

How to get your video out there

ALEX AYLING: So before you decide on a distribution strategy for your online content and you think about what platforms you want to put it on, you really need to go back one step and understand what the objective of this content is.

If your goal is marketing, the aim is to get as many people to see this bit of content as possible, and the best way to do that is to put it on as many different platforms as you can.

Whereas if you want a piece of content to be the final, end destination then you will want to work very hard to crafting that piece of video, or that piece of content, specifically for that platform. And you might want to use the other platforms and content on those other platforms to drive back to that one specific area that you're driving people to.

So really consider each platform, its strengths and weaknesses. So the strength of Twitter is that you can join a live conversation that's happening right now, in real time, with people who are conversing all at once. The strength of YouTube is that it's a vast, on demand library of video.

Where your video will hopefully have a peek at the beginning, but then will also have a longer life on the platform as well. Snapchat again is a really interesting kind of emerging video medium. But if you try and use high production values, you will be seen as being inauthentic.

So if you're going to make a video for Snapchat you have to shoot it on a phone, and it has to look a bit wobbly and a bit out of focus. Fish where the fish are, so it's much easier for you to go to where your audience already are than it is to expect them to come to you.

So there is a tendency in the industry for people to build a beautiful website with lots of lovely crafted video on it that no one will ever visit, because the people that want video, they've gone to YouTube. So really think about where your audience are consuming this content and go there. Make stuff for them in these places.