



## VIDEO MARKETING DOMINATION

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## Introduction

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Video is the hottest form of media on the internet today. They say, “Video Killed the Radio Star”, but it has been slowly destroying text-based media for decades. Books, magazines, newspapers, and now written websites are slowly losing traffic to video-based sites like YouTube and MetaCafe.com.

It’s a very good idea to start taking advantage of this form of media now. It can be used for many different things for your business. You can use it to generate leads by sending viewers to a squeeze page. You can use it to get traffic or search engine rankings. You can use it to get sales. You can even use it to brand your name or your company’s name.

In this report, I’m going to teach you some of the best ways to use video marketing for your business. I will show you how to get quality videos made cheaply, how to submit those videos efficiently, and how to ensure they get a lot of views that translate into visitors.

There are two ways to get traffic from video marketing. For one thing, video marketing is a great way to get something you control ranked well in Google. Google really loves videos, especially on YouTube. If you create a

video based on a keyword and submit it to YouTube, there is a good chance it could rank on the first page.

Another way video can benefit your business is by helping to establish you as an expert in your niche. This is easy to do if you create high-quality videos that are full of good information. If people can see you presenting things in an intelligent manner, they will believe you really know what you're talking about.

There are three main secrets of video marketing. You have to create quality videos. You have to submit them correctly. Finally, you have to promote them. Most people skip that last part, but it's very critical that you actually promote your videos. This will bring a lot more viewers to your videos, which will eventually mean even MORE views.

Let's get started talking about creating videos. This is the first step. You're going to have to either create them yourself, or outsource them. I'll give you some tips for doing either.

## Video Creation

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I encourage you to learn how to make your own videos. If you're going to be branding yourself as an expert in your niche, it is a very good idea for you personally to appear in your videos. Even if you are too shy to appear on camera, it's a good idea to use your own voice in your videos. This will help solidify you as an expert in the niche more than if you use various voice actors in your videos, or worse, if you use only music.

There are two main ways to create videos:

1. You can film the videos using a standard video camera and transfer them to your computer, or you can use a webcam. These methods are both "live action" video methods.
2. You can create the videos directly on your computer using a slideshow format or screen recording.

It is preferable that you shoot live action video whenever possible. This type of video is the kind that is most interesting to viewers, and it will be much more likely to go viral than video created directly on your computer.

You may not have a video camera, or you may be too shy to appear or even speak on camera. This is understandable, but you will have to accept

the fact that your videos might not be quite as effective as they would be if you created live videos.

If you're going to create videos on your computer, you will need software to do so. There are a lot of good programs for this, but there are two in particular that are used by a lot of marketers.

- Microsoft PowerPoint
- Camtasia

With PowerPoint, you can create slideshow-style presentations from static images that you can add music to and export to video. It's a very simple process, and the videos are nice quality.

With Camtasia, you can do the same thing, or you can record the actions that you perform on your computer. This is called screen recording, and it is especially useful if you want to create videos that show how to do things on the internet or with a computer.

Either method is acceptable, and you should use the method that is better suited to your niche.

You may prefer to outsource your video production. This will be easier in some niches than others. You may not be able to easily find someone to create videos showing people how to play piano or perfect their golf swing, but you could easily find someone to do screen recordings of how to make a header graphic or how to submit a site to Yahoo.

The cost of video production can vary from \$10 for a very simple slideshow-style video of 15-30 seconds up to several hundred dollars for a full-fledged, live-action video with actors and voice. For video marketing purposes, I recommend getting videos with voiceover and the very least. While you may not always need live action, you really do need a voice actor to make videos interesting.

You can find someone to create a very inexpensive video at:

<http://www.warriorforum.com>

<http://forums.digitalpoint.com>

Be sure to ask for samples before you order, because quality can vary significantly from producer to producer. Also, don't pay more than 50% upfront in case you don't like the quality or you get stiffed.

## Video Submission

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Once you have videos created, you need to submit them. Each of your videos should be created based around one specific keyword. This will help you get traffic to your videos both from the video-sharing sites you submit to, as well as search engines.

If you use Google to conduct searches often, you have probably seen videos from YouTube in the results. This is the biggest reason to base all of your videos on a specific keyword. Videos are a great way to have a good chance to get a first page ranking quickly.

Of course, people also search for videos on the video-sharing sites themselves. By using common search keywords for your video titles, you will have a better chance for your videos to appear when people search.

When you get a lot of views, ratings, and comments on your videos, it naturally increases their ranking on most sharing sites. The more views you get, the higher your ranking, which, of course, results in even more views.

Some people submit only to YouTube, but I recommend submitting to several of the top sites. This will multiply your traffic.



## Marketing in Videos

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There is little point creating videos if they aren't doing anything for you, but you have to be fairly subtle. If your videos are too promotional, people will not be interested in watching them.

You want to make sure you put a link to your site in the description of the video on any sites that allow it. This may count as a backlink on sites that do not have the nofollow tag on links, but even on sites that do, it makes it easy for people to visit your site.

I recommend using a four-part marketing plan for each video:

1. Place your URL in small text at the bottom of the video for the entire duration.
2. Put your URL in large text on a blank screen for a few seconds at the end of the video.
3. Speak your URL at the beginning and/or end of the video.
4. Add a link to your site in the description.

It is most effective if you make sure to use all of these methods together. If you wanted to cut down a bit on promotion, I would make sure to use the link in the description and either the spoken URL or the URL in large text at the end of the video.

One way to accomplish using speech to announce your URL is to use something like this:

“Thanks for watching this video from GolfTipsCentral.com. Be sure to check out our site for more great golf tips!”

You’ve probably heard of the “call-to-action”, right? A call-to-action is something that specifically requests or directs someone to perform a particular action. In this case, you want to add a call-to-action that specifically asks people to visit your site.

Additionally, you want to give them a reason to do so. This might be as simple as getting more videos like the one they just watched, or it might be a free coupon, discount, a free report, etc.

Always remember that the point of creating your videos is to get traffic. Be sure to use them effectively!

## **Video Promotion**

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Unfortunately, most people seem to forget one of the most critical elements of video marketing, and that is promoting their videos. They think that simply submitting their videos is enough, but that just isn't true. As with anything, you will get out of video marketing only the effort you put into it.

## **Video Responses**

The first thing you can do to promote your videos is to post them as a video response to videos that are already very popular. Find a video that is on the same general topic as one you wish to create. Create a video that either agrees or disagrees with a point made in the video. Post the video directly as a video response to the original video. This should help boost your traffic immediately.

## **Social Bookmarking**

Social bookmarking sites are a great way to boost the views of your videos, especially if they are good enough that other people will vote for them. I recommend using <http://www.socialmarker.com> to bookmark all of your videos.

## **Forums**

If you are a regular contributor to forums in your niche, you can place a link to your newest video in your signature. If you are a well-respected member, people should visit your videos to see what they are about.

## **Twitter**

If you have a number of followers in your niche on Twitter, you should send out a tweet whenever you submit a new video. This should quickly increase your views.

## **Facebook**

Facebook, like Twitter, is another great place to grab some additional views. While you're at it, ask your friends to tell their friends about the video.

These are just a few ideas for promoting your videos. There are surely many more that are very effective. Try various methods in order to find those that work best for you.

Keep promoting, and your marketing will really pay off!