

# **“UNSCRIPTED 2: YouTube & You”**

## **With Matthew A. Perosi**

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You are encouraged to print this out  
and read along while watching the video.

### **Questions?**

Don't understand something?  
You are probably not the only one,  
so please send your questions to  
[questions@jwag.me](mailto:questions@jwag.me)

We will try to answer them directly or  
include them in future lessons on [www.JewelerWebsiteAG.com](http://www.JewelerWebsiteAG.com)

## Unscripted Video 2; YouTube & You

Hi this is Matthew Perosi for the Jewelry Website Advisory Group.

I have a question submitted from Denise in Chicago, Illinois. I am going to answer this thing here. The question reads, “I set up a You Tube account a year ago because I thought I was suppose to nearly thirteen months later. I have uploaded one commercial I don’t know what else to use it for.”

Ok well let’s see the most common uses for uploaded videos or the most common uses for You Tube that we have seen that have been used very effectively is video testimonials. It is probably the number one use that we seen a lot of our jewelry stores create videos that actually had video production companies come in and set up video camera and lights and invite customers in to take videos, then they get produced and uploaded to You Tube as final products.

However going through an entire production process to have a video professionally done maybe over doing it a bit. My personal point of view is that you tube and most of these video sites are designed for people who want to express themselves people who want to get in there and show they are real people that they have real products and not worrying about going the entire distance that a real professional videographer would go it would be a lot less money and it doesn’t seem like you are trying to sell as much if you do it from a personal and a non professional point of view.

So for that matter you can use a digital camera and put it on video setting and actually just use the built in microphone or you can get yourself one of these inexpensive flip video camcorders and they

come in HD model and a non HD model. They're very easy to use and very easy to upload videos to You Tube right from the flip software that come built in.

So video testimonials; it is a good idea. Another good use that you can have and what kind of videos to post to You Tube would be repair videos. Now it may seem kind of strange but, a lot of people think it would be nice to see how it is to be repairing their jewelry. So if you actually took one of these cameras down into your repair shop you could record the jeweler, the jeweler actually repairing the item, and then later on you can post it to You Tube, and after You Tube you also post it on Facebook. Then, when the person comes in to pick up their jewelry you can say, "Hey you know what; we have a video of the repair of your jewelry on our website. You can go check it out! They will get real excited and go take a look at it and if you put it on Facebook, odds are, they will even share that video with their friends and family, which will then attract some more interest to your own Facebook fan page or your own Facebook account.

Other things you can do for You Tube videos is you can setup one of the video cameras, and you can provide a review of brand new jewelry you receive in the store; something you are just putting out in the showcase and you want to tell people about it. So as you are taking it out of the box you can make a big fuss about it and say, "Well, this is just coming in now. We are just opening the package, we can see what it looks like." Go through the entire ordeal on welcoming this new jewelry into your store. Again, if you make a silly fuss over this thing your customers are going to be intrigued. It is going to seem making something silly out of real merchandise. It is not going to seem like you are selling, you are just using it to attract attention.

So you can review the jewelry as you are pulling it out, describe it for that season or whatever the case may be and as you are putting it in the showcase. Maybe even the entire process of taking a new piece of jewelry, putting it in inventory, and putting it in the showcase and make it interesting.

Again you are not trying to sell but it is just to show the workings of your business. I was just thinking about this question ahead of time. I have down here well you can always put more commercial up. If you want commercial up is that a real that you had a professional company do and it was put on television.

Whatever commercial you have post them all on You Tube and then share them on your Facebook account, or put them on your website and make sure you go through your You Tube account. There is a way you can grab code to blend your videos into your own website so go ahead and go into that process, grab that code put it on your website and share it with people who are visiting your site. You just don't want to leave your videos on You Tube. You should try to share them on other places.

So Denise I hope that answers your question today and we will see you next time.