

Lights, Camera, Click.

A person is holding a professional camera with a lens attached. The camera is the central focus, with the lens cap removed. The person's hands are visible, gripping the camera. The background is blurred, showing the person's face and upper body. The overall tone is professional and focused on videography.

Your all inclusive
video guide.

A publication of @monumetric

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Introduction

Open up your browser, your Facebook, your Instagram, your Snapchat... actually just connect to the internet in any way and you will find one common trend taking over the web.

Video.



Video isn't just for Spielberg anymore

It's not just limited to those with the budget, equipment, and know-how anymore. All you need is a phone and an idea. Just look at YouTube. Reaching over a billion users equivalent to one-third of all people on the internet (YouTube) and continually growing.

As the accessibility to view and create video grows, it will become an even more popular medium. After all, it's been proven that video blows engagement charts out of the water.

Advertisers know video is the way to sell their product and services. They want their business in front of eyes, and eyes are viewing

video more than any other form of content. As a publisher, you have an incredible opportunity to grow your engagement, traffic, and revenue by incorporating video into your site.

We know video can seem slightly daunting whether you're just starting or as a seasoned vet. Video technology is always <https://dashboard.monumetric.com/#/dashboard/ads> changing. Monetization technologies are always changing. So how do you effectively use video to help grow your site and revenue?

Look no further than this video ebook. We will cover everything you

need to know from the psychology of video, video content, shooting & editing, and the best video monetization strategies for your site.

Ready to watch video take your site to the next level? Let's get started.

"The playbutton is the most compelling call to action on the web."

- Michael Lit CEO Vidyard

Video isn't the future

It's the right now.

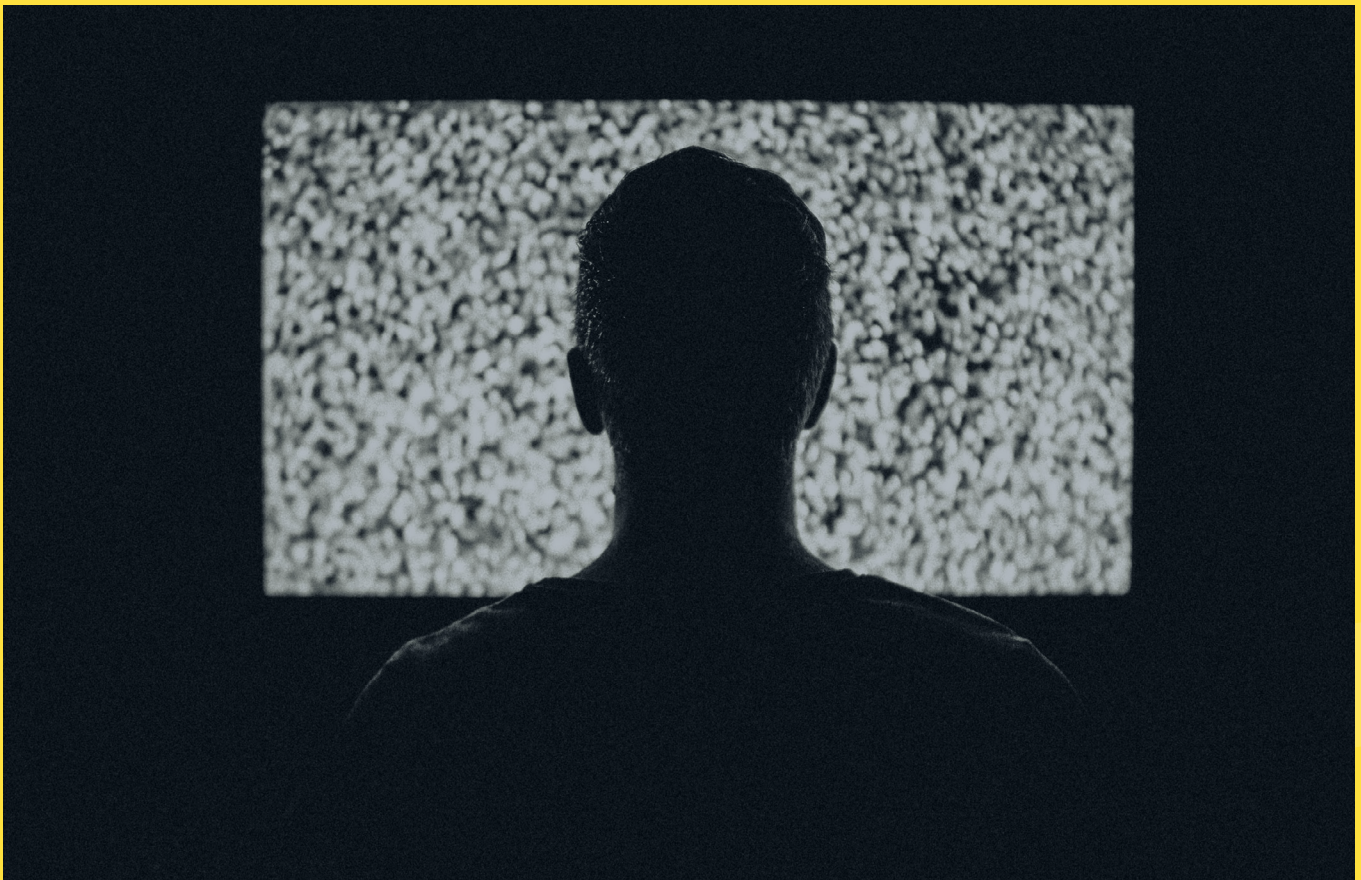


Video makes you fall in love.
Video takes less attention span.
Video gives you magic powers.

Ok, the last one might not be entirely true, but it will give you a sort of power to move and inspire your audience.

Why video...

Creating a deeper user experience using video, has typically been a medium which only a select few creators could pull off.



It wasn't easy to have the resources to create high quality video. But today, both the creation and viewership of video have radically changed. Video is no longer something you go to the theater to see. It has become the new medium for education, information, and entertainment.

As a publisher simply writing articles and editing photos is not enough anymore. You have to be a multimedia creator if you expect to stand out from the noise over the next 10 years.

If you're in doubt that video is going to be that big of deal, just look at these numbers, they pretty much speak for themselves. >



1 min of video= impact of **1.8 million words**.



Online video holds the record for generating **74%** of all online traffic. (KPCB).



55% of people spend some part of their day watching online videos every, single, day (MWP).



Having video somewhere on a landing page can increase conversions by **80%** (EyeView).



People will spend on average **2.6x** more time on pages that has video. (Wistia).



Just using the word 'video' in an email subject line boost click through rates by **200-300%** (hubspot)

Advertising & Video

The advertising world is following the same trends as general video consumption. More advertisers are realizing the engagement rates for video are surpassing normal static ad displays. As more people create video, advertisers will be forced to spend more on video advertising. Where there are eyeballs, there are advertising opportunities. To keep

your site up to date and yielding the most from your ad strategy you cannot afford to ignore video.

Video isn't the future, it's the right now.

The future of video

Although no one can predict the future, we can make some pretty educated guesses what the future of video will look like by analyzing its past. We've seen video consumption skyrocket over the years. Video has become one of the biggest content contributors on the world wide web.



According to Cisco, they predict that by 2020 at least 82% of consumer traffic will be video. Click-through-rates for video are already among the highest for advertisements and we predict that those rates will continue to increase.

As more and more millennials shy away from standard television consumption, online video rates will rise. We predict online video viewing will wipe out television almost completely. Video will become one of the only ways to reach younger audiences. At the same time, the spread of video, especially over multiple mediums, will build added trust and brand awareness for businesses.

Technology is always evolving which will make video only easier, cheaper, and more accessible with time. We predict the ability to stream will become almost flawless at an even higher quality viewing level. At the same time, as video becomes more accessible and simple to create, competition for attention will grow. If you aren't using video, your site traffic will take a sizeable hit. Likewise, if you aren't incorporating video

advertising into your site's monetization strategy, you revenue will be undercapitalized.

Long story short video is already blowing up the internet and won't slow down anytime soon. For your site to survive you must consider finding a way to incorporate video and video advertising onto your site sooner rather than later.

Don't get lost in the video takeover, pioneer it.

Video myths

Every time a new medium presents itself to the masses it brings with itself curiosity and confusion. Without any data, we try to fill pockets of missing information with assumptions. Pretty soon, regardless of research or evidence, we start to actually believe these assumptions.

We call these assumptions myths. And we want to clear up a few about video and video advertising.

MYTH: Video is passive . It's something you turn to veg when you get home. It doesn't take energy to process video. It goes in one ear and out the other... or does it?

REALITY: Although video may seem passive, because you don't actually have to read or click anything, the power video has to keep a reader engaged is high. Video uses images, sounds, and emotion to connect to the viewer creating a lasting impression whether they realize it or not.

MYTH: Video must be under 1 minute.

REALITY: Yes our attention spans are shrinking. We're used to be constantly stimulated with technology accessible on our fingertips. If we can't seem to keep our attention on anything longer than a minute, why do 2-3hr long blockbusters continue to sell out and win awards? Online video may be a different playing field, but the game is the same. You have to keep your viewers attention. Whether your piece is 10 seconds or 10 hours our viewing habits show we can watch long videos IF we are engaged and IF it is interesting.

*Important Note: the first 10 seconds of your video are the most important. This is when they choose to stay or go.

MYTH: Video has no trackable ROI. You create a beautiful video, send it out into the big bad world and hope it's successful...

Um, no.

REALITY: Technology today can track almost anything and thanks to analytics tools you don't have to wonder if your video was successful or not. You can calculate your costs by tracking expenses for the project and then see how many times it was viewed, for how long, how many people clicked, and how many people ended up becoming potential leads or consumers of your video or product/service.

When you post original video content on your site you can see the engagement levels and track whether or not it added to the growth of your site or hurt it. When creating video ads you can see how many impressions it received, how long it was viewed, and whether it created a lead or not.

MYTH: Video takes too much bandwidth and is too slow to load.

REALITY: In the prehistoric video era, video did take significant time to load. Even strictly video based sites like YouTube took a little extra bandwidth to load video after video. Nowadays you can stream an entire netflix movie from your phone without “buffering” time. If video or video ads are properly installed on your site everything should load at about the same rate.

Of course the more complex elements you have on a page whether they be graphics, large amounts of text, images or videos the higher you risk increasing your load time. The thing is that isn't specific to video. Video technology has become so seamless that if video is installed the right way it shouldn't add any lag to you site loading time.

MYTH: Video takes forever to make.

REALITY: Oftentimes videos can include multiple elements and therefore could take more time to make than say a graphic or article. That being said, there are many video styles that can be done almost instantly. Take for example, Facebook Live videos. Live broadcasts require a few moments of preparation, but are all shot and produced in a matter of minutes. Some videos do take longer than others, but the length of creation time comes down to it's purpose and worth to your business. It should also be noted that the content you spend your most time creating should be the most rewarding, so if an awesome video takes you a little more time but gives you an even greater return it's worth it. Remember your video should be high quality, but doesn't have to be hollywood level to be successful.

MYTH: Video is too expensive.

REALITY: Define expensive? As mentioned in the previous myths, you can track your ROI and can create a video that has high enough return that it is worth every minute and dollar spent to create. We almost guarantee that investment will be worth it as video becomes increasingly popular. To fully rule out a video being too expensive you will have to check out your analytics and potential reach. Then, you can decide if that video itself is too expensive for what you are trying to do.

MYTH: Video ads are annoying and bad.

REALITY: This myth comes from a few shady sites and advertisers that have used video for the worst. Loud, inappropriate, intrusive video ads are not well received by audiences. Thankfully, those types of ads are not as common. Too much of any good thing can be bad that's why when deciding to implement video on your site it's crucial to partner with a team with a similar vision. At Monumetric, our publishers come first and that means their readers.

Video monetization has never been so user friendly with our VOLT video player. Premium video creatives display ads in different stages of the video viewing experience without slowing down loading times. Video files can be large and therefore take longer to load. This is not the case with our video player. Our videos start quickly and stream seamlessly. Stop spending minutes watching that circling loading icon cycle over and over. For those who wish to monetize video there are a few fast loading options.

Pre roll - Before your video plays a short premium video ad will play just before the video content plays. If you've ever watched a video on YouTube you've seen this type of ad appear just before any video.

Post roll- As soon as your video content finishes, a post roll ad will play immediately after in the video player. On netflix when you finish watching an episode usually a post roll ad plays before it suggests watching the next episode.

Mid roll- For those of us who have grown up watching our favorite series on cable television or on Hulu or Xfinity, you have witnessed a slew of mid roll ads or what seem as short commercial breaks in between larger sections of video. Due to our current video viewing habits, these types of ads appear very natural within longer video content.

Outstream- A video ad that appears in-between content when a user scrolls through a section of a page. The video player will only show up when the space is scrolled over or interacted with and then will disappear once it plays. Due to video's high engagement levels, this can be a high paying ad compared to static in-content ads.

All of our video monetization strategies are tailored to deliver high CPM's while maintaining positive user experience.

MYTH: Video ads are hard to get on your site.

REALITY: Maintaining a successful ad strategy on top of your website we would say is hard. Honestly, we can see why this myth exists. Connecting with enough advertisers to display video on your site on top of creating your own content would be incredibly taxing. Fortunately you don't have to do both. That's why Monumetric exists. Our dedicated team of monetization specialists has created the ultimate setup for publishers so they can focus on the content while we take care of the monetization. Our new [VOLT video player](#) is the perfect setup for worry free monetization.

Camera

The most obvious piece of equipment needed is your camera. When deciding what type of camera to use you have to think about what types of shots you plan on taking. Some cameras don't perform well in low light while others have a very short zoom range. Depending on what you are trying to shoot will dictate what camera to use.

The biggest variance with cameras is quality and capability. There is a reason why a wedding videographer, a news photographer, and a hollywood director of photography use different cameras. Each camera will have different features and create a different looking shot.



DSLR

One of the most useful functions of a DSLR camera to publishers is that these cameras are designed for photography first. If you're looking for something that can boost your photography game and give you cinematic looking video, a DSLR might be the way to go. Designed for still photos, DSLR's let you manually control much of what your shot will look like from exposure, focus, and aperture. You can switch out lenses to create a new look or to get very close on a subject. At the same time they can be very minimal. Even in automatic mode you can still get a very crisp, clean, shot that looks professional without a lot of work. When looking for a DSLR make sure to check the video specs. Look for things like how many megapixels it shoots, it's shooting speed, and screen resolution to pick a DSLR that fits your video needs.

Here are a few of our favorite beginner DSLR's for video that are very affordable. These are cameras we have personally used to create video.

[Nikon d3300](#)

[Canon Rebel t5](#)

[Canon 80d](#)

[Sony Alpha a6500](#)



Smart phone

Yep, you read it right, your smartphone is one of the best cameras you can use. Phone creators know if you are using video on your phone you need it to look as good as possible with limited work. Most of the time no one will ever be able to tell it was shot from your phone.

Most smartphones have object tracking which can help when recording certain subjects. Phones filter out a lot of extra noise as they record, although we would still suggest getting a phone microphone. Remember though, all phones are not created equal. There are obviously phones that have higher quality cameras than others so be weary before you shoot everything on your phone.

Smartphones are perfect for videos that don't have a

lot of background noise. They work well for live video broadcasts such as facebook live, and instagram live stories. Smartphones are fast, accessible and require the least amount of work to operate. Never forget a tripod or [stabilizer](#) along with your microphone when recording on your phone.



Camcorder

If you are looking for a device that primarily focuses on video, a camcorder might be your best bet. Camcorders are designed with video in mind first and foremost. Different cameras can have features from 20x optical zoom, noise suppressor, or slow motion and much more all built into the camera. Some allow you to connect wifi to your phone for broadcasting or sharing. They usually have a lot more zoom freedom while maintaining a clean shot. The more expensive you go with your camcorder the more manual it becomes. You can start controlling things like color, sound, and frame speed.

Now we understand not everyone needs all of those

features and with camcorders you don't have to. Some of the simplest camcorders take very high quality video with simply a start stop and zoom button for creation. If you are looking for a camera primarily for video these types of camera could be a good place to start.



Tripod

You can always tell an amateur videographer from a professional based on their tripod use. Unless you are shooting a movie like *The Blair Witch Project* or *Paranormal Activity*, you should be stabilizing your work. Tripods create shots that look pleasing to the eye. You can use your tripod to stabilize a shot, level a shot, create smooth pans, and change perspectives.



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[BUY HERE](#)



[BUY HERE](#)

Videos that move and jerk a lot make us sick and automatically pull us away from the content being filmed.

Now of course, we aren't perfect and occasionally shakes and jolts happen and are even added in for extra effect. When you want those motions in your video, you can try something more hands free like a hand stabilizer like this one.



[BUY HERE](#)

large camera will need a larger tripod while others might want something more fluid like a stabilizer or glider for a specific effect. Whatever type of tripod you choose to use just pick something that will create clean, balanced shots for your viewers.

There are many types of tripods depending on your camera and project. For example when using an iPhone, a simple table tripod or hand tripod might be enough. A

Memory

An SD card is crucial to recording video. Without it you can't hit record all you want, but most cameras won't record anything at all.



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Sure, some have a tiny internal memory system but trust us that won't cut it. When it comes to memory cards more is always more. One of the worst scenarios you could get yourself in is filming your video when your camera tells you your card is full. Importing video can take time so it's better to have an SD card big enough for your needs. Depending on what you are shooting a 64GB- 128GB should be sufficient.

Besides making sure your SD card has the right amount of memory storage. You have to make sure it fits in your camera. Some use micro SD's while others use the full

sizes. Your camera box/instruction guide should tell you. If not, take a peek under the memory card chamber on your camera. This slot will either be half an inch or an inch.

Video generally speaking takes longer to process than photos. That being said, if you are recording in HD 1080p, make sure your SD card has a "speed class" of 10. This controls how fast your video will write to your memory card allowing you to continually shoot or quickly export. Working with slow or tiny SD cards will only make your video creation more difficult.

Lighting

There is a reason why the saying goes “Lights, camera, action” with lights first. There isn’t much of a point hitting record on a subject you can’t even see.



Lighting can transform a shot completely depending on what types of lights, what colors of lights, their brightness, and where they are placed. Lights, after all, are responsible for setting the mood.

You don’t need a super expensive light kit to brighten up a shot. Just having a key light, or a main light on your subject will make a world of a difference. To tell if you need an added light look into your objects eyes. If there is that bright white dot in their eyes you know their face is lit. If not, throw up a key light on a light stand just angled enough to light up your subject. If you want to get fancier

you can play with angles, back lights, and filters, but that is not necessary. Having even just a little light strategically placed in your shot will give your video an extra glow of professionalism.

BUY HERE



“In the right light, at the right time, everything is extraordinary.” – Aaron Rose

Microphone

Although many of the internal microphones in cameras and phones today work fairly well, adding a microphone can really boost the quality of your work.



[BUY HERE](#)



[BUY HERE](#)

Creators who shoot a lot of video professionally and care a lot about sound, usually use a separate recording device and microphone. If you're shooting lots of layers of sound savvy noise, then get yourself a digital recorder if not, a microphone will be enough.

There are two different types of mics to consider with your video. The first is a lavalier. This mic clips on to subjects to record isolated sound. You can put a lav mic on your DSLR, camcorder, and even smartphone. Before buying a microphone just be sure you match your camera input to the microphone input. You've seen these microphones in interview clips. If you are recording yourself speaking or another person, this is the way to go. The other microphone you could use is called a shotgun mic. This mic picks up on a certain radius of sound and blocks out the rest. If you

are trying to pick up on a few different sounds close by this mic will work best. It straps to the top of your camera and then plugs in similarly to the lavalier. Using a microphone will make your audio crisp and understandable without detracting from you piece.

See the examples above for affordable microphones that will bring your video sound to life.

Editing Software

Having access to trusted video editing software gives you the opportunity to control how you tell your video story.



This piece of equipment can seem one of the most intimidating. The type of software you will want depends, once again, on your needs. If you're simply slicing and dicing clips together something like iMovie or Windows movie maker will do the job. If you're needing to do more complex edits such as color correction, specific sound editing, and effects, a more advanced system may be needed such as Adobe's Premiere Pro, After

Effects, or Avid. More often than not though, these advanced programs can be expensive and not necessary for your project. If you're curious if a slightly more advanced program would be helpful to your video process check out this list of [FREE editing software programs.](#)

"An editor is successful when the audience enjoys the story and forgets about the juxtapositions of the shots. If the audience is aware of the editing, the editor has failed."

Ken Dancyger, from his book, The Technique of Film and Video Editing

Steps to creating video

Video is an art, and just like any painting or sculpture, each piece is unique. Every masterpiece was born from different inspiration, method, and skill. That being said there are two basic skills needed to some degree when creating video. Shooting and editing video are essential skills for today's publishers. Those experienced with video have taken these skills and transformed them into their art. By understanding just the basics you will

have the confidence to create high quality video that will engage your readers.

"You've probably got a device on you that can shoot decent video, so what's stopping you? Capture and share some moments."

-Steve Garfield Video Author of "Get Seen"



Shooting

Previously we mentioned some of the equipment you should have on hand. If you need a quick reminder flip back to page 11. Once you have your camera, tripod, memory card, and lights you're ready to start shooting.

Before you hit that bright red record button make sure your memory card is loaded into your camera or that you have sufficient storage on your smartphone device. It's any videographers worst nightmare knowing their work wasn't recorded. Check your memory card storage by plugging it into your computer and right clicking to see 'properties'. Here you can find how much memory you have available.

After your memory card is loaded and ready, double-check you have sufficient battery for your shoot. Next you can frame up your shot. Depending on whether you are using a camera or smartphone you will have to adjust your exposure, frame rate, white balance, shutter speed, focus, and aperture. All of this needs to be set before you frame your subject. That being said you can flip your camera in automatic mode or use your phone which will have automatic settings. To get a better understanding of these camera basics check out this link.

Just remember before you shoot, check that your subject is well-lit. Whether that be with lights, the sun, or by adjusting your lighting on your camera, lighting will make or break your video.

Once you can see your subject and things are looking good visually, it's time to check your audio. If you are needing to capture specific audio, insert your microphone, alter your settings, and run a test to make sure you can hear your subject. Set your camera on the tripod and get ready to frame your shot to shoot.

A quick note on framing: much of the same rules from photography apply when it comes to video. Composition and the rule of thirds will get you a clean shot that, once mastered, can be altered for more creative shots. What this means is if you were to picture an imaginary grid of 9 your object is on one third whether that be the top, bottom, or side of your shot. As you become more comfortable with shooting you can try a variety of shots; far away, close, alternating angles of your subject, etc.

Once everything is all squared up you are ready to shoot.

You can finally hit record. Try to keep your image as fluid and stable as possible. If you're not going for the shaky shot don't use your hand or shoulder to shoot use your tripod. It's ok to stop and start if you will be editing later. Just make sure if you want your shot to look continuous you match your shots. This means when you stop a shot, everything has to be exact including the position of the camera to avoid a "jump cut" or an unnatural looking shot. When in doubt just back up and re record again. It's ALWAYS better to have more video than not enough when you start editing.



- Check memory card storage
- Check battery levels
- If using different lenses make sure you have the correct lens.



- Adjust your camera settings
- Fix your lighting on your object
- Set/test your audio levels



- Frame your shot using the rule of thirds
- Set your tripod up for stability



- Hit record and get ready to stopping and starting

Editing

Editing is your saving grace when it comes to producing a film. Unless your video is shot live editing gives you the opportunity to fine tune your work.



After installing an editing software on your computer you will need to import your footage. Once everything you've filmed is all pulled in to your system you can start editing.

Each editing system runs slightly differently so the method of creation will vary. The concepts of editing are all similar though: Imported clips can be dragged or dropped into a timeline or sequence which will be your final movie. Editing software allows you to trip and rearrange your shots. Audio can be added or adjusted as well as color and transitions. How to make each of these edits will depend on your individual software.

Some general tips when editing will keep your editing distraction free.

First, don't use every single effect in your library. Crazy transitions, warped colors, and dramatic zooms won't add to your video. Try to use them as tastefully as possible and only when they are needed.

Second, try alternating the sequence of shots to tell

your story. To keep your video looking clean keep your clips tight. This means when transitioning from clip to clip try to eliminate extra seconds that aren't needed. Your video will seem more fast paced and will move your message along smoother.

Third, if there are elements of things you shot that you don't like, don't include them. Don't like every element of your shot? Crop it! That's the beauty of editing, you can make your work look as good as you like.

Play around with your editing software before you have to actually start editing to feel comfortable and don't be afraid to try new things.

Editing Quick Tips

- Don't go overboard with effects
- Vary your sequence of shots
- Use quick clean cuts
- Practice on your software first
- Organize your footage before you make edits
- Optimize video for each social platform
- The cleaner the shots, the easier the editing.

Video distribution

Ok, now you've spent all this time shooting and editing your video. Now you need your videos to be seen right? Well just like your other content, they have to be in places eyes will see them. For the most part your video can and should be distributed many of the same places your current content already is.



Website

There are multiple places video could exist on your website. Having video where people first land on your site is an excellent way to attract viewers attention and keep them engaged. If your post is heavy in written content try attaching a video version of your original post to provide

variety. The key to remember when placing video is placing it where users can immediately see it.

Social Media

We post to social media because we want our video to catch readers attention and drive them back to your website. Social media is embracing the video takeover more than any other platform. Facebook, Instagram, Snapchat & even Twitter have created new space for video and it's catching on like wildfire. To get your video out there you'll need to experiment with your audience and what they respond best to. For example, an audience may be more engaged with a Facebook live post versus a prerecorded tutorial. It's also important to remember that Facebook viewers are often looking up videos on their phones and can't always access audio. Captions are a must. Instagram on the other hand, limits video lengths to a maximum length

of 60 seconds. You have to create different length videos or shorter "teaser" videos that leave people wanting more. Try different video lengths with a variety of content to see what your viewers respond best to. Once you discover what works best for your readers, try to keep your video publishing consistent. If they know what to expect they can look for your videos knowing they will enjoy what they are about to view.



Youtube

With over a billion users, Youtube is an excellent place to cross promote your video content. Having a reputable channel filled with your best videos with the appropriate tags, will get your videos shared and found in Youtube's search engine. The only thing to be careful is you want people coming to your website and

if they can find all they need from your Youtube video why would they need to come to your website? With the proper video amount and tons of links back to your website, even just a few videos can catch new users attention and send them to your website.



Backlinks

When other sites share your video or content it exposes your work to a new audience. Reaching out to influencers in your field to share your videos will increase traffic to your site. If you created a video that would fit on another

site, offer to share it with links back to your website. It can be a win-win for a site needing content, while you acquire new traffic.



Monetizing video

Advertisers know people aren't watching broadcasted television anymore. They also know that digital video streaming is the way to go if they hope to put their product in front of eyes. Advertisers are willing to pay more for the chance to advertise in video content.

It's simple. Publishers who incorporate video and video advertising into their strategy are seeing higher CPM's and engagement than those who don't.

So how to make your videos profitable?

At Monumetric we understand video isn't something that will get big in the future, it's huge right now. That's why we've released the first ever video serving prebid solution available to a distributed network of publishers. Our player generates the highest CPM's while keeping latency lower than any other video player on the market.

How does it work?

As your page loads, our [VOLT Video Player](#) simultaneously calls our network of top quality advertisers to place their bid for this particular reader. As the bids take place, the player loads and is ready for the ad. Within seconds, your video player is playing a top-CPM ad without draining your

browsers resources.

Running premium video ads with your content will drive your advertising earnings.

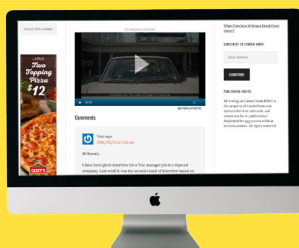
Is video right for my site?

Hear Ronnie's story with video monetization...

"It all started about 10 years ago...CareerNook is now my baby," Ronnie says.

Ronnie started CareerNook.com in 2013 to share her career experience with other working individuals.

"I created Career Nook exactly as I wanted, applying what I had learned over the years to my new site. People looking for jobs feel lost and frustrated by the process, and I wanted a place that feels safe and friendly to them – but I also wanted a blog that could attract enough organic traffic to



VOLT

V I D E O P L A Y E R

Her blogs integrity always comes first she says, especially when it comes to any Ad decisions. She closely monitors her Google analytics during every little change to make sure everything stays on course.

"When Monumetric offered me the chance to try video ads on my site, I quite emphatically said "no" at first. In fact, the idea kind of offended me. That's not the experience I wanted for my precious readers, who are mostly there to get help during really tough job search times. I worried it would not only annoy them, but send them running," she says.

Ronnie, like so many publishers, was afraid adding Video Ads on her site would crush her following.

Yet she took the risk and was shocked at what she found. In her own words she says,

"But lo and behold, the ads, work really well. I still get as many comments from people asking for help. And the ads can easily be ignored, if desired, by readers looking for support and answers, not ads. Plus the additional income is wonderful. But best of all, my Google analytics (pageviews, returning visitors, bounce rate, etc.) did not get worse – they actually improved. My baby is safe!"

At Monumetric we put the publisher first. Your concerns are our concerns. We would never put any damaging technology on your site. Your success is our success.

"Though very reluctant at first, I eventually learned to LOVE my video ads , AND don't tell anyone, but every now and then I even watch one just for fun," Ronnie says.

Sponsored content

Beyond video ads there are a few other ways to successfully use video to increase your revenue. These types of revenue are more direct- sales related and might take a little more know how to get started, but can grow your video earnings.



Publishers who often use products in their content, for example food or beauty writers, can make unique connections with brands to have a product simply placed within the video. You know in movies when everyone is using an iPhone, but it's never addressed? Or maybe all the characters drive Ford trucks? Those are examples of product placement. Maybe it's a bottle of Windex in the background or a certain makeup brush are all video experiences that companies will pay top dollar for.

A step beyond simple product placement is sponsored or branded videos. Just like sponsored posts these videos are sponsored by companies for you to film using, or talk about something specific in your video.

Video killed the radio star...

& it won't stop there.

From the millions of cat videos, to Charlie getting his finger bit, to that annoying talking orange, and through the survival of thousands of epic fails, the videos just keep coming. Video connects us in a way content has never before. As television dies out, digital video consumption continues to grow. To keep your site alive, your viewers engaged, and your revenue healthy, video needs to become part of your site.

Not every video goes viral. Actually very few ever get that kind of circulation. You don't need to create a blockbuster

film or viral cat video to see the impact video can have on your site. The only way to know if video will actually grow your traffic, boost your website and social engagement, and increase your revenue is to give it a try. Thankfully you don't have to do it alone. Our team at Monumetric stands ready to implement VOLT video player as soon as you're ready. See for yourself how video will transform your site.

To see if your site qualifies for VOLT contact one of our monetization specialists [today](#).

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