

VIDEO MARKETING PROFIT KIT

*Discover The Step-By-Step Blueprint To a Thriving
Business Using The Power of Video Marketing*



CHECKLIST

Figure out the right kind of video to make

- Let your competitors do your homework for you
 - reverse engineer your niche competitors' videos
 - figure out what works in your niche and stick to it
 - come up with something better than your competitors' stuff
 - learn the 'industry standard' and come up with a better version that enhances your brand

Figuring out your competitors' best videos

- Find your competitors on YouTube
 - Use Google Keyword Planner Tool (AdWords Tool) to find keywords related to your niche
 - Use the keywords on YouTube
- Pick your competitors' best videos by factoring in
 - views
 - engagement (comments / likes)
 - use an objective standard
- Don't get TRICKED
 - Many people buy video views for social proof
 - Don't just focus on video views – look at other engagement signals

Improve on your competitors' videos

- Find the 'industry standard'
 - topics
 - length
 - production quality base lines
- Figure out how to improve on your competitors' videos
 - sub-topic
 - more up to date information
 - more engaging content
 - more explanatory elements
 - more personality-driven content
- The problem with IMPROVEMENTS
 - just because you think it is an improvement doesn't mean it is (ie., your audience will agree)
- Commit to TESTING your improvements

- improve one element at a time
 - ie., start with length
 - see if you get decent engagement
 - once optimized, move on to the next element
- Key elements you can test when improving on your competitors' videos
 - length
 - graphics
 - title
 - description
 - video style (explainer / whiteboard / talking head / interview / spokesperson)

Upload your video to YouTube and other platforms correctly

- The key to success? Niche positioning
 - niche = context
 - niche = expectations and assumptions and attitudes of the people you are trying to reach
- Make sure you categorize your video correctly
 - reverse engineer your competitors
 - see if you can find sub-niches they are neglecting
- Pick your tags correctly
 - Use Google keyword planner tool to find the right keyword tags

Write a Video Script That WORKS

- Make sure you mention keywords in your video
- YouTube automatically transcribes videos
 - it is able to 'see' or 'read' the keywords of your video
 - don't just rely on tagging or categorization or description... MENTION the keyword in your video
- Get to the point quickly
- Get to the point in an attention grabbing way
- Deliver on the needs of your viewers
- Link to previous videos WITHIN your script (ie., mention them)
 - captions
 - mentions within the video itself (verbal or even graphic)

- Call your viewer to action
 - regarding Description
 - regarding Subscribing

- Emphasize the NOTIFY bell icon
 - When user clicks notify icon they get an email after they subscribe to your channel – they get an email notifying them that you have uploaded a new video

Promoting Your Video within YouTube

- Create an engaging profile on YouTube

- Put up a professionally designed YouTube channel
 - invest in a cover

- Make sure your brand is consistent on YouTube or other video platforms
 - ie., logo header with blog is consistent
 - colors and fonts are consistent
 - Make sure you push your other social media accounts in your channel

- Comment on related videos
 - Avoid kissing ass
 - Call outs
 - Analysis
 - Questions
 - When engaging, do it in an attention-grabbing way

- Engaging with other influential channels
 - Find TRUE ENGAGEMENT indicators (ie., heavy commenting and liking NOT just views)
 - Comment to engage
 - Get them to pay attention to you
 - Talk about how your video is different from theirs or addresses an issue their material raises.

- Video influencer marketing
 - Do video blog swaps
 - Do interviews

Promoting Your Video outside of YouTube

- Embed your videos into blog posts
 - you control the blog
 - this will be the base of your off-YouTube promotions
 - contains your ads
 - contains links to your squeeze page

- Find Existing FB groups and Pages
 - engage first
 - establish credibility
 - share 3rd party high quality content
 - share yours

- Build your own Accounts
 - FB pages / groups / etc
 - Don't just drop your FB page links in FB groups
 - share your blog post url from time to time

- Auto-publish using social media publishing tools
 - Find the very best 3rd party link / sound / and video content
 - Curate them and ROTATE them with your own high value stuff
 - Don't just post your video directly
 - Post your blog url

- Auto publishing Checklist
 - Twitter (use rotating niche-specific hashtags you reverse engineered from your Twitter competitors)
 - Pinterest
 - Facebook groups
 - Facebook page (your page)

- Social media engagement checklist
 - FB pages
 - FB groups
 - Twitter (using hashtags)
 - Instagram (using hashtags) – publish still shots

- Other traffic sources
 - Quora
 - Reddit

How to sell better with Your marketing videos

- Optimize your video type
 - start with one type
 - pay attention to your stats when you change video types
 - pick winning video type with your audience
 - optimize different elements of your videos
 - optimize on an element by element basis
 - Goal: pick highest converting video type and optimize conversions better using an elemental system

- Pick the right video type as you sell with your video using the LKT process

- Use question and answer format

- Use diagrams to explain the process your product uses to solve the viewer's problem

- Mix it up by using Influencer appearances
 - Find other niche brand influencers / partner with them
 - Get them to publish their video with you in it (mention your channel in their description)
You do the same for them
 - Video guest post / video version of blog swap

How to Monetize your videos

- Your #1 monetization weapon
 - Mailing list!
 - The Money is in the list

- Your list turns casual video viewers into captive audience
 - return for views
 - get them to click to blog posts
 - market to them directly

- Your #2 monetization weapon
 - Subscribe button with BELL ICON
 - don't just ask them to subscribe
 - ask them to click the bell icon (live email update of your latest post)

- What will you be selling?
 - Solo ads
 - Affiliate products
 - CPA ads – ie., they click through to a post, see a CPA ad and enter their email address
 - Your own products (BEST)
 - Sell memberships
 - The only limit is your imagination

8 Key Video Marketing Best Practices You Must always Remember

- Invest in a Powerful Video Script
- Pay attention to Video Length
- Develop a Brand
- Always Engage your Audience
- Call Your Audience to Action
- Interlink Your Social Media platform Videos
- Invest in Branding elements
- Invest in Social Proof