Why is Elemental Video Optimization so Important to Your Profitability

You probably heard that if you want to make money online, you have to optimize your ads, you have to optimize your content and you basically have to test, test and test.

This all sounds good but the problem is most people do a really poor job optimizing their marketing campaigns. Let's be honest here. Let's call a spade a spade.

This is the one secret that a lot of people do not like to share. They’d rather give you the impression that somehow some way they just made all this money happen. They want to give you the impression that somehow some way they lucked into or they stumbled upon some sort of secret technique that turned their ideas into cold, hard cash.

Don't believe any of that for a second. Seriously. They’re just blowing smoke. They’re trying to impress you, but that's not the truth.

The reason these people are successful is because they learned how to optimize their videos. That’s the long and short of it. If you want to make money in this game, you have to do the same.

The good news is that it's not that hard. You see, when you look at a video that is supposed to convert you into a buyer, there are many things going on. It's easy to think that you have to come up with a completely video for the viewer to get converted.

This is where people slip up. It doesn't have to be like that because when you look at a video, it’s actually composed of different elements.

Instead of radically transforming the video in the hopes that it would somehow some way convert at a higher rate than the previous video, you should do things in increments. At the very least, you should be more conscious of what exactly you’re optimizing. This is the secret to optimization success.

Believe me I found this out in the worst way possible. I found this out the hard way. How? Well, I came up with a video and it didn't do all that well. It didn’t get much engagement. It didn’t get much click-through. It didn’t make me any money.

So, I changed the video completely. I went from whiteboard video to a video spokesperson. I changed the title. I was talking about the same stuff generally speaking, but I made all sorts of changes, and it was a really completely different video.

What do you think happened next? That's right. I was making money hand over fist. This video was killing it.

So, I decided to scale things up and make another video just like it. What do you think happens? That's right. I failed. I spent thousands of dollars cranking out video after video and they all failed.

Somehow some way they never ever replicated the success of that first successful video. What was my failure? I did not optimize in a methodical and systematic way. I did not optimize using an element-by-element approach.

This is why if you want to maximize your video marketing profitability, you have to optimize your videos using elements. Elements are simple. They are the graphics, the script, the description, the title, you name it. These are elements.

When you optimize on an element-by-element level, you make a change to one element and see if you get an improvement. You come up with variations, run a test and see which ones get the most improvement.

You then keep making variations to that element until you cannot get any more improvements. You then switch to the next element and repeat the process again. By the time you finish, the video that you come up with is fully optimized for the viewers you're trying to reach. That's how you play the game.