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Are You Making These Ten Fatal Video Marketing Mistakes?

Don't Fail At Online Video. Are You Making These Ten Fatal Video Marketing Mistakes?

If you're reading this report right now, it means that you understand just how powerful video marketing can be and have decided to integrate video into your marketing agenda. Congratulations, you've made a very smart move. But are you things correctly so that you get the absolute best results from your video marketing efforts. Continue reading to see if you are making any of the ten fatal mistakes that could be killing your video marketing campaigns.

Online video marketing is one of the most effective, if not *the* most effective medium for marketing your business or product online. It can play a huge role in informing and educating your audience while also creating interest in and driving traffic to your products and services. Online video, when used effectively is engaging, stimulating and very very persuasive. It personalizes

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you, your product and your company and is the closest you will come online right now to interacting one to one with your visitors. For these reasons, online video is the future of marketing and those who are not yet using it, are at a serious competitive disadvantage.

Of course, like everything else video marketing is useless when done badly and can actually harm your brand and your sales rather than be of benefit to them.

This report takes a look at 10 of the big mistakes you need to avoid when creating your video. It looks at the content and strategy choices you need to make and how to bring it all together so that your video marketing efforts are as profitable as possible. The report will also list mistakes you need to avoid in the production and post production of your video to ensure that your video reaches your audience and engages with them as effectively as possible.

One // The Brand Is King.

Are you Branding Your Videos?

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Remember why you are making a video to promote your product and brand. Getting your brand onto your video is critical to your online video marketing success. One of the coolest things about online video is that people share it. While you may have your video on your blog, your website and your YouTube account, a well produced video will end up being embedded on many other web properties. This is why it is crucial to incorporate your brand identity and key messaging into your video content so that no matter where your video is being viewed, on whatever platform, you have a consistent message that defines who you are and helps make you and your content memorable.

Watermarking is an excellent way to stamp your brand on your video (and protect your content too). Most video production software will have this feature built in. Add your website address or your company/product name and tagline. Another effective way to clearly deliver your brand on your video is to include intro and/or exit segments. Don't make these too long though. A 5 second logo sting can be very effective. You can however incorporate key messaging and your website url into an intro segment, so long as the message is relevant and not long enough to make the viewer impatient for the content that follows.

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Never assume that your video description or the information pane will give your audience all the information they need. Branding your video content is a valuable opportunity to ensure that important messaging reaches your audience.

Two // Know your Brand Voice

Is Your Brand Voice Consistent?

What is your brand voice? Before creating your first video, it is very important that you understand and establish how you will talk to or present to your audience. What will be unique about the way you speak to your potential customer? What are the words, phrases and characteristics that will set you apart from your competitors? It is really important that you give serious consideration to your brand behavior in the video space, especially when identifying your marketing and business goals.

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Video is a tool that can be used to build expertise, to leverage leadership in your industry, to showcase a new product or give a product demonstration, to teach new skills to your audience or to inform and update your viewers. No matter which of these define your content, your brand voice must be consistent. You'll need to present the same tone and manner, not just in your video content but in the descriptions, tags and in all discussion that follows.

Three // Don't State Facts, Tell The Story

Are you Keeping Your Content Interesting?

It's unique to humans to share our stories. Stories are what create the most engaging and exciting interactions. Stories let us know what is possible, give us belief and connect us emotionally with our goals, objectives and desires. Give somebody a good story and you've sparked an emotional connection that will be far more lasting than an uninspiring lecture or clinical presentation.

Connecting emotionally with your viewers in this way, is the first step to pre-

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selling your audience and establishing a trusting and lasting relationship that will ultimately mean more business for you.

Your brand voice will ultimately shape the type of story you can tell. When creating your video ask yourself, does your content evoke an emotive response from the viewer or does it simply put them to sleep?

Don't be fooled into thinking that only some types of content can work with story. Stories don't always have to be from your personal experience. Think about creating 'characters' for your content. Characters can embody your story and

give your viewers somebody to identify with. They can easily be incorporated into the dullest of content to bring life to demonstrations, facts and instructional material.

The important thing to remember is that you must touch the viewer emotionally in a way which they can relate to. Let's say you introduce Jane Doe in your product demonstration. Jane had problems understanding how your product

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works. Your viewer identifies and thinks, 'Oh, Jane is just like me. I had similar problems too!'. She asks 'What did Jane do to solve her problem?' This is the type of process you need to evoke in your viewer. **Give your audience somebody to identify with, a shared problem and an easy solution and you've got a sale.**

Four // State Your Call To Action

Are you asking your viewers to take action?

If you take nothing else from this report, remember this. **If you don't tell your audience to do something at the end of your video, they won't.** You'll finish

talking, the video will finish playing and your viewers will click on the next video, which could be your competitors!. The chances of your viewers checking out any of your other videos, your latest products, special offers you have or your website is extremely unlikely, *unless you tell them to do so.*

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You have created your video because you want your audience to make a choice at the end of the video, that will favor you. Don't expect that your audience will take any initiative with the next step. It is important for you to activate your viewers by giving them an explicit call to action.

Before making your video, establish what is the next step for your viewers? What do you want them to do? Perhaps you'd like them to download some additional content from your website or call you for a consultation. Whatever it is, make the call to action explicit by building the desired action into your content structure.

Five // Stand Out From The Crowd

Are you noticeable, memorable, different?

You may bet that if you have understood the enormous value of making video content, your competitors have too, or will do very soon, so why not make the most of the opportunity to gain competitive advantage?

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The world of online video is a very crowded space and standing out in that space is a huge task that will determine the success of your online video marketing strategies and goals.

There are over twenty hours of video content added to YouTube every minute and remember that YouTube is one of over 400 video sharing websites. On YouTube alone, you are competing for eyeballs with over 13 billions videos. How will you stand out? How will you beat your competition? You have to be unique and fresh. No matter how dull or dry your content is, expressing it creatively with energy and enthusiasm will go a long way towards helping you stand out in your market.

Break heavy content blocks into shorter snippets, make bullet points, use interesting graphics and displays, add color, charts and illustration, sound interesting and do everything in your power to add the 'fun factor'. It's what engages people most!

Take A Breath ... Let's Recap

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So far in Are You Making These Ten Fatal Video Marketing Mistakes, we have focused on the content and strategy choices you need to make in order to that your online video marketing efforts reap rewards. We've look at how important it is to brand your videos, to create a brand voice that identifies your uniqueness and sets you apart from your competitors. We've also considered the importance of inviting your audience to take action and using story to engage your viewers and establish a trusting relationship with them.

Let's now take a look at some of the production, post-production and distribution issues worth considering to ensure that your video reaches and engages with the right audience and contributes to the success of your online video marketing agenda.

Six // On Screen Talent Matters!

Are you making the right choice with on-screen talent?

The number one factor that will make a viewer click out of your video before it has even started is content that is not engaging and interesting. You don't need

to be the smartest kids on the block when it comes to subject material but you do need to be engaging in tone, manner and presentation.

When selecting the talent to present your content, ask yourself who can best present my content and explain that content in a clear and engaging manner. If that person is not you, consider hiring voice talent. Having a dynamic personality who can pull the viewer in and make a connection with the audience is the difference between being memorable and being forgotten. The face of your brand, the person ultimately responsible for translating the human connection you make into profitable action, needs to be given careful consideration.

Seven // Make The Most Of Your Descriptions

How You Says It Matters . .

Making sure your video is indexed by the search engines is not as easy as it is with text content. As video content itself is not indexed, you need to figure out

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ways to optimize for organic discovery so that your video shows up in, and gets better search rankings on Google and YouTube. This means paying very close attention to your video descriptions, tags and summaries. Being lazy about these will mean that your video will not get the audience you want and will be buried below videos who have optimized their descriptions and tags.

To ensure that your video has the best chances of being indexed, outline any of the key messaging in the video with concise summaries. This content will let viewers know what they can expect from your video. It will give users who are being fire-walled from watching videos a general overview of your content.

While being useful to visitors, your description will also allow the search engines to discover and rank your video content favorably for you and it can provide additional momentum for your inbound marketing programs.

Be aware that while watching your video, many of your viewers will read the video description. Remember brand voice? Make sure that your description is consistent in voice and tone with the content of your video. Continue to use

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story in the description to compel your visitors and also include a link to your website or your call to action at the beginning.

YouTube will give you approx 1000 characters to write your description so really make it count, bearing mind also, that YouTube display the first 120 characters

in the search results. These need to be keyword rich to attract the right audience.

Eight // Tag For Optimal Results

Are you tagging for viewers not search engines?

Tags are short labels you can attach to your videos so that they can be indexed more readily and found more easily by your audience. While you may be used to tagging with phrases, YouTube allows only single word tags rather than phrases. When tagging your video, use tags that are consistent with one another. Don't choose very popular keywords not related to each other or the

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video, just to get views. This method doesn't pay off long term and YouTube have methods to detect this type of 'spammy' behavior.

Try instead to leverage your website SEO and SEM keyword research to find single words and word combinations that reflect both your video content and the search terms your target market uses when attempting to find that content. YouTube will allow you approximately 20 tags. Make use of as many as you need while keeping them relevant.

Choose the category for your video carefully to. The more relevant the category to your content, the better results you'll see from viewers.

Nine // Get To The Point ... Fast!

Is your material focused or full of waffle?

YouTube looks at signals that show how long people spend watching individual videos. Videos that are 2 – 3 minutes long tend to perform better than videos that are 10 minutes long. Internet users are an impatient bunch. We want information and we want it fast and concise. Recognizing when your video

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needs to end is important and the chances are , it should probably end sooner than you think it needs to.

If your content is long, try breaking it up into shorter video segments of 2 – 3 minutes. Use the annotation feature in YouTube, as well as the description area to direct your audience to the next video. Being forced to squeeze your content into small segments means you'll get to the point far more quickly, thereby satisfying your eager but impatient audience by providing them with video content that is far more accessible and focused.

Remember to apply the same rules to your description and tags. Clear, focused summaries and titles will ensure that your audience know for sure that your video will provide them with the information they want. The ultimate goal is always to get your target audience to click the play button!

Ten // Include unique URLs in the Video Description

Don't Forget the Obvious!

Adding a URL to your video description is a very basic and simple point but too many people overlook its significance. The URL should tie in with your call to action and link to your website, an opt-in page, another YouTube video or a blog post or special offer. The main objective is of course to remove any obstacles that may prevent your viewer from taking the action you desire from your content.

Checking that you are paying attention to all 10 of the fatal mistakes outlined in this report will ensure that you have a huge advantage when you start to create your video marketing campaigns. You can extend the value of these 10 pointers by incorporating your web address, social media handles and company contact information into the video content, text descriptions and platform profiles.

To Your Success

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