



## **Mark Thorn's five powerful tips for optimising your online video:**

### **Video 4:**

#### **Consider the power of video for issue management**

I guess it's time to ask what do you hope to achieve by using online videos?

For many organisations it's to increase sales. But there are a lot of reasons why online video may be helpful.

Suppose your company provides a resource, say gold. To get that gold, you need to move tons of rock.

Let's say you've carried out all the environmental research and gathered the government approvals but someone doesn't like what you're doing and decides to post derogatory comments on the Internet.

What can you do? The Internet's a free place, and chances are, because bad news is popular, the derogatory comments will achieve a much higher ranking in the search engines than your defense will.

This is a situation where, in concert with a well managed communication and SEO campaign, a series of well produced internet videos can really help by addressing core issues and concerns in a reasonable, informative, optimised and engaging way.

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About Mark Thorn: Mark is the founder and visionary behind VideoLinc. Across a 30-year career in broadcast media and online video delivery, he has designed and implemented substantial new businesses and solutions in video delivery platforms, targeted advertising and content production. Mark is an exemplary producer, writer and technical architect who is always ahead of the curve.

See other videos in this series at [www.videolinc.com.au/videos](http://www.videolinc.com.au/videos)

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