

Vimeo vs. YouTube Proposal

JOHNSON//BECKER,
PLLC

BARTT PIERCE - DIGITAL
CONTENT WRITER



Choosing the Right Video Platform: Vimeo vs. YouTube

A **Proposal** to Optimize Our Video Content Strategy:

Objective: To evaluate Vimeo and YouTube to determine the best video platform for our business needs.

Focus Areas: Cost, Features, Audience Reach, and Privacy Controls



Vimeo

- * Noted for its high-quality video hosting and polished, professional videos.
- * Vimeo is considered “a tool for professionals, by professionals.”
- * Vimeo has around 260 Million active users.
- * Vimeo allows for customized “branding.” Johnson//Becker, PLLC, logos can be incorporated. In addition to this, the Vimeo watermark can be removed to emphasize Johnson//Becker’s brand and ensure a professional appearance.
- * Vimeo’s Standard Plan is \$25/month (normally it is \$41/month).
- * Vimeo’s Privacy Settings are the best on the market. Videos can be password-protected so that only J//B clients can access them.



YouTube

- * YouTube is the easiest and most convenient video-sharing platform on the market.
- * YouTube videos can be created at no cost and without a subscription.
- * Over 2 Billion users visit the site each month. Over 1 Billion hours of content are watched every day.
- * YouTube was purchased by Google. The ability to increase the firm's Search Engine Optimization (SEO) through video is a definite factor.
- * YouTube is notorious for ads. Ads may show before, during, or after a video.
- * Privacy (limiting who views the videos) is almost non-existent with YouTube.

National Companies that use Vimeo:

Allianz  Partners

 lululemon

 PAYCHEX

 RITE
AID



TESLA

Vimeo – Aaron Ferguson Law



Recommendation

Choose **YouTube**: Your primary goals are reaching a broad audience and leveraging Search Engine Optimization (SEO) for discoverability.

Choose **Vimeo**: You prioritize high-quality video presentation, privacy, and a professional, polished brand image.

Johnson//Becker, PLLC partner Lisa A. Gorshe proposed creating a secure location where clients could watch videos, making Suboxone Frequently Asked Questions (FAQs) more accessible. Vimeo's privacy settings set Vimeo apart from YouTube for this reason.

* My recommendation is that Johnson//Becker, PLLC, should choose Vimeo's standard plan. The plan is \$25/month and allows for strict privacy settings, customization, and the most polished, professional videos available.