

BEST PRACTICE

Best Practice Series



FREE AND NEARLY FREE WEB
VIDEO OPTIONS DELIVER
TRADITIONAL PROGRAMS

Video produces results...starting is easy

There are 1001 ways to use video in your insurance agency, but which web services to use, and how best to use them.? The fact that most of these services are either free or cost next to nothing should remove some anxiety. And because they require no technical expertise or hardware (beyond your

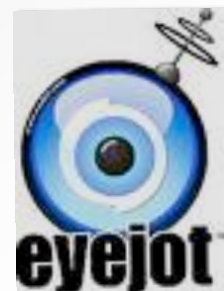
typical PC and a good internet connection), there isn't any reason not to jump in and start using these services. You can produce and serve up video on your agency website or blog, or perform group webinars; these webinars can be recorded and embedded as video on your website

quickly and easily. We provide a quick overview of five services and give you some ideas for using them right away. Start with services you want to deliver and work back from there to choose where to start.



FREE VIDEO CALLS

FREE VIDEO ON YOUR WEBSITE



DISTINCTIVE VIDEO EMAIL

Five Services, 1001 Agency Uses



Skype - live video calls using just a webcam and your internet connection. People keeping in touch with family and friends overseas have used this for years, and recent improvements in quality and reliability make it a viable business tool. The service is free, but there are some add-on features that are fee based, though the fees are very modest.. Both parties to a Skype video call need to be subscribers to the service, and that will most likely limit your usage to communicating with certain commercial accounts or remote employees.

Each of the following services allow you to insert video into a web page by copying and pasting embed code. If you have a blog, or a Confluency Solutions website, you will have this flexibility. Adding embed code requires no technical skill at all; this [YouTube tutorial](#) (1:17) shows how it is done, and it works the same irrespective of the web video service.



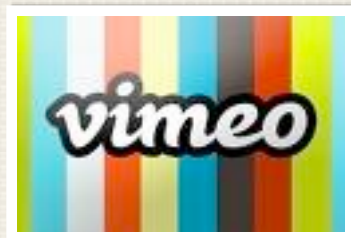
DimDim – web conferencing. DimDim is free for web conference sessions of up to 20 people. The service supports desktop sharing (whatever is on your computer screen), and PowerPoint presentations. You can also choose to show your webcam while doing a presentation. Sessions can be recorded with audio and then included on a web page by copying or pasting embed code. The service can be used one-on-one, say to review a policy document; or for group presentations, like a safety

seminar. You can also repackage annual reviews as presentations for small groups, here's a brief [sample](#).



YouTube – is the free, Google owned, and most well known video archive and playback service. Video length is limited to 10 minutes. Most videos captured with a digital camera, webcam, or camcorder can be uploaded to YouTube. From there videos will be transcoded to a flash format and you will be able to copy and paste the embed code into your website. Here is a simple video (from our upcoming newsletter) on designing emails for preview pane viewing.

Note: some corporate IT departments block YouTube. So, depending on your target audience, you may need use an alternative to serve up your videos.



Vimeo – is a service very similar to YouTube, with some important differences. Vimeo does not limit videos to 10 minutes in length; although weekly uploads are limited to 2GB per week (5GB for the \$60 annual fee to upgrade to Vimeo Plus). Vimeo is also not generally blocked by corporate IT network administrators like YouTube is, so it may be a better choice for some content. Vimeo does have a strict commercial use policy, however. They don't want to host anything that smacks of advertising, so if you use the service,

be sure your videos are educational in nature and don't link or refer back to a web page where products or services are sold. Video via Vimeo can be included in a web page using embed code, and there is an [example](#) on the page dedicated to Confluency's first Best Practice session.



Eyejot – video email, designed for one-to-one communications, has 3 levels of service, including a free level. Try it out for free, but when you are ready to start video emailing for business, upgrade to Pro Plus which allows videos of up to 5 minutes, text notes and attachments. Video email is a great way to deliver a proposal, new policy documents, or personalize a pre-renewal message. Video email recipients can reply with video of their own, and the reply emails include embed code so you can past these videos into a web page. You can also upload video taken with a digital camera and push that out in an Eyejot video email. Video testimonials can also be collected this way and placed on your website. Confluency does that as part of our [sales process](#), but we do not generally make the web pages publicly accessible – we choose who to send them to. Here's one that was shot in the agency office with a digital camera, and uploaded to Eyejot for playback: [Webb Insurance video reference](#).

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Practice Series at:

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