbal messages. They learned that non-verbal hand gestures, for example, can add useful emphasis to our verbal message. When we nod our heads as we speak, it non-verbally underlines acceptance of what is being said.

Non-verbal cues can reveal the true feelings of a person when speaking, and much of that may be unconscious to the speaker. A raised eyebrow or turned-down lip, a slight head-shake meaning no, a shrug of the shoulder can all dilute the power of the messaging being spoken. Any incongruent actions that do not correspond with the overall messaging can torpedo your video, and your sales.



*Non-verbal communication in video*

### What Does Video Do?

Consumers love video! “If a picture is worth a thousand words, a product video could very well be worth a thousand sales. Considering that video now appears in [70% of the top 100 search results listings](#), and that viewers are anywhere from 64-85% more likely to buy after watching a product video – this is one marketing force you can’t afford to ignore.” Kissmetrics.com

Because our brains process visual information 60,000 times faster than text, it makes sense to provide dynamic video content so visitors can usefully engage your website. Videos on your landing page can impact conversion rates by 86%. 44% of customers increase product purchase on sites that provide videos — and these numbers are only rising.

**50 times**

Your webpage is 50 times more likely to be on the first page in a Google search if it contains video.

## Top Tips for Good Video Conversion

Video is important for conversion rates on your website, which is evident. Good video is preferable to bad video, and You Tube videos never die! Inauthentic messaging can be “sniffed out” by visitors to your site and consumers of your products or services. One example is Dove’s recent “[Campaign for Real Beauty](#)”. At the beginning there was a great deal of positive press regarding young women and their self-esteem and image. Sadly that message backfired when it was revealed that these “real beauties” had undergone quite a bit of cosmetic and digital retouching.

Tips for good image and brand messaging:

- Share your message so your **visitor** understands it
- Do your **research** and compare yourself to competitors
- Have a **professional review** before posting
- Your **expertise** is more important than your beauty

*“Both authenticity and congruency matter for effective video and in your public image and branding. Be real and tell the truth!” Starley Murray*

## Conclusion

*Your image on video, whether in a You Tube clip or a video on your website, or a video call, represents your brand. Make powerful choices in your brand representation! If your videos are not converting visitors to clients, check with an image and media branding professional. Make the small changes that will lead to big dollars!*

## About the Author:



Starley Murray is a 20 year media professional and brand and image expert. She works with authors, CEOs and celebrities in publicity and image branding for print, radio TV and film. Based in San Antonio, TX, she and her husband strive to keep their Great Dane entertained. Please reach her at: [StarleyMurray.com](http://StarleyMurray.com)

## Footnotes:

<https://blog.kissmetrics.com/product-videos-conversion>

<http://grammar.about.com/od/mo/g/Nonverbal-Communication.htm>

<http://www.study-body-language.com/Verbal-and-non-verbal-communication.html>

<http://mashable.com/2014/08/14/website-changes-drive-sales/#feHuBfhiCEqH>

Martin S. Remland, *Nonverbal Communication in Everyday Life*, 2nd ed. Houghton Mifflin, 2004