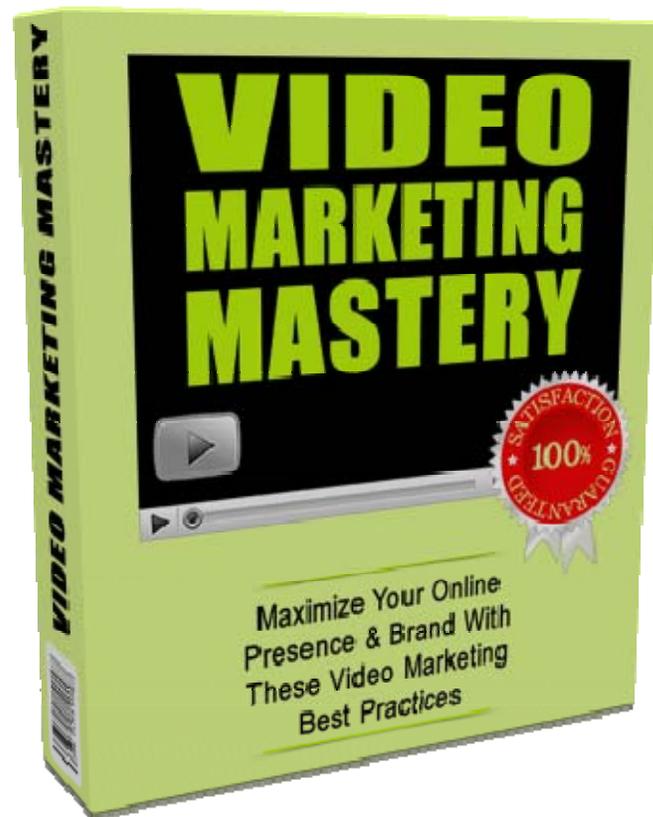


Case Studies for Video Marketing



Additional Ideas and Techniques to Improve Your Videos

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Case Study One:

Creating Commercials for Offline Companies

Making commercials has been a proven method of advertising for many years. Now with the popularity of video marketing, producing your own commercials is more viable than ever before especially for the small business owner today.

The main reason for this is that creating a video is affordable and can be done by a one or two person team. This alone helps to reduce costs even further.

Benefits:

The biggest benefit for the small business owner would have to be the one of saving money. Investing in a camcorder and microphone would well outweigh the cost of hiring a video production team each time.

The business owner now has a practical way of showcasing his company both in his local community and online. For a potential customer the benefits include having an in-depth look at the business and what they have to offer. This can be done before making a trek to the physical store.

Ways to Use Video:

1. Create a promotional video showcasing a specific product.
2. Make a video of your sales team and staff. Make sure that the video connects with the viewer.
3. Have a video which is essentially a tour of your business, if you produce a product then show the creation process.
4. Highlight benefits of your particular product and why a customer should use you.
5. Tape customers providing you with testimonials on your product/business.
6. Showcase a success story of one of your customers. This could be learning how to install or repair something at home. Or just developing a new skill or overcoming an issue.
7. Landscaping companies could video tape the installation of a new bricked walkway, the building of a patio or gazebo. Have before and after shots with the main developments featured.

8. Upload your videos of your business and then play them on your own screen in your reception area.
9. Product demonstrations via video. This is an effective way to teach customers and clients how to use your products and/or services.
10. Make your staff presentations on video and allow staff members to participate and add feedback. A great way to get interaction for your entire business.

Where to Place these Videos:

For any commercial type of video you want to upload them to your YouTube account. Remember Google owns YouTube so your videos have the potential to rank high in the search engines.

Use some videos on your website as well, these should be ones that relate to certain aspects of your business including:

- Services offered
- Products
- Testimonials
- How to examples

For a physical store or location post videos on TV screens inside your store at strategic points. Larger stores will have videos playing in their paint departments, tool department and even their beauty areas. The focal point of each video is on how to use the product in various ways, ultimately pre-selling the product to the customer.

Case Study Two

Using Video to Make Unique Sales Letters

With the popularity of video it only makes sense to start creating sales pages in this manner. The visual impact allows you to connect directly to your audience and gives them that one on one personal attention. Creating video this way can dramatically increase your sales and build your customer list at the same time.

Benefits:

The biggest benefit to the site owner is that it is often easier to convey your message in person as opposed to writing it out. Video allows you to capture the attention of your audience and you want to take advantage of this. Video sales letters allow you to **'show'** as opposed to just **'tell'** someone about what you have to offer.

You still want to highlight the product, the benefits and the solution to your potential customer. You just have more creativity to do so with video.

With video sales letters you don't have to be a fantastic copywriter to get results. It is more important to create excitement and be enthusiastic about what you are selling. Videos are also fast to create and can easily be done in one day.

Video Sales letters have been proven to convert buyers at a much higher rate than written sales letters.

How to Use Video on Your Sales Letter:

1. As a verbal sales letter where you are simply talking to your viewer.
2. Can be made of text and voice

How to Create a Video Sales Letter:

Basically your video sales letter will consist of three elements. A) the hook, B) the Story, C) the Sell.

The Hook or Introduction:

This is where you want to grab your reader's attention. You should have done your research ahead of time and know who you are targeting in your video. You need to identify with their problem, whether you are selling an Acne product or teaching

someone how to train their dog to walk on a leash. You want to communicate your understanding to the viewer.

You should also indicate to your audience that you have a solution to their problem. This will keep them watching the video to the end.

The Story:

Use this section of your video to connect again with your viewer. Make them aware that you fully understand the problem that they are facing. A quick personal experience can be great here. At the end tell them how your product or service is the solution that they are looking for.

The Sell:

This is going to be where you tell your audience how to get your product or service. This can be a link to a website or directly to the payment processor. It could also be a phone number or email address.

You can link to a free product which provides them with additional information and then the actual sales page. Having them opt into your mailing list ensures that you can present them with the offer again if necessary.

Where to Use Sales Videos

- On your own website or blog
- Upload to YouTube
- Add link to free report to giveaway to prospects
- Send as an attachment to your emails

Case Study Three

Using Video Training to Enhance an Ebook

If you are familiar with the saying that a picture can hold a thousand words, this is the perfect reason as to why you want to add video to your e-book package. As much as people love to read they also love to watch. So you want to take advantage of this and add appropriate content via video.

Benefits

The biggest benefit of adding video training to your e-book is that you are giving your customer more value for their money. If your book is selling for \$47 you will have to deal with competitors with books priced similarly. But if your book includes a bonus then a customer perceives this as better value and will choose the book bundled with a bonus.

From the customer's viewpoint they can use the videos to 'see' what it is you are teaching them to do. This is extremely important for any type of how to or educational type of book. Remember showing is easier than telling!

How to Use Your Training Videos

You can set up your training videos in a couple of different ways.

1. Make them as a download along with your e-book.
2. Set up a membership site and give access to the videos via a password.
3. Host the videos yourself and provide the customer with the link to view the videos.

If you decide to make the videos available as a download then package them into smaller files. Some people have slower internet connections and may have a difficult time downloading huge files. Provide them to links to a free video player incase they don't have one installed on their computer.

A membership site is a good option if you are producing a series of e-books on the same subject. When each new book is ready you can notify your members who will be eager to purchase the new title. This gives you a list of readymade buyers!

When selling exclusive videos with your e-book you have to make certain that the videos stay private. Otherwise your buyers will feel like they have been cheated. This is

a reason why putting them onto a membership type of site is good. This can easily be done on wordpress without any huge problems.

Giving your customers the option of a download or a place to view won't hurt either. It shows them that you are providing great customer service. Just be certain to follow up with any log in and viewing issues which might arise.

Note: An alternative option for the training video is to include it as an up sell with your product. Or you could offer a basic training video with a more detailed training at a different cost.

Case Study Four

Creating Customer Service How to Videos

With so much business being carried out on the web customer service can tend to become overlooked. For a small business owner it can be expensive to set up and maintain a help desk, but how about creating customer service how to videos?

These videos would show your customer how to log in to a membership or affiliate site. You can show them where to find information such as promotional links and banners. You can even create a video incorporating the most frequently asked questions.

Once you have these videos created you can simply point your customer in the right direction and they can resolve their own issue.

Benefits

The biggest benefit to you as a business owner is that you will be freeing up your time. Otherwise you can easily find yourself being swamped with answering emails all day.

For the customer they will appreciate a quick response and being able to 'see' exactly what they should be doing instead. They can pause the video at each step until completed and then continue to the next step.

Ways to Use Customer Service Videos

Create a welcome video which includes a quick guide or tour. This applies to stores, products, local services anywhere where someone might have a question about your product or business.

FAQ Videos – if you find that the same questions are being asked then simply put up a video and give your customers access to it.

Membership sites – guide the new member around the site via video. Show them how to find the products, their personal information and any specials that you offer.

Affiliate Programs – many newbie's join affiliate programs and then get lost in a sea of confusion. Creating videos to show them how to use your site will save you time and frustration. You can even create several short videos introducing them to the world of affiliate marketing. People love the visual element of video and helping them get started fast will help them succeed for both you and themselves.

Simple Product Repairs – use videos to show how to easily solve common issues that arise with your product. This could be anything from changing a belt on your vacuum cleaner to installing a new battery.

Notes: The last thing you want is to post a customer service video to YouTube and have a whole lot of comments and issues being posted. This could potentially damage your business and your reputation.

I would suggest that you host certain types of customer services videos on your own blog. You can give access to your customers and clients via a password. This way concerns can be kept private and dealt with quickly.

The easiest way to do this is to create a page or post on your wordpress site and then protect your pages with a password.

Your FAQ video can be posted publicly as this type of video can be extremely helpful for customers and clients who are on the sidelines about purchasing your product or service.

Case Study Five

Invitational Video

If you have a business that holds lots of seminars and webinars then why not invite people via video instead? Invitational videos are an easy way to get personal with your attendees. Plus it is a great way to get people to actually show up for the event.

Benefits

The biggest benefit to using videos as an invitation is that it is unique. You are likely to get more views on your video and your attendance rates should increase.

For the person being invited a video invitation can add a more personal aspect. They actually feel as though you are speaking directly to them personally.

How to use Invitational Video

- Make a short video that is a direct invitation stating time, place and location.
- Include elements from a past meeting on your video, show them what they missed.
- Highlight portions of what your content will actually be at the live event.
- Your video should create the desire for them to attend.

Sending Invitational Videos

This method will vary depending upon your business and who you are sending the invitational video out to.

For large companies you can attach the video to the inter office email system and send it to all your employees.

For other marketers the best way to send an invitational video is to use Gmail. Right now they are the best free mail delivery service that allows you to send your video this way. The benefit to using Gmail is that the person receiving the video can view it directly without leaving their account.

If you have an Autoresponder account then you can include the video as an attachment before sending it to your mailing list.

Quick Tip: Many ISP's block video technology so you have two choices for sending the video via email.

1. Just include a link to the video.
2. Take a screen shot of your video and then upload the photo directly into your email. Then just link your video URL to your image and when someone clicks on it the video will start to play. Just get the window to open in a new tab and no-one will notice they have been redirected outside of their email account.

Post the video on your blog or website to attract other people's attention. This will depend upon the nature of your seminar as well. Posting to various Web 2.0 sites can also help increase your attendance rate.

There are some paid services which are appearing on the internet. These services will ensure that your videos get delivered to your participants on time. Again this is something which you might want to look at depending upon your budget.

Messenger Services – these types of services are becoming extremely popular and many now allow you to send videos to your friends. Your other option is to use the voice and video chat feature and invite someone via your webcam to your presentation. This would actually be a live video invitation and would be more time consuming.

Other Uses For Invitational Videos

Even though your first thought for invitational videos are for business purposes, there are many other uses for them. Everyone loves video so you can easily send invitations to your family and friends in this manner too.

- Wedding Invitations
- Baby Shower
- Baby Announcements
- Birthday
- Anniversary
- Graduation
- Christmas Parties
- New Year Parties
- Non Profit and Fund Raising Invites

- Sporting Events
- Local Community Gatherings

Conclusion:

The above case studies should have sparked a ton of ideas on just how you can create unique videos for your business. Test out a few different ones and see which work for you the best. As with anything video creation takes time to perfect but is so much easier today with all the new cameras and recording devices available to you.

The world of video allows you to be creative and the only limitations are indeed your imagination.

Have fun creating unique videos and I look forward to seeing your results. Feel free to share them with me if you like.