

# BT Brings Video Marketing To Small Businesses

BT Tradespace

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BT Tradespace, the UK's first business social networking site, has launched Version 2.0 of the social business network to enable small businesses to create and use video and other social media tools to market themselves and grow their businesses online.

With research revealing that people spend longer on websites with video\*, [BT Tradespace](#) will give small businesses the tools and advice they need to easily record and upload video content onto their online profile to display products and engage with customers. [Internet video](#) is also on the rise and is predicted to be over 60 per cent of all consumer internet traffic in the next three years\*\*.

Members of BT Tradespace will be given a special offer when purchasing a range of video camcorders. Businesses can get further information at <http://flip.bttradespace.com>

The complete revamp of BT Tradespace introduces a range of new features to ensure that small businesses can extend the reach of word-of-mouth online, get noticed by customers through influencing their search engine rankings and create more sales on and off the web.

Ivan Croxford, general manager of Digital Marketing Services at BT Business, said: "Online video advertising is continuing to grow as more and more people are using engaging video content to help get their unique personalities across online. We are now giving businesses on BT Tradespace a simple, effective way to market themselves using video."

Tradespace V2.0 will offer further benefits to small businesses to help grow their online reputation and establish stronger relationships with their customers, partners and suppliers. These include the addition of BT ServiceSmart, a new customer service tool designed to help members improve their customer service. Customers can ask questions or report a problem so that businesses can resolve any queries through the community.

Members can also use keywords for every item they add to their online profile, which helps them to achieve a higher ranking on search engines allowing consumers to find them more easily. Additionally, businesses can track visitors to their BT Tradespace profile using Google Analytics.

Croxford, added: "More and more small businesses are boosting their online presence in an effort to increase their turnover. BT Tradespace is all about making online an accessible and effective sales and marketing channel for businesses, helping them grow their customer base and in return their business."

Other benefits to members of BT Tradespace include online fans, testimonials and business recommendations and [BookItNow](#), which allows businesses selling services to accept appointments in just a few clicks. Secure transactions using PayPal will also be available to enable businesses to quickly set-up an [online store](#) using both images and video to display goods and services.

Businesses using Tradespace will have access to more than 4.2 million stock photos and illustrations so businesses can personalise their online profiles and now also have the opportunity to set-up or join communities to connect with others, share ideas and get advice on a diverse range of topics.

Notes to Editors:  
\*BT Tradespace research shows that visitors spend longer on a seller site with video than one without (59% spend 5+ mins v 15% normally)  
\*\*Cisco Visual Networking Index 2009

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In the year ended March 31, 2009, BT Group's revenue was £21,390 million.

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