

FIVE TIPS

TO SUCCESSFULLY MARKET YOUR BUSINESS WITH VIDEOS

CANNON ZOOM LENS 4x

ZOOM LENS 17.35mm 4.9



Five Tips To Successfully Market Your Business With Video

Whether you have a purely local business, or you have a hybrid business where you sell a lot of stuff online to supplement your offline sales, you cannot neglect video marketing.

Given the fact that more and more people are using mobile devices to watch videos and get informed regarding marketing decisions, this is one trend you cannot afford to overlook.

It can make or break your business because you don't want to be left at a competitive disadvantage. Let's put it this way. If you don't take advantage of video marketing, you can bet that your competitors will. It's only a matter of time until they leave you in the digital dust.

Here are some tips on how you can use the power of video to take your business to the next level.

Tip 1 - Reverse engineer your competitors' video types

The first thing that you need to do to successfully market your business with video is to figure out what kind of video to make in the first place. This should be obvious. Unfortunately, a lot of business people go straight to production.

I can't even begin to tell you how wrong that is. It's as if some lightbulb went off in your head and that lightbulb inspired you to produce a video.

What if it turns out that nine times out of ten, that video is not going to hit the mark? You have to do some consumer intelligence first. The easiest way to do this is to simply find your competitors online and look at their videos. Pay attention to what they all have in common. Once you have this information, identify the video type that they pretty much all use.

Start with that. This is not going to guarantee your success necessarily, but it's not going to foreclose your failure as well. It's not going to ordain your failure. If anything, it gives you a head start. You're not exactly starting from scratch.

Tip 2 - Reverse engineer your competition's video keywords and categories

The next thing you're going to do is to figure out how your competitors are positioning their videos. How are they describing their videos? What kind of keywords are they using? Now, once you have a clear idea of what categories and keywords they're using, come up with something slightly different, so you can take advantage of a market that they may be overlooking.

This takes quite a bit of practice, but if you're able to pull this off, you will gain a competitive advantage while at the same time meeting your competitors head-on.

Don't ignore this tip. You are basically getting your competitors to do your homework for you when you reverse engineer their videos. You get to build on their strengths and avoid their mistakes. This sure beats making those same mistakes yourself.

Tip 3 - Always call your viewer to action

I understand that there are many different types of videos out there. Some videos seek to educate the viewer. Other videos seek to market and promote a particular solution. Other videos assume that the viewer already has his or her mind made up regarding a certain solution, but just needs an extra push to actually go on ahead and buy whatever is being offered.

Regardless of which viewer you're trying to appeal to, always call your viewer to action. In your informational videos, call the viewer to action to learn more about the preferred solution you are offering.

If you have a video that markets a particular solution, call the viewer to action to sign up to your mailing list or watch another video that increases their level of trust.

If you have a person who is ready to buy, call that person to take action and buy. Do you see how this works? Always call your viewer to action. Don't let your videos fall flat. Each and every video must do its job.

Tip 4 - Use Fiverr to make your videos look more professional

Whether you need audio editing or audio engineering or video editing, Fiverr is a life saver. It really is. A lot of services there are offered for the grand total of \$5. Do not neglect Fiverr. It is a great source of talent that will put an additional polish on your videos.

Even something simple as an intro or opening animated sequence with music can go a long way in helping your viewers not only remember your videos but also associate it with a certain set of brand values.

Tip 5 - Cross market your videos

It's not enough that you have cranked out amazing videos. Don't just put them on YouTube and call it a day. Tweet those links. Post those links on your Facebook groups and pages. Add them to your email signature. Embed them in your blog posts. Whatever you do, always create a cross current of traffic going from one social media platform as well as potential traffic sources to your existing content and vice versa.

By keeping these five tips in mind, you go a long way in maximizing your chances of success. Please understand that if you want to be successful in video marketing, you have to have a compelling strategy. You have to know what to do from the get-go. In other words, you must have a solid plan.

I've noticed that a lot of video marketers simply go with their hunches or with their best guesses. I'm sorry to be the one to report this to you, but that's not good enough. Nine times out of ten when you take a shot in the dark, you do not get a bullseye. In fact, in many cases you just end up shooting your foot.

You end up creating more problems that you solve. By learning how to reverse engineer, you get a massive head start. At the very least, you know what kind of videos to make. That is a big deal. If anything, that puts you at a competitive advantage over competitors who are completely clueless. They don't know what kind of video they should make.

Similarly, positioning your videos the right way enables you to establish a brand base. I cannot emphasize this enough. You have to create the proper context for your brand. This is especially useful in places like YouTube. Did you know that depending on the keyword you target, you may increase your persuasive ability with your target audience?

It all begins with your keyword target. If your keyword target just indicates some sort of low intent or curiosity mindset, what do you think will happen? That's right. You're going to get views. You're going to get traffic. The problem is, your video ends up in front of the wrong eyeballs. These people are not really interested in buying anything.

These people couldn't care less. Instead, they're just looking for some sort of overview. They're looking to learn about your niche in general, but it's far from certain that they actually have the problems that your particular product or

service addresses. Do you see how this works? You have to pay attention to intent.

This is why it's really important to reverse engineer your competitors' video keywords or categories. If you manage to do that, you are not starting from scratch because the big danger here is to come up with video after video and upload them to YouTube using broad or vague categories and only end up entertaining people.

I don't know about you, but I'm in this game to make money with my videos. My videos have only one job and one job alone: to make me money. If I set them up and position them in such a way that people get the idea that they are there to educate, entertain or impress people at a fairly shallow level, I probably will not make much money.

Now, don't get me wrong. My videos are probably going to impress people. People might even talk about them, but I wouldn't care less about that. I'm looking for dollars. I'm looking for conversions. I'm looking for sales. Do you see what I mean? That should be your mindset. This is why you should reverse engineer your competitors' video keywords.

This gives you the initial positioning that you need for your videos to make a difference as far as your bottom line goes. It's also important to understand return on effort. The problem with video marketing is that, if you are not careful, you end up chasing your tail. You really do.

You end up doing the same thing over and over again. You end up pursuing one thing after another and if you're not paying attention, you find yourself in a rabbit hole.

You get really busy, but whatever output you produce doesn't really do much in helping you make money. I know a lot of very busy yet unsuccessful video marketers. When you look at their videos, you can't help but be impressed. They know what they're doing as far as video production goes, but there's a missing element.

They do not position their videos the way they should. They create eye candy instead of conversion tools. I don't know about you, but I'd rather come up with a video that looks like complete garbage but does the job.

Sure, it may not be easy on the eyes, but if it is able to communicate what I need to convey so at the end of the day I make extra dollars, that's the kind of video I will be making.

I want you to have this mindset because it's so easy to create videos that just look good. Pretty is not going to cut it. Beautiful is not going to put food on the table. You know what will? Effective high-conversion videos.

By following the tips above, you increase your likelihood of coming up with such videos. Stop wasting your time coming up with the next video-graphic masterpiece.

At the end of the day, people are not going to care. Seriously. Chances are they've seen similar stuff before and they will probably will see similar stuff in the future.

Your video, no matter how awesome it may seem to you at this point in time, is probably not going to have much of a long-term effect. I hate to break it to you. I know it sucks to hear, but this is the absolute truth.

Instead of becoming some sort of video-making genius or artist, focus on being a businessman. Focus on the entrepreneurial side of video marketing and you will come out ahead.

Believe me, this is one branch of digital marketing that can easily waste a tremendous amount of your time. It's a lot of fun, but you may find yourself barking up the wrong tree and despite all the time, effort and energy you put into it, your marketing video creation efforts may leave you with very little to show for everything you've invested.

I'm not just talking about money. I'm also talking about your time and, most importantly, your emotional investment. I don't want you to pour your heart into something and then end up getting disappointed in the end. That gets old quickly. It can be a crushing experience. Follow the five tips above and come out ahead.

Finally, the most important tip I can give you is this: pay attention to your results. This tip is so important that I have saved the best for last. I want you to

read this and have it be the last thing you remember. That's how crucial this advice is to the success of your video marketing campaign.

Stay focused on your results. Are you getting lots of views? Are you getting lots of engagement? Are you getting your point across so effectively that people are actually buying stuff?

Remember, at the end of the day, the name of the game is conversions. Without conversions, you won't be making much money with your videos. Study your statistics to ensure you fine tune your videos to get them to do their Number 1 job: convert your viewers into cold hard cash in your bank account!