

MODERN VIDEO MARKETING:

**Know the ins and outs of successful
online video marketing**

MINDMAP

Introduction

Video marketing is not new.

Since the commercial beginning of the Internet, video's marketing power was already hyped. Traced back to RealPlayer days...

Video's promise was well-known... but only got realized recently

Why?

- High speed wireless data transmission
- High quality coding/decoding technology for crisp images and great sound
- Cheap storage prices
- Cheaper hosting

Video has become the killer app... but it's actually a once and future killer app

The challenge to video marketers: it may be a victim of its own success

Problem: so much video out there that most of them don't have much of an impact...

FACT: Most YouTube videos have very few views...

Modern Video Marketing is both NEW and OLD

NEW:

Software-focused content creation / software-enhanced

Plugged into a larger marketing system (social media / blogging)

Automated distribution

OLD:

Branding is key

Human connection is crucial

KLT process is still required

This book steps you through the mystery of modern video marketing so you can set it up to MAXIMIZE ROI

The bottom line

- ROI is crucial
- ROE is key

Chapter 1

Effective Video Marketing in a Nutshell

It's all about conversions!

- The video converts directly OR
- The video aids in the conversion process

The power of video

The power of the human voice

The secret to video marketing? PRESENCE

The Old Rules still apply

- Attention
- Interest
- Speak to the viewer's Needs
- Call them to action
- Old Rules still apply even if you are just "BRANDING"

Video and the RULE of 8

- 8 exposures
- Video's awesome power (low click-through but high power in getting people to dwell on the content long enough to get branded)

Chapter 2

Video Marketing The Modern (and EFFECTIVE) way

Niche selection

- * personal interest
- * affiliate interest
- * commercial value
- * search competition PLUS YouTube competition
- * trend analysis

Reverse engineer your competitors and create better videos

Do it to DOMINATE or don't do it at all!

Chapter 3

Let your competitors do your video marketing homework for you!

Reverse engineer your video competitors

- answer the following questions:
- * what is the video for? (supplemental/incidental or MEAT AND POTATOES?)
- * video marketing type
- * video format
- * video standards (length / size / narrative elements)
- * distribution platforms

Come up with something better

- * longer
- * packed with info
- * easier to understand
- * updated information
- * better graphics
- * better sound
- * better call to action
- * professional OR amateur feel
- * personality-driven

MODERN Video Marketing ESSENTIALS

- keyword mention in the video
- keyword in title
- attention grabbing title with keyword
- LSI keywords in description
- Call to action in description
- Call to action audio and video in VIDEO itself
- Excite the viewer about ALL your social media accounts in the video
- Ask the viewer to ask a question or otherwise ENGAGE with your content (this boosts video rank)

Chapter 4

Different types of video marketing

Be clear on which type you'll be focusing on

Article to video

Videoscribe and other whiteboard video creation tools

Slideshow creation tools

Slideshows with voice over

Personality-focused videos

How to pick the right plan of attack

- Your competitors are doing this
- The platform best fits your conversion strategy
- It enables you to build a brand efficiently

Chapter 5

Article to video marketing: is it right for you

Software-driven

Text to video

Pre-fed slideshow

Pro

- Quick videos
- Can be automated

Con

- Spammy
- Forgettable
- Lack of personal touch

Suggestion

- Step up the script quality
- Include personalization like voice-over or video snippet
- use as supplemental content not meat and potatoes (if you insist on purely automated videos)

Chapter 6

Videoscribe and other whiteboard video creation tools : The inside scoop

Animated video semi-automation

Requires voice over

Pro:

- Faster than doing whiteboards by hand
- Can easily be enhanced by voice-overs
- Can easily be enhanced by music
- Can be meat and potatoes
- Can lead to conversions
- Can be supplemented with video snippets
- Great for explainer type vids

Con

- Same template images kill your branding (same images as others)
- Needs heavy customization
- Lives or dies based on script
- More automated or cookie cutter versions can only be supplemental AT BEST

Chapter 7

Slideshow creation tools: Are they right for you?

Software takes audio and pictures and video snippets and turns them into a slideshow exported to popular video formats (e.g.: mp4)

Pro

- Can be batch processed / repeated (but quality suffers)
- Quicker way to create videos than custom shot personal videos
- Can easily be enhanced with voice-overs / video snippets

Con

- Best when done manually
- Tends to reward the lazy with lots of low quality videos
- Tempting to recycle same pictures over and over

Can be time intensive
Can be labor intensive
Different packages have different learning curves

Solution

Use for supplemental purposes
Enhance with royalty-free video snippets
Fiverr for cheap voice over
Focus on **BRANDING**
Use cover slides with brands

Additional marketing
- Slideshare

Chapter 8

Personality-focused videos

Best type of video

Pro

Brand-centric
Direct personal approach
Human to human interaction
You get a competitive advantage since many of your competitors focus on slide show or impersonal approach

Con

Brand can become Too personal (what if you sell your business?)
More expensive to make
Needs more expertise re video editing / lighting
Need solid script or solid improv skills

Enhancements

- Branding elements (logo)
- Opening music (get these from Fiverr)
- call the viewer to engage

Chapter 9

Marketing videos on social media

Don't just make video versions of your articles!

Your videos must provide something **EXTRA**

They must **ENHANCE** your written content

Create a tight fit between your text and video content

- cross mentions
- include content in each format that the reader / viewer will only learn about if they actually consume the content!
- incentivize your community to engage with your video/written content

Conclusion

- Focus on what works
- Optimize it
- Scale it up