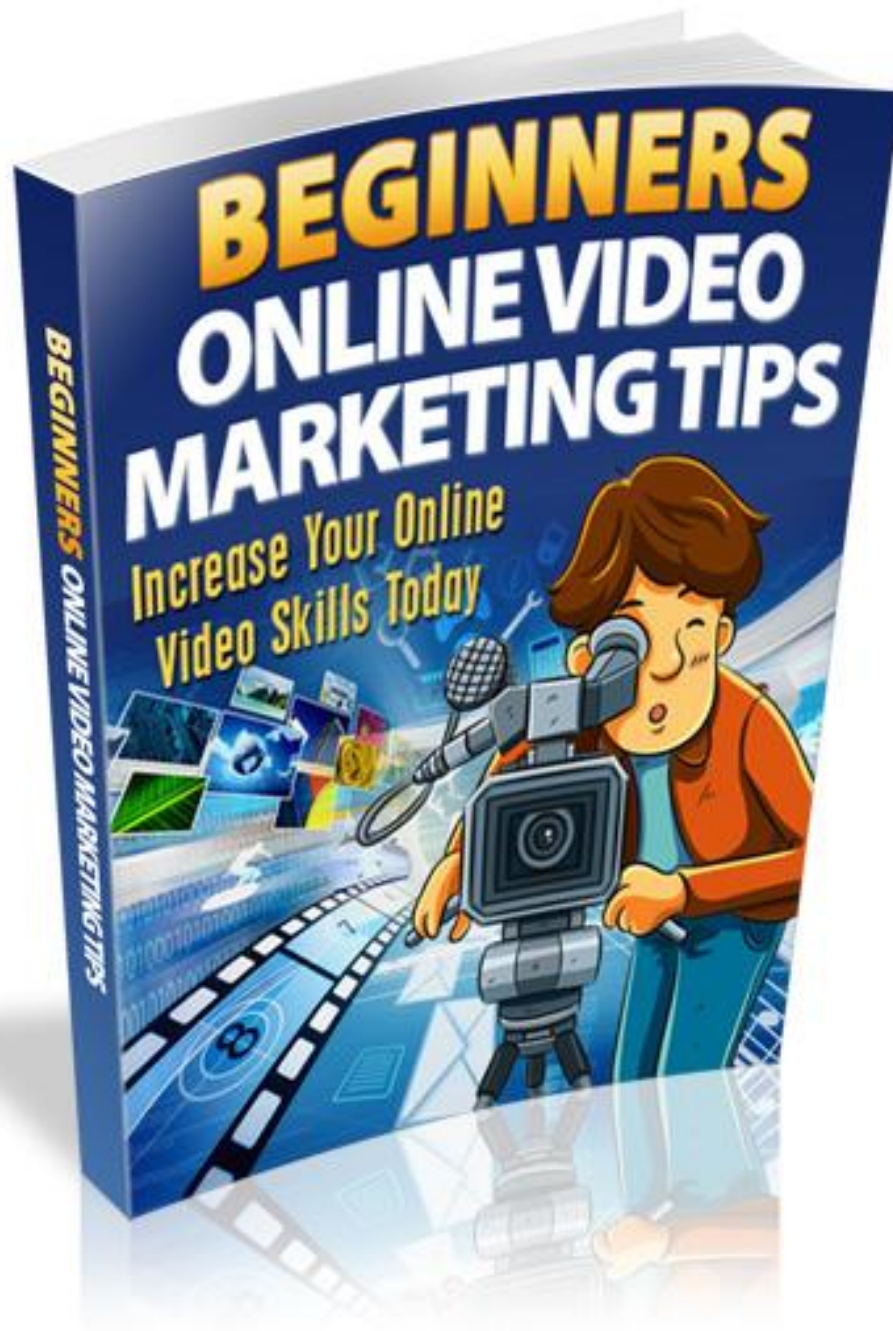


# Beginners Online Video marketing Tips



## **Why You Should be Using Online Video Marketing**

If you are just starting to dabble in online video marketing, this is a very wise business decision. If you still are not sure if this is the right decision, check out these five reasons why you should be using online video marketing and what you stand to gain by making this decision.

### **#1 Your customers are spending their time watching videos**

Did you know that more than 4 billion views occur daily on YouTube? It's the second largest search engine with only Google ranking higher. 55% of people watch at least one video daily and 78% watch at least one video weekly. That information in itself should have you stoked to get that video up and enjoy the benefits.

### **#2 Your Competition is Already Benefiting from Online Marketing Video**

Did you know that 81% of all senior marketing executives are using online marketing video? That's up 11% from just two years ago. Don't miss the opportunity that awaits you.

### **#3 Video is Easy to Search**

When it comes to searching on Google 70% of the top 100 searches are videos. Consumers are seeking information on products and services and they are ready to buy when they find what they want. YouTube is the second largest search engine and so videos rank well and you have an optimum opportunity awaiting you with online video marketing.

### **#4 Videos are Educational, Entertaining, and Inspiring**

Over 60% of consumers spend at least 2 minutes watching a video about a product they are thinking of buying. Video is excellent for marketing because it engages emotions. Viewers can get mad, cry, laugh, and learn. Viewers are far less likely to walk away from a video than an article because of the visual component.

### **#5 Your Visitor is Just a Click Away From Buying**

More than 34% of shoppers looking to buy apparel will purchase after watching an online marketing video compared to only 16% after watching a TV ad. When you watch a TV ad, you can't buy right then. You have to go to a store, log on to the site on your computer, or make a phone call. When an online marketing video is done correctly the visitor can instantly make their purchase and that's powerful which is why the high conversion rate.

Now that you have five good reasons why you should be using online video marketing, isn't it time to start creating?

## **Online Video Marketing - The 5 Secrets You Need to Know**

Chances are if you are reading this, you are about to undertake your own online video marketing or at the very least you still classify yourself as a beginner. Congratulations are in order for stepping outside your comfort zone and being smart enough to recognize that you could use a little help in getting it right.

Let's start by sharing with you the 5 secrets you need to know to have a successful online video marketing campaign.

### Step #1 Do the Necessary Research

We all like to go from point A to point B as quickly as we can, and in the rush to get our online video completed many fail to do the proper amount of research. The end result is disappointment. By taking some time initially to do your research you'll save time, avoid disappointment and achieve 'success' much faster.

Ironically, never before in the history of mankind has information been so readily available. Just a few clicks of the mouse and you can have all the information you need, and yet over anxious beginners skip this key step.

### Step #2 Take the Time to Plan

A smart person once said, "Those who fail to plan, plan to fail." Is that you? This is especially true with video marketing. Don't believe me? Just take five minutes to check out a few of the videos available and it won't take long for you to find confusing, mixed up, disjointed videos that completely fail to engage you. Sadly, it's the biggest mistake that beginners make. Take your time and create a streamlined flow of information that the viewer can easily understand.

### Step #3 Execute Your Plan

Here's where you succeed or fail – it's where your viewers will see just how much effort you put into research and planning. However, that said, even when you do your research and planning properly if you do not have the necessary equipment, resources, and skills to create an online marketing video you can still fail here. Make sure that your ability and your ambition match. Start small for your first video, grow your skills and you'll enjoy success.

### Step #4 How Can You Improve

This is the step that separates 'the men from the boys' – it's what separates the amateurs from the professionals. If you put together one or two marketing videos and they get disappointing results, so you quit, you were never in it to win it! But if you learn from your mistakes, find out how you can improve, before long you're a real pro and before long, you'll be reaping the benefits of your efforts.

### Step #5 Ask the Experts

One of the best-kept secrets by those who are highly successful with their online video marketing is that they aren't afraid to seek help from the experts. They don't try to go it alone! There are all kinds of free and low cost help out there so why set yourself up for failure because you are too proud to take the help.

If you are new to online video marketing and you implement these 5 secrets, you'll be enjoying success before you know it and growing your business at an impressive rate.

## **What an Online Marketing Video Can do For Your Business**

Online video marketing has become the latest epidemic when it comes to marketing tools. In fact, it has gone viral. If you haven't given online marketing videos a try yet, you should, as there are plenty of benefits you can enjoy and increased sales are one of them. Let's look at what your video should accomplish for you.

### It Should Introduce You

A video is a powerful tool that allows you to present a polished you. You can polish your online marketing presentation and then create a flawless delivery that puts in you in the best light with your potential customer.

### Establish That You are an Expert in Your Field

When you create your online marketing video you should focus on showing your viewers your expertise. This is much easier to do with a video than text content. Adding videos that establish you as an expert to your website, blog and/or email marketing can be highly beneficial.

### Maximize Your SEO Benefits

In the past, as far as SEO was concerned, videos were actually a liability. But that is not that case any longer. Today, videos are more than fifty times more likely to be on the first page of a surfer's search. There are three main ways a marketing video can give you a major SEO boost.

1. There is far less competition with video compared to text content. There are millions of text pages competing for the top SEO ranking, but only thousands of video pages competing for the same space.
2. Videos are ranked much quicker than text content. It takes hours for videos to get ranked and weeks for text to get ranked. That also gives video the ability to be very current.
3. Videos often go viral. It is much more likely that a person will share a video than text. This is especially true when you put together a really good video.

Online video marketing is affordable, requires only a webcam, a microphone, and a good script to begin to enjoy the benefits. Take some time to fine tune your message and make it easy to understand. That way you'll enjoy the greatest benefit.

Online marketing videos are the hottest tool business owners have at their fingertips. In today's online environment a video is far more likely to lead to a sale than even the best text content. Don't let this opportunity pass you by.

## **Strategies for Follow up on Your Marketing Videos**

Marketing videos are 'hot.' They are a great way to increase your viewers and your customer base, which means an increase in your revenues. Follow up is also an important step in successful marketing videos. Let's look at some very effective strategies.

You are going to have to experiment with follow up techniques. Remember nothing is a waste of time. You can learn from every experience. So just because you have made your marketing video doesn't mean you are done. It is time to promote it – all of the action you take after you post your online marketing video works towards growing your exposure and that's important.

Try these video campaign follow ups:

- \* Monitor comments that are left on your videos and then reply to those comments. You can develop conversation about your industry, your brand, your products, etc. and of course answer any comments tied directly to the video.
- \* Always measure your statistics. If you have a call to action, monitor the sales that come off that call to action. If you have links to your site then monitor those links.
- \* Answer any questions that come up. If your viewers are debating topics, you discussed in the video, answer any questions that arise, and allow them to continue the conversation.

Podcasts for your videos are a good follow up. Don't make the mistake that it's done once you post your video to YouTube. Create podcasts, which will help to follow up on your YouTube videos. It will allow you to expand your visibility to millions of possible viewers. You will need to have web host for your video files if you are going to create a podcast feed.

You can also make use of YouTube annotations. These will direct traffic to additional videos you have or to a call to action. This is a great follow up that can be of great value. It is also beneficial if your information in the video has become out of date and you can add an annotation directing viewers to the new video that has been updated.

The follow up is very important in your online marketing video is very important to enjoying the full benefit of your video campaigns. It is a common mistake of beginners not to follow through and incorporate the follow up with their online marketing video campaign. Don't let this be your mistake!

## **How to Create Your Online Marketing Video for Less Than \$100**

It's a bit of a catch 22 – your business needs a video to start selling but you need to sell to afford to have a video done, which is why you'll want to read on. There are plenty of options and you can actually get your online marketing video going for less than \$100 with this step-by-step guide.

### **#1 Write a Script**

The basis for a good video begins with the script, so take your time and get this part right. You want to capture the viewer's attention, tell what your business is about in a way that's easy to understand, and keep your visitors engaged.

You might do a video that shows your viewers how to do something or explains how to fix something. Don't forget to close with your company name and invite your viewers to call you, sign up, buy something or whatever the next step is.

### **#2 Record Your Voiceover**

Once your script is complete, you need to do the voiceover. You'll need a decent microphone, a space that's echo-free, and a good voice. If you don't have a good voice recruit family or friends to help you out here. You can also hire a pro to do the voiceover.

### **#3 Create the Necessary Visuals**

Before you start to create your visual assets, you'll need to complete your video. It's helpful to brainstorm and create a written storyboard with your script to see how it best plays out.

If your video is not going to be live, there are a number of ways of getting still video footage. Sites like Getty or iStockPhoto have thousand of images that are royalty free. If you have your own camera, you can take your own images. If you are giving directions or doing 'how to' videos you can also use screen capture.

### **#4 Editing your Video**

Now you need to put all of it together. Here's where you bring your project to life. Most professionals use Adobe After Effects but there are some other cheaper options like Camtasia or PowerPoint. The software is fairly easy to learn.

#### #5 Add SFX and/or Music

Next, you'll want to add any special sound effects or music. However, remember, it is not legal to just pick a song and use it. There are many stock music websites online so you can purchase royalty free tracks for under \$50. Make sure your music track doesn't drown out your voice track. Fading In and Out is a nice technique that adds a professional touch.

#### Step #6 Publish your Online Marketing Video

That's it, you're ready to publish. YouTube is the most popular site for publishing. The MPEG-4 format is ideal for high definition. Make sure your video has a good title and description. Also, make sure that you do a good job with your tags so that the right people find you.

There you have it. Six steps to get your first online marketing video up and running, and all for under \$100.

## **Make a Professional Online Marketing Video on a Budget**

If you've decided to get involved with online video marketing, you may be considering using a professional video production company. This can be a great idea, as you'll get a top quality video. However, if you are like many small businesses your budget is small and your need great. This may inhibit your ability to hire a professional video company. This shouldn't stop you – you may not be aware that making your own online marketing video is not nearly as difficult as you might think.

Start by taking advantage of the many free video editing software programs. You might already have the equipment you need – a microphone and a webcam, and you need a plan. Let's have a look at what you need start producing your own video on a budget.

#### A Quality Microphone

If there is one thing you need to buy that's of the highest quality, it is your microphone. Viewers will put up with grainy or choppy video, and they'll live with pictures and without animation, but if the sound is poor they'll hit the back button so fast you won't even be able to say 'bye.' There are a number of good quality mikes available for a reasonable price. The Samson G Track USB microphone is one of them. Another is the Yeti, which is made by Blue Microphones. Take a little time to review the pros and cons of the many microphones on the market that fits your budget.

#### A Quality Camera or Webcam

Depending on the type of video you will be doing, you'll need either a quality video camera or a webcam. While a lot of online marketing videos can be shot using a webcam, if you are planning to do live action you'll need the right camera. Look for something that does live streaming video like the Sony Bloggie HD for around \$129. While you shouldn't expect professional quality from this gem, it is reasonable for doing blogs, video tutorials and video marketing.

You might also want to capture screen shots right from your computer. This is especially useful when doing tutorials. There are plenty of free programs that can do this for Snipping Tool and Screencasts are two such programs. They are easy to use and give you the opportunity to create professional looking videos.

If money is no object and you have the budget to hire a professional, then do so, but if you are like most entrepreneurs with small businesses, money is an object. In which case you can take the project on yourself with only a small investment in equipment.

## **Online Marketing Videos – 4 of the Best Tips You’ll Ever Find**

If you consider yourself a beginner when it comes to making online marketing videos, we have some great tips for you. After all, your real goal is to be successful right from the start. So let’s have a look at 4 of the best tips you’ll ever find.

### **Best Tip #1 Don’t Make Your Video a Lonely Video**

One of the most common mistakes beginners make is to sink their entire budget into one high quality video and hope that they get the success they are hoping for from that video. The vision is to instantly create brand recognition and step ahead of the competition increasing their revenue ten-fold.

Let’s rewind. While this can happen, it’s not the norm and you are gambling your entire video budget on one production. A wiser choice would be to create a series of videos. Don’t make one video and leave it hanging there all by itself. View your video as part of an ongoing marketing campaign, so when you begin to create your video think of a dozen or so topics that tie together that you could produce a video for each. The videos can be short – in fact, viewers have a short attention span, so the faster you can get to the point and give them the important information the better. So instead of investing your entire budget in one video why not break it into at least six videos or even more.

### **Best Tip #2 Reduce Reuse Recycle**

Before you spend a bunch of money to create your video, first look at what you have handy. Perhaps you have some sales material from your supplier, perhaps there is industry material available, consider using staff interviews or guest interviews, include customers in your video, do a tour of your facilities or office, try doing a ‘day in the life,’ video. Just get creative and use what’s around you to keep costs down and make your videos really interesting.

### **Best Tip #3 Take Advantage of Events**

This is yet another way to get some great content for your video. Events provide some great opportunities for material. You may be able to capture live product demos, presentations you do or another member of your company does, interview with speakers and visitors, etc. The key is to be creative and take advantage of the resources that are there for you to use. That’s how you can really make interesting videos and keep your costs down.

### **Best Tip #4 Make Videos That Work on All Devices**

The number of professionals that are accessing content while they are on the go keeps growing. The number of individuals professional and non-professionals, your potential customers are busy and they are taking advantage of smartphones, tablets, iPads, and other mobile devices.

That means you need to make sure that you create a video that will work across all devices. This will give you the maximum exposure and distribution, which equates to the highest sales opportunities.

If you incorporate these 4 best tips into your online marketing video, you are setting yourself up for success.

## **Getting Over Your Fear of Creating an Online Marketing Video**

You hear others talk about inbound marketing but at this point, you aren't quite sure where you stand on it. Most will agree that video seems to be an excellent tool to help get new leads and then to connect with those new leads, eventually transforming them into happy customers. But most marketers would also agree that doing marketing video is completely different than any other marketing technique.

If you are afraid to explore marketing videos, you aren't alone. Most of us find ourselves so scared to death after hearing others describe it as 'tough' or 'too hard for beginners.' We're here to tell you and convince you that those are nothing but mere fallacies and that you just like anyone who has created a video before you can do this. There's a lot of negative talk around the marketing video, but think about this; if your competition can keep you away from doing, successful videos it's better for them. The solution is to make it sound like videos are very difficult to do and they are not!

Contrary to what you might have been told, you do not need expensive camera equipment and you do not need expensive editing software to create a video that works. Your video also does not have to consume all of your time nor does it have to be difficult to make. Those are all myths and fallacies that are floating around the internet.

So start right now – get out your webcam, make sure you have a decent mike, and start to create an online marketing video. You can make it short – that's okay because your viewer's attention spans are short. A video is super easy for your viewers to digest and 'get.' It allows you to create a personal message where your visitors can see who you actually are, get a feel for your personality, recognize that you are genuine, and begin to build trust. Video has the ability to connect with emotions and that means they are much more likely to share your message with the people they know.

It is time to lose your fears, forget what you have read and just go for it. What is it you have been thinking about creating a video on? Start with a topic, create a solid plan, decide what you want to say and how you want to say it, and then go for it! After the first video, you'll wonder why you didn't take advantage of this powerful marketing tool earlier.

## **How to Create Your Online Marketing Video**

If you are ready to create your first online marketing video, you're at the right place. Videos are the perfect way to promote your online business no matter what products or services you're are



marketing. Videos can be promoted on social networking site, your website, and on many other sites as it is an inexpensive marketing tool. Let's get started.

### Getting Started

The first thing you need to do before you start making your video is to prepare. Making it up as you go will leave you with a video that's disjointed and hard for your reader to understand, so write out what you want your video to include. Also, keep your video short and focused on your message. It should not be more than 5 minutes long. The attention span of viewers isn't any longer.

### What are Your Goals?

Your first goal is to do a quality video that gets your message out and to do it in less than 5 minutes. However, what's the message itself. Make sure you know what that is you are trying to tell and sell your viewers. Then make sure that you focus on it.

### Tools You Will Need

To make a good video it is important to ensure you have the necessary equipment to make a good video. Don't worry, you don't have to spend tons of money, but you will need a good webcam and microphone. If you are not going to be in your video, you will need to use still pictures that tie to your online business and what it is you are trying to sell. Make sure you choose good images. If you don't have your images, there are lots of online images available to use. Just make sure that you are not used a copyrighted image or that you have contacted the owner for permission to use an image.

### Brand Yourself

The video you produce will brand you and the product(s) or service(s) you sell. When your branding is successful, there are huge benefits to enjoy. This branding will lead to trust and eventually paying customers, so make sure the branding image you create is of the highest caliber.

### What are Your Keywords?

Many who take on the creation of a video completely ignore keywords. Don't you make this mistake. Your tags and keywords are very important to your video because this is the main way people will find your video. Be very specific, make sure that you choose relevant keywords, and take advantage of the many free tools that can help you find the best keywords.

Follow this setup procedure and you will be on your way to enjoying successful online video marketing.

## **8 Ideas to Ignite Creative in Your Marketing Video**

So you have decided to create a marketing video – good for you! If you are having problems igniting your creativity here are 8 ideas to get you started.

1. Educate viewers about your products or services. Tell them about the features and/or benefits of using your products/services. Let them know what it is you'll receive when you make the purchase.

2. Do product reviews. Take one of your products or services that would interest your market and do an in-depth review of its features, benefits, pros, and cons.
3. Grow your potential customer list. Create a video that encourages prospects to give you their name and email by giving them something such as a report, an e-book, a newsletter, a tutorial video, a webinar, etc. Determine what it is your prospects would find useful and design a giveaway around it.
4. Telling a story is a great way to get people to relate to you. Weave in lessons that your viewers can take away from it. You can talk about a past event that shaped who you've become, or how you run your business today.
5. Debunking myths in your industry and offering real examples to show why they are myths is a popular video topic. You will educate your viewers and put them on the road to facts.
6. Take your viewers out of the office in to your natural surroundings and behind the scenes. You could introduce your family if its appropriate. You can show your viewers what's meaningful to you. You could tie in some business secrets such as how to setup a business, etc. Take a little time to determine what is best behind the scenes to share.
7. Ask questions and then provide the answers. You could ask your viewers if they have any questions and then you could include them with the answers in your next video. These are great ways to start a conversation and start a discussion.
8. Discuss different case studies and the results of these case studies. You can show a case study of a customer who followed your directions, used your product, or used your service and the outcome. You could also read testimonials from some of your happy customers.

These eight ideas are a great way to get creative with your marketing videos, so why not get busy and start to reap the benefits.

## **5 Tips to Get You Started Making an Online Marketing Video**

If this is the first time creating an online marketing video, you might be feeling a little overwhelmed. Not to worry, before you know it, you will be a regular pro and creating all kinds of great movies. To get you started we want to share with you 5 tips to get you started.

### **#1 Give Video a Try Right Now**

The best tip anyone can give you is to simply give video a try right now. The idea of doing video can be daunting. Don't worry, there's no need for you to have professional equipment, expert editing skills, fancy scripts, or special software. You don't have to be super confident either. Just make a video of something relevant to your business. That's a great place to start.

### **#2 Use Google Search for Your Story Line**

If you are not ready to be the person on your video and you want to get your first video out there, why not use Google search results to pull up relevant results. If you want to be really creative, you can use Google blogs, maps, news, images, etc. It's a great way to provide the visual for your video when you are first starting out.

### **#3 Have a Cheerleader for Your Company**

You need someone that will 'rah rah' your company, who will? Even when you have sales or marketing professionals on your team, they aren't always the best candidate to represent your company. Think for a minute about all of your staff. Who is the one who bring a smile to

everyone's face? Who is the one that's a natural in front of the camera? That's who should be the cheerleader for your company.

#### #4 Always be Transparent

If you want to succeed with your videos, you need to be authentic and transparent. Your visitors will know if you are not and they will abandon you for someone who is. Develop relationships with your visitors and build a community because that community can generate you a very nice income over time.

#### #5 Publish on a Regular Basis

Producing video can be a challenge but it is one of the best ways to increase your customer base and sales. One of the best tips I can share with you is to publish regularly. Start publishing today, and keep publishing. Don't worry, even if you are using your smartphone to do it, just get it done and get your video message out to the world.

## **Tips on How to Create Different Types of Videos**

There are all kinds of online marketing videos that you can create to bring in viewers and achieve what you want. Let's have a look at 6 great tips on how to create different types of videos.

#### #1 Create a Video Tutorial

This is an excellent way to create video content that will be searched for, found, and viewed. Many online users love step-by-step tutorials. It's easy to create tutorials. All you need is a webcam. Use software that allows you to create a complete quality video. These range from free to expensive. Camstudio is a free version available and Camtasia is just under \$300 but worth every penny. That's two of many.

#### #2 Show How to Use the Product

A marketing video should sell your vision while showing how to use your product. That's what's going to sell it to your viewers, so make sure you do a good job of demonstrating this.

#### #3 Respond to Your Customers With Video

When a consumer creates a video about your product whether to praise it, highlight features, or criticize it, you have an excellent opportunity to interact and engage that customer in conversation. You can thank them, expand on what they've highlighted, or change their mind.

#### #3 Take Advantage of What the Power of the Masses has to Offer

If you don't think the power of the masses exists just look at what happened when Doritos launched their Crash the Super Bowl campaign. Of course, if you are going to run a video contest it is going to take a lot of planning and perfect execution. There are plenty of different ways to bring the power of the masses on board.

#### #4 Run Your Own Video Contest

Take advantage of user generated content called UGC and create yourself a video marketing campaign for a video contest. Make sure you have well explained guidelines for your contestants.

### #5 Create a Video Series

A single video is fine but if you create a video series then you are going to bring back a lot of your viewers who want to see the next video in the series. Plan each video to connect to the previous video. This is going to translate into more views, more likes, and more sales for you.

### #6 Grow Your Email List Using Videos

To keep growing your business and keep your sales momentum going you need to build a list of people you can regularly contact through email. You can grow our email list by creating videos that encourage your viewers to get their free gift (report, newsletter, e-book) by providing you with their name and email address.

Great – now that you have 6 great tips on how to create different types of videos why not put them to work.

## **Basic Keyword Strategies for Your Online Marketing Video**

When it comes to keyword strategies, there is all kinds of information available online. But let's look at some of the basic keyword strategies you'll want to use with your online marketing videos to get the most out of them.

- \* Use the text pages on your website as a map for Google. This will assist the search engines in figuring out what each of your videos is about. You should embed your videos into your text pages on your website that are relevant to the videos you have posted.

- \* To optimize your YouTube videos, you need to make certain to keywords in your video tags, descriptions and titles.

- \* You should target specific keyword phrases not just words. For example, rather than using 'cakes' as your keyword for your organic bakery, use 'cake with organic icing' for a higher chance of you showing up on the top of the search engine results.

- \* Think carefully about what keywords would be best for your marketing video. Take advantage of the numerous keyword tools that are available. Many of them are free. Choosing good keywords is very important to your search engine placement.

- \* Consider using keywords that are not as popular or that are misspelled. This can help increase your placement in the search engines and move you up the search engines. Of course, these should not be some obscure word that's only looked up once in awhile, as this will not be of any benefit. However, words like centre and center both are commonly looked up

Many online marketing video beginners overlook the importance of keywords not fully understanding that their title, short description, and tags are what are going to place them in the search engines and what are going to help potential viewers find their video.

They become so focused on creating a good video they forget about the importance of keywords. Then they become frustrated and disappointed when they do not get the results they were hoping for. Don't let this be you. We've given you some basics on keywords. Many of you will have used keywords in your SEO work in articles and website content so you will be familiar with their role and their purpose. If you are completely new to keywords, this gives you a good start and there is plenty of information available online so you can learn more about keywords.

Make your online marketing videos the success they should be by incorporating powerful keyword techniques.

## **Are You Ready to Make a Successful Marketing Video? Here are 5 Winning Tips You Need**

Online marketing videos are the rave right now. In fact, if you are an online marketer and you are not yet using video you need to get on board and take advantage of what it has to offer. If you want to make a successful marketing video, you'll want to check out these 5 winning tips that are sure to set you on the right path.

### **#1 Define Who Your Audience Is**

Before you start to create your script, before you decide what your video is going to look like, and certainly, before you start shooting your video, you need to determine who your audience is – who do you want to reach with your video. Are you trying to reach a certain age, a certain income bracket, a certain sex, etc. Knowing who your market is will help you to create a much better video because it will be targeted to the correct audience.

### **#2 Set One Goal**

A common mistake is to define the audience and then create numerous goals that you want your video to achieve. The problem is that your video is too short to have more than one goal. So choose your single most important goal and focus on that. In Step #1, which is the top of your funnel, which brought in the targeted market, now in the middle of the funnel you need to engage them, and at the bottom of the funnel, you need to close. Create your video with this in mind. Now what is your goal?

### **#3 Turn Another Successful Format Into a Video**

If you have content that has been successful – perhaps blog posts, an article, a presentation – take it and turn it into a working script for a video. Practice by reading it aloud. Make little adjustments so that it sounds right when spoken. Share it with others to get their feedback and then when you are satisfied create your video.

### **#4 It's Time to Record**

You can record yourself using the script you've created – all you need is a webcam. Heck, you can use your iPhone if that's what you have for a video camera. Don't over think this. Playing the "if I only had" game is what stops us from producing, from moving forward, from being successful.

### **#5 Share Your Video**

Once you have created your video you will want to share it on your website, blog, and place links on your social network connections. Get it out wherever you can and use your analytics to get the feedback and discover what was liked and what wasn't. Then you can adjust when you go to make your next one.

That's all there is to it. See there's no reason to be afraid. In no time at all with little equipment you too can make a successful marketing video.

## **5 Must Know Tips on How to Create Videos People Will Like**

If you are just entering the world of online marketing videos, you've put yourself in a great position, because videos are proving to be one of the best marketing tools around. However, when you are new to online marketing you will have plenty of questions, and one of the most common asked is how to create videos people will like. Let's look at 5 tips that you need to know.

### **#1 Make Sure Your Videos Are Personal**

If you want to better engage your viewers especially on your Facebook fan page make short, personal, impromptu videos. When we say short we mean under 90 seconds. Don't worry about it being perfect. These are not training videos, how to videos, etc. These are just short personal videos designed to get you to talk directly with your fans to build trust.

### **#2 Always be First**

Always be first. Be the first to bring news, be the first to address a topic, be the first to bring new technology to your viewers... you get the idea. When you are the first you get more views – it's really that simple. Promote your video every way you can – on your website, Facebook, Twitter, Google +, etc. You can really rack up the likes this way and that can help your video place better, which means more people see it and more likes happen – this is the vicious circle you want to be on!

### **#3 Be Inspired**

Online videos are everywhere these days. In fact, it's becoming hard to find something that's interesting and new. It can be tough to find a catchy topic, to find a new perspective. Here are some ideas on brainstorming for new video ideas.

- \* Take advantage of the YouTube comment search, which offers a real time search.
- \* Take advantage of the YouTube suggest to get a glimpse into the behavior of video viewers
- \* Use advanced search operators that YouTube offers such as wildcard and synonym

### **#4 Get in on the Action**

Be quick to grab your viewers attention by getting into action. Make sure you jump right in and don't waste a lot of time with introductions. Quickly say who you are, your company name, and the purpose of the video; then get to it. Captivate your viewers right from the beginning.

### **#5 Plan Your Opening and Closing**

Your opening or greeting and your closing or call to action need special attention to make sure that they are effective and create what you need. Your greeting needs to be short and to the point telling the viewer who you are and your company name. Your closing or call to action needs to be effective in order to get your viewers to do what you want, otherwise they could be lost forever.

## **3 Ways to Get People to Like Your Marketing Videos**

If you've decide the time has come to create online marketing videos, you are making a wise business decision. For your videos to be successful there is lots for you to learn, but for now we are going to show you 3 simple, but powerful ways, to get people to like your marketing videos. Let's get started.

### #1 Jump Into Action Right Away

If you want to grab your viewers attention you won't want to be dragging things and don't waste time as this will weaken the focus and you will lose your visitors. Instead, jump into action right away. Immediately communicate a message through action. Captivate your viewer's attention by planning your opening scene like you were creating a movie.

### #2 Plan What Your Greeting and Closing Scripts Will Look Like

The most successful marketing videos will feel like an unprompted conversation. However, the difference between a good video and a superior video is just two things – the opening and the closing. Start with a greeting, introduce yourself and give the name of your business. How you end your video is very important. This is another chance to tell your viewers your business name and you need a call to action that will get the reaction you want from your viewers. For example, 'click here to sign up for our newsletter,' or 'visit our website for more information.'

### #3 Make it a Surprise and Fun

Do something that is unexpected. Surprise your viewers and make sure you keep it fun. An example, that has been used quite often, because it is so good, is done by Rockstar Video Game. Their video starts with a baby sitting on a sofa watching his dad play Rockstar. The baby then reaches for the guitar and plays an incredible guitar riff leaving his parents amazed and shocked.

This video is an excellent example of taking your marketing video to an entirely new level. When you are putting together your online marketing video don't be afraid to think outside the box and see what you can do to keep your visitors talking and sharing your video, because it's good, it gives them a surprise and they think it's fun enough to share.

There you have it – three great ways to get people to like your online marketing video and share it with others. Make the most of this powerful tool!

## **3 Must Know Tips for Creating Marketing Videos With Others**

If you are new to creating online marketing videos, you are going to quickly reap the benefits especially if you include others in the videos. Here are 3 must know tips for creating marketing videos with others.

### #1 Make Sure You Include Others

The best way to make the most out of your marketing videos is to include other people. These people will become marketers of your product(s) or service(s). Video is powerful because unlike other mediums video lets you connect at the core. Video is much more interesting and effective. You can engage the powers of being using shout out videos that send out a little love, interviews, and the sharing of ideas.

For example, you might do interviews of some of your customers, asking them about the product, what they like about it, what they don't like, how they use it, etc. If you are selling a product that's designed for your customers to resell and make money then you could have them do a testimonial about the money they are making off the program.

### #2 Collaboratively Create Compelling Content

Online marketing videos are an excellent way to create collaborative compelling content. Share your thoughts in a conversation format, or share your experiences with someone else. This will make it a lot more fun and more interesting for your viewers. In addition, everyone that is participating will share the content with others expanding your video's reach. This is one of the most popular video formats so why not give it a try and see how successful this type of video content is for you.

### #3 Interview Experts at Trade Shows

Getting other industry experts in addition to yourself is a great way to increase your viewers. It allows you to create content based on your expertise and the expertise of another person. Trade shows happen in almost every area so you should be able to find one in your neighborhood if you are just patient. If you haven't got a trade show then think outside the box and look for an expert in a local store. Many times the expert you connect with will share the video link, which in turn will drive more traffic to Facebook, Twitter, Google +, YouTube, etc., and to your website also.

Make the most out of your marketing videos by posting them in as many places as possible. The more sites you place the video links on the more views and the more likely that you will grow your viewer base.

## **2 Powerful Ways to Make the Most of Your Video Marketing**

Video marketing is a powerful tool. In fact, it is one of the most powerful marketing tools around. If you are a beginner to online video marketing, you are going to want to read this to discover how to get the most out of your video marketing.

### Make Sure Your Audio Equipment is up for the Challenge

Making a great marketing video doesn't need to cost a lot, but the one thing you do want to do is buy decent audio equipment. If your camera has the audio built in then you need to make sure that you are no more than three feet from the microphone so that everything you say can be heard.

Always test and adjust until you find the optimum setting. Your viewers will forgive a lot of things but they will not forgive audio that they cannot understand.

### Optimize Your Video for the Best SEO Results

Make sure that your marketing video will be found by the search engines. It is not as easy for the search engines to crawl video as it is text so you will need to make sure you use a couple of keywords in your title and then use matching keywords in the title tag. You should also submit a video sitemap, which will create an index of videos that are on your site, making Google's job a little easier.

YouTube search algorithms are not the same as Google search algorithms. Here are five tips to help you get the most out of your SEO.

1. Create an engaging video title with SEO in mind
2. Make sure you use your keywords in the title, video description, and keyword tags



3. Include at least one link in the description of the video that goes back to your website. You will generate referral traffic
4. Share the video on YouTube and then post it on your site.
5. When you are posting on your site, always include a transcript of all of your videos. This can be labor intensive but it is worth the time because over the long term your SEO will benefit from it.

Do not be fooled with the numbers. There may have only been two ways covered on how to make the most out of your video marketing but they are definitely two powerful ways that every beginner should know about and use.

## **Learn How to Supercharge Your Videos**

If you are new to using online marketing videos you are likely excited to discover just how beneficial this technique is to building email lists and increasing sales. What some beginners are not aware of is the ability to actually supercharge those videos to maximize their effectiveness. Let's look at how you can give your marketing videos a real boost.

1. Start by creating a campaign. If you want to get your videos noticed, you will need to think beyond just standard videos that everyone is creating and showing. After all, if your video looks like everyone else, it's going to blend in and it won't get noticed. If you want a greater reach and you want more exposure, you need to generate a series of videos that are content rich, which you will publish regularly. This is going to create excellent synergy around the content you've created. It will also let you build on your brand identity with each video that you release.
2. Always make sure that you have a call to action. Whenever there is an opportunity to ask your viewers to take action use it, but it is especially important that you have a call to action at the end of your marketing video. Ask them to go to a website, ask them to sign up for your newsletter, ask them to visit your blog, ask them to comment on your video, ask them to complete a survey, etc. Whatever it is you want from your viewers, you need to ask.
3. Never ever make a sales pitch at this stage. There's so much sales clutter floating around on the internet and you need to not get caught in this trap. Selling your products and services is fine. However, you should not use your video to do this. Instead, your video should discuss a problem, solve a problem, etc. It should support others.
4. Try to create videos that are different from every other video in your category or with your keywords. Make your video different, make it stand out, make it memorable. Create a video that viewers want to watch more than the competitions.
5. Put a great deal of attention into your keywords so that you make the best choices. Use one of the free tools that can help you with your keywords. You might also consider using keywords that are less common than the most popular.

When you supercharge your marketing video, you supercharge your results.