



# MODERN VIDEO MARKETING

# Modern Video Marketing – Resources Report

## Niche Selection Resources

### 1) Determine affiliate interest by searching

- ✓ ClickBank – <http://www.clickbank.com>
- ✓ JVZoo – <http://www.jvzoo.com>
- ✓ Get your niche's keywords by using the Google Adwords Keyword Planner Tool: access via <http://adwords.google.com>

### 2) Determining commercial value: Find CPC

- ✓ Google AdWords' Keyword Planner Tool: access via <http://adwords.google.com>

### 3) Determine search competition

- ✓ Enter keywords into <http://www.google.com> and <http://www.youtube.com>

### 4) Determine trend line for niche

- ✓ Enter keywords into <https://trends.google.com/trends/>

### 5) Compile a FULL LIST of your competitors by entering target keywords into <http://www.google.com>

### 6) 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
- ✓ Find these videos by entering the brand name or site name of your competitors (see #5 above) into <http://www.youtube.com> search box
- ✓ Find other competitors/videos by entering your keywords into the search box

### 7) How to find LSI keywords

- ✓ Use Google Keyword Planner Tool: access via <http://adwords.google.com>
- ✓ Use 3<sup>rd</sup> party tools like:
- ✓ <https://lsigraph.com/>
- ✓ <https://longtailpro.com/>

## 8) Different video types need different tools

- ✓ Article to video: <https://www.viomatic.com/> <https://lumen5.com/>
- ✓ Whiteboard tools: <https://www.vyond.com> <https://www.videoscribe.co>
- ✓ Slideshow creation tools: <https://www.ispringsolutions.com/voice-over-powerpoint-software>
- ✓ Source for voiceovers: <https://www.fiverr.com/>
- ✓ Source for video covers or opening video credits and snippets: <https://www.fiverr.com/>