

Video Marketing

**How Much Cash
Are You Missing
Out On?**

**6 Key Steps To Put
You In The Driving
Seat**

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Index:

Step 1: What Is Video Marketing?: Video Business Marketing Solutions

Step 2: Why Is Video Marketing So Big? The Ugly Truth

Step 3: How To Use Video Marketing To Promote Your Business

Step 4: Effective Ways to Promote Your Video Online

Step 5: How To Succeed With Video Marketing

Step 6: Top Trends in Video Marketing and Promotion

Bonus Step: Tips To Becoming A YouTube Influencer

References

Step 1. What Is Video Marketing?: Video Business Marketing Solutions

What is video marketing?

Video business is simply one of the fastest growing segments of the market. If you are looking for marketing solutions that work, then video marketing is the answer.

If you look at YouTube, there are some jaw-dropping stats. There are over 800 million unique visitors each month and over 4 billion hours of video are watched each month according to YouTube's own stats.

So is it too late to learn how to market a business using video marketing?

Absolutely not! Of course the rules have changed and what you do today is entirely different than when YouTube first came on the market in 2005.

Don't expect viral marketing to be the answer either. Too many people think they have a video that will go viral, but that rarely ever happens.

So what makes an effective video for marketing?

It can be broken down into three parts.

People search YouTube for answers to their questions and video just happens to be the fastest growing segment of marketing.

If you can't address someone's concerns immediately, they will move on until they find a video that will answer their question.

The second part is all about how you provide information to your viewer. If you aren't addressing their problem, they will find another reason to move on.

And the third part consists of asking the viewer to take some kind of action. Perhaps you have something of value that they can use to solve their problem.

People have busy lives and if they can find their answer in a short amount of time, they will respond to your message.

If your goal is to just blatantly sell something, you will lose more often than you will win.

Video marketing is an opportunity to connect with your audience. They get to hear your voice and if you're on camera, they get see the real you.

And don't forget, many of the same principles you used elsewhere apply here too. For example, video SEO (search engine optimization) is crucial when marketing with video.

YouTube and Google marketing go hand in hand. The more information you provide them, the easier it is for them to rank your videos.

Initially the question was asked, "What is video marketing"?

It's a simple and very effective way to get to know your audience and provide them with answers to their problems. And when done effectively, it provides cost-effective marketing solutions for your business as well.

Step 2: Why Is Video Marketing So Big? The Ugly Truth

Whether you currently possess or plan to start, a business online or off, it would be wise to incorporate marketing video into your marketing plan. Video marketing is taking the business world by storm and is only poised to grow.

Why Is Video Marketing So Big?

Let's explore that.

Whatever solution you give, whichever products you sell, you simply should go where the clients are, and they are on the internet in astounding numbers.

The internet has grown exponentially since it became a staple in homes in the 1990s.

It has become an important, ever-expanding market, giving brick-and-mortar stores a run for their money, if not putting them out of business, sometimes.

Think about video rental stores (Blockbusters for example), along with book stores as well as music shops which have actually all decreased in physical numbers in the face of online competitors.

Also, whether your business is housed online or off, chances are good that you have a website.

Why does that matter? Websites need traffic, period.

It has been forecast that by the end of this year, three-quarters of all internet traffic will come from consumers watching a video.

Do I have your attention now? ***Video Boosts Conversions and Sales***

In this technologically driven day and age, many consumers who use to read the local newspaper ads for product and price feedback, now look to the internet for pre-purchase information.

Research suggests that at least 40% of all consumers will browse the world-wide web before making any financial decision to purchase an item either from online or from a store in your local high street or shopping mall etc.

A video is that influential.

Video marketing is so effective that it is surpassing other more traditional promotional approaches in generating both leads and sales.

Studies and research have found that video surpasses print media and direct marketing as sales tools.

Video landing pages boast higher conversion rates in online advertising than traditional text only presentations such as long-form sales letters.

A clue to how effective video is in influencing potential customers is in its widespread use.

It is being utilized by everyone from Forbes 500 firms to local business, from politicians to the person next door.

Video can, in turn, educate, inform, encourage reflection, resonate emotionally and even pitch, while also entertaining.

They grab and hold attention, convey a message in a short amount of time from anywhere there is an internet signal, as well as have the potential to reach across all economic, ethnic, and geographic divides.

Video brings a company, person or product into homes and awareness and increases recognition.

Adding much of the fuel to the growing fire that is video marketing is social media. No discussion of video marketing would be complete without mentioning it.

Platforms like Facebook, Twitter, Instagram, and Snapchat, to name just a few, make it easy to share video content easily, quickly and potentially, virally, all while fostering brand loyalty and building relationships.

This can translate to many dollars in profit to a company over a customer's lifetime.

Video marketing is a powerful sales engine today, and a growing wave of the future, enabling a level of reach that is capable of adding many customers and dollars into your company's coffers.

If you have a business or are contemplating starting one, a video should be an essential element of your business marketing plan.

Step 3. How To Use Video Marketing To Promote Your Business

Knowing how to use video marketing to promote your business successfully is something many online marketers are now perfecting at an increasing rate.

If you are an online business owner and are currently not using video marketing to promote your business or service, then you are positively alienating yourself from a huge potential customer base.

Using video marketing has been proven to significantly increase your profile online, and definitely generate a vast amount of traffic to your site.

Video marketing online is extremely popular as it is a much more personal method of interacting with the viewers than the usual simple text version of a website.

However, the words 'video marketing' immediately conjure up images of having to be filmed, and you personally being the 'star' of the film.

Rest assured in today's world of technology there are other methods readily available to you, and so, if you wish, you do not need to appear personally!

If you don't wish to appear in the video yourself, then you will need to invest in some screen capture software that will record your video. The three main ones being:

1. Camtasia;
2. Jing; and
3. Camstudio.

Screen capture software simply records what's on your screen and your voice as you talk or narrate over the top.

It's a good idea to begin with to take an article or one of your blog posts, and use that as the basis for your screen capture video.

Once you have created a few screen capture videos it will become easier and can prove to be a lot of fun!

If you are a little more confident and happy in front of the camera to be filmed then you will need a small amount of equipment to get you started. However, always try and utilise what you already have available to you.

You will be able to create a very effective video by just using the webcam on your computer, which can then be edited in Windows Movie Maker and then uploaded directly to the distribution networks.

For a more professional feel to your videos, you can always invest in a video camera and a tripod, or even hire a professional to do it all for you, but of course this will have a serious cost implication that you could well do without.

The important thing to remember when shooting video with yourself as the talent is to make it short, to the point and remember to drive home to the viewer the overall benefits.

Choose just one piece of information to put across and give the viewer a reason to click through to your site.

Remember in using video marketing to promote your business or service, the four main components to the script of your video should be:

1. Who you are.
2. What you've got.
3. Why they want it.
4. Where to get it.

Again, the more videos you actually record, then the more confident you will become, and this will certainly reflect in future videos you submit for your business.

With regard to the distribution and submission of videos, then really your first port of call should be to upload your videos to You Tube.

Remember to allow users to share and link your videos, and also remember normal marketing techniques.

Keywords are important, as is your website URL. Alongside YouTube, share your videos on Facebook and Twitter.

Social media networks have the ability to send your video viral in a very short space of time!

Alternatively you can always use 'Traffic Geyser' or 'TubeMogul' which are great tools if you do not wish to submit your videos by hand to different sites, which can become very time consuming.

Step 4: Effective Ways to Promote Your Video Online

You recently made a great video and posted it online (YouTube or some other popular video website).

You took great care to ensure that the video is the most effective length, the topic was incredibly compelling, and the quality of your video in general was top-notch.

The only issue is that nobody is looking at it. What do you do?

Setting your video up for success:

When you first set out to shoot your video, you have no way of knowing if it will be viewed by a large number of people.

All you can do is to make your video the best that it can possibly be according to what you understand makes an effective video.

Well, if you have done everything that you were supposed to do, the only thing that is left for you is to promote your video effectively. Of course, that may be easier said than done.

Make sure that the title of your video is an attention-grabber:

Just as it is with the written word (blogs, longer articles, etc.), people pay attention to the title before anything else.

If your viewers are not attracted by the title, they probably will not make the effort to view the video.

Your title should give a clear understanding to the potential viewer about the content of the video beyond the title.

Nowadays, people don't have time (or patience) so they want to understand what your video is about right away.

Your title should be clear and concise and it should include strong keywords or key phrases.

Create telling thumbnails of your video:

Your thumbnail is also extremely important when it comes to promotion. The thumbnail must connect strongly with your title.

After all, you want the thumbnail to elicit the same reaction as the title: you want your viewer to have a desire to watch the video in its entirety.

There are some simple guidelines that you should consider following, such as making sure that the thumbnail is large (you want it to be easily viewed in the preview), have a high resolution, be uploaded as an image (jpg, gif, bmp, or png).

It is important for you to remember that the thumbnail is extremely important and if you do it the right way, it will go a long way to promoting your video.

Make sure that your profile on the social media channel where you post the video is complete:

Your profiles on all of your social media channels of choice are extremely important and it is absolutely necessary for you to complete each one.

The same holds true for the profiles on sites in which you can post videos.

If you are using YouTube, for example, you will want to make sure that the following closely match your brand when it comes to color, background, logo(s), social media buttons, and banner(s) and layout.

Considering that you are dealing with content that is visual in nature, the aesthetics are obviously extremely important.

In essence, you are branding that particular social media channel.

Search engine optimization (SEO):

SEO is extremely important to the success of your brand and no matter which type of content you are posting, the need for effective SEO is the same.

There are several things that you should keep in mind when it comes to SEO, including audience retention (memorability), title tag information, effective

keywords and key phrases, the length of your video, tags, number of viewers, likes, and comments and questions.

After all, you want people to be able to find your video easily.

That is why you want to do everything possible to ensure that your SEO is up to par.

Some of the information that you may wish to consider including is detailed descriptions of your video, strong keywords and key phrases, strong choice of where to post your video, links, etc.

Create a buzz about your video:

Even though you have created an amazing video and you have done your best to promote it properly and effectively, you still need to engage people.

The engagement is critical to your success.

That means that you are not only going to encourage people to leave comments, questions, etc., about your video but it also means that you are going to engage people by offering your opinion(s) about other people's videos as well.

That is a very good idea because you want to solidify your position as an active, interested member of your online social circle(s).

When you talk, other people will listen and they will value your contribution.

Also, as you are sharing other content, don't forget to mention your video. Just make sure that you don't come across as too overtly promotional.

Promote valuable interactions with your target audience members:

The fact is that no matter what type of content you are promoting, you must interact with your target audience.

Furthermore, your content must resonate with them as well. If you are not able to establish the emotional connection, you will not have a chance to continue the relationship that you have established with the other person.

There are several different ways in which you can interact and a video automatically lends itself to interactions with other people online.

Never forget to include a call-to-action (CTA):

As effective as your content undoubtedly is, without a CTA, the relationship will be dead before it has any opportunity to live.

The CTA is the only way that the viewer has to be able to connect with you one-on-one.

Remember that your CTA can be customized and each CTA can be different for each new piece of content.

You may wish to include a question, run a contest, ask your viewer to vote for something, offer a free trial, complete a form, or view a second video.

All of these possibilities can be included in your CTA.

Conclusion:

Creating an amazing video is extremely important but it is only half the battle.

The other half is promoting that video effectively so that many people view it and want to share it with other people they know and respect.

Step 5. How To Succeed With Video Marketing

Any business on the web needs to have some degree of video marketing in their marketing funnels.

Without a doubt, videos are extremely useful for helping you market your product or service, regardless of the niche.

SEO, or search engine marketing, can benefit in a big way when you incorporate videos that offer high quality content.

If you have people who comment on your video blog or regular blog, then pick some comments and make a video about it. Make sure that your video replies to each person who made an interesting comment.

You can also discuss some of the things that were mentioned in the comments. This can certainly work very well, if you have a good set of comments.

You might want to think about creating a series of videos once in a while.

If the topic is in high demand and you make it very interesting to watch, then you can get a lot of repeat visitors which is what you want. If you leave people hanging at the end, they will have to come back for the next video!

Everyone of us have at some point experienced a "cliffhanger" episode - this is basically what we are creating.

When you hook people in this manner, your online series will always have loyal followers. If the videos are well done, this strategy can be very effective for consistent traffic.

You should try this mode of video marketing, because the creation of the product is very easy.

You therefore need to try and be innovative with your marketing strategies. If you want to succeed on the Internet, diversify your promotions into video.

Step 6. Top Trends in Video Marketing and Promotion

Video marketing or video promotion has turned out to be among the most effective methods when it comes to broadcasting the products and services provided by a certain business.

Aside from its effectiveness, you are also guaranteed that it is convenient to use. You will never have a hard time promoting your business through this.

When it comes to marketing your business through creating and uploading videos, you are given the option to create the videos on your own or seek the services of professionals in this field.

Once done, you can start posting any of them on sites or send them to customers through email with the help of an email software application.

If you have already made the decision to use video promotion in ensuring that your business receives its much needed exposure, then it is important for you to become fully aware of the different and the most recent trends used by other business owners who tried out this method.

Screen Capture Video is considered to be among the most recent trends. It works by recording everything that is seen on your computer screen.

Voiceovers are then added to the videos. If you want to receive the most favorable results out of using this technique, then you can use PowerPoint so as to increase your chances of creating an effective video presentation for your video marketing campaign.

Another latest trend is the viral marketing video. This is considered to be that trend in video promotion which utilizes videos that contain unique angles that make the viewers want to spread the news about the content.

The videos used in this technique are known to be popular for their amazing marketing potential so you can expect to receive a quick growth of followers.

You can also expect the uploaded videos to access a more extensive target market because of the many video sharing sites available at present like YouTube.

Video streaming sites are also among the latest trends in video marketing. This is even referred by others as the biggest marketing tool that the online industry has ever had.

With these streaming sites, uploading videos for free are made possible. This can also be done without being burdened by the storage space of bandwidth.

If you try to make use of this technique, then you have to know that its elements include allowing your viewers to post comments, share videos and create discussions.

With this, you are giving your videos the opportunity to be easily exposed to the online industry.

Aside from YouTube, you can also expect to do video promotion through social networking sites like Twitter and Facebook.

These are among the most widely visited sites by millions of people all over the world at present.

Because of the many internet users who visit these sites every single day, you can expect to get a wider market by posting your videos in these sites.

You can then expect your products and services to obtain more visibility.

In your attempt to capture the attention of your target market, you have to make sure that you consider posting videos on different sites.

Video marketing is really capable of bringing out the best out of your business that is why it is worth trying.

Bonus Step: Tips To Becoming A YouTube Influencer

What is a YouTube Influencer?:

Well, we all guess that YouTube is one of the huge social media platforms when it comes to videography. We all get our music and audios there, we upload and share.

But do we know what is a YouTube Influencer? This might sound interesting!

The word "Influencer" itself, seems like a very powerful word. So when the two words combined, it's like having a video of yourself, talking, advertising, experiencing a certain topic which could influence other people that are watching you.

A YouTube Influencer gets paid huge sums for speaking collaborations, engagements and even advertising your brand or product, by having an exposure of your service or product in their videos or they could lead traffic to your website or other social media accounts just by doing shout outs in their videos and other social media pages.

As the social space gets louder and bigger online and attention is becoming more greedy.

Everyone might want to be an influencer but be careful, as a real influencer needs to be more patient, persistence and more positive! Especially being a YouTube Influencer.

Reading articles or watching a video of some YouTube influencers and personalities would really inspire you to become an "Influencer". If you want to become a YouTube Influencer these tips might help you a lot in building up your name in the Social Media Industry.

Experiment:

It's really important to be unique on your own. Exploring other videos from the other YouTube influencers might help you a lot.

Have you found their videos inspiring? Is it your passion?

Make sure to choose your own niche as long as you love what you are doing and purely present your art to the world.

Love the Flow:

This might be the only way to keep working and improving your production. If you don't love what you are doing, then why continue?

Your video would not look alive and happy if you don't love what you are doing.

Interact with the Community:

When people love your video, they will surely react through comments, thumbs ups and even messaging.

It's important to interact with your followers and viewers, so they will know that they are being appreciated.

You are a YouTube Influencer so you should actually be social.

Quality and Creativity:

Brainstorm yourself, think of more creative ideas on how to improve your uploads.

If you focus on one variant, people would think the video is boring and repetitive.

Make sure to get yourself ready every day to make more videos and share your ideas and creativity as your followers expect new videos from you every day or every week.

Be Patient, Be Responsible:

As your followers increase every day, you should be patient and more responsible to face challenges each day, you can't find a YouTube influencer who stopped working for a month and goes back on track.

If that happens, you might lose your followers. Update your followers, be responsible and patient on thinking other ways or ideas to show your followers that you are there.

The rise of a YouTube Influencer has created a scalable and lucrative communication for brands and other niche but if only and should be approached in the right manner.

Knowing the falls and other glitches of being a YouTube influencer might also help you a lot which strategies you should avoid.

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