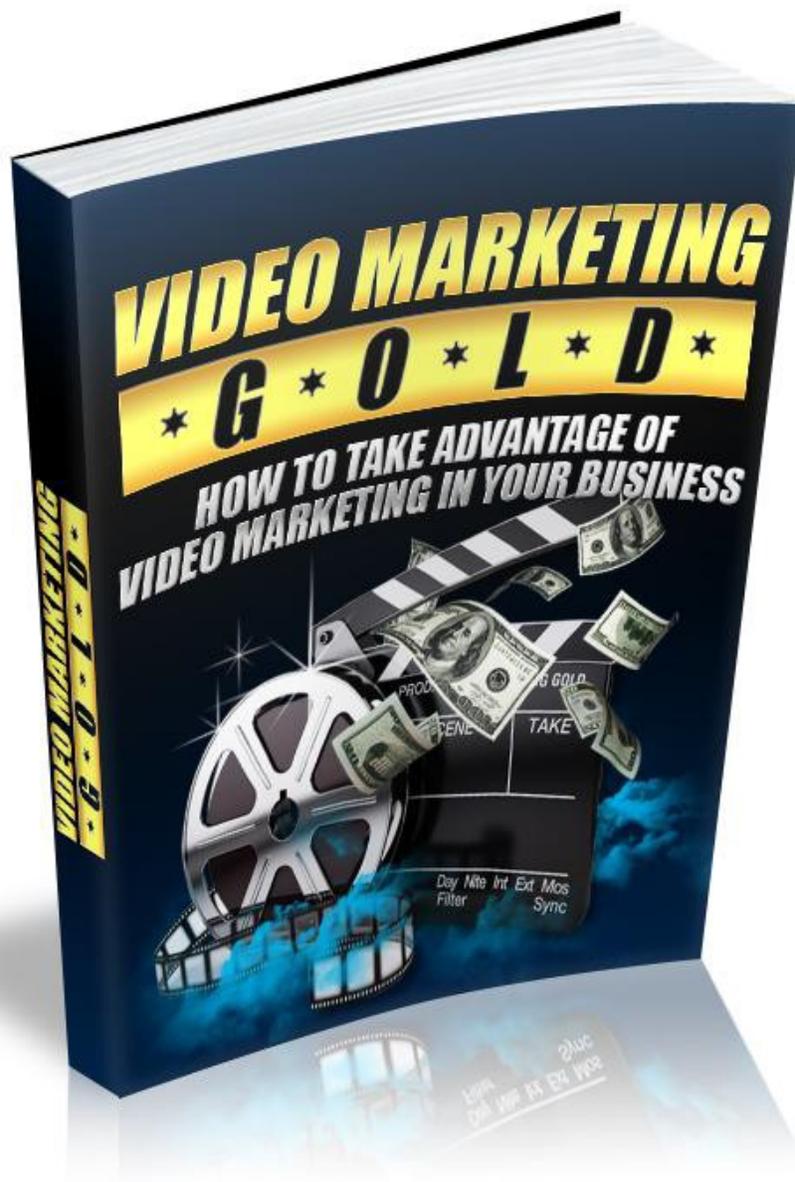


Video Marketing Gold



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Introduction to Video Marketing



Video marketing is one of the many tools in the Internet marketer's arsenal, but is definitely one of the most popular.

Recent studies indicate that more than half (57%) of people have watched at least one video online at some point in their lives, while nearly one-fifth of people (19%) say they watch videos online every day. These numbers are rapidly growing as more people are using the Internet and social media every day.

As much as society loves the television, computers are gradually taking over the device. If you have a newer model television, all it takes is a USB cable to connect your TV to your computer. With a variety of online services and streaming websites out there, you can watch anything you want online, whether it's your favorite show, new movies, or your local news cast.

Recent studies also project that more than half of people who watch a video they consider “good” will end up sharing the video with their friends via social media or email. This is an example of how online videos can go viral, which is something we’ll talk about later in this book.

As the Internet has advanced, audio and video files are replacing text and graphics. This extremely powerful medium is something many marketers can use to send their online businesses from the bottom to the top.

Video Marketing Benefits

Video marketing has numerous benefits to marketers trying to promote their online businesses.

- Video marketing allows you to highlight your products and services in both an informative and entertaining way.
- Video response rates are higher than articles and blogs. Visitors are more likely to sit through a two-minute long video than to read a long blog post.
- Videos allow you to better illustrate the concepts you’re trying to get across. Some niches are more difficult to convey in print, and those will benefit the most from video, because you will be able to show, rather than tell someone something. If you’re in the business of “how tos” and other instructional videos, this is especially true.

- Video marketing allows you to avoid Google's duplicate content penalty. While there is some debate on whether this penalty actually exists, video content is not subject to the same rules as articles and blog posts. This means you can take all the articles you use in your article marketing campaign and turn them into videos without penalty.
- Videos make it easier for you to create new and fresh content regularly. If you are constantly trying to come up with something new to say in articles, this can be frustrating. To keep your website ranking high, you need to keep the fresh content rolling in, and videos allow you to do this without much effort on your part.
- Videos allow you to capture your audience's attention in a different way. If the visitors are used to reading print and seeing static images, using an audio and video approach will excite them because it is new and different from what they are used to. This alone may be the deciding factor in what causes someone to become a paying customer.
- Videos rank high with search engines. Most keyword phrases you search now feature at least one or two YouTube™ videos on the first page of results. As such, you should be creating a few videos to target each one of the keywords you're going after in your niche.
- Creating a video doesn't have to be an expensive endeavor. While you can go all out and stage a major production, it's not necessary. You can do them for free or cheap. It's pretty safe to say the majority of the people out there reading this report will not have the budget to stage their own major production, but I do have some information later in this

book that will help you create awesome videos.

- Video sharing websites such as YouTube allow users to share their favorite videos on their social media websites, such as Facebook and Twitter™. This is how your videos go “viral.” If someone posts a video of their kitten doing something cute, sends it to a couple of friends and later finds out the video has over a million views within a week or two, then their video is now considered viral. Though it may sound like it’s just too good to be true, the reality is, it happens all the time with videos!
- Basically, when you create videos, other people will do the marketing for you when they recommend the video to friends, loved ones, and co-workers. As their recommendations reach out to others in their network who they think may enjoy the video, the marketing spreads.
- Video marketing is on the rise. It’s not quite the same golden nugget it used to be, so competition is getting close to the same brutality you find with print format. But, there are still plenty of marketers out there who don’t take advantage of this tactic for whatever reason, so there’s no reason to avoid jumping on the bandwagon. Videos will allow you to gain a lot of traffic with a decent conversation rate, without a lot of elbow grease.
- Video websites such as Youtube seem to have a more sizable “community.” You will see plenty of videos with more than a thousand comments, and hundreds of responses to those comments. The people who post the videos are out there talking with one another and forming

active relationships. You don't typically see this on the article marketing outlets.

- Studies indicate video marketing increases traffic, sales, and opt-ins. The majority of marketers who put a real effort into video marketing are happy with their return on investment (ROI.)

Video marketing allows you to show another side of your business and yourself, that you will never be able to showcase with text on a screen. The addition of music and graphics can make things more exciting, which means your visitors will be more likely to really enjoy your content. Visitors who really enjoy the content you are sharing are much more likely to purchase whatever it is you're selling.

What Makes Your Video “Great?”

Yes, people really enjoy watching videos online, but that doesn't mean all you have to do is slap up anything you can come up with and you will see results. If the video you make is crappy and boring, people will not watch it. At the same time though, you don't have to be some award winning videographer producing a video capable of winning an Oscar before you will be able to captivate your audience. To help you in creating the most effective video, I'm going to share the most common features that most viral videos share.

- Focus on the target audience and their demographics. Who will be watching the video? Young people? Old people? Single men? Married women? Mothers? The target audience of your video will determine the “voice” of the video, along with its tone and message. All of this, in order to be successful and have a shot at becoming viral, needs to appeal to whoever the audience is.
- A good video is not only well made, it is interesting as well. If I had a dime for all the videos I've seen full of long pauses, narrations full of “uhs” and “ums” and blank screens where nothing is going on, I'd be rich, and I mean *really* rich. No matter what niche you're serving or topic you're addressing, you need to make sure your videos are interesting and fun to watch. You can do this in a number of ways: adding music in the background, or including funny graphics throughout.

- A good video provides something of value. It can be a short 30-second tip that shows the best way to scoop up cat litter without making a mess, or it could a 10 minute guide that shows how to choose the best litter for your cat. Regardless of the path you take, it needs to be valuable to the person who is watching it. You won't get very far with a video that says, "Hey! Check out my website!" because this will not increase your traffic or improve your conversion rates. Videos like this will never go viral!
- Videos should give the viewer a small taste of what they are looking for, while leaving them yearning for more. When they want more, they are more likely to visit your website for more information, or to purchase the product or service you are offering. This is the same principle as article marketing. You never want to give away all your information, because if you do, the user doesn't have any motivation to visit your website, which is where you need them to be.
- As a rule, be generous with the information you provide, but leave the most important and highly sought information on your website, so people will be motivated to visit and get it from you. After they have watched the video, you want them to feel like the most appropriate next step is for them to click the link to your website.
- The more professional your videos look, the more credibility and trust you and your product or service will gain from people. Your reputation

will naturally increase, and people will be more inclined to purchase whatever it is you have to offer.

How To Make A Video

Right now, you're probably thinking, "This sounds wonderful, but I don't know anything about how to actually make a video!"

Don't panic. It's not a big issue, because we're not trying to make the next award-winning hit show. The videos that are most popular and successful are not fancy. They are filmed with a basic handheld camera, sometimes even webcams. They are created with simple programs that anyone can learn to use. In fact, many successful videos have been created with programs you're likely already familiar with, such as Microsoft Paint® and Microsoft® Powerpoint®.

Videos made with these simple programs can still look good because the process isn't really difficult. Here are some methods you can use to create your own videos.

Windows® Movie Maker

Windows Movie Maker is a simple program that's easy to use. It's so easy, if



you're already familiar with how computers work, you can likely figure out this program in five minutes or less. An added bonus? It comes standard on most PCs, so there's no additional expense. Not a PC user? Mac has something similar, called iMovie®, that you can use.

If you are seeking to create an informational video and you lack access to a budget and required resources, the only thing you need is Windows Movie Maker and Paint. You will be creating a slideshow with images in Paint. This is known as the "Poor Man's Method."

In Paint, I recommend creating images that are the same size as your video. The standard video size is usually 320x240 pixels. If your images are not sized correctly, the aspect ratio will appear distorted, making your resulting video look poor.

It is easy to choose a background color and type text onto it. Then, after you save the image, you can import it into the Windows Movie Maker.

Another option is to create your image in Paint using a solid background color. Import the image into Windows Movie Maker, and then use the Title/Caption feature to enter the text on top of the background. This is probably simpler if you feel like you need to be able to easily make edits to the video, because it's a single file instead of two.

To spice up the video to make it more interesting, find stock photos related to your niche. Make sure you're using licensed stock photos that you know for sure are free, or purchasing the rights to use. Do not just steal images from a Google Image search. Making sure you have the right to use the image, and that images are credited appropriately, will help you avoid legal trouble.

It is also a good idea to add some sort of music to make things more interesting. Music is another thing you need to watch carefully for copyright issues. A simple search for "royalty free music" will provide you with options for music without running into copyright infringement issues.

When the video is complete, all you need to do is click "import." Your first video is now finished. While it's not going to be a masterpiece, but as long as you included good content and made sure it was interesting, you are on the right track.

Camtasia Studio

If you are trying to make "how-to" videos for a topic related to the computer/Internet niche, and you have a bit of extra cash on hand, investing in Camtasia Studio is one of the best choices you could make to help boost your marketing efforts.

Camtasia Studio allows you to record your computer screen. Everything you do on your computer is possible to record, so this is an excellent way to do tutorials. You can also record audio to narrate what you're doing as you go, but you'll need a microphone to do this, if you don't already have one. Microphones are fairly cheap and available at many retail stores. This method is more professional than the Windows Movie Maker and Paint/Powerpoint method.

Instead of having someone sit and read pages and pages worth of text to explain something, the video will be much quicker, and actually show the person what to do on a step-by-step basis.

YouTube is full of useful "how-to" videos created with Camtasia Studio. This program is incredibly useful for people who run Internet marketing memberships sites because products and quickly turning from text to video format. Using the screen capture program, you will be able to easily describe things that would be otherwise difficult to describe in a standard article format.

Camtasia Studio is available for both Windows and Mac®. The Windows version will set you back anywhere from \$200 to \$300, depending on the version you purchase and where you purchase it from. The Mac version will run you about \$100, depending on which version you purchase and where you purchase it from. If this seems like too much money to invest, there is a free

version available.

Camstudio

Camstudio is an open source program that does most of the things Camtasia Studio does, but because it's open source, it doesn't cost anything. It doesn't run as smoothly, and you may run into some issues, but for a free program, you can't really beat it. This program is only available for PC users. There is not currently a Mac version on the market.

Camstudio is good if all you want to do is take a screen capture. It does not include features that allow you to add background music, use multiple tracks, or re-dubbing. The cost effective method is to use Camstudio for the screen capture, and Windows Movie Maker for editing.

Jing

Jing is another free program that is quickly becoming more popular. You can take screen captures with images and videos and then release them in SWF format.

Jing's free limitations mean that your video can only last five minutes. If your videos will be shorter than this, it is the perfect solution for you.

Videos on Webcam

If you are not camera shy, and you don't mind your face being associated with

your brand, then using the webcam to put your face on video may be a good way to go. This is especially the case if branding yourself is part of your marketing strategy. These types of videos will also give you the chance to add a “personal touch” to your product or service. Doing something like this gives you the chance to introduce yourself, as well as your product or service.

This allows your audience to feel like you are speaking to them face to face, and as a result, they will feel a sense of camaraderie and trust they wouldn't have otherwise felt just by reading text on the screen, or through a standard screen capture video.

If you want to create videos like this, a webcam is typically sufficient. If you have a newer computer or laptop, there is likely a webcam built right in. However, the quality of these built-in cameras is not always the best. Take a few test videos, and if you see your camera producing unclear, blurry, video, then you need to invest in a better quality camera. Decent webcams are available for anywhere from \$50 to \$200.

Professional Video Production: Cameras And Editing Software

With a webcam, you're limited to simple videos you can record while you sit in one place near your computer. If you want to really make a video production, you'll need an actual digital video camera.

When it comes to video marketing, there are not many people out there who invest the time, money, and energy into making “real” videos. If you take the

time to do this by going out into the “real world” and performing interviews and social experiments, this could set you apart from the rest of the crowd, and may be exactly what your visitors need to make them excited and more interested in whatever it is you have to offer.

If you opt to purchase a digital video camera, you will have a higher quality camera than if you were using a web cam. Digital video cameras are available for high definition recording, whereas you will get nothing near this with a webcam.

The point of this book isn't to give you a detailed how-to on filmmaking. If you want to know more about it, turn to Google. You will be able to find good resources to help you if you're really interested in how to do this. Here's some information to help get you started.

Digital video cameras are not as expensive as they once were. A decent lower-end camera can be found in the \$200-\$300 range. While the lower-end cameras are enough to get the job done, you can invest in a professional camera if you have the budget and you want to make sure your videos look highly professional. The higher-end cameras can cost you several thousand dollars. If you're serious about video marketing, however, this may be a good option for you.

Simply having a top-of-line video camera does not mean you'll automatically have top-notch looking videos. You will need to have basic understanding of not only how the camera works, also lighting, and filming techniques. Spend sometime reading and becoming more knowledgeable about the subject. This will be the difference between professional looking videos, and videos that look like they were shot at home in the '80s.

Audio capture on most video cameras still has a long way to come before it's good enough for a professional video. You may need to invest in additional audio equipment, such as clip on microphones or a boom mic. Both of these can be found online for under \$100 if you search deeply enough.

There is a lot of work involved in professional video production. You may need to assemble a small team (two or three friends) who can help you. If you are really serious, place an ad for a personal assistant on Craigslist or similar websites.

If you plan on investing the time, energy, and money into professional quality video production, Windows Movie Maker just is not going to cut it as your editing software. While it works for basic editing tasks, professional editing requires far more features and capabilities, so you will need to plan on purchasing a more robust program. Popular options include: Adobe® Premiere®, Final Cut Pro®, Sony® Vegas Movie Studio, and Pinnacle Studio®. These programs will set you back hundreds of dollars, but searching

online can help you find a good deal. These are the same programs broadcasting professionals use, so you don't need to worry about power or quality.

Stock Videos

It is possible to create professional quality videos without doing any of the filming yourself, through the miracle of stock video. All you have to do is purchase the stock footage and edit clips together to make the promotional video you want. The video clips on stock video sites are high quality, so your videos will look great. Plus, your visitors will likely think you filmed it yourself, so you'll have the added bonus of looking impressive.

The downside to this is, stock videos are more expensive than stock photos. Where a stock photo can cost only a few dollars, a stock video can cost you up to \$15 each, with price dependent on length and resolution.

Only you can decide whether or not this is a reasonable investment for yourself and your business.

Archive.org features royalty-free videos at no charge, but most of them are very old. You can find everything from documentaries on the World Wars to silent films, and old public service announcements.

Depending on your niche, you may or may not have use for these videos,

because they are free and you can use them however you want, it can give you a chance to be creative and think outside of the box.

Video Creation Service

You also have the option to outsource all of your video creation. This is an optimal choice if you have the budget and you are too busy, or just don't want to mess with having to learn something new.

You can use the various freelance marketplace websites such as elance, oDesk, Vworker, etc. to find videographers to hire. If you're a member of the Warrior Forum, don't forget to check out the "Warriors for Hire" section there.

Before you hire someone through one of these outlets, ask for a few samples. You need to know that the instructions you give them will translate into a video you want to use. Make sure you provide detailed instructions about what you are looking for. Include a length, a script, and options for audio and music.

Compared to purchasing and editing stock footage yourself, you will be able to save a lot of money.

Show Your Video To The World

Video Websites

From here, I am going to assume you've created at least one video, and now you want people to see it. You can upload it to your website or blog, or upload it to a video sharing website. I'll get to how to upload it to your website or blog in just a few minutes—for now, I'm going to focus on video websites.

YouTube

At this point, you are probably aware of the fact that YouTube is the most popular video sharing site on the web. Google owns it, so this is major reason why. Not only is this the top video sharing website, its #4 Alexa rating shows that it is close to being the most popular website on the entire Internet. The site gets millions of visitors every day, and hundreds of thousands of videos are added every day.

There are plenty of regular people who were able to become overnight Internet sensations thanks to YouTube. Some videos go viral quickly, especially if they are funny or shocking. YouTube videos that become really popular really fast, sometimes land local or national news coverage.

There are several variables at play here, so it is not surprising that a video tutorial of how to do something with WordPress would never gain this kind of popularity. However, it's not to say that YouTube doesn't have power. Adding your videos to other video websites like YouTube can also be powerful, but not

as much.

YouTube is also great because it allows you to create a channel, which will list all the videos you've created. You can use it to brand your business, and people can subscribe so they can stay up to date and receive a notification whenever you post a new video.

Others

While YouTube is definitely the number one choice for video marketers, it's not the only dog out there, and many marketers are missing out by not harnessing the power of the others out there. Because there are fewer videos on these sites, there is also less competition. The more video sites you upload your video to, the more people will see it, and the more backlinks you will build to your site... which helps to boost traffic.

Here is a list of some of the most popular video websites you can upload to:

- Viddler
- Vimeo
- Metacafe
- Google Video
- Daily Motion
- Veoh
- MSN Video
- Blip.tv

- Yahoo Video
- Myspace
- Revver

TubeMogul

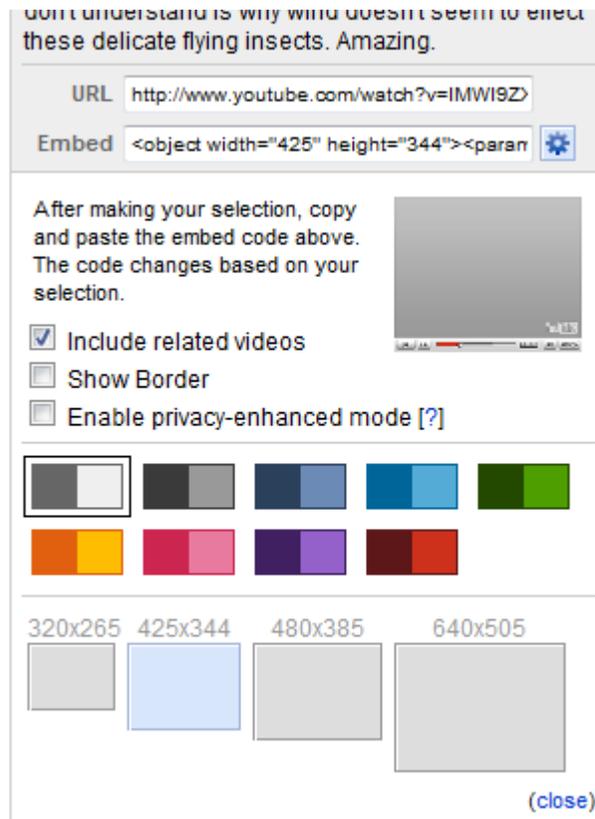
The best marketing strategy is to upload your video to all the websites I shared above, to build the most backlinks and traffic potential. But, because there are so many on there, it can be time consuming, right? It doesn't have to be!

TubeMogul is a free tool that enables you to register for all these sites, upload your video once, and write the description with tags, once. TubeMogul then distributes the video to all the sites for you, saving you hours of time!

With TubeMogul, you'll also get tracking and analytics data, so you can easily see which video websites are sending what traffic, and whether that traffic is resulting in click-thrus.

The service is not only easy to use, it comes with tutorials to help you learn how to use the service. This is by far the best option for someone who wants to blast videos on the Internet quickly.

Uploading Videos On Your Website/Blog



If you want to offer your videos to your website/blog visitors, there are several paths to choose from.

The most common is for a person to upload their video to YouTube, and then use the embed code from YouTube to include the video on a page or in a blog post on the site. The picture above shows you how to do this. This is the ideal solution for people who don't have a lot of bandwidth, because your servers aren't hosting the video.

However, because YouTube and other video hosting/sharing sites can delete your videos at their own discretion, and some people don't like the idea of sharing a video branded with another company's logo, there is a bit of risk involved with using a service like this.

As such, some marketers use a JW Player plugin with their WordPress blogs that will allow you to create a personalized Flash player that can be embedded anywhere. You can add watermarks to your videos, and even monetize them with Google AdSense®.

However, this method tends to eat a lot of bandwidth, and if you run out, your site goes down until the next month in the billing cycle. Before you opt to host videos yourself, make sure you contact your hosting company to find out what your bandwidth limits are.

If you have limited bandwidth and still do not want to use YouTube or another video service to share your videos, there is a solution!

Amazon S3

You can host your videos with the Amazon S3 Simple Storage System. The service allows for inexpensive unlimited data storage. This is an excellent solution for people who do not want to use their own servers to host large files.

You will pay 15 cents for each gigabyte of data you upload, and 187 cents for each gigabyte transferred (when someone watches the video, or downloads a file.) Essentially, you'll only pay a few dollars a month for storage and use. Because there are no recurring charges or fees, you will only pay for what you use.

This service is incredibly cheap - \$0.15 for each gigabyte of storage uploaded, and \$0.18 for each gigabyte transferred. So basically, you can store dozens of videos for only pennies. Even if thousands of people view your videos, you will likely only have to pay a few dollars. There are no recurring fees or charges - you simply pay for what you use.

If you downloaded the JW Player, the configuration for Amazon S3 video playback is fairly simple. This [blog post](#) contains a video explaining how to set it all up step-by-step.

You can also use this service for music files, or to back up important files on your computer so you have them in case it crashes... and you will pay far less money than if you would if invested in an external hard drive, which could be lost or stolen.

Video SEO

At this point, you are pretty knowledgeable about video marketing basics. But,

if you are looking for good results, you have to consider video SEO. Just as you cannot do effective article marketing without SEO, you cannot expect the same from videos. You still need to do keyword research, optimize for the keywords, and build backlinks.

Video SEO is simple. Include your keyword phrase in your video title, if possible before any other words. Keep your keyword phrase toward the beginning of your description, and use relevant tags.

At the bottom of a video's description, some marketers add a long list related keyword phrases to help both Google and YouTube rank the video better. As tempting as this practice may be, this can be seen as keyword stuffing and is not recommended.

As you would use social bookmarking websites to build backlinks to your articles, you can do this with videos, as well. In fact, you may see that you get a lot more traffic from the bookmarking sites on the videos compared to the articles because the videos are more attention grabbing, especially when combined with a killer title.

Continue to build backlinks to the videos as you would with any other website. You don't have to worry about building those backlinks too quickly, because YouTube is very popular, and gets thousands of new backlinks every day, so

Google probably won't notice. If you picked a good keyword phrase, you may benefit from a few high page rank links. Your videos will likely rank higher faster than your articles will—especially if there are not any video results already listed on the first results page.

Another way to boost your video SEO is to submit your “uploaded videos” RSS feed to various RSS aggregators. Many people still don't know that YouTube videos have RSS feeds, so this can give you an edge. Not doing this could cost you a lot of backlinks, and in turn, ranking potential.

Here's something else to keep in mind:

YouTube's ranking algorithm will rank your videos based on their views, number of comments, and ratings. The more comments, views, and ratings you have, the higher your rank on the YouTube website will be. This is why video distribution is so important. Tweet about your video. Send it out to your mailing list. Link to it from FaceBook, and ask people to rate and comment. Even if it's only a few friends and family members, it's a good start. People who see comments and ratings are more likely to comment and rate than to be that first one.

Video Marketing Tactics

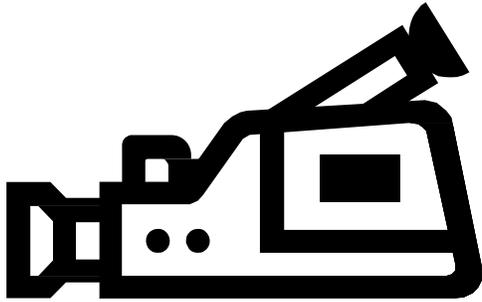
This is the last thing we'll cover in this book, because once you learn how to market your videos, you will have everything you need to become successful with video marketing.

- Keep your videos targeted. You wouldn't write about cooking a meal on your dog/pet blog, so you need to treat your videos like this as well. Keep them focused and laser targeted on exactly what your visitors are looking for.
- Deliver good content. Producing articles and blog posts with spun jargon may help with backlinks, but it's not going to drive traffic, and it won't increase your conversions. Your videos should be treated the same way. Crap videos will not offer ROI.
- Tailor your video design to your target demographic.
- Write eye-catching titles and descriptions. Instead of: "How to Make Money With...." Use "How I Made Over \$500 With... While ASLEEP!"
- If making a "how to" provide the basic steps, but don't give it all away. Tease your viewers so they want more. This will help drive traffic to your

website, and when they find what they need, it could turn them into buying customers.

- When working on your next project, instead of the traditional eBook, consider making a video series. The content is still fresh enough to attract people who don't feel like downloading yet another eBook.
- If you are going to speak, write a script for the video before recording it. Too many videos feature marketers who appear as though they have no idea what they are trying to say. Not only does this make the video boring, it makes the person seem less credible.
- If you will be featured in your videos, either as yourself, or just your voice, develop a personality to ensure your viewers will enjoy your presence. Many marketers are dull and boring. Add brightness and enthusiasm into your videos, even if you have to fake it.
- Use videos to continuously develop your brand. Use a style for your audience. They will become familiar with you and your brand image, and if they like it, they will come back for more.

Overview



Well, I hope you enjoyed the report! This should give you a great headstart...

Video marketing is no different from every other aspect of Internet marketing, because it too, takes hard work, energy, time and effort to develop, master and profit from.

You won't likely become a millionaire from one video. It will take creating consistently valuable content and using proper SEO to be successful with your video marketing, but this book has everything you need to get off to a running start.

To Your Success!

Alex Major

www.NicheEmpires.com