

# **VIDEO MARKETING MASTERY**

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## Video Marketing: An Introduction



Video marketing is quickly becoming one of the hottest ways of showcasing and promoting your online business!

According to some recent studies, 57% of people have watched online videos at some point in their lives, and 19% watch them every day. Those figures appear to be growing steadily as internet usage and social networking grows more and more popular.

Computers gradually seem to be replacing the almighty television. People can

now use USB chords to hook up their computers to their TV, and there is really nothing on cable TV that they can't watch online, whether this might be news, movies, or popular TV shows.

Furthermore, the studies projected that more than half of the people who watch a good video end up sharing the clips with friends through email or social networking sites. This serves as an example of the "viral power" of video marketing, as we'll discuss later on.

As the internet has advanced, text and pictures are gradually being replaced by audio and video. It is an extremely powerful medium that many marketers are now using to literally catapult their online businesses into success.

## **The Benefits of Video Marketing**

Here are some of the benefits to using video marketing:

- You can showcase your product or service in a unique way that will both entertain your viewers and offer them valuable information.
- Videos get a lot of views and a better response rate than articles and blogs. People are more willing to sit through a two-minute video than read a long blog entry.

- You can better illustrate the concepts you're trying to convey. Some topics are just plain hard to describe and lay out in print form, but video allows you to show rather than tell. This is especially true when it comes to technical "how-tos": videos can be much easier to follow.
- You can avoid the duplicate content penalty altogether. Videos currently do not abide by the same rules as normal articles and blog posts. So, essentially, you can take all of the articles in your article marketing campaign and turn them into videos, and you will never be penalized.
- Videos allow you to create new, fresh content easily without getting a headache trying to think of something to say, as with articles. Everyone knows that you need fresh content on your website on a regular basis to keep it ranking high, and videos allow you to do this without too much effort on your part.
- You can capture the attention of your visitors in an entirely different way. If your visitors are used to reading print, audio/video will offer them something new and exciting, something that may push them over the line from an undecided to a buying customer.
- Videos rank high in the search engines. Most keyword phrases now feature one or two Youtube videos on the front page. It's pretty obvious then, that you should create one or more videos for each keyword

phrase you want to target.

- Creating a video can be done for free, or at a very reasonable rate. (or you can go all out and stage a major video production. I'm assuming that most people reading this guide won't have the budget for that, but I do cover it in a section later on.)
- Video sites like Youtube allow its users to spread the word on Facebook, Twitter, etc. This is how videos go "viral". Someone posts a cute video of their kitten, sends it to a couple of their friends, and then basically forgets about it. One week later the video has over a million views. This sounds like a "too good to be true" scenario, but it literally happens ALL THE TIME when it comes to videos.

Essentially, other people in large part will do the marketing for you, by recommending the video to their friends and family and spreading the word.

- Currently, not a whole lot of people use video marketing, so competition is pretty tame. As you probably already know, competing in print format can be pretty brutal, but video allows you to gain lots of traffic and customers without too much blood, sweat, and tears.
- Video websites like Youtube appear to have much more of a sizable "community". You'll see videos with thousands of comments and hundreds

of video responses. Videographers communicate with each other and form active relationships. You don't really see that on Ezinearticles.

- Studies have shown that video marketing produces increased traffic, sales, and opt-ins. Almost all marketers who put an honest effort into video marketing are pleased with the result.

Videos allow you to show another side of yourself and your business that simply cannot be gained by reading text on a white background. You can show your personality. Adding music and graphics can make things fun and exciting. When your visitors genuinely like you and enjoy your content, they will be much more likely to buy whatever it is you're selling.

## **What Makes a Great Video?**

People love watching videos, but if yours is boring and crappy you can guarantee that they'll be searching for the back button within seconds. Now I'm not saying that you have to create some kind of Academy Award-winning masterpiece, but there are several common features of videos that are popular, that go viral, and that convert visitors into customers.

- Think about demographics and target audience. Who will be watching your video? Young people or old people? Single men or married women with children? Obviously, your audience will determine your “voice” and the tone/message of your video. You will want to make sure that your

video appeals to them.

- Good videos are well-made and interesting. If I could have a quarter for every video that contains long pauses, the narrator going “ummm uhh” constantly, and blank blue screens where nothing is really going on, I’d be seriously rich right now. You need to add something to your video to “spice it up” and make it interesting and fun to watch. This could be as simple as adding a few funny graphics or some cool upbeat music in the background.
- Good videos provide valuable content. This could be a quick 30-second tip on how to properly scoop up cat litter. Or it could be a full 10-minute guide on how to pick the best cat litter for your cat. Either way, it has to offer something valuable to the viewer. Videos that simply say, “Hey guys, go to my website” will do nothing to improve traffic or increase conversions. These types of videos will also never go viral (why on earth would they, after all?)
- Videos give the viewer a small taste of what they want and leaves them thirsty for more. Of course, to get more they have to visit your website or buy your product. Just like with article marketing, it’s best not to disclose ALL of your tips and information, because then what motivation do they have for visiting your site? They just found everything they needed already.

So be generous with the content you provide, but leave the most important



and highly-sought information out of their hands so they can be driven to get it from you. Once they have watched the video, you want them to feel as though the next logical step is to click your link.

- The more professional your video appears to be, the more trust people will have in you and your product. You will build a better reputation and people will be naturally inclined to listen to you and consider what you have to offer.

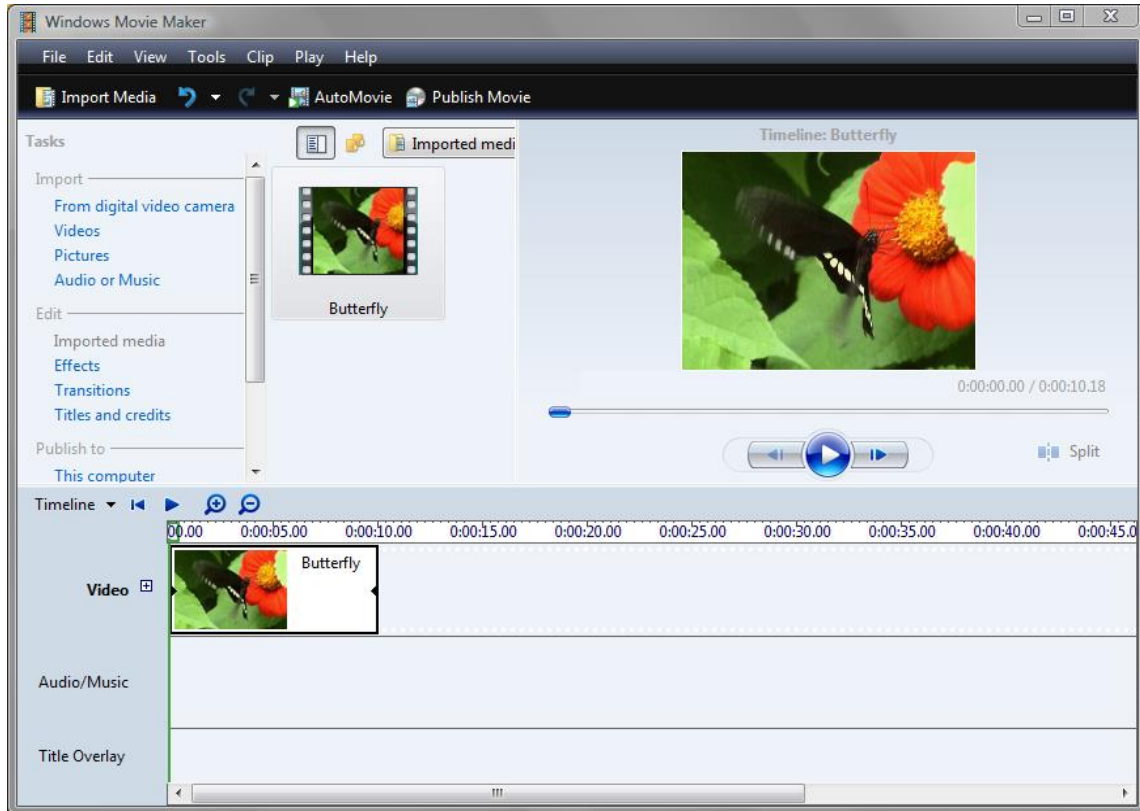
## How To Make A Video

So right now I bet you're thinking, “This all sounds great, but how on earth do I actually create a video?! I don't know anything about this stuff!”

Well, don't fret. It's not really an issue, as we're not trying to create the next Citizen Kane here. The most popular and successful videos are not fancy - they're filmed with generic handheld cameras or even webcams, or they're created with basic, simple programs that anyone can learn to use. In fact, many videos are simply created with Paint or PowerPoint.

BUT they can still look good! The whole process really isn't that difficult. Here I'll outline the different methods you can use to create your videos.

# Windows Movie Maker



Windows movie maker is an extremely simple program to use. It is incredibly user friendly and you can probably figure out how to use it in under five minutes. It comes standard on most PCs. If you own a Mac, I believe the iMovie program is somewhat similar as far as functional setup and ease of use.

If your aim is to create an informational video, and you don't have access to many resources or much of a budget, all you really need to have is Windows Movie Maker and Paint. Basically, you will be creating a “slideshow” using images in Paint (also called “the poor man's method”).

In Paint, I would recommend creating images that are the same size as the video (320x240 is a pretty standard video size). If the size of your images are totally out of line with the size of your video, the aspect ratio will be all messed up and the video will look like crap.

You can select a background color and easily enter text to place on the background. Then you save the image and import it into Windows Movie Maker.

This is one option. Another is to simply create an image in Paint with a solid background color. Import the image and use the Title / Caption feature to enter text on top of the background. This is probably the easiest option, as it requires only one image file and you can easily edit / change the text as you want it to appear.

To add some spice to your video, you can find some stock photos related to your niche. Make sure that you use actual free or paid stock photos, and don't just steal them from Google Images. The last thing you want is to get into any kind of legal trouble for a simple video that took you ten minutes to make.

Finally, I strongly recommend that you include some kind of music to make things interesting. Search for “royalty free music” on Google if you want to avoid any kind of legal or copyright issues.

When your video is done, simply hit the “Import” button. There you go! Your first video! It won't be a masterpiece, but if you included good content and made it interesting, you'll be on the right track.

## **Camtasia Studio**

If your aim is to create “how-to” videos regarding something computer/internet related (not scooping cat litter), and you have some cash to spare, Camtasia Studio is one of the best investments you'll ever make for your marketing efforts.

Camtasia Studio allows you to make a screen video capture of your computer screen. Basically, everything that you're doing on your computer, from typing to browsing to running programs, can be captured in video format for people to see.

It's not difficult to see the benefits to this. What do you think people would rather do: read a long, drawn-out article on how to install Wordpress, or watch a quick simple video that SHOWS them the process, step by step?

Youtube is full of useful “how-to” videos created with Camtasia Studio. Think about how useful this program is for people who run internet marketing membership sites. Products are quickly turning from text format to video format because of the simplicity and convenience of being able to screen capture. Doing this can allow you to convey ideas and methods that would

otherwise be hard to describe in your standard article format.

Camtasia also allows you to narrate as you capture your video. This way, you can describe what you're doing as you're doing it. Obviously, if you don't have a built-in microphone on your computer, you'll have to buy one, but these usually run pretty cheap.

Another option you can take with Camtasia is to use PowerPoint to create a slideshow, which you then capture and narrate over. Basically, it's a more professional version of the Paint / Windows Movie Maker method.

Camtasia Studio will set you back around \$200 to \$300, depending on the version you buy and where you get it from. If that's a bit too much to part with, fortunately there is a free alternative.

## **Camstudio**

Camstudio is an open source program that does most of the basic things that Camtasia does - except it's free. Of course, it doesn't run as smoothly and you may come up again a few bugs here and there. What else can you expect from a free program?

If all you want is a screen capture program, Camstudio should be more than

enough. However, it doesn't contain all of the features of Camtasia, such as adding background music, multiple tracks, re-dubbing, etc. However, for the most cost-effective method, you could use Camstudio for the screen capture and Windows Movie Maker for the editing.

## **Jing**

Jing is a little-known free program that has been steadily growing in popularity. It allows you to take screen capture images and videos in SWF format.

Jing is incredibly simple to use and may be just the solution you need. However, the free version has a length limit of 5 minutes. If you don't plan on creating long videos, Jing may be right solution for you.

## **Videos on Webcam**

If you're not camera shy it might be a good idea to put your face out there for people to see, especially if branding yourself is part of your overall marketing strategy. These types of videos are great for adding a “personal touch”. You can use the opportunity to introduce yourself and your product.

Your audience will feel as though you are speaking to them “face to face” and, as a result, will feel a sense of trust and friendship that they wouldn't otherwise gain from a simple text + image video or screen capture.

To create these types of videos, using a webcam might be sufficient. Most newer computers and laptops come with a webcam built in. However, these are not always the highest quality. If yours produces a blurry, splotchy or unclear video, you might want to invest in a nicer webcam.

You can pick up a decent webcam for around \$50 to \$200.

## **Professional Video Production: Cameras And Editing Software**



Of course, with a webcam you are pretty much limited to simple videos where you sit still in one room and talk for a few minutes. If you want to actually make a video production, you'll need to have a real digital video camera.

In the video marketing world, few people actually take the time to make

“real” videos where they go out into the world, perform interviews, etc. This will set you apart from the crowd and might be exactly what your visitors need to make them interested and excited about what you have to offer.

Moreover, you'll have much higher quality video with a real camera than with a webcam. Digital video cameras generally film in 720x480 resolution, 30 frames per second, whereas webcams are mostly limited to 320x240 and 15 frames per second.

I'm not going to give you a detailed tutorial on filmmaking. Google the topic and you'll find some great tips and resources. But here are some general facts:

- The price of digital video cameras have gone way down in recent years. You can pick up a decent low-end camera for \$300. This should be enough to do the job, but if you want your video to REALLY look good (and you have the budget), invest in a professional camera like the Sony High Def 1080i HDR-FX1. This will set you back thousands of dollars, but if you're really serious about your videos, it might be the option for you.
- Just having a nice camera will not always be enough to make your videos look good. You need to have a basic understanding of proper lighting and filming techniques. Read up and become knowledgeable on the subject. This will make the difference between having high-quality, professional videos and dimly-lit, shaky-cam productions that don't look much



different than the home videos you shot in the 80's.

- Audio capture on many video cameras is not great, so you might want to invest in some additional audio equipment. This might include clip-on microphones or a boom mic, both of which can be bought for under \$100 if you search around.
- With all of the work involved, you'll likely need a friend (or three) helping you with your production. Or if you're really serious you can place an ad for a PA on Craigslist.
- If you're gonna go to all the trouble of creating a professional quality video production, editing it with Windows Movie Maker might not make a whole lot of sense. Sure, it's simple to use and will work for basic editing. But if you want a more powerful program with additional features and capabilities, you may need to purchase a professional video editing program. Some of the most popular include Adobe Premiere, Sony Vegas Movie Studio, Pinnacle Studio, and Final Cut Pro. Most of these programs cost hundreds of dollars, but they're worth it, and you can generally find deals on the internet if you do enough digging around.

These are literally the programs that TV and movie editors use, so that should give you an indication to their power and quality.

## Stock Videos

If you want to create a professional quality video without actually filming anything yourself, you can always buy stock video clips and edit them together to make a little commercial or promotional video. The plus is that these video clips are generally very high-quality, so any video you make using them will look awesome (and your visitors will be very impressed if they think you filmed it yourself).

Unfortunately, stock videos run pretty expensive. Unlike stock photos which only cost a few cents to a few dollars each, most videos run upwards of \$10-\$15 each, depending on the length and resolution.

It's up to you to decide if this is a reasonable investment.

One place to find royalty-free videos that you don't have to pay for is [archive.org](http://archive.org). Most of these videos are old. You'll find everything from World War documentaries to old silent films of the 20's and public service announcements.

You may or may not have any use for these types of videos, but they're free and you can use them however you wish, so try to think outside of the box and come up with something creative.

## Video Creation Service

Another option is to simply outsource your video creation altogether. This is a great idea if you're busy or you simply don't feel like messing around with videos.

You can hire video creators on Elance, Guru, and other freelance websites. Or you can browse the “Warriors For Hire” section of the Warrior Forum.

Always ask for a few samples before hiring them. Make sure that their video style matches your idea of what you want your videos to look like. Give them detailed instructions of what you want, including length, a full script, and music/audio options.

Overall, you'll likely save tons of money outsourcing your videos rather than buying stock video footage yourself.

## Video Websites

Okay, so let's assume you've created a video (or ten). Now if you want people to see them, you'll have to put them on your blog/website and/or upload them to video websites. We'll cover the blog/website thing in a bit. For now, let's just concentrate on video websites.

## Youtube

I'm sure you know by now that Youtube is the absolute MacDaddy of video websites. In fact, it has a #4 Alexa rating, meaning that it's pretty close to being the MacDaddy of ALL the websites on the internet. Millions of people visit YouTube and over 150,000 videos are uploaded each and every day.

Tons of regular people have become overnight internet celebrities simply by uploading their videos on to YouTube. Some of these videos tend to go viral very, very quickly, especially those that are funny or shocking. Visitors spread the videos through email, Facebook, Twitter, and forums, and that causes a snowball effect. In fact, many popular YouTube videos eventually gain coverage on national news networks.

Of course, many variables are at play here and it's unlikely that your “learn how to put a widget on your Wordpress sidebar” video will gain this kind of popularity. But you should clearly be able to see the power of YouTube. Other video websites can be powerful too, but to a lesser degree.

Another reason why Youtube is great is because it allows you to build your brand. Youtube creates a Channel for your videos that your visitors can subscribe to. In this way you always stay connected with them and they'll know when you release a new video.

## Others

Youtube clearly is the #1 choice for most video marketers. However, those who are not utilizing other video websites are obviously missing out. There are less videos on these other websites meaning less competition. They are great for building backlinks and driving a lot of traffic. Obviously, the more websites your video is uploaded to, the more you'll benefit.

Here is a list of some of the most popular video websites you can upload to:

- Viddler
- Vimeo
- Metacafe
- Google Video
- Daily Motion
- Veoh
- MSN Video
- Blip.tv
- Yahoo Video
- Myspace
- Revver

## TubeMogul

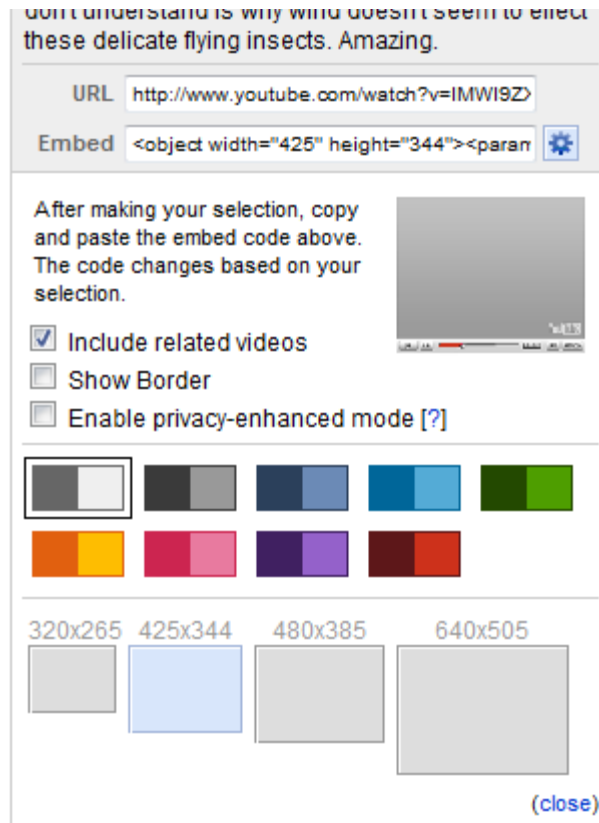
Undoubtedly, the best marketing strategy is to upload your video to ALL of the websites listed above for maximum backlinks and traffic. But as you might know, uploading videos can take a long time and is a fairly tedious process.

Fortunately, there is an awesome free tool you can use called TubeMogul that will allow you to easily register for each of these websites. All you have to do is upload your video ONCE, write only one description with tags, etc, and TubeMogul will distribute it to each of these websites for you. This can literally save you HOURS of time in your day, and as we all know, time is money.

TubeMogul also offers advanced tracking and analytics, so you can see exactly how much traffic you're getting from each video website, where the traffic is coming from, and if you're receiving any click-thru's.

It's incredibly easy to use and they offer a bunch of tutorial videos to get you started. It's definitely the best option for any marketer who wants to blast his or her videos out onto the internet as quickly as possible.

# Uploading Videos On Your Website/Blog



If you want to offer your videos to your website/blog visitors, there are several options you can take.

Most commonly, people will upload their video to Youtube or another video sharing website and simply embed the video on the page. This is incredibly simple to do, as shown in the picture above. It also saves a ton of bandwidth because the videos are not hosted on your own servers.

However, some people don't like the thought of putting a video on their blog

that is branded with another company's logo. Youtube and other sites can also delete your videos at their own discretion, so there might be a bit of risk involved with hosting your videos with them.

So some marketers like to host their videos themselves using their own Flash player.

One way to do this is to download this program: [JW Player](#). This program allows you to easily create your own personalized Flash player that you can embed onto your website. There are a lot of cool features to this program, including the ability to add watermarks and customize it with a whole bunch of plugins. You can even add Google AdSense to your videos if you want.

However, a lot of people tend to underestimate the amount of bandwidth that will be eaten up by hosting their own videos. Check with your hosting company to find out your bandwidth limits. If you get a lot of visitors to your website every day, chances are pretty good that at some point you will reach your limit and your website will basically, well, shut down. NOT good.

Fortunately, there is a solution!

## **Amazon S3**

You can host your videos with the Amazon S3 Simple Storage System. This



service provides cheap unlimited data storage that works great for videos and other large files that you don't want to host on your own servers.

This service is incredibly cheap - \$0.15 for each gigabyte of storage uploaded, and \$0.18 for each gigabyte transferred. So basically, you can store dozens of videos for only pennies. Even if thousands of people view your videos, you will likely only have to pay a few dollars. There are no recurring fees or charges - you simply pay for what you use.

If you downloaded the JW Player, you'll have to figure out how to configure it to play the Amazon S3 videos on your website. It's a fairly simple process though. This [blog post](#) contains a video explaining how to set it all up step-by-step.

Amazon S3 is a great option and it can be used for more than just videos. You can use it to back up valuable files on your computer in case of a crash and it's much cheaper than getting an external hard drive.

## Video SEO

So by now you should be pretty knowledgeable about the basics of video marketing! But if you want good results, you'll have to put extra care and effort into video SEO. Think about article marketing: you can't just write a bunch of random articles, blast them out everywhere and expect good results. You have to conduct thorough keyword research, properly optimize your

articles with targeted keywords, and build backlinks. Videos work the same way.

Search engine optimization for videos is pretty simple. In your title you should include your keyword phrase first before all the other words if possible. Put your keyword towards the beginning of your description, and include as many relevant tags as possible.

At the bottom of the description, many marketers add a LONG list of related keyword phrases. Both Google and the Youtube search engine will pick up on these and you will rank better as a result.

You can social bookmark videos just like any other website, and because it's a video instead of a bunch of text, you may find you get a lot more traffic from Digg, StumbleUpon, and other bookmarking sites. Videos will catch their attention, especially if you use an eye-catching title.

Build backlinks just like you would with any other website. You won't have to worry about building backlinks too fast because Youtube is so popular, it gains thousands of new backlinks every day and Google won't notice. If you picked a good keyword phrase, a few high PR backlinks might work really well. Your videos will probably rank easier than articles and blog entries will, especially if there aren't currently any videos on Google's first page.

Another good thing to do is submit your “Uploaded Videos” RSS feed to RSS aggregators. Many people don't realize that YouTube videos even have RSS feeds. Not taking advantage of this would be a seriously mistake and could cost you a lot of backlinks!

Here's something else to keep in mind:

The Youtube algorithm will rank your website based on views, comments, and ratings. The more of those you have, the higher your video will rank within the Youtube website. Therefore, it's important to distribute your video as much as possible. Send a link to your mailing list. Make a few Tweets about it and link to it from Facebook, urging people to rate and comment. Even if it's just family members and friends at first, that initial boost of views will give your video a good headstart.

## **Video Marketing Tactics**

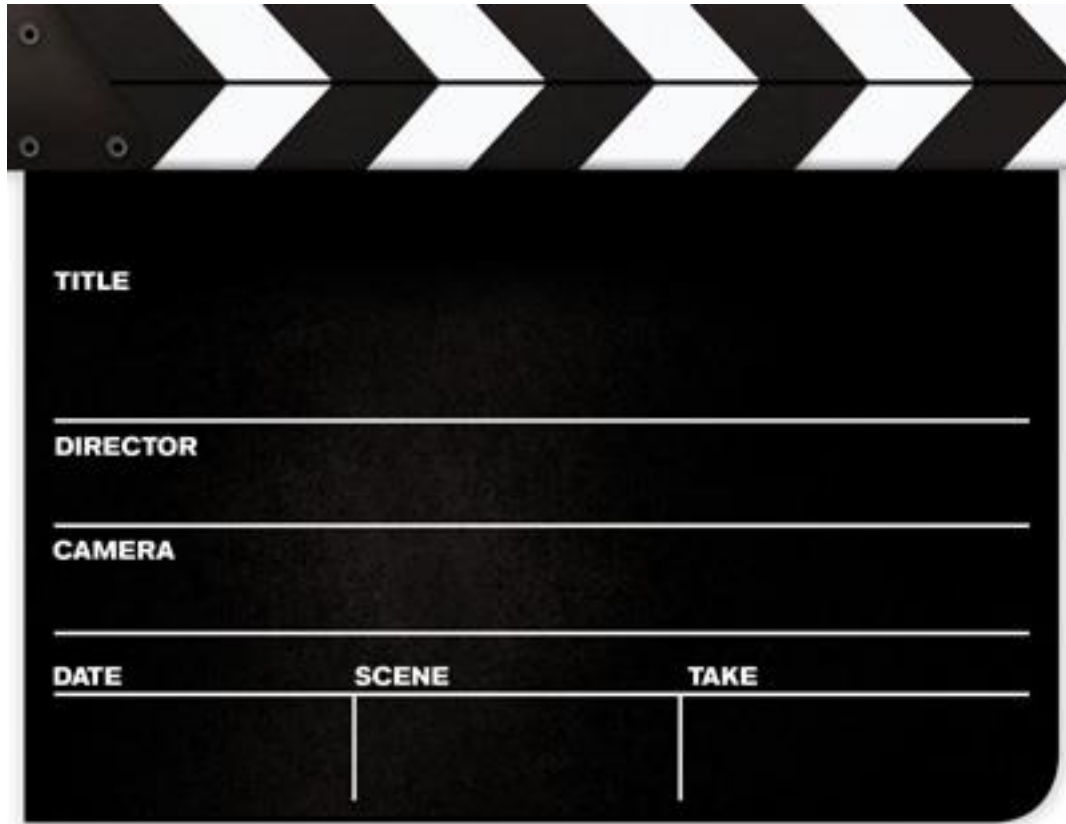
Finally, the last topic in this ebook we'll cover is tactics! These are some good tips you can utilize to get the most out of your video marketing efforts.

- Make sure your video is targeted. You wouldn't write a blog entry on gardening in your BBQ blog and you should treat videos the same way. They need to be laser-targeted to exactly what your visitors are looking for.

- Deliver good content. Articles and blog posts filled with non-sensical spun content might be okay for backlinks but will not drive traffic or increase conversions. The same could be said for crappy videos.
- Design your video to cater to your specific demographic.
- Write eye-catching titles and descriptions. Instead of “How I made money with Clickbank”, try “How I Made Over \$420 OVERNIGHT Using Super Simple Clickbank Strategies!!”
- If you're making a “how-to” video, list the basic steps but leave your viewers wanting more. Perhaps you could put a little tease at the end: “This will drive some traffic to your articles, but I know another method to cause a traffic EXPLOSION in only MINUTES!”
- When creating your next product, why not do away with the standard boring ebook and instead create a series of videos? Video content is still relatively fresh and new and may attract people who don't feel like downloading their 57<sup>th</sup> ebook this year.
- Write a script for your video before you create it, especially if you're going to speak. There are so many videos out there where it seems like the marketer has absolutely no idea what he or she is going to say, or how they're going to say it. This makes for a very boring, awkward video.

- If you're going to be featured in your videos, even only as a voice, you need to develop some kind of personality to make sure your visitors actually ENJOY your presence. A lot of marketers sound dull, boring, and like they're doing something they hate. Inject some enthusiasm and brightness into your video, even if you have to fake it.
- Use your videos to actively develop your brand. Create a “style” for your viewers. They'll become familiar with you and your “image”, and if it's one they like they'll keep coming back.

## Overview



Well, I hope you enjoyed this report! This should give you a great headstart. Remember that video marketing, just like with every other aspect of internet marketing, takes hard work and time to develop, master, and profit from. You likely won't make a million dollars from releasing one video, but creating great video content and using proper SEO along with a proper marketing blueprint are the steps that will catapult you into video marketing success.