Article #1

Does video marketing have to cost you a lot of money?

Let’s get one thing clear. One of the main reasons why your competitors probably haven’t jumped into video marketing is because of their fear of cost. Please understand that the reason why they are not cranking out one marketing video after another probably is not due to their inability to appreciate the power of video marketing.

In fact, most people in the marketing field would agree that video marketing brings a lot of value to the table. This is not the argument. This is not where people disagree. Instead, people have all sorts of misconceptions regarding the costs of video marketing. They can see the benefits with no problem. What they’re unclear on is whether the costs would justify the benefit.

Most video marketing attempts fail the first time

What really clouds this whole picture is the fact that when you try anything the first time around and you don’t have some sort of blueprint of plan your chances of failure are quite high. This is not just a video marketing thing mind you. This applies across the board.

Maybe you’re trying to ride a bike. Maybe you’re trying to build a house or an addition. Maybe you’re trying to do a painting or you’re trying to sculpt. I am almost guaranteeing that your first few attempts are not going to be all that good. You probably already know this. Why should video marketing be any different? When people just jump in both feet because they got all excited about the benefits of video marketing, they might end up making rookie mistakes. How come. They did not have proper guidance and that’s the good news here.

With the proper blueprint or coaching or video marketing consulting, you don’t have to commit those beginner mistakes. Your stuff doesn’t have to look amateurish and basic. You can come up with something truly professional the first time around. In fact, it’s not uncommon for small businesses to get out of the gate with really high-quality videos that connect powerfully with their target audience members. Their secret, there is no secret at all. They just read the right resources and allow these resources to guide them in producing one hard-hitting quality video after another. If they can do it, you can do it too.

This really is not an issue of cost but more of information. With the right information, high-quality videos that truly go a long way in building up your brand doesn’t have to cost a lot.

There are many ways to solve the video marketing problem

One of the main reasons why a lot of people have this idea that video marketing has to cost a lot of money is the misconception that they have to produce Hollywood or Madison Avenue level videos. Absolutely wrong. In fact, in certain niches, audiences respond favorably to very amateurish or very basic videos. You really just have to know your niche. More specifically, you just have to know how to segment and break up your niche into little sub-markets. Put simply, the better you know your audience the more powerful your video can be and has nothing to do with how polished or smooth it is. Instead it has everything to do with your video’s ability to communicate with your target audience members on a very human, personal, and emotional level.

There are many tools you can use

Another piece of good news. You can drastically reduce your video productions costs by understanding that there are many different levels of videos. At the top of this hierarchy, of course, are high-quality videos. These are very personal, these are professionally shot, and these really are your meat and potatoes videos. These are the kind of videos that really champion your brand, but the levels beneath this kind of video are not as quality intensive.

You can use the software to crank out a video for supplemental marketing. You can use software for video that is intended to supplement or support your text content. Obviously, the relationship with these different video levels goes a long way in reducing your overall cost. Keep the facts above in mind if you are still on the fence regarding video marketing. It doesn't have to be expensive. It doesn’t have to cost a lot.