

# Introduction:

Welcome to the latest and most effective Video Marketing Training Guide, designed to take you by the hand and walk you through the process of getting the most out of Video Marketing on behalf of your offline or online business. I'm so excited to have you here, and I know this will be very helpful for you.

This excellent and exclusive training guide will take you by the hand and show you step-by-step, topic by topic, and tool by tool what you really need to know in order to dominate Video Marketing the easiest way possible, using the most effective tools and in the shortest time ever.

This is exactly what you are going to learn from this training guide:

**In Chapter I** you will learn what video marketing is all about, we will give you the easiest definition for it, how they are generally used and what kinds of videos there are for marketing purposes.

**In Chapter II** you will learn why video marketing is such an amazing shortcut to take your profits to any level you want, thanks to the extremely targeted traffic you can get, and you will see the amazing benefits videos will bring to your business and online marketing efforts. We will even show you up to 15 shocking facts that will open your eyes to the immense power of Videos for marketing nowadays.

**In Chapter III** you will see how important businesses are using Videos in their marketing efforts, so that way you can have complete confidence in this powerful marketing strategy for your own business success story.

**In Chapter IV** you will learn about the top video sharing sites, what their benefits are, as well as how each and every one of them can help you get the most out of video advertising for your offline or online business success.

**In Chapter V** you will learn about some really nice video marketing power tools, highly effective tools that have been created to make video marketing amazingly simple for you, even if you haven't created a single video in your life.

**In Chapter VI** you will learn how to do video marketing the right way from start to finish using one of the most effective and easy to apply Video Marketing methods. We will cover topics like creating, uploading, optimizing and advertising your video.

**In Chapter VII** you will learn about several highly effective video marketing tricks you can apply and definitely see some great results in your video marketing efforts. Tricks used by experienced people in the subject.

**In Chapter VIII** you will learn about the hottest ways to use Video for Marketing, so you don't have to be on your own out there trying to figure out what's actually working in Video Marketing nowadays.

**In Chapter IX** you will learn about a few really nice and shocking video marketing case studies. These are actual examples we have taken from the internet to show you how Video Marketing actually works.

**In Chapter X** we will give you a list of all Video Marketing Dos you must be sure you include in your Video Advertising and a list of all Video Marketing Don'ts you must be sure not to do in your Video Advertising.

Well it's time to dominate Video Marketing guys. I know you will love this training guide very much.

# Chapter I: What is Video Marketing?

- **Definition**

Video Marketing simply means the action of making a promotional video of your product and services and marketing it by submitting the video on multiple video sharing sites.



Video marketing is a new and ideal way of product promotion to increase traffic on your website. This type of marketing is becoming popular and highly effective when you do it right, it will also help you in creating a large and interested audience.

Videos are generally used by Internet marketers to sell their products and services using a video explanation of a product. Internet marketers include usable data in a video for user engagement to optimize the sales funnel.

Videos are generally used by Businesses to build brand awareness of their companies and products. These videos are mostly about entertainment to increase customer interest in their brand with less focus on selling the actual product.

People like to purchase things when they watch an online video of that product instead of reading the reviews and specifications, which means you can utilize the power of video to convert your interested audience in sales a lot more.

- **Kinds of Videos for Marketing Purposes**

Video is a captivating medium. Videos are inherently used to keep a customer engaged, generate awareness and create a mental picture of a product.

As a result, video has become a standard medium for communication and marketing activities.

Image manipulation has been made easier, thus facilitating marketing. So demonstrating the use of products has been made easier.

Remember that seeing is more engaging than hearing. Below are some of the types of videos for marketing purposes.

**Animated video:** You can use video creation sites like GoAnimate.com and XtraNormal.com to create motion graphic videos. You will be able to reach many people through the animations. On the other hand, if you want to have high-end motion graphics you can use Adobe AfterEffects. It will give you perfect animations.

**Video E-mail:** This is a great way to engage and connect with your prospective customer and colleagues. You can simply record a video through your webcam and free websites which include MailVu.com and Eyejot.com. This makes you stand out and pass message effectively to the customer instead of using the traditional emails.

**Customer testimonial video:** Testimonials enable customers to tell stories in their own voice. They give their experience on the usage of a product. This creates a much more powerful resource for marketing. You can use the Brainshark tool to put the presentation together. You can use them in your sales or website page where many prospective customers will view it.

**Launch series:** They come in a series of videos. They have heavy content that should grab the attention of prospective customers. Their main aim is to establish credibility before releasing the final video of the series.

**Webinar Video:** You can also have Webinar Video. You record it using GoToWebinar.com or Instant Teleseminar. The video illustrates the products you sale and where to locate your company. You can post it on your web page or YouTube.

**Video PowerPoint:** This is a commonly used video presentation tool especially for seminars. It is powerful because it allows incorporation of music and narration. You can use this as a marketing tool especially during product promotion.

**First impression video:** This video gives a direct appeal about a product. You can use it as the first video in your homepage. It is used perfectly for personal and promotional videos. You can use it to advertise your business.

**Interview videos:** You can use Skype or Google hangouts to create interview videos. The interview can focus on two people – that is, the interviewee and the interviewer – or can be in the ‘news style’ format. News style is where you are the interviewee on a subject on camera with an interviewer off camera.

**Video Tips series:** This is one of the most popular video genres. It is ideal for improving your SEO and also establishing your presence on YouTube. They are a huge help in building your credibility and showing that you are an expert in your specialization or niche.

# Chapter II: Why Video Marketing?

- **Amazing Benefits for Offline and Online Businesses:**

**Easy to Access:** People are now able to access videos with their mobiles and smartphones. The audience from your niche market can see your videos from all around the world. Because of this level of availability, you are able to reach your potential buyers with your products and services.

**Informative:** Most of the people take interest in video to receive information quickly. If you create an informative video, it will give you more targeted results. If you present your product and services on video in an effective way, people will want more from you.

**Multifaceted:** You can use videos to provide your brand information, product promotion, educating or training your clients and much more. You can use your video on social sites like Facebook and Twitter but you have to be sure that your website is connected with your social networking sites.

**Brand Reputation:** People prefer to do business with those they trust. Video helps prospects get to know you much more easily than ordinary words can, and once they get to know you, they'll hopefully learn to like and trust you, as well.

**Low cost:** Video marketing is cheaper than other methods of advertising. When you compare the cost of video with the value, you will find the expense is minimum and the results are better. You have to create it once then it can be viewed anytime and as many times as your audience may want.

**Apart from the crowd:** Video marketing is easier and more affordable than ever before, so including an engaging video on your website increases audience awareness about your brand to set your company and the product apart from the crowd. A video enables you to gain an extra edge over other marketers.

**Demonstrations:** Product Demonstration with video is also the best way to introduce your product to your audiences. Reviews, case studies, product promotion videos and examples should be included in video to increase sales.

**Emotional Influence:** The classic horror movie is a great example of how the audio has an emotional effect on us. The creepy music comes in, immediately cluing you in that something bad is about to happen. Now, imagine combining that audio with powerful video cues to influence the emotions of the listener and create a much more compelling message than with just text alone.

**Go viral:** Today everyone wants to go viral. Audiences are always looking for viral sensation. For your marketing you can create an awesome and buzzing video explaining to them the uniqueness, benefits, and core values about your product and services.

**Relationships:** With all internet based businesses, personal connection with your clients is the biggest selling factor in your niche market. When you are creating a video for your potential buyers, you have to remind them that you care for them. Nurturing your client with building and maintaining relationships takes time but a video can do more in less time.

**A wow factor with buzz:** Video adds a punch to your marketing that text marketing can't. If videos are impressive and effective, they provoke viewers in such way not possible with text. When viewers find your video interesting or

useful, they show your video to others. This shows their interest in your product and services.

**Traffic:** People are watching 2 billion videos on YouTube alone. If you do not market your business you will miss those 2 billion visitors. Google gives high priority to rank YouTube videos in their search results. Video marketing provides the best opportunity to reach millions of potential customers.

**Real-time feedback and interaction:** People love to comment on videos, you can learn about your customers that way. So you can decide for your next video from the comments and response of the audience according to their need.

**Soft selling:** you can create an informative video of your product and services and include your message in video. When you upload a video online, it decreases your efforts and increases your success rate. While viewers play your video it will reveal the information and links with the message.

- **Eye Opening Facts:**

Here are some amazing eye opening facts that will show why you have to Video for your advertising efforts.

Every Day 100 Million Internet Users Watch An Online Video. <a href="#">source</a>	
	75% Of Users Visit the Marketer's Website after Viewing a Video. <a href="#">source</a>
96% of consumers find videos helpful for making online purchase decisions. <a href="#">source</a>	
	93% of marketers are using video in their campaigns. <a href="#">source</a>
Videos are shared 1,200% more than links and text posts combined. <a href="#">source</a>	

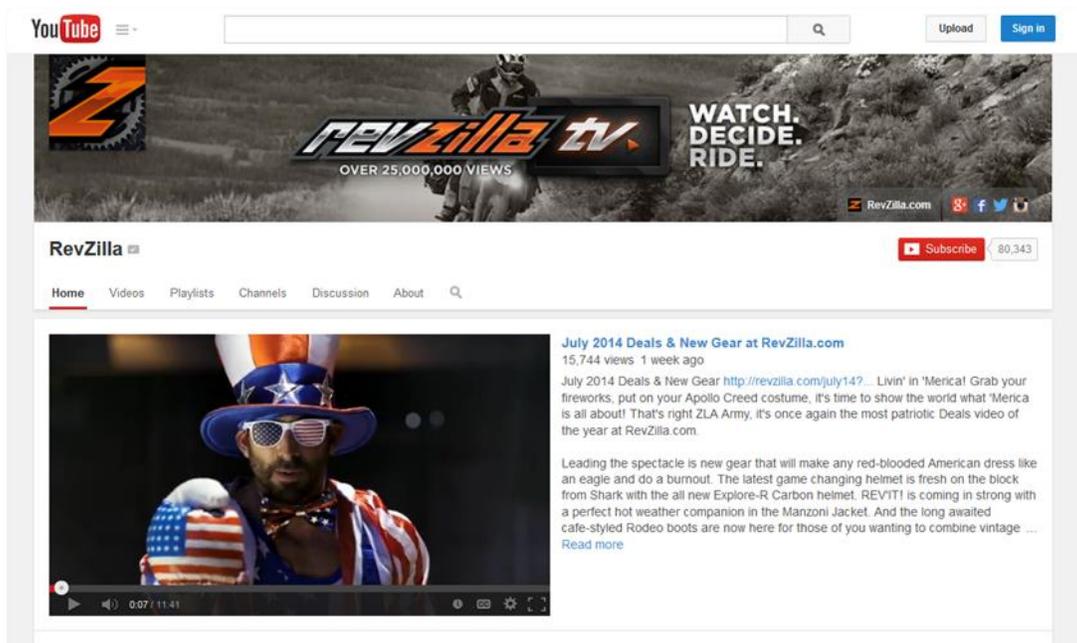
	Video with e-mail marketing can increase click through rates by more than 90%. <a href="#">source</a>
Having video on the landing page of your site makes it 53% more likely to show up on page 1 of Google. <a href="#">source</a>	
	73% say they are more likely to purchase after watching a video that explains the products. <a href="#">source</a>
An average user spends 16 minutes and 49 seconds watching online video ads every month. <a href="#">source</a>	
	The enjoyment of video ads increases purchase intent by 97%, and brand association by 139%. <a href="#">source</a>
More than 1 billion unique users visit YouTube each month. <a href="#">source</a>	
	75% of executives watch work related videos on business websites at least once in a week. <a href="#">source</a>
80% of your online visitors watch a video while only 20% actually read content. <a href="#">source</a>	
	72 Hours Of Video Are Uploaded To YouTube Every Minute. <a href="#">source</a>
Visitors stayed 78% longer on websites that used video than the websites that did not used video. <a href="#">source</a>	

Data like this makes it clear there is a lot of money to be made with Video Marketing. And while lots of people might be talking about it, very few can really teach you how to productively use Video on behalf of your business.

# Chapter III: Are Businesses Doing Video Marketing?

Yes, businesses are using Videos to advertise their products and services. Here are some businesses that use video marketing to inform their audience about their brand.

**RevZilla:** Founded in 2007, RevZilla Motorsports is a premium in-store and online shopping experience for motorcycle lovers who are looking for helmets, gear, motorcycle jacket and other accessories.



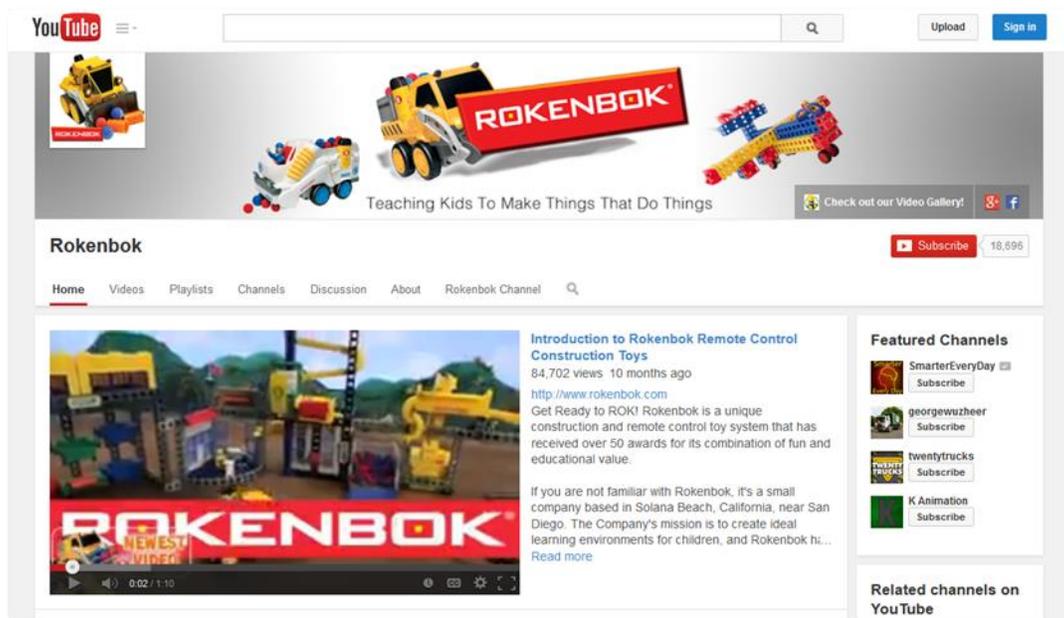
Anthony Bucci says “YouTube connects us with our customers. We use our own voice—not a corporate one—and our customers love us for that.”

They use product guide videos, safety tips videos and knowledge driven videos of their services. These videos have consistently increased their subscriptions, customer loyalty and repeat customers.

What they did is launch a dedicated video channel with TrueView ad campaign to guide their new and old customers. They increased their traffic from videos and landed them on their e-commerce website. Also they focused on customer loyalty.

They get 7 million views on their branded channel. With YouTube promotion videos, RevZilla tripled their subscriber base in just a few months. And they achieved 50% growth in their revenue.

**Rokenbok:** Rokenbok is high end robotic toys and construction Systems Company. When the economy shifted they needed new ways to reach their customers and demonstrate how to operate Rokenbok toys.



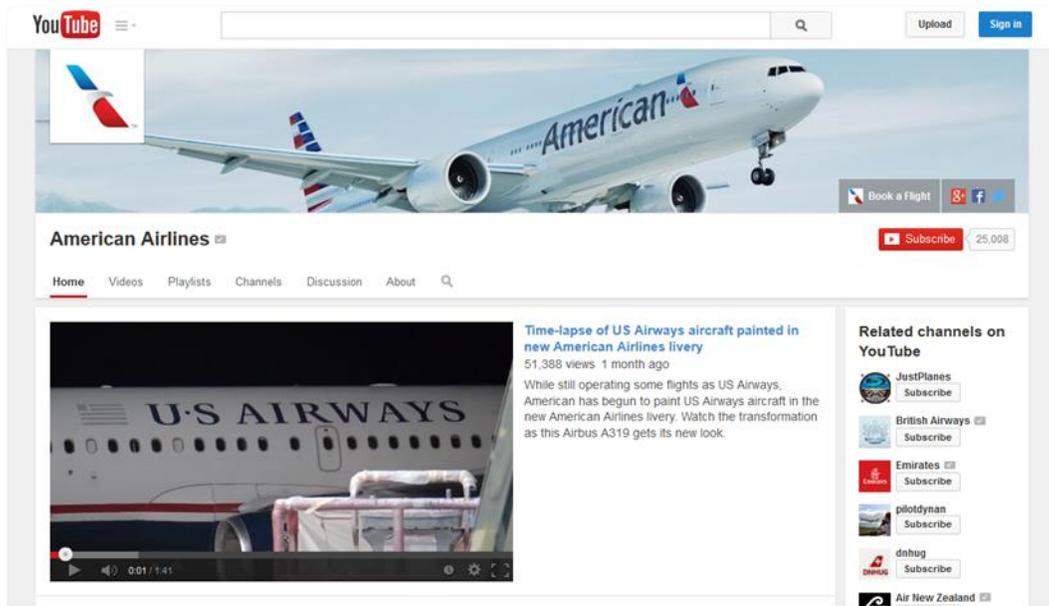
Eichen says, “YouTube is becoming our most important vehicle for advertising, we have transformed ourselves into a classic toy store with only sales online.”

They started uploading on YouTube using TrueView in search engine and display ads. The aim of Rokenbok was to find new platforms to demonstrate its toys, build relationships with customers and drive sales with their online e-commerce website.

They built a YouTube channel with videos based on fun and education to target families. They targeted the key demographics of viewers who search for construction and train related videos. They focused on a consistent message to build a relationship with the customers and viewers.

Their results are pretty great, YouTube became the number one source of traffic for Rokenbok as 50% of customers came from YouTube.

**[American Airlines](#)**: American air recently launched a documentary style video series on YouTube named “Behind the Scene” to answer the questions of its customers like “[Where does a bag go after it's checked?](#)”, “[What's involved in taking delivery of a new plane?](#)” and “[Why do airfares change so much?](#)” etc.

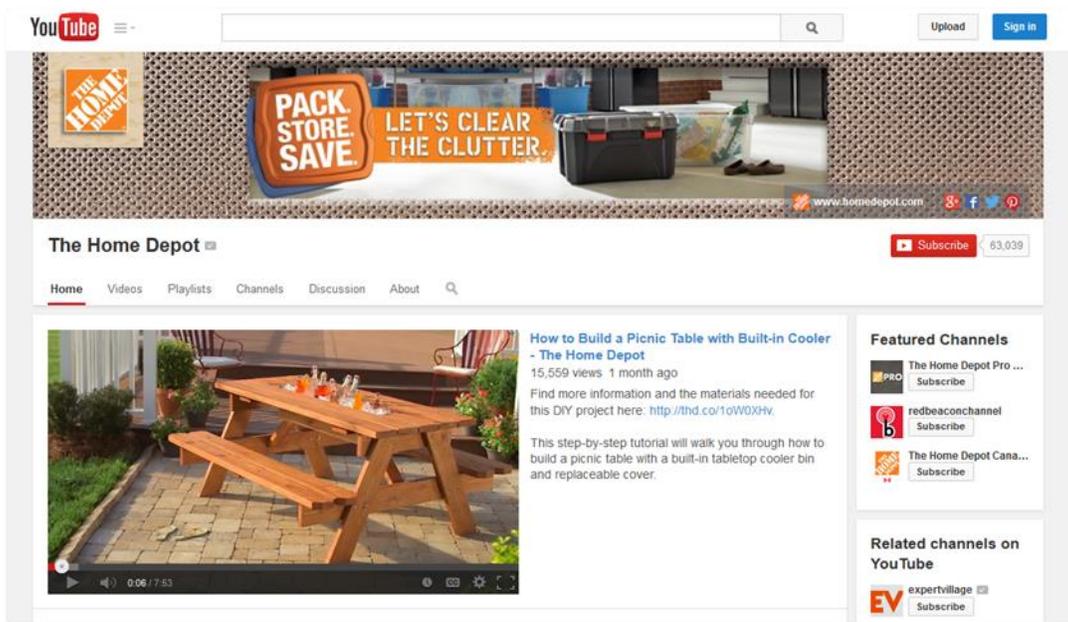


The creative manager of Social Marketing Jon bird said that “Airlines are massive organizations but American Airlines is the world largest airlines organization. There are some messages that are tough to convey, but the ability to create videos can help to make them easier understood”.

These videos are not the traditional advertisement to use for visitors booking a flight with American Airlines.

The goal of these videos is not lead generation, these videos are built to increase brand awareness of American Airlines as a responsive and transparent brand.

**The Home Depot**: Home depot stands out in their niche market because they publish relevant content for their brand. They know that free educational video content established Home Depot as a trusted brand.

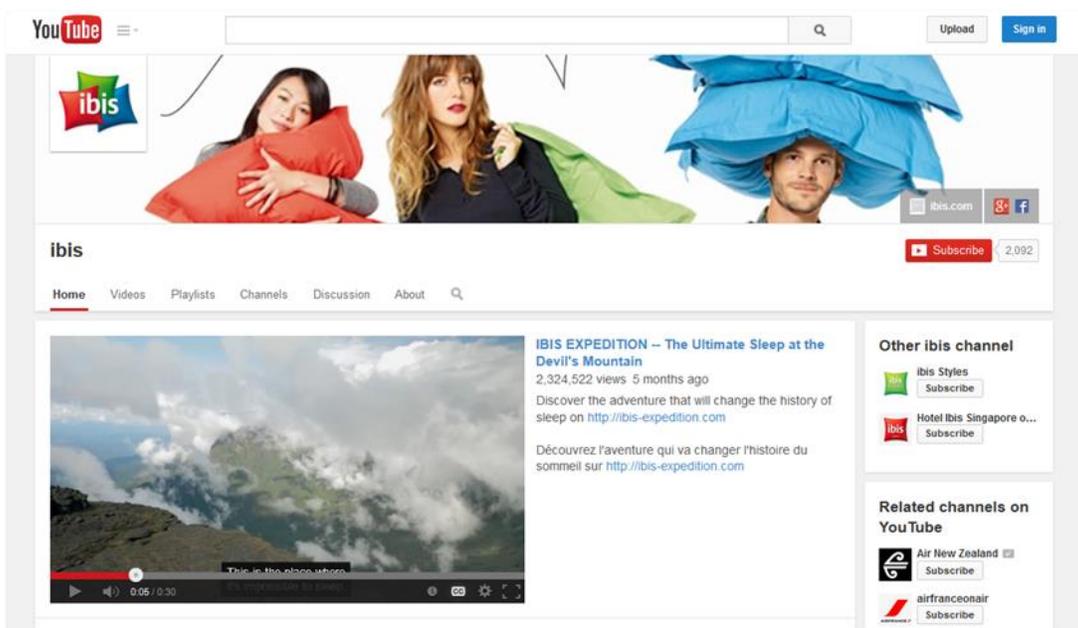


They can promote their products and services and sell them with “product placement” instead of pitching them in videos or commercial style pitching.

Home depot humanizes its faceless corporation. Home depot includes their employees in their advertisement campaign.

Home depot makes its tutorials simple with straight talking and employees who wear an orange apron and work in their stores to make it more personal.

**Ibis:** When Accor, Europe's largest hotels operator decided to launch its IBIS brand again, it turned to YouTube videos to get a lift in viewers. More than 100 videos are created by Ibis hotels and many of them have more than a million views.



Ibis videos are short and they use old standby videos of cute baby animals to make audiences watch. Ibis uses videos to increase its brand awareness and promote its products and services.

# Chapter IV: Top Video Sharing Sites

Online video streaming is popular online. Video sharing websites have changed the way of looking at media. Video connects viewers who are not connected geographically.



**YouTube:** When you think about the video sharing websites, YouTube is the first one that comes to mind. It's more popular than TV.

As the stats say, it is [the 3<sup>rd</sup> most visited website in the world](#) and [80% of YouTube traffic comes from outside of the U.S.](#) 100 hours of video are uploaded every minute on YouTube and more than 6 billion hours of video are watched on a monthly basis.

YouTube's paid advertisements and more than 1 billion users make it a clear winner. Google gives priority to YouTube videos in search engine results as it is the parent company of YouTube.

The best part of YouTube is that it provides the ability to watch without becoming a member. You will be able to find videos according to your interest or hobby and if you are a community member you can interact, comment and post videos on those videos.

YouTube video sharing is the best way to collect and display user comments. YouTube provides all the facilities according to audience needs because there

are vast numbers of people who are not community members, just simple viewers.

A search function makes it easy to search the videos you are looking for - otherwise you can try advanced search to narrow your search results. Ratings and screenshots make it easier to find the particular video you want to watch or download.

YouTube also provides access to its customizable features like screen size, volume, watch later, speed, annotation and subscribe options. You can also create a customized playlist of videos. YouTube allows you to embed its videos on other websites, other websites can simply import videos from YouTube.

You can create and upload videos in your own way. You can identify your audience as they comment or post replies on video. You can also restrict the audience for your video. When uploading a video, you can specify the place where it was shot; you can upload it with your cell phone.

Before posting a video you need a title, short description, category and a set of tags to find the video on YouTube. It also provides a special upload manager that decreases the uploading time and increases the streaming process.

YouTube video content should be less than 2 GB and shorter than 15 minutes. Advanced options are also available.

YouTube supports AVI, MOV, WMV and MPG formats. When you upload videos on YouTube, YouTube converts video files to adobe flash formats. Flash format is compatible with most computers because most of people already have flash on their computers.



**Vimeo:** Vimeo has more than 100 million unique visitors per month. Vimeo layout is clean and the video player is much bigger than YouTube. Content is the star in Vimeo videos. Vimeo also focuses on high definition video quality.

Vimeo is used by professional video makers. It offers a free package, and it also has Plus and Pro paid packages. The Pro and Plus packages increase your upload limit with more control on your video. Filmmakers often choose Vimeo to promote their films in short clips.

Vimeo allows its basic (or free) members to upload up to 500MB per week and if you want to upload more than 500 you can pay Vimeo for Pro and Plus packages. Video quality of Vimeo is high, so there are tons of high definition videos available on their website. Here you will be able to create and moderate video groups.

In the Vimeo Plus Package you will get 5GB in a week with extra features like Privacy Settings, Source-file downloading options, unlimited video groups, unlimited video channels and albums.

In Vimeo Pro package, members are awarded portfolio and review pages. They have the option to host their commercial content. Pro members have unlimited storage space with Super-customizable video players, HTML5 support, Full mobile, tablet and connected TV compatibility, third Party video player support and optional original file storage.

Vimeo supports SF, ASX, AVI, DivX, DV, DVX, M4V, MOV, MP4, MPEG, MPG, QT, WMV, 3G2, 3GP, 3ivX and 3VX file formats.



**Dailymotion:** Dailymotion is the international video sharing site with a worldwide audience. It allows users to search, browse and view the videos with keywords, channels and groups. Dailymotion is available in 34 countries in 16 languages with 100 million audience members.

Dailymotion has an audience-first platform which shows the picture preview of videos and allows them to be shared to Facebook and Twitter. You can share your personal videos with a restricted audience or with the world.

Dailymotion has a flag on each video that points exactly where the video is generated in the world, this is a unique feature of Dailymotion. Dailymotion has strict guidelines regarding content. You can upload videos from webcam and mobile.

Dailymotion offers two different accounts- basic and motionmaker

With the Basic account you will be able to upload video files up to 60 minutes of length, 4 GB in size and with a resolution of 1920 x 1080 pixels.

With the motionmaker account you will be able to upload videos with no restrictions on size or length, in HD 1080 pixels as well as being able to monetize your videos and benefit from exclusive tools and features, including livestreaming capabilities.

Real content by motionmaker is promoted aggressively on the first page of Dailymotion and in search results.

MP4, M4V, WMV, MPEG, MPG, AVI, DIVX, DV, 3GP, FLV, MKV, MOV, and OGG video formats are supported by Dailymotion.



**Metacafe:** Metacafe is the oldest video sharing website with 40 million unique visitors per month. Metacafe is focused on commercial videos and specializes in short-

form original content videos in the entertainment industry.

Metacafe includes the videos that amaze, inspire and amuse their audience.

These videos are initiated and chosen by users with review and reward.

The biggest advantage of Metacafe is having high quality video without multiple copies of the same content, which prevents duplicate videos unlike YouTube. A video can be uploaded only once.

Metacafe is so popular among people because it is the first video sharing website that pays its audience to upload their videos. After 20,000 views on a video, it pays \$5 for every 1000 views on your video, which motivate its members to create great videos with good content to drive traffic for that particular video.

An individual video file must be less than 100 MB, but length of video is not set. So the quality of a video can be affected by the length of the video.

You do not have difficulty finding the videos you are looking for and highly ranked videos are available on the home page. The search function is also easy to use, you can search with criteria and categories. Metacafe video recommendation is good when you watch a video. The search is related to your keyword with accurate results.

It supports MPEG, MPG, MPE, AVI, WMV, WMF, ASF, M1V, DIVX, MOV, MP4, FLV, 3GP, RM, RMVB, RV, RAM and MKV video formats.



**Vube:** Vube is a new video sharing website launched in January 2013 with 55 million users. But it's growing much faster than other video sharing websites, it reached the top 100 most visited websites. Aggressive

marketing strategies drive traffic for this website.

If you are an artist and movie maker with a creative mind and if your videos go viral on the website, you could score in the range of \$20 to \$10,000. To win a prize, you have to keep your video in the top 25 list for a month to increase your chance to get paid.

You will find the user interface of Vube easy to understand with a proper browsing experience. You can upload your video by following the step by step process of uploading and registering on Vube.

# Chapter V: Video Marketing

## Power Tools

Video marketing is an awesome way to interact with your audience. You have to tell a story in video to define the benefits of your product and demonstrate the product's effectiveness in order to build your audience's trust in you, which is extremely important to increase your sales and revenue.

Now to make it easier than ever, I am going to show you some really awesome tools



**Viewbix:** Viewbix is a video marketing tool, which helps you drive more sales and leads. Viewbix also allows you to add interactive apps like contact details, email forms and other apps.

You can brand your video, add email forms to your video and add clickable links in video. You can also add images, music and maps to engage customers. It also provides analytics and reports to measure your conversions, actions and engagement rates.

Tom Telford, owner of Cedar Creek Cabin Rentals said that he was able to add calls to action to their videos with Viewbix and ROI increased 13%.



**GoAnimate:** GoAnimate is an easy tool that allows you to create a professionally animated video. It will be a lot of fun to create videos. First, you have to select a theme for your video and which type of video you are going to create.

You have to select a template, different types of characters, shapes, and images to create a video. While creating the video you have options for background and drag and drop sequences. The results will be absolutely amazing.

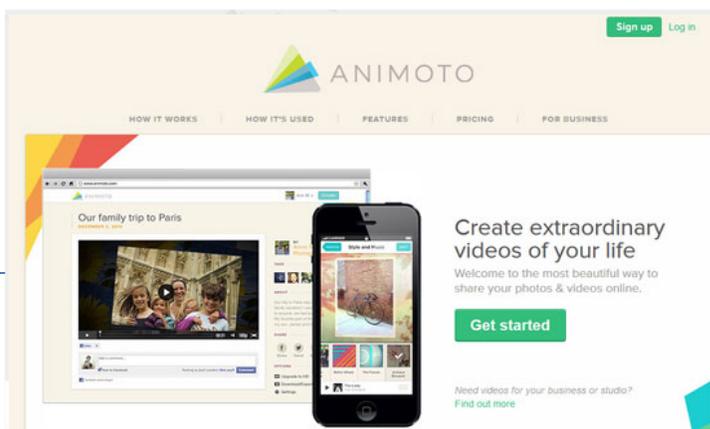


**Camtasia:** Camtasia is the simplest video selling tool with a screen capturing software package. It is effective and will help you demonstrate the product. You can record your screen with its screen-capturing software.

You can create powerful videos and enhance your videos with Camtasia power editor, themes, animated background, callouts, and graphics.

You can engage your audience and increase your conversions with clickable links, search and more. These videos are easily sharable so viewers can watch

anywhere, anytime.



**Animoto:** Creating videos becomes easier than ever with Animoto which is

extremely easy. You can create a video with music, video and images. It has a three versions depending on your needs.

They offer a 14 day free trial and after that there are three different versions, and it's available with many beautiful themes.

You can Import it from Facebook, Instagram, and via a URL. It is 1 click sharable.



**EasySketchPro:** It's a drag and drop software for powerful videos. You just have to enter your text, image with sound, and click the build button and it's done for you.

It is very helpful for businesses and internet marketers.

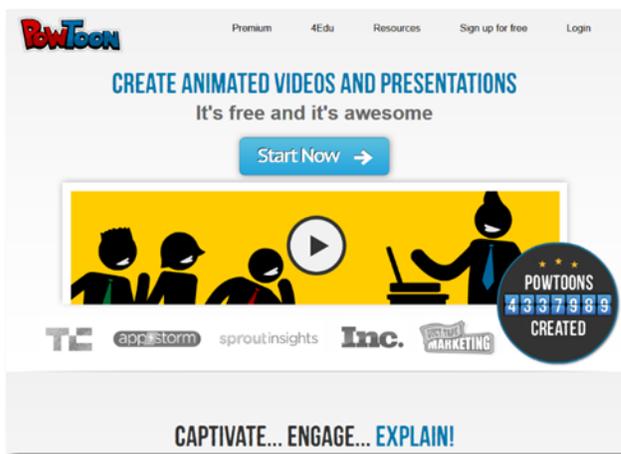
You can create videos for yourself and to promote affiliate programs. You can publish it to YouTube to get good exposure, make them go viral, and build engagement with Easy Sketch Pro videos.



**VideoMarkerFX:** This is a tool that has been adapted by marketers of various firms to create great video clips in a few minutes. It's suitable

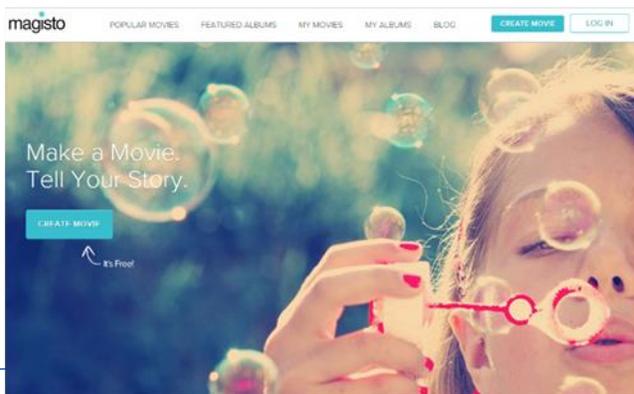
for marketers, because it can create multiple numbers of video clips within a short period of time.

It saves time and makes work easier. It enables many people to create beautiful boards and videos to promote their products and services and to explain their characters. It's the objective of every business firm to maximize profits by reducing total cost incurred. This is a suitable tool to apply because it's quicker and more efficient in producing video clips.



**Powtoon:** It's a marketing tool that contains a combination of presentations from power point to animated cartoons. It helps people create animated features such as cartoon features that can be used to present an advertisement.

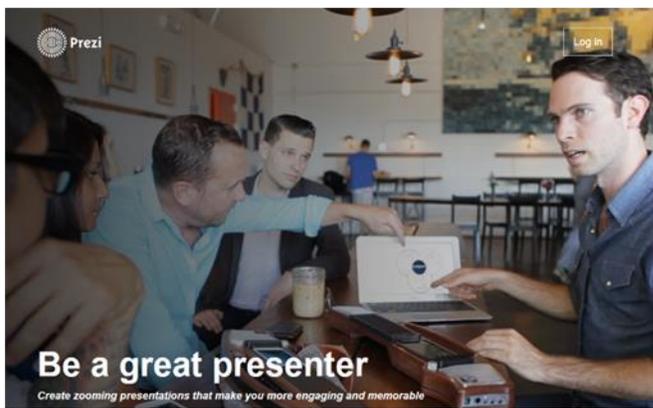
It's a basic marketing tool that has been used by many business firms to attract customers to their sites. Animated features influence the products of the company. It creates beautiful video clips with presentations that can be used to advertise products. Marketers have used this tool to create television Ads, video clips, business portfolios and to draw invitations thus promoting the business.



**Magisto:** This is a marketing tool that is used to create movies. It's a tool that can change your daily photos and recorded video into

videos you will always enjoy watching.

It takes beautiful photos that you have captured and recorded videos and adds animations, effects, and transition that best suit your interests. Users use the footage and emotional direction to create wonderful movies that will interest them. It enables you to choose your favorite music and video files which are then added to the footage to form a good movie. This tool analyzes photos and video clips that are uploaded and selects the best algorithm method to select them.



**Prezi:** If you want to captivate your audience any time you give a presentation then this is the best tool to use. It allows you to make your story more interesting by zooming through it. It creates images and

animations that make your presentation look more attractive to your audience.

Prezi helps to promote presentations to make them look attractive. It has features that allow the creation of images, decorations, and selection of appropriate themes that best suit your presentation. Many business firms are adopting this method as it creates attractive presentations that attract

customers.



**Animoto:** Animoto is a simple tool that allows you to create videos in a few seconds. It

allows you to add your favorite photographs, videos and text.

Animoto already has the music that will be added to your video animations to make it more beautiful. Users are able to transfer these video clips to many sites such as Facebook, Twitter etc. Users can choose from a variety of animations to be applied to their video clips. You can pick your favorite music from the library and incorporate it into the video clip.

## **Chapter VI: How to Do Video Marketing the Right Way**

In this step by step process I will show you the easiest, fastest and cheapest way to create a video for business purposes.

The intention of a video is to make the viewer act, do something. And the most common thing videos invite the viewer to do is to visit a website.

So the video shouldn't be too long. Just attractive enough to make the viewer want to know more, so he wants to visit your website.

The core steps we will cover in the process are:

## **Step 1: Create**

## **Step 2: Submit**

## **Step 3: Optimize**

## **Step 4: Advertise**

### **Step 1: Create**

In this step we will cover everything you need to know about creating your video from start to finish. We will divide this step into 5 Parts: Building the Title, planning your video, searching for images or video clips, creating your video, and downloading your video.

- **Part 1: Building the title**

The first step is obviously pick the title you will name your video, and there are several things to be aware of on this extremely important step.

The title you will use must include a hot topic inside of it, you have to make sure your topic is hot on the web. If there is no online audience in your niche, to whom would you be advertising?

You will research for a term, or what is known as a “keyword” that may directly identify your business activity. That keyword will represent a real audience online, and that exact audience is who you will be advertising to using your brand new video.

This keyword is very important. It will be used to create the Title of your video and that title is what people will search for in order to find more information about the subject of your business, as well as how they will find your video.

It is very important to use the name of your business as the name of your Video, but a popular keyword may be combined with that name at the same time. Maybe a lot of people would look for your business name over the web, but you could target a great deal more people by using a hot keyword at the same time.

In my situation I would like to create a Video for my Cake Decorating small business. What I will do is use a few really nice tools and see what the “Cake Decorating” keyword looks like on the web.

There are so many different keyword research tools but I will use the tools provided by the websites most people use to search for information about any topic online.

The website most used by people to search about any topic online is [Google.com](http://Google.com).

Google offers some really nice keyword research tools to help you identify a hot-buyer audience over the web.

Google offers what is called the [Keyword Planner](#)

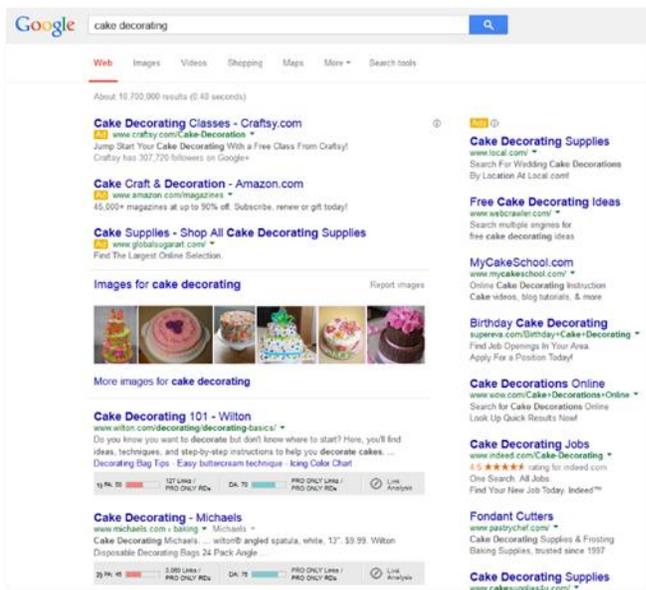
There are 4 principal components that will tell you if your topic is hot on Google.

## ✓ Searches

The 1st component of a hot topic is a lot of searches. Here you can see the searches from the Google Keyword Planner

Search terms	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
cake decorating	60,500	Medium	\$1.09	0%	»

## ✓ Advertisers



The 2nd component of a hot topic is the presence of advertisers.

This means marketers are spending money advertising their websites, products and services by using that exact keyword inside their advertising campaigns.

If marketers are spending money on advertising, they are not doing it for the fun of it, they are doing it because they are actually getting something in return.

## ✓ CPC

Search terms	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
cake decorating	60,500	Medium	\$1.09	0%	»

The 3rd component of a hot topic is the Cost per Click value. This is the way you can identify how commercial your topic is. Those advertisers of the 2nd

component are spending money for every time someone clicks on their ad. The higher the CPC the greater the commercial value of that keyword.

If their advertising expenses are high, that means your topic has a committed buyer audience online

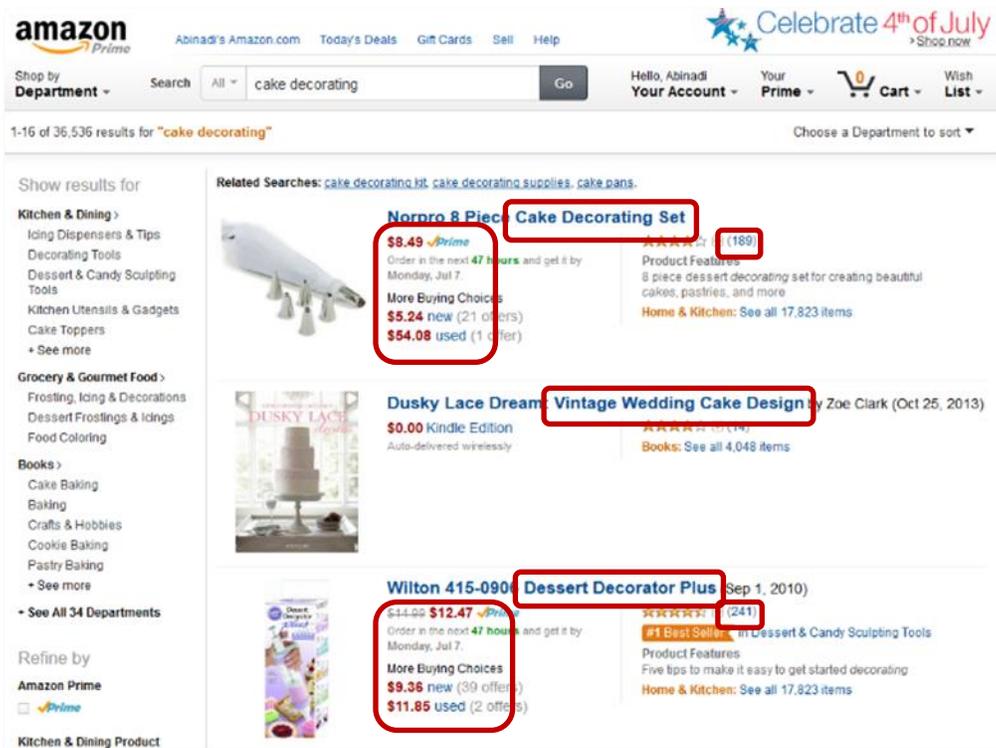
### ✓ **Affiliate Products**

The 4<sup>th</sup> Component is one of the most important ones.

It's great to have a very interested audience in your topic, it's great to know there are advertisers spending a good amount of money advertising in your topic but without the existence of products being sold, how can you say your topic is in fact commercial enough for you to market your business online.

The presence of real products actually being sold is the greatest indicator of a hot selling topic online. No other component can beat this one.

There are 2 awesome websites where you will be able to identify this. [Amazon](#) for Physical Products and [ClickBank](#) for Digital Products.



Performing a basic search with your keyword on Amazon will show you a list of products all related to that search.

There are a lot of things you can consider here. You can consider the number of reviews, which will tell you how many buyers have taken the time to leave a testimony about the product after purchasing it and using it.

Another great piece of info you can take from here is the Titles of the products which will give you a very good idea on hot topics to promote online. And finally the price may tell you about what the price point is that this audience is normally paying for products in this topic.

High-performance mobile ad traffic

Advertisement

Resources

Recently Removed

Reset Filters and Attributes

Filters

Gravity

0 100+

Avg \$/sale

\$0 \$150+

Initial \$/sale

\$0 \$100+

Avg Rebill Total

\$0 \$200+

Avg %/sale

1% 75%

Avg %/rebill

1% 75%

Date added to marketplace

2014-3-5 2014-7-3

Attributes

Required Product Type(s):

Shippable Media

PitchPlus

Required Language(s):

German

English

Spanish

Sort results by:

Keyword Relevance ▾

---

**Cake Decorating Genius (view mobile)** Avg \$/sale  
**\$32.28**

Cake Decorating Genius Is An E-book About Cake Decorating. It Teaches You Everything You Need To Know About Cake Decorating. It Allows You To Produce Cakes That Look Professionally. You Can Master The Art Of Cake Decorations Through This Easy E-book.

**PROMOTE**

---

Stats: Initial \$/sale: **\$32.28** | Avg %/sale: **75.0%** | Avg Rebill Total: **\$0.00** | Avg %/rebill: **0.0%** | Grav: **0.84**  
Cat: **Cooking, Food & Wine : Baking**

---

**Cake Decorating Business Secrets** Avg \$/sale  
**N/A\***

Professional Cake Decorator Reveals Secrets To Generating A 6-figure Income From A Simple Home-based Cake Decorating Business

**PROMOTE**

---

Stats: Initial \$/sale: **\$0.00** | Avg %/sale: **75.0%** | Avg Rebill Total: **\$0.00** | Avg %/rebill: **0.0%** | Grav: **0**  
Cat: **Cooking, Food & Wine : Baking**

---

**Frosted Dreams Cake Decorating** Avg \$/sale  
**\$9.12**

Learn How To Decorate A Cake Like A Professional Wedding, Birthday, Or Any Special Occasion... Amaze Your Friends.

**PROMOTE**

---

Stats: Initial \$/sale: **\$9.12** | Avg %/sale: **50.0%** | Avg Rebill Total: **\$0.00** | Avg %/rebill: **0.0%** | Grav: **0.6**  
Cat: **Cooking, Food & Wine : Baking**

---

**Cake Decorating Genius (view mobile)** Avg \$/sale  
**N/A\***

Great Cake Niche - My Unique Product Converts Great & Pays With Big Commissions. One Upsell (crafts) That Works For This Market - You Can Make Up To \$64! Tons Of Affiliate Resources: [Http://cakedecoratinggeniuses.com/affiliates.php](http://cakedecoratinggeniuses.com/affiliates.php)

**PROMOTE**

---

Stats: Initial \$/sale: **\$0.00** | Avg %/sale: **75.0%** | Avg Rebill Total: **\$0.00** | Avg %/rebill: **0.0%** | Grav: **0**  
Cat: **Cooking, Food & Wine : Baking**

---

**Yummyarts Cakes, Cookies And Candies Membership** Avg \$/sale  
**\$110.89**

Get Instant Access To Dozens And Dozens Of Cakes, Cookies And Candies Online Training Videos And Community. Stories, Recipes, Pictures And So Much More. This Membership Site Is A Real Winner.

**PROMOTE**

On ClickBank I found a few digital products to promote. It's not that great compared to Amazon, but I can still use those products as examples for topics.

Great, now that you have found out that your topic is hot and highly profitable on the web, you can create the title of your Video.

My little cake decorating business' name is Cake Decorating Made Easy, so I think that title will work just fine.

- **Part 2: Planning your Video**

Now comes a very important step. You can't just go straight to creating a video without a plan.

My video will be 60 seconds long. I want people to get excited enough to find out more information, and they will find out more by going to my website.

So the video should create the need for them to go to my website. If they are interested in Cake Decorating they will be viewing my video because of it, and if I tell them there is a really nice website talking about cake decorating they will be more likely to visit it.

My video will start with a question, then it will display some really nice cake decorating images, then I will introduce more text as well as more images, another question, more images, another exclamation, more images and finally I will invite the viewer to visit my website.

*Do you love Cake Decorating?*

*I do too!*

*Have you checked out my free and really awesome techniques?*

*I know you will like them very much!*

*Watch me at [CakeDecoratingMadeEasy.net](http://CakeDecoratingMadeEasy.net)*

People get emotional watching videos, and if you touch on their likes, and you share that you have the same likes as them - that will emotionally connect them with you.

Besides that people like free stuff. And also what cake decorating lovers look after are ideas so they can make their own cake decorating talent a lot better.

Then you must be confident that your information will be helpful to them and finally you must tell them specifically what they should do.

That will create curiosity and they will want to visit your website.

That sounds like a good plan to me.

This is just a short example. You can create longer videos of course. But remember the importance of creating a plan before taking action.

Ideas are important, organized ideas will give you a clear vision and applying organized ideas will literally give you great results.

- **Part 3: Searching for images or video clips**

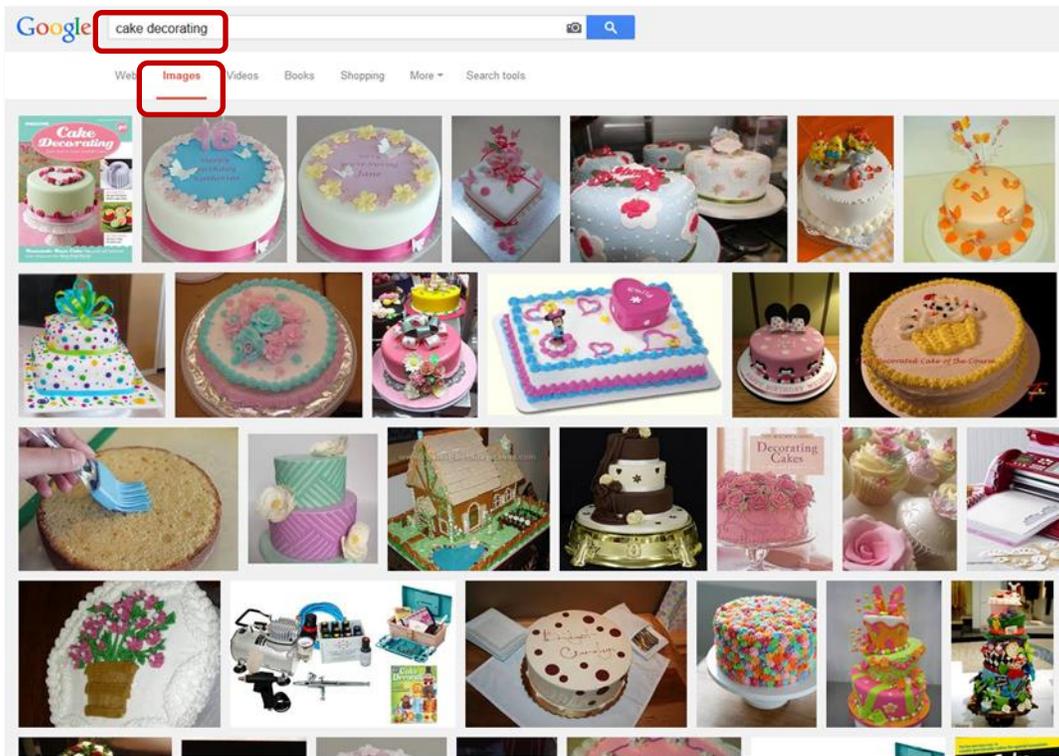
Now you will start looking for the material you will be using in order to create your video.

You can create a video with only text, you can also create it with text and images, and you can even create it with text, images and video clips.

In my case I will use text and images.

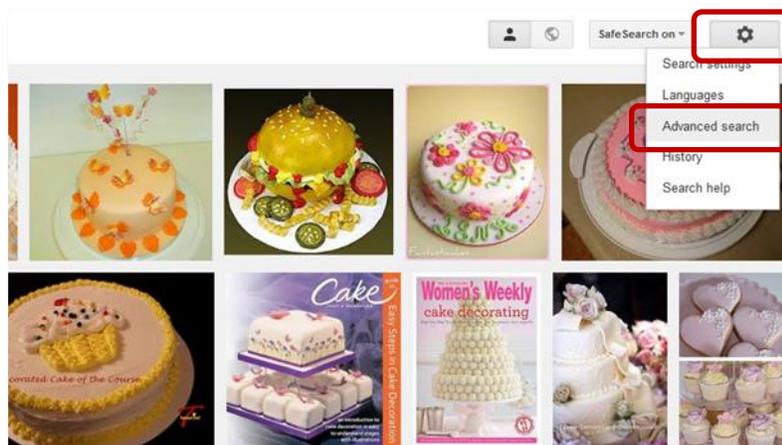
So right now I will need several images related to cake decorating. I know it's extremely easy to find great images, but most of them are paid. What I will do is show you how you can save money on images, finding free ones.

First of all go to google, type your keyword and click search. And then you will select images.

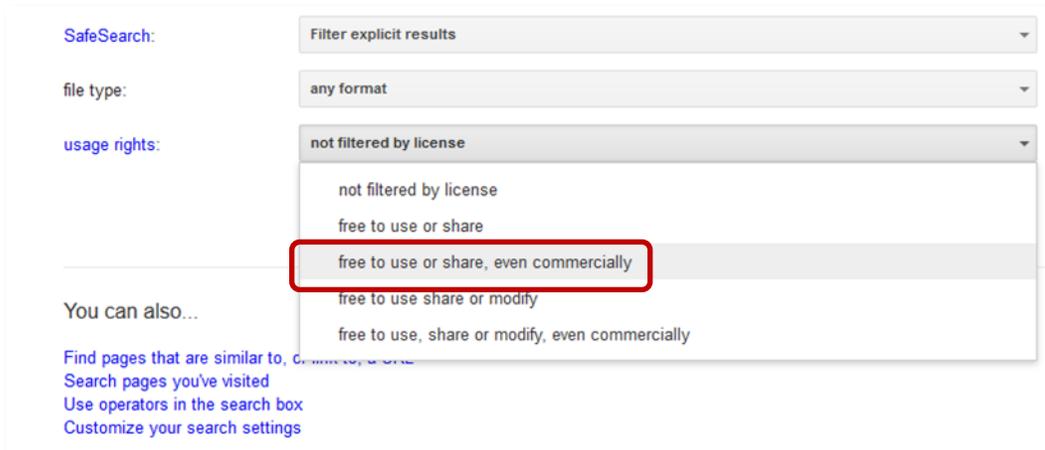


Now, a very important thing to consider here is you can't just pick those images and start using them because many of them might be copyright protected.

So you will refine your search by clicking on Options and Advanced Search.



Then you will go down and select "free to use or share even commercially" on the "usage rights" tab. And click advanced search.



Now you can pick some really nice images and use them without any copyright problems.

Other places you can find free images are the following:

- ✓ <http://www.dreamstime.com/free-photos>
- ✓ <https://www.graphicstock.com/freeimages/>
- ✓ <http://www.freeimages.com/>
- ✓ <http://www.morguefile.com/>
- ✓ <http://pixabay.com/>

And what about free video clips? Here you have a nice place for that too:

- ✓ <http://www.videoblocks.com/freeclips>

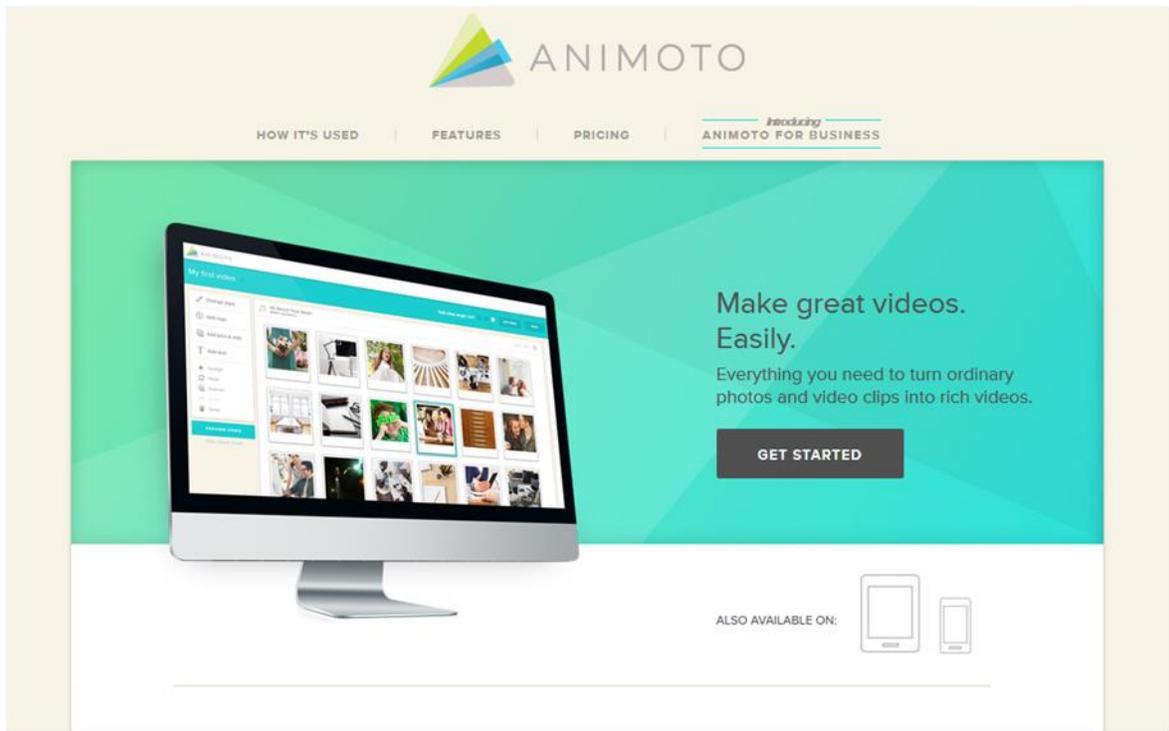
Of course it will be a lot better if you use your own images and video clips, but this is an option if you don't have any good looking images and videos.

Remember your own pictures and videos are extremely important.

- **Part 4: Creating your video**

Now the fun part begins. Here I will show you how to create a really nice looking video for dirt cheap.

I will be using a fabulous service called [Animoto](#).

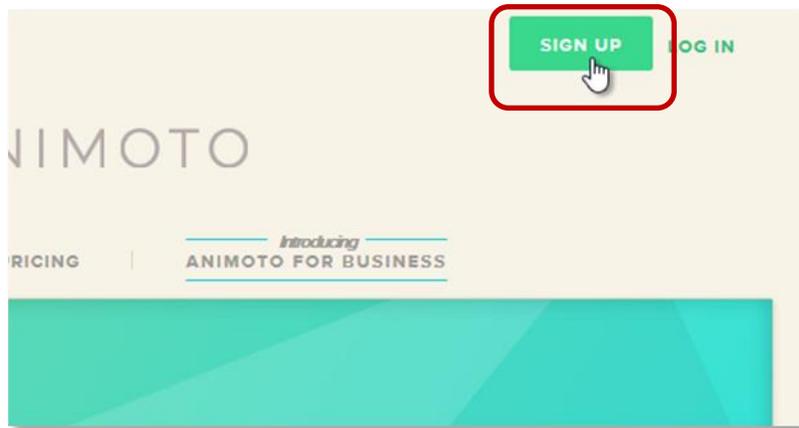


Animoto is one of the greatest *video creation services (online and mobile)* that makes it easy and fun for anyone to create and share extraordinary videos using their own pictures, video clips, words and music.

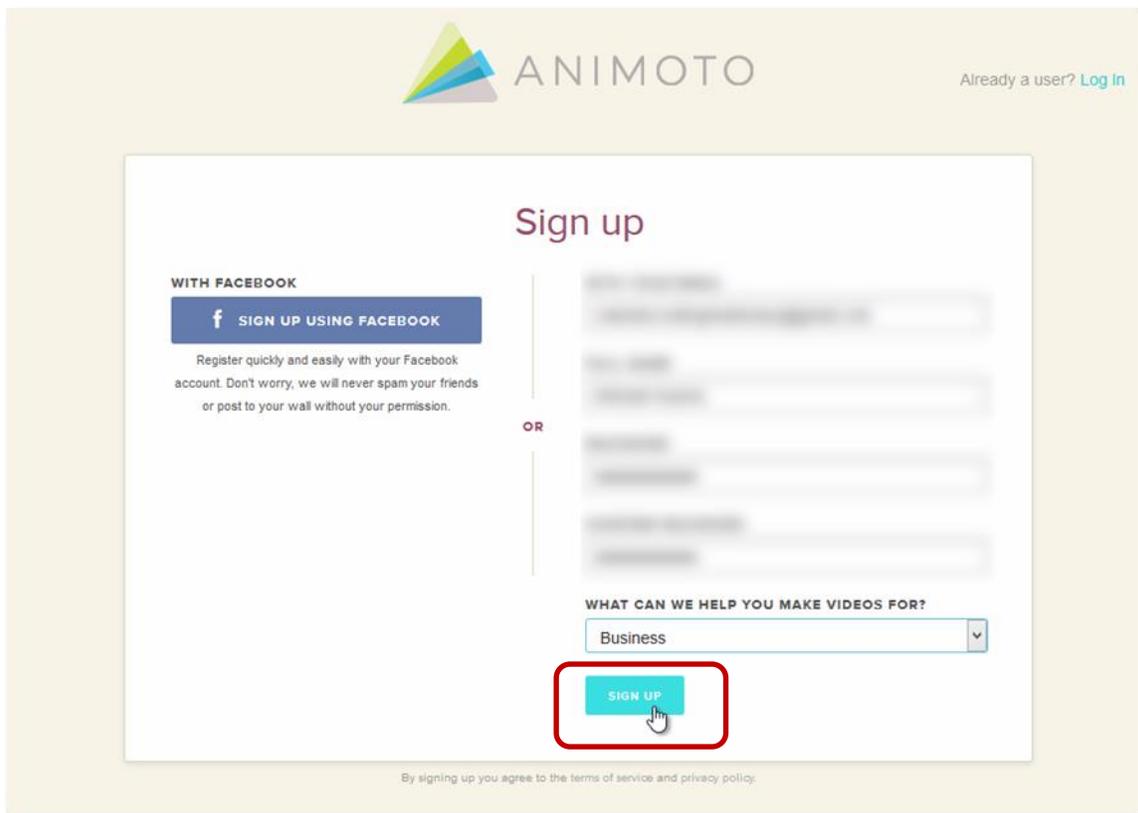
Millions of people actively use Animoto for everything from special occasions like birthdays, weddings and trips, to sending a quick special greeting, or just to share everyday moments. *Taken from Animoto*

Animoto has recently launched their [Business area](#). You will be shocked with what you could achieve there. But I would like to show you how to create as many excellent and high quality videos as you want for only \$5 with Animoto.

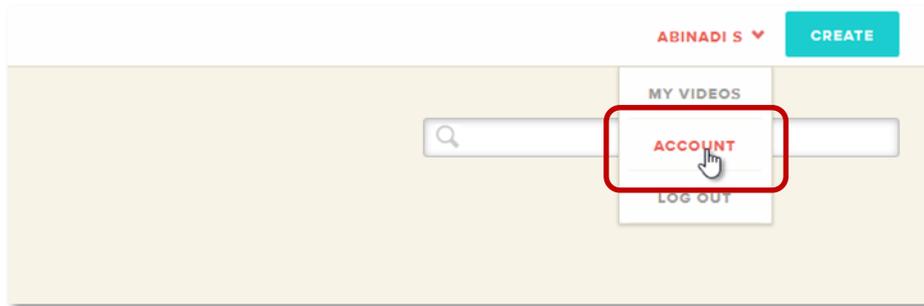
First of all you will need to create a brand new account by clicking on “Sign Up”



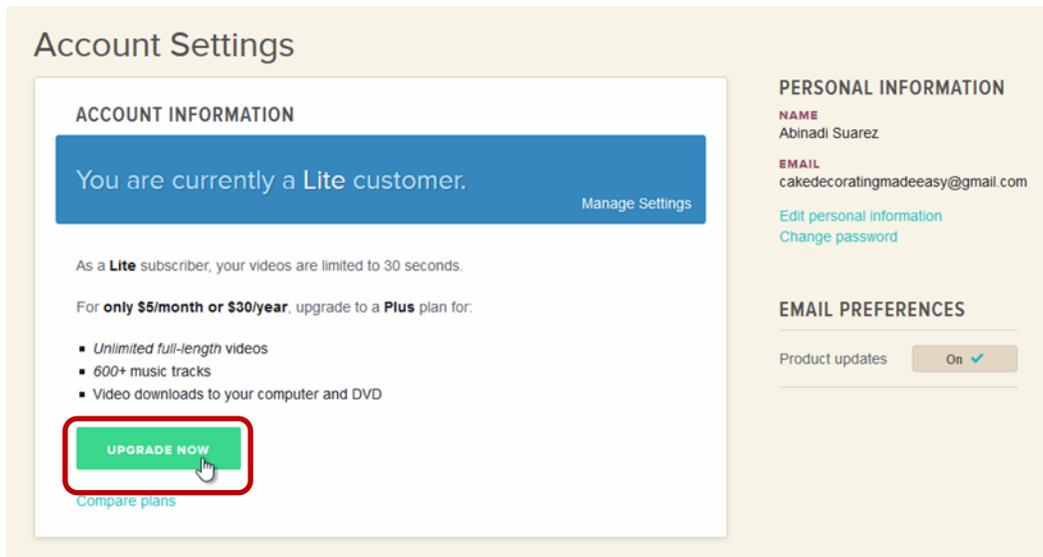
Then you will fill out all your personal details and click on “Sign Up”



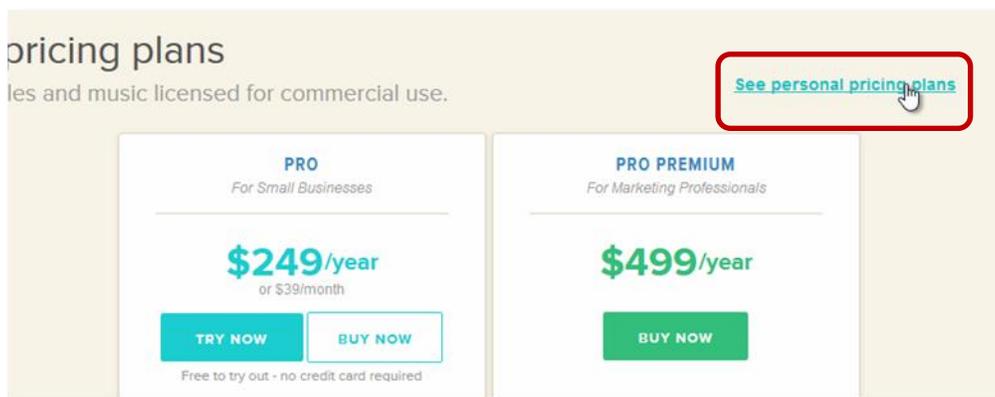
Once inside you will click on the account tab



Once there you will upgrade your account.



Then you will click right here where says "See personal pricing plans"



And here is where I want you to take a look. Here you will pick the PLUS pricing plan, which will be more than enough right now.

**Personal pricing plans**  
Plans include unlimited video creation and sharing. [See business pricing plans](#)

	LITE	PLUS	PRO
	<b>Free</b> You currently have this plan!	<b>\$5/month</b> or \$30/year <a href="#">BUY NOW</a>	<b>\$39/month</b> or \$249/year <a href="#">START TRIAL</a> OR <a href="#">BUY NOW</a> <small>Free to try out - no credit card required</small>
<b>Video length</b>	30 sec.	10 min.	20 min. multi-song videos
<b>Video quality</b>	Web quality	Web quality	HD
<b>Video styles</b>	Limited	54	76 22 pro-exclusive
<b>MUSIC LIBRARY</b>	300+ tracks	300+ tracks	2000 tracks commercially licensed
<b>DOWNLOADS</b>		✓	✓
<b>BUSINESS FEATURES</b>			✓ <a href="#">See all business features</a>

Great, after you have made your payment, you will go over to the “My Videos” Tab and you will see no video has been created. So let’s create one now

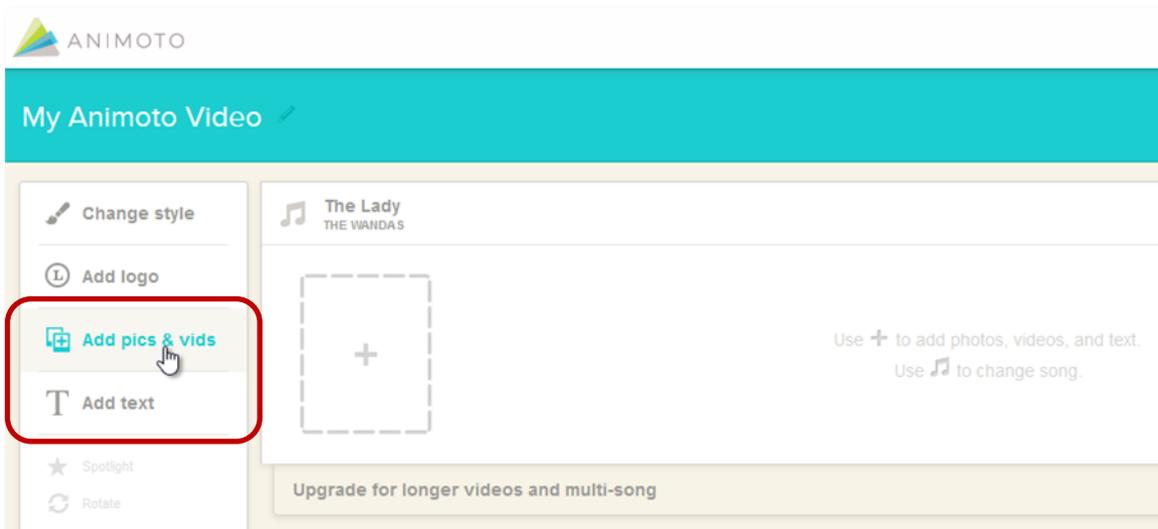
**ANIMOTO** ABINADI S ▾ [CREATE](#)

## My Videos

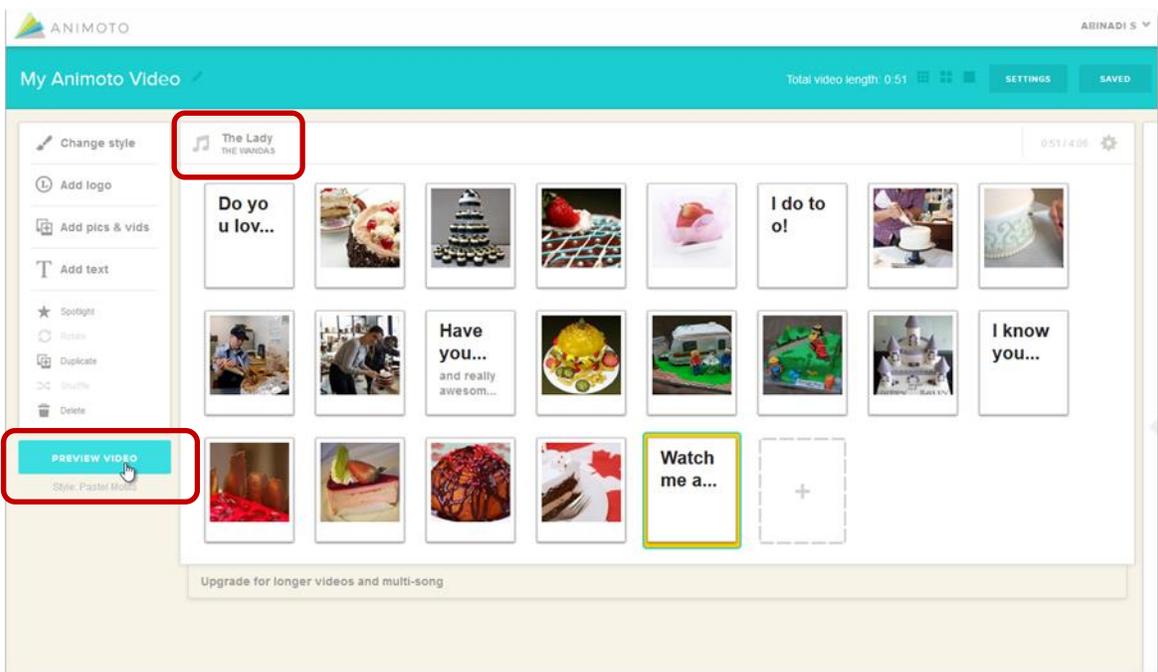
You haven't made any videos yet.

[CREATE ONE](#)

You will be able to choose a style. You can even see a preview of the style. And then you will end up in the Creating dashboard.



This area is extremely easy to manage. You will be able to add pictures and even video clips. You will be able to add text. And after words you will be able to watch a Preview. You will even be able to change the music if you want.



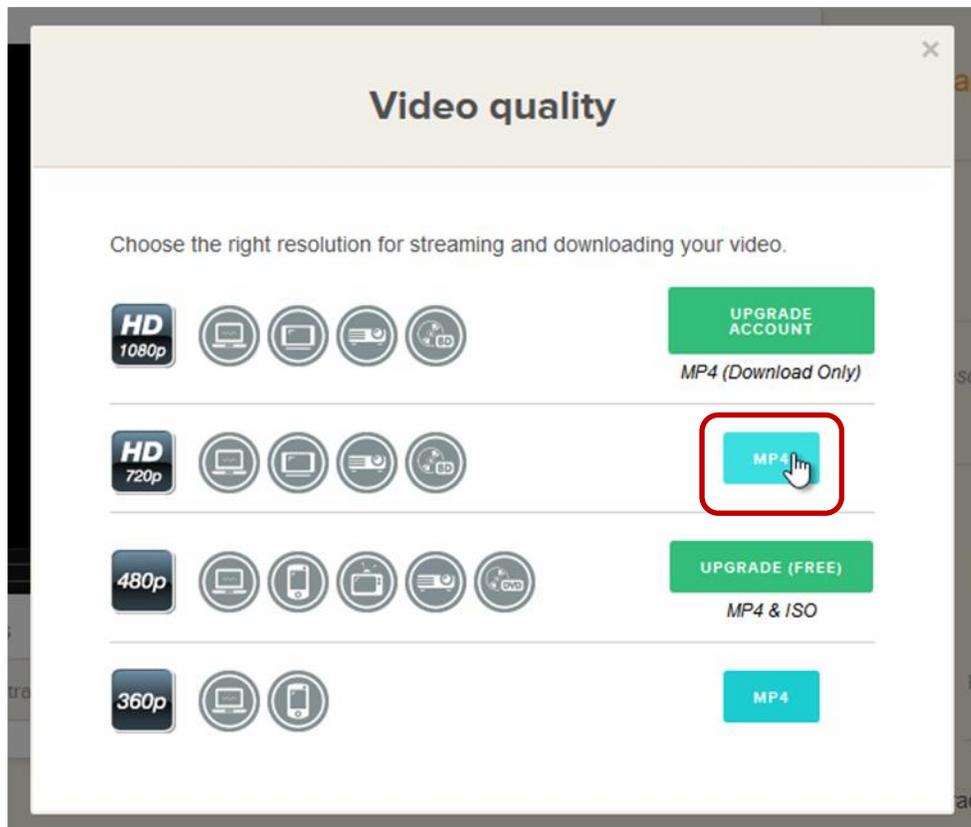
- **Part 5: Downloading your video**

Now that your video is ready. You will be able to download it. But before that there are a few options you can pick from.

Something very important to consider in the creation process of a video is the quality of the video.

Here with Animoto you will be able to upgrade the definition of your video. I recommend you upgrade it to the 720p HD resolution. There is something viewers including me really hate about videos, and that is low definition videos.

High definition videos will look original and top quality.



Great, now you are able to download your HD video.

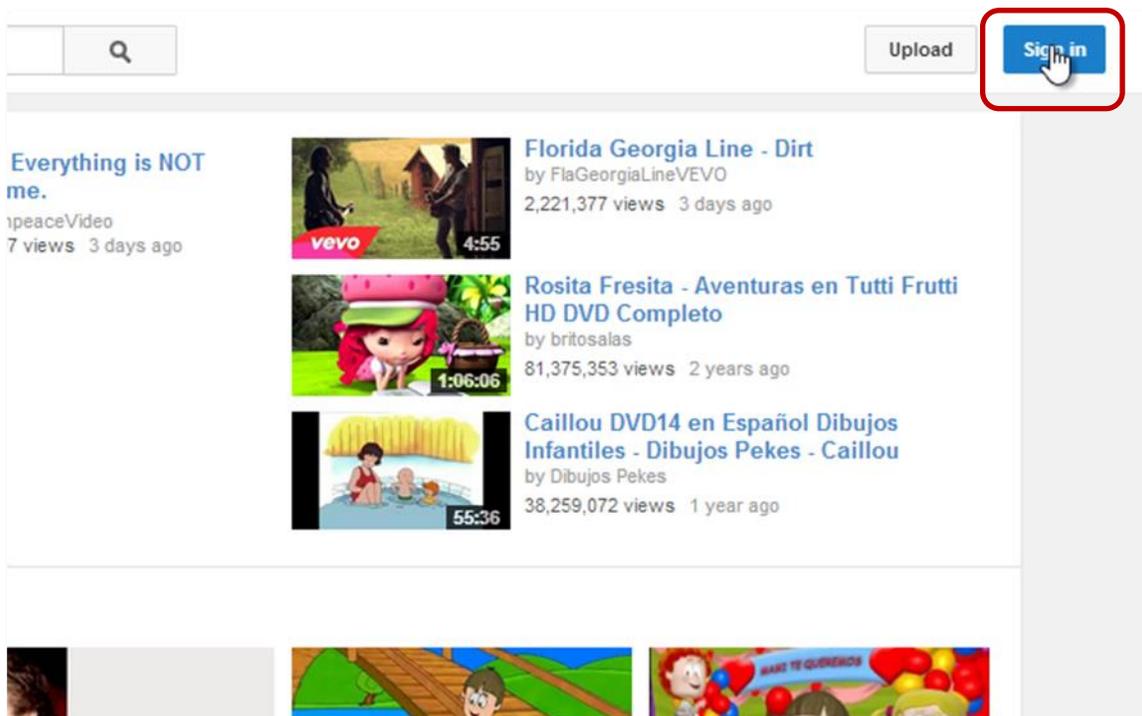
## Step 2: Upload

Now I will show you the second step of the process which is uploading your Video.

As you already noticed, there are several video sharing sites where you could upload your video, but I will focus only on one, which is the most important one. And that one is YouTube. YouTube will bring you the greatest benefits in terms of Video Marketing.

In order to upload your brand new video to YouTube, you will need to create a channel.

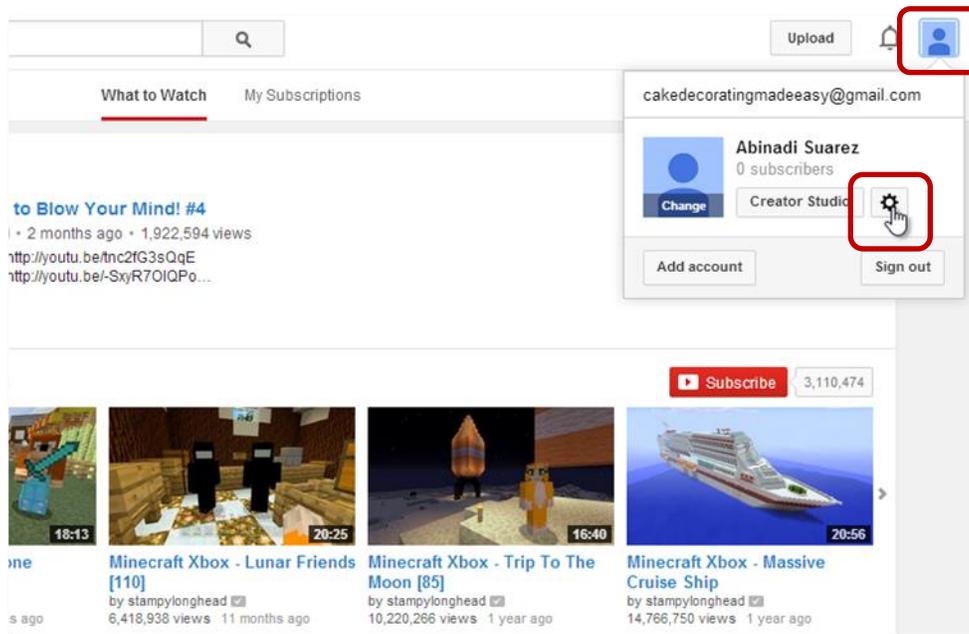
Creating a YouTube Channel is extremely simple. First of all you must go to [YouTube.com](https://www.youtube.com) and Sign in.



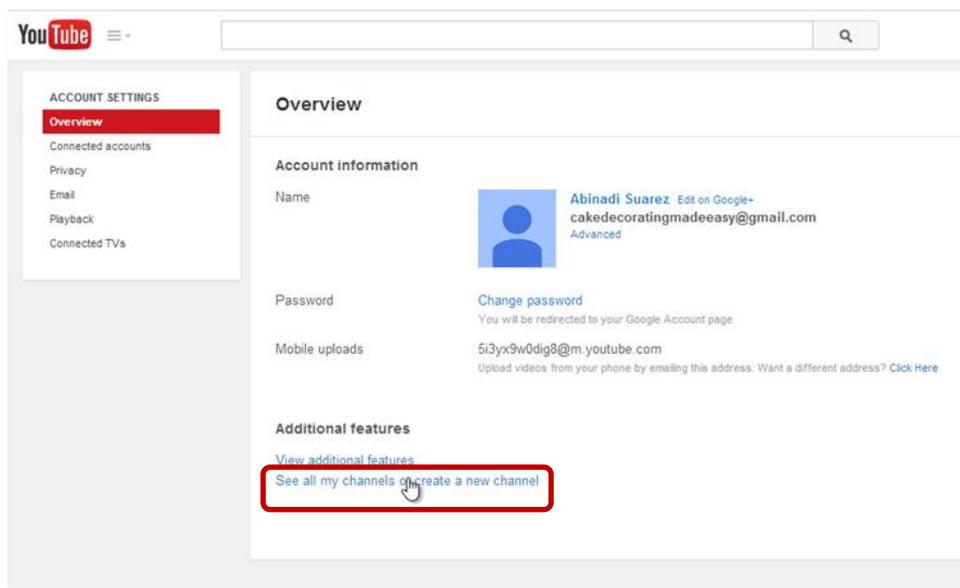
In order to create a YouTube Channel on any topic of your choice you first have to have a YouTube Account, as well as a Google account, already created.

I already have a Google account as well as a YouTube Account. So I will log in.

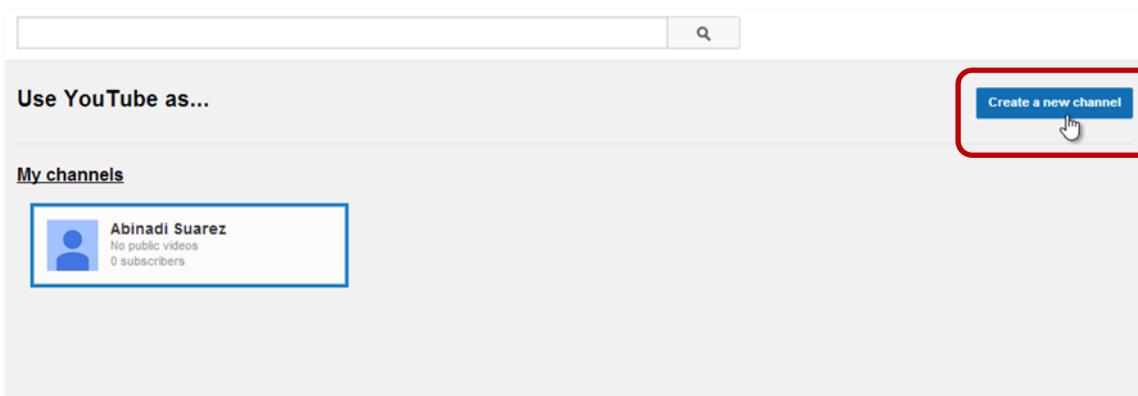
And then you will go to the top right corner and go to the Settings area.



And clicking here you will be able to see all of your YouTube Channels listed.

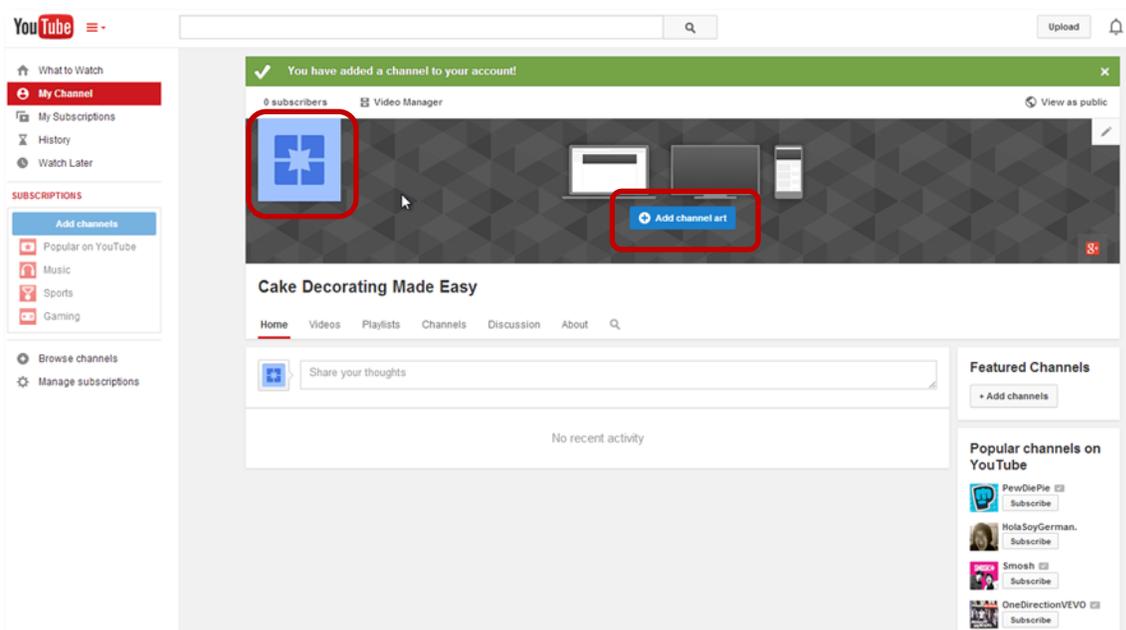


You see I just have one YouTube Channel listed, which is the default channel created when I created the YouTube Account. Now I will like to create one. To do that I will need to click on “Create a new Channel”



Now something very important for you to do right after creating your brand new YouTube Channel is to put some color to it.

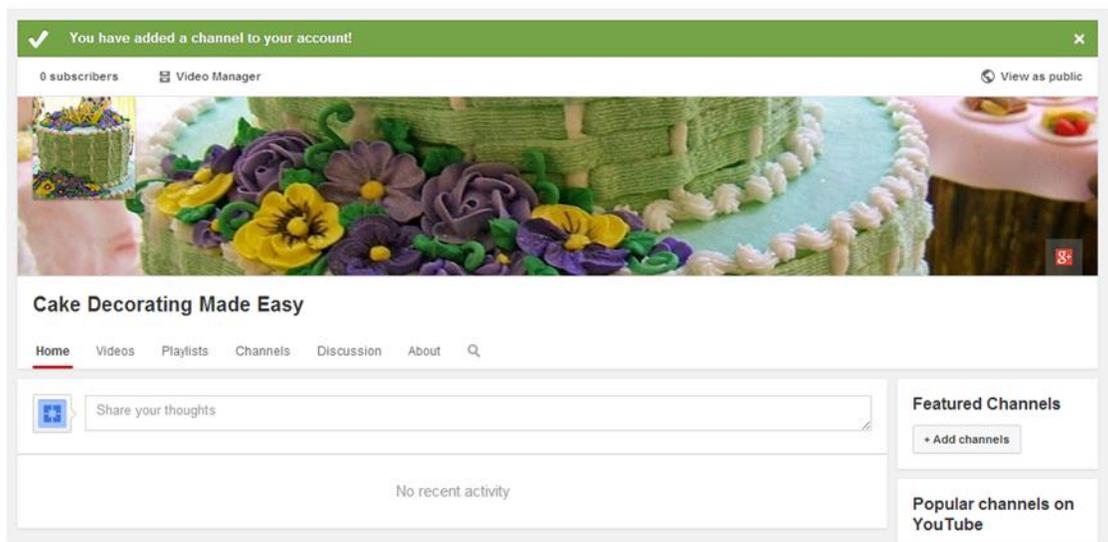
Don't make the common mistake of leaving your YouTube Channel empty with nothing to see. You will need to insert your Channel Icon and your Channel Art at least.



In order to add your Channel Icon you will be redirected to the Google+ Account of your YouTube Channel. Once you create your YouTube Channel, a new Google+ Account is created at the same time. That happens with every YouTube Channel you create.

The Channel Icon must be at least 250 pixels wide and 250 pixels tall.

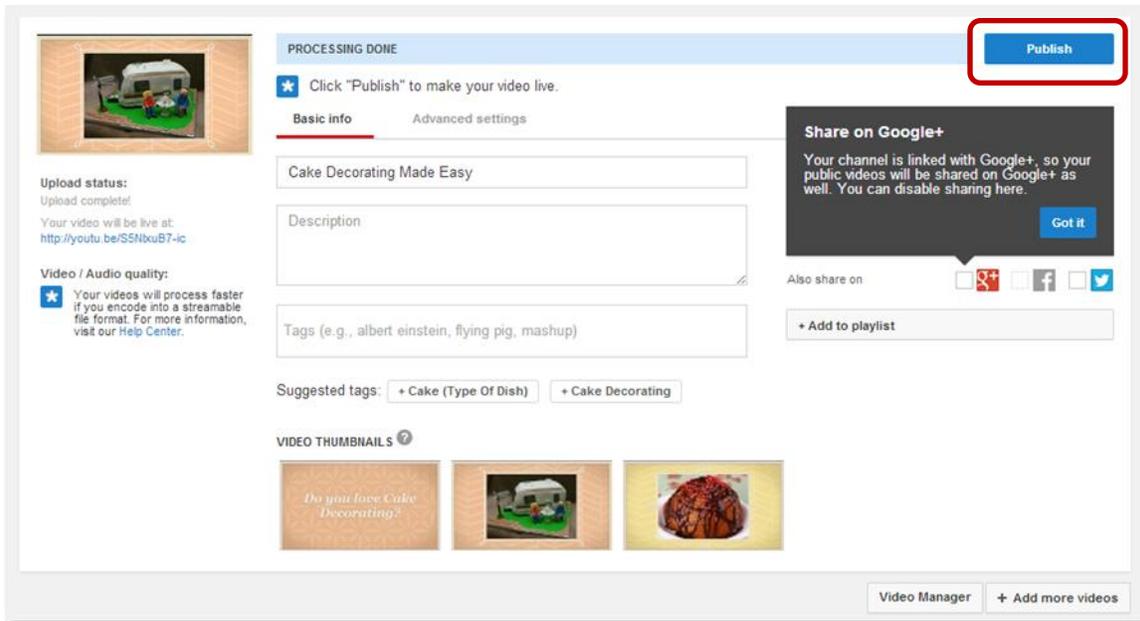
The Channel art will be uploading directly to the YouTube Channel. The Channel Art must be at least 2048 pixels wide and 1152 pixels tall.



Awesome, your brand new YouTube Channel looks a lot better now. And finally it's time to make it look a lot cooler by uploading your first video.

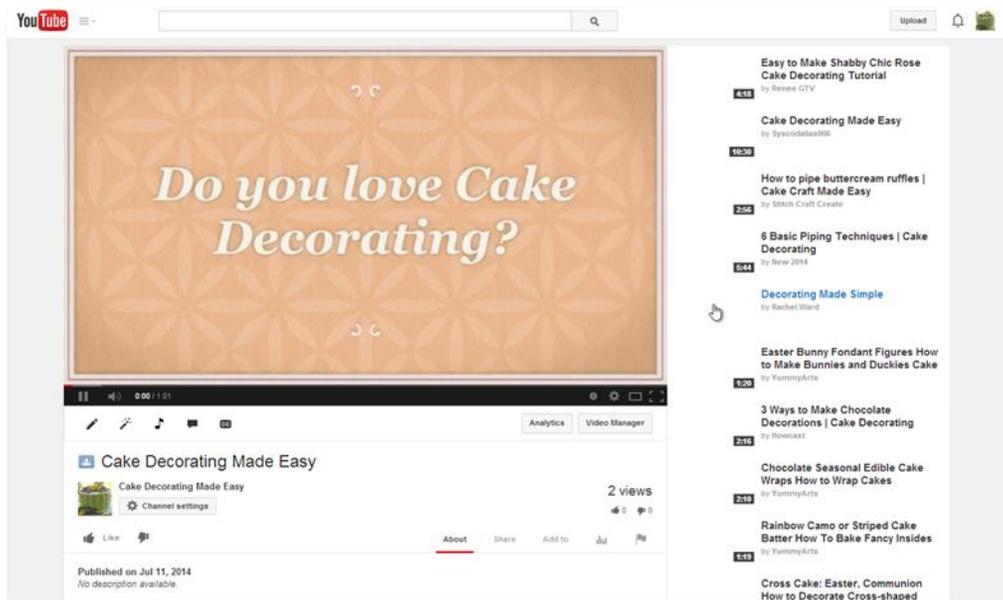


A very important piece of advice before uploading your video is changing the name of the file, so it will display the proper name inside of YouTube.



Awesome, your video is uploaded. Now the last thing you will do in this step is to publish it and you are finished.

And this is how your brand new video looks...



## Step 3: Optimize

I'm really sure you now think your video will start getting a million views because your topic is hot, but that's not how it works.

In order for your brand new video to start getting some attention from people you will need to optimize it in some very specific ways.

These optimization principles will direct people straight to your video, but more than that these techniques will optimize your video with what is called Search Engine Optimization or SEO, so you can get the real traffic we are looking for: Search Engine Traffic

There are two mayor optimization principles, the first is called ON-Page SEO and the second one is called OFF-Page SEO.

- **ON-Page SEO**

On-page SEO consists of optimizing your video so Search Engines can **“Pick it up and Rank it”**.

There are 4 important On-Page optimization techniques to be aware of:

1. **Your Custom Channel URL:** here on YouTube you will be able to create a unique address URL for you YouTube channel. This is something that besides looking really nice for people to click and visit your YouTube Channel that URL will also have Search Engine power to get ranked while people perform a related search, especially on Google.
2. **The Title:** as we previously mentioned on Step 1. You must build a title where your business and a hot keyword can be combined. As you already saw, mine is Cake Decorating Made Easy, which is the name of my business and it has a really hot keyword in it.

3. **The Description:** in the description you will be able to include 3 very important things: first you will include your website URL at the top; secondly you will include a very nice description where you will mention the hot keyword 4 times, and lastly you will include your YouTube Custom Channel URL at the bottom of your description
4. **The Tags:** here you will be able to insert as many keyword variations as possible. You can just type anything that comes to your mind, you can even use the Google Keyword Planner for more ideas.

Now your brand new YouTube Video looks a lot better.

- **OFF-Page SEO**

Off-page SEO consists of applying some link building techniques from other websites to your Video, so search engines can **“FIND”** your video a lot faster.

This is not about buying views, this is about making your video a lot more FINDABLE for the search engines.

Before applying the following optimization techniques you have to make sure you know what your YouTube Video URL is, you don't want to be working hard advertising the wrong URL.

My YouTube Video URL looks like this:

<https://www.youtube.com/watch?v=S5NlxuB7-ic>

Yours will probably look similar.

There are 5 important Off-Page optimization techniques to be aware of:

1. Get organic views to your YouTube Video URL by using [YouLikeHits.com](http://YouLikeHits.com), which consists of a promotional tool that will help you grow your Twitter, MySpace, YouTube, Google+, StumbleUpon, Pinterest, SoundCloud and Websites for FREE
2. Build Social Bookmarks to your YouTube Video URL: there are so many ways to do this nowadays, we advise you to help yourself at [Fiverr.com](http://Fiverr.com). Make sure to take a look at what people say about the service you are about to pay for.
3. Take your YouTube Video URL and all of the Bookmarks you built on it and submit them at [Linklicious.co](http://Linklicious.co)
4. Take your YouTube Video URL and all of the Bookmarks you built on it and submit them at [Mass-ping.com](http://Mass-ping.com)
5. For more ranking power, build WIKI Links to your YouTube Video URL. Help yourself at [Fiverr.com](http://Fiverr.com)

Now you just need to wait until your video gets rank in the top search engine results. It make take days, even a few weeks.

But if for some reason it doesn't, you might need to apply more Off-Page optimization, because maybe there are other marketers like you applying the same techniques you are applying for the exact same keyword on a different video.

#### **Step 4: Advertise**

There is always a way to automate anything on the web, and the same is true with traffic to your video.

There are other ways you could advertise your video, but you have to remember that the real intention of your video is to make people do something

- **Social Advertising**

There are many ideas you could use to make your video go viral, and one of the greatest ones is posting on social websites.

Maybe you are trying to get people to visit your website or an affiliate product, and you might be asking yourself why you don't just post your website URL or affiliate links directly to your social accounts like Facebook or Twitter, instead of sending them a video that will redirect them to your website or URL.

There are many reasons for this, but the strongest ones are

1. **Not all social platforms allow you to post all kinds of URLs.** Some social platforms really hate marketers placing CPA offers on their posts, even the CPA owners don't allow that, and the way you might find out if that's true is doing it and getting your account shut down, and because you don't want that happen to you, just don't do it. So that's why it is recommended to post a video redirecting them to your offer. You could buy a nice domain name and have it redirected to your CPA or Affiliate offer.
2. **People react different.** People's attention to a video might be a lot more positive and attractive than just looking at a URL. People love watching videos, people like to hang out on social media. Even I don't read a single word of what people type on their social accounts, I love to WATCH. Twitter is a great example of this, they limit your post to a maximum number of characters because people don't like to read.
3. **It prepares them to act.** The purpose of a video is preparing the viewer so once he enters your website or clicks on your affiliate link he is already prepared to do something. That would be what is called high converting

or warm traffic. Cold traffic would be if you just post your link there and then they go straight to a sales page.

- 4. It will go viral.** If people love your video they will comment on it, they will retweet it, they will share it, they will do something with it, and that's the power of social media. With just a click your video can go wildly viral.

Those are the most important reasons for posting your video on social media.

- **Sponsored Advertising**

Something awesome about several video sharing sites is that they offer special advertising services for your video. This is how movie companies prelaunch their latest movies before they go live to the public.

You normally will find their advertising section at the bottom of their website.

Some of them offer even a special section of success stories where you are able to see what results other businesses are getting and how they are doing it. That is something extremely helpful for any business that wants to venture into this awesome advertising solution.

Others let you place your video on different parts of the video display area, like next to another video already playing, or as a related video option, or in the sponsor video section.

You can even have them contact you and prepare an awesome video marketing campaign that will bring some seriously great results.

As you can see, anything is possible with video. Just think of another idea, search it on the web and I'm really sure you will find that idea already has a service waiting for you to use.

# Chapter VII: Highly Effective Video Marketing Tricks

- **Add a Call-to-Action Overlay:**

Overlay is a banner advertisement which appears at the start of a video.



You have to install it if you are using YouTube. You have complete control over your copy, the thumbnail image, and the landing page where you want to send the traffic. If you forget to do this, you will surely lose valuable traffic.

- **Ask viewers to act**

When you create a video you have to guide your customer, tell them what the next thing is they have to do.

If you don't invite them to do something, that's exactly what they will do: nothing. If you want them to click, tell them. If you want them to buy, tell them, you have to invite them to act.

- **Add the Description of your Video**

This is very important and a lot of people don't do it. Every time you upload a video, you have to take advantage of the opportunity to describe the video content. With this you have the chance to add more calls to action, this is another key area for ranking your video in the top of the search engines.

- **Add the URL in the Description Box**

I know this is kind of obvious, but I have to remind you to do this. Every time you upload a video don't miss the chance to insert your website address or any URL you want. Take advantage of the high converting power of video.

You can invite people to visit your website from the video itself, but a lot of people including me are too lazy to type a URL, so we decide to go to the description box and click on the URL.

- **Include a real person**

Including a real person in your video increases audience trust in your brand. It will put a face to your brand. You can show them how passionate you are about your product. You can take a look at how other important Internet Marketers show their faces to everyone. This builds a brand amazingly, because next time they see your name, they will know who you are.

- **Post videos regularly**

People have to see you are alive. After some time, people will start wondering why you don't post new videos. It implies you don't care about them.

Post videos on a regular basis. The cool thing about videos is that people will watch them, it is way different than reading a post.

- **Address a trendy topic**

Of course you can't just post boring information. You must provide quality every single time you post a new video. If you don't know what to post just research about the latest information on your niche and talk some useful stuff about it

You can even ask them, email them asking what topics they would like to learn about the most. You can even take a look at the emails they send you and record a video answering all of their inquiries. This will make them very happy.

- **Video Apologies**

Video apologies work awesome. If there is something people are having a hard time with regarding your product or service on a normal basis, use a video to apology for that.

If for some reason there was a mistake related to anything in your business just take the time to say sorry. When business owners do that, it will increase the customers trust on them incredibly well. Because it means your care for them.

- **Interactive Videos are what people want**

Please do not just talk. Try to make the video attractive, funny and easy to understand. People love to see live examples of something. Show them live how to use your product. Show them live how to resolve an issue. Show them live what people are saying about your product or services as well, how they are using your product or services to get the most out of it.

- **Enjoy what you do**

Be enthusiastic, be funny, be their friend, feel happy recording a new video, they will feel the same way.

# Chapter VIII: The Hottest Ways to use Video for Marketing

- **Website Traffic**

With the help of a video you can direct people to any website you want. You can direct traffic to your domain name and to any part of your website.

You can even place a list of useful URLs where people can get the information you are advertising with your video.

- **Affiliate Marketing**

Internet marketers use videos to direct people straight to affiliate offers by using a personalized affiliate URL, so they can make commissions for any sale generated.

Something commonly used is a URL shortener like [Bitly.com](http://Bitly.com) and [Ow.ly](http://Ow.ly) to make their ugly and strange affiliate URL friendlier to users.

- **CPA Marketing**

Same as with affiliate offers, Internet marketers use videos to direct people straight to CPA offers by using a personalized affiliate URL, so they can make commissions for any action taken.

Actions could be like submitting a zip code, submitting an email, taking a free trial, etc.

- **Lead Generation**

Videos are an awesome way to build a subscribers list. Sending people to a landing page, or to what is known as a squeeze page where people can receive something they are interested in by submitting their email is the common way to do it. You can offer a free video, report, software, training, webinar, etc.

- **Training**

You can't provide a personal training for every new employee or even customer that comes to your company, so video is the easiest and best way to achieve this. It saves your time and cost. You don't have to pay again and again for the same training. People love to learn stuff live, they want to know how to use the product, there is no better way for this than video.

- **Webinars**

Webinars are one of the greatest ways to make big money on the web by selling high priced training courses. The presenter shows live how the product works, and then shows some proof of the benefits of the product.

Then after a live, real and proven demonstration it sells the product. The viewer is definitely sure it is going to work for him too.

- **Customer Service**

Video also helps you to teach your employees "how to treat your customers". You have to create a step by step video to make them understand customer's problems. This will increase your employee's work efficiency. You can even create Specialize Training Videos for common problems customers will find while using your product or services.

- **Updates**

Maybe there are some very important updates on a specific part or on several sections of your business. You can just create a few videos about it instead of redoing the whole training.

Internet Marketing Experts launch the exact same product several times and call it Version 2 or Version 3, but what they do is update some videos and create new ones so the process perfectly fits to actual updates of the website or tools the product owner uses to offer his service.

- **Sales Pages**

You can visit every single sales page on the web and I'm sure 9 out of 10 of them will have a video right on top of it. Videos grab the visitors' attention quickly. People love to see videos, if the video is interesting enough they will watch it until the end.

When was the last time you read a sales page from start to finish? I never have done that myself. People hate to read on the web, because the web is so fast and so huge, they just want to jump from one page to another. People don't read the internet, people navigate the internet.

- **Upsell Offers**

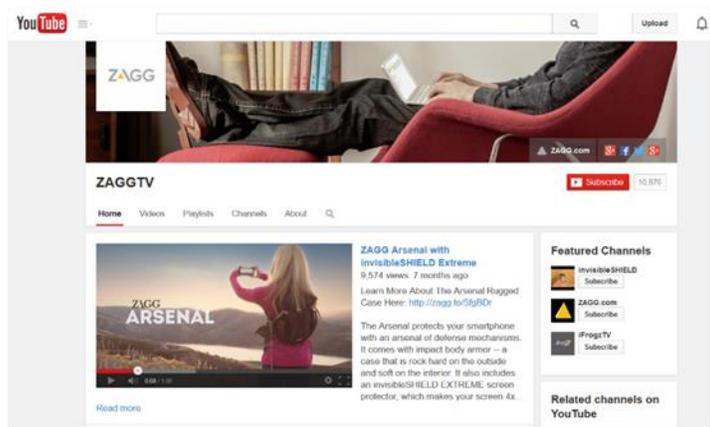
Same as on Sale Pages, videos are commonly used on Upsell offers. If people don't read Front End Offers they probably won't read Upsell offers. The upsell offer is a lot shorter than the Front End offer because people are already in what is called a buying mood. They won't need a lot of convincing in this part but they will need a video very well specified about what else you have for them to get faster and better results with your product or service.

# Chapter IX: Shocking Video Marketing Case Studies

Here are some case studies that use video marketing as their tool to increase their conversion. These stories will inspire you to think more creatively and you can also do video marketing with local businesses.

- [ZAGG](#)

Zagg is an Innovator of scratch-protection and accessories for portable devices like device protection solutions, including shields, skins, cases and many more. Zagg engages and educates its customers using the power and flexibility of video.



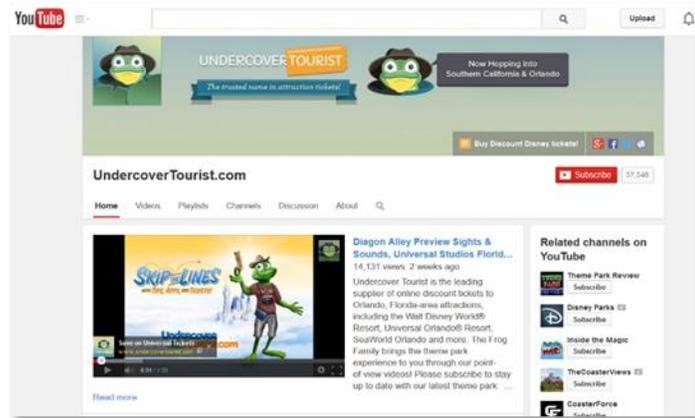
Drew Conrad, internet marketing specialist for Zagg said, “There’s really no other way we can get such personally meaningful video content in front of so many eyes. YouTube video ads have boosted our search traffic, and we’re enjoying the largest surge in sales that we’ve ever seen”.

They want to drive traffic with videos and ads, attract new customers, and educate their viewers how the invisible shield works. They got 13 million views on their branded YouTube channel for a specific product. And targeted video increased their conversion rate by 75%.

- **Undercover Tourist**

This is a Disney Park in the US.

The problem with the park was issuing genuine park tickets in a safe and timely manner, eliminating the frustration of standing in lines to redeem a voucher at the gate. They wanted to improve the quantity of qualified sales leads.

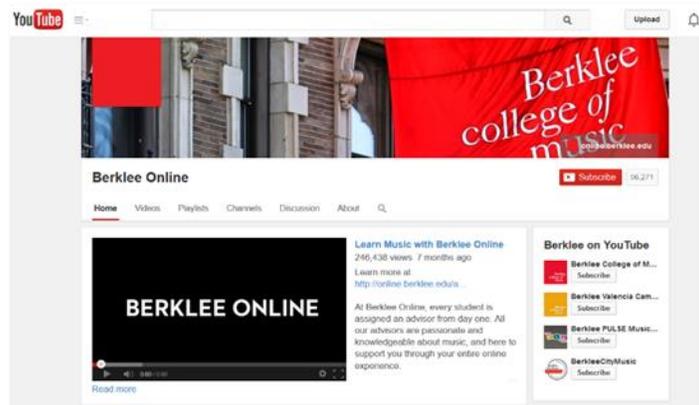


Ian Ford, CEO for Undercover Tourist said, “Our formula on YouTube video is simple and effective. We shoot authentic, point-of-view, un-slick content with a steady hand and slow pans. We engage people with the experience itself rather than overwhelm them with a corporate voice.”

They uploaded authentic, short, POV videos to educate visitors. They got 10 million views with an increase of 3-5% in click through.

- **BerkleeMusic**

BerkleeMusic is the award-winning online school of Berklee College of Music. It has the largest collection of forward-thinking online courses for music production and performance.



They want to increase their music exposure to world-class courses in music and boost enrollment in their online school. To reach their goal they consistently

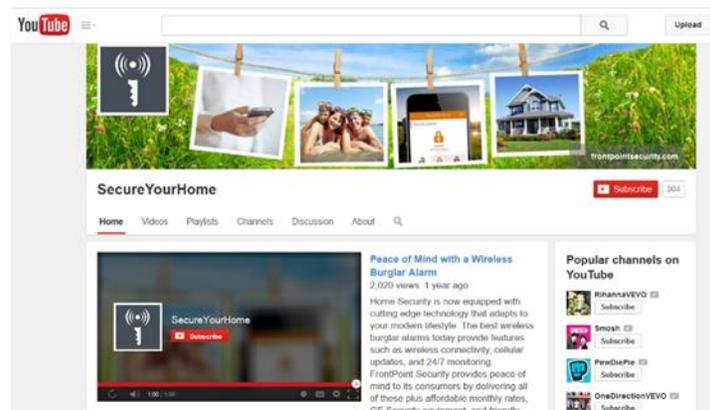
improve video production levels, and build synergistic marketing strategy by combining various channels.

The result of this music school was incredible. Raymond says, “Our branded YouTube channel has 300 videos, reaches more than 33,500 subscribers, and has garnered 16.7 million video views”. It became the 5th most viewed educational channel on YouTube.

Milan Kovacev, director of interactive marketing for BerkleeMusic says, “We have created several 15-second video ads for our latest YouTube video advertising campaign. Using great demographic and marketing tools available in AdWords on our recruitment and marketing goals”.

- **[Front Point Security](#)**

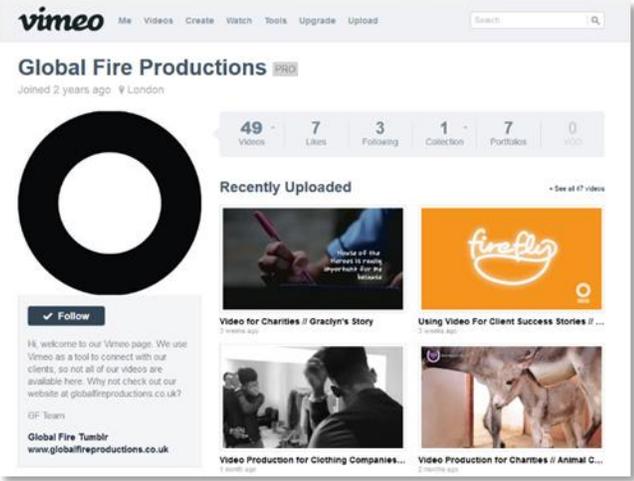
This is a home security company which provides wireless alarm sensors, DIY security and a unique cellular link providing unmatched protection.



This security company is facing the problem of how to explain their user friendly security systems benefits. So they went to YouTube and created a 2 minute video with their product demonstration. These videos work very well and their sales increased by 250% - and they also generate Thousands of views.

- **[Global Fire Production](#)**

Global Fire Production is a UK based production company which works with a number of global brands and organizations. This company uses Vimeo as a tool to connect with their clients.



They tell about their products and services with Vimeo video and also create Vimeo video for their client's services. To give a professional look they created different videos for Vimeo, according to the clients demand.

They use video for clients' success stories as a strong, emotive way to take current customers and pair them up with their future ones for a bond that communicates, "You can trust us. We love this product and we're real people."

- [Sony – Xperia play](#)

Sony wants to create buzz on the web and also establish a gaming world with the Xperia Play Smartphone. The brand planned a viral campaign to reach targeted people between 25-35 years old.

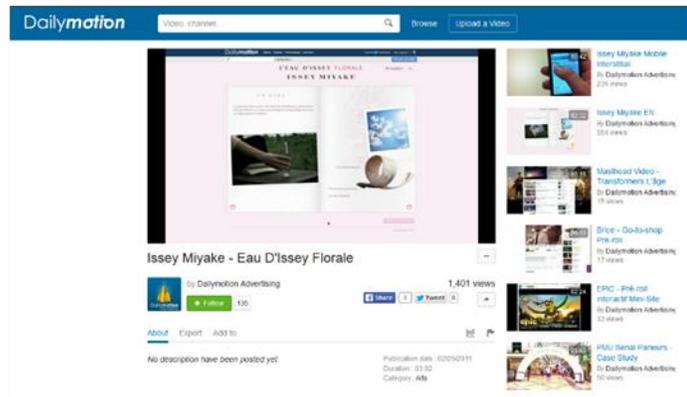


Dailymotion planned a global event to make it viral. It used Buzzing videos, released editorials, displayed in-stream ads to announce to and interact with their customers. The sharable features were also useful in this campaign.

As a result they got 7 million views on Dailymotion, more than 13k likes on Facebook and more than 200 tweets. This campaign was also spread on blogs.

- [Issey Miyake](#)

Issey Miyake is a Japanese fashion designer, and he is known for his technology-driven clothing designs, exhibitions, watches, and fragrances.



Issey Miyake used DailyMotion video marketing to provide a purely emotional experience to target young women.

Issey Miyake perfume brand “L’Eau d’Issey” wanted to create an emotional experience for their targeted women.

The result was they got 300 k video views on the official page.

The targeted audience is immersed in the brand atmosphere with emotional interactivity and displays on the website and via mobile.

- [Sara Lee Corporation](#)

The Sara Lee Corporation is an American consumer-goods Company based in Downers Grove, Illinois. It’s also an iconic food brand. It launched its first big social media campaign and created three mom-centric viral videos to push their marketing strategy.

The challenges were in finding the right way to be



viewed and getting the clip to the right audience. No one can just predict what video will go viral.

Robert Davis, leader of the online video practice at Ogilvy said, “Metacafe has been out-performing other shared video sites when it comes to search shelf space, which made us sit up and take notice”.

“We broke through the million-view mark in a matter of weeks. As much as we like to profess we understand this business, and we do, it’s really fun when a marketer comes across new assets that might not be so predictable.”

Metacafe built a channel for this corporation including one video of the trio mom confessional videos. They got more than 800 k views and their revenue was up 50% with Metacafe from the last year.

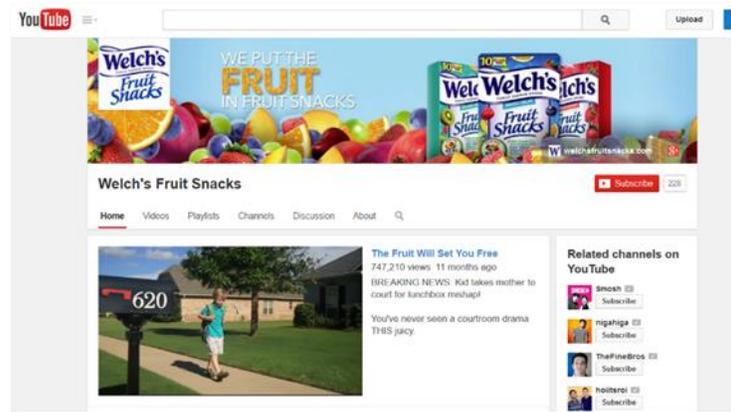
- [Welch Foods Inc. \(Welch's\)](#)

Welch's is the food processing and marketing arm of the National Grape Cooperative Association.

To increase their brand awareness and product promotion in the UK

market, they used video marketing with YouTube, Vimeo and others channels to increase their brand reputation.

They also targeted their TV viewers with a Healthy Heart Week Sponsorship Video campaign on GMTV. They connected images and sounds of the heart with

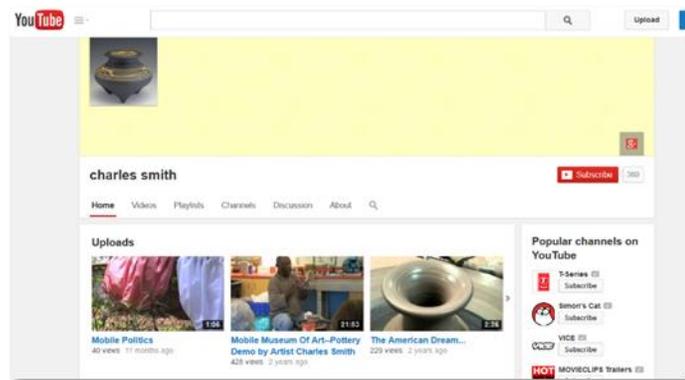


glasses of the product, in video. They also include their product information and benefits in video.

Video marketing increased their sales by 75% in the first year and 35% in the next year.

- [Charles Smith](#)

Since Charles who is from Atlanta, Georgia; started marketing his pottery business using videos, he does not need to travel in to town to get orders for his arts, galleries and fairs.



When he transitioned to video marketing, through his videos he found new buyers from all around the world. This saved him time and money which he was spending in travelling. He includes in his video, how to create art and galleries. He is blowing people away. Viewers are amazed to watch his art.

## Chapter X: Video Marketing Dos and Don'ts

- **Do's:**
  - ✓ **Invite your audience:** Mention a clear call to action in the video to deploy and engage your potential audience. You can create a campaign with a clear message to invite them.
  - ✓ **Keep it short:** There are so many other websites of competitors in your market that can grab your audience's attention. Most people like to watch a video only about 1 and a half minutes in length. Short video forces you to simplify your message, it encourages engagement, reflects your business positively and increases your video quality.
  - ✓ **Humanize your brand:** When people interact with a real face in a video, it increases the trust factor and puts a brand to your face. Humanizing your brand is a big win for you. It will enable you to make great connections with your viewers.
  - ✓ **Title is important:** The Title is the first impression of your videos. Your video should have the relevant information which you mention in the title. Video titles also can pull traffic. Attractive and meaningful titles can grab viewer's attention instantly. It will make your video easily found on search engines. Titles should describe your video, contain the keyword, and be short and sweet.
  - ✓ **Optimize:** You are going to upload your videos on multiple sites, so here you need to create a particular description and title for each video. You should have a goal before creating the video, include a call to action to follow up your leads, and add a lead capturing method with your videos.
  - ✓ **Sharable:** Make sure your video is engaging and compelling so that your audience will share this with their friends and family on social

media and other channels, this will work as an extra edge for your business. It will give you more exposure.

- ✓ **Be creative:** Be more creative with your videos. Think of new ideas to describe your product and services, which helps you get new customers. And you will get a better return on your investment. Your video should be different and unique from others.
- ✓ **Add video to your post:** You can add video to your blog posts and social media posts to increase traffic to your video. You can link that video to your website to increase your conversion rates.
- ✓ **Analyze your performance:** Tracking your video's performance is an integral aspect of a video marketing campaign. See what viewers are saying about you, how many people like your videos, and what comments you get for your video. These things will tell you what you need to change or improve in your next videos.
- ✓ **Describe your videos:** Don't forget to describe each and every video; a rich description of your videos is a must to get more views. You can use hash tags and your website URL in your description. Hash tags in a description will help your viewers find your video on social platforms.
- **Don'ts:**
  - ✓ **Don't follow a set formula:** Videos fail to engage audiences if you take a formulaic approach. You have to look and think differently for each video. You don't know when a new magic trick will work for your brand.
  - ✓ **Don't forget to define purpose:** Ask yourself why you need to create this video? This will help you define the purpose to your viewers. Defining purpose is a marketing strategy to promote products and services.

- ✓ **Don't pitch:** If you create a short video of around 1-2 minute with a sales pitch, then people will not be interested in watching your videos. They will go elsewhere.
- ✓ **Don't forget to include a call to action:** If you didn't use a call to action throughout your entire video, it will harm you very badly. Include a call to action in your video to engage them.
- ✓ **Don't create just one video:** Creating one video is not enough. You can create many versions of it and you can check which one is working for you. Replace the old video with the new that is working for your targeted audience.
- ✓ **Don't ignore sound quality:** Video is much more than just visual content. Visual content can't work alone. You have to add video and audio content to make it stronger. You can improve the quality of video by positioning the mic correctly and choosing the right music for your video.
- ✓ **Don't include too many messages:** If you have included too many messages in your videos, it will confuse your audience, and they won't know what is useful for them. You need to have a strong message you want to tell your audience.
- ✓ **Don't forget to use SEO:** Just uploading your video online is not enough to get expected traffic. You can optimize your video with SEO. SEO will enhance your chances of being found in search engine rankings. You can use keywords in your title for better search results.
- ✓ **Don't expect instant results:** You upload your video on your online video channel and now you're expecting more views instantly. Well, you should be patient. Market your video on other channels and social media. Your work and patience will eventually pay off for you.

- ✓ **Don't try to focus on everyone:** You should focus on your target market. Everyone has different interests, so don't try to focus on everyone. If you are doing that, then you are taking a risk that NO ONE will want to view your video. Focus on your target market.

# Conclusion:

In conclusion, imagine all you can do with a crazy viral video. Imagine where you could send traffic.

If 96% of consumers find videos helpful for making online purchase decisions just imagine sending people from a video straight to a sales page, or to a landing page, or even an affiliate product.

As you can see, using Videos effectively is vital to the ongoing success of your business. We live in speedy age, and in order to connect with the people who will be most interested in your products and services, it is essential to make video advertising a part of that connection.

With video you can reach your current and future followers, increasing your traffic and broadening your audience. The tools you have been given here make it easy to build a winning Video Advertising campaign.

We're thrilled that you have chosen to take advantage of our training guide, and we wish you amazing success.

# Resources - Videos

- <https://www.youtube.com/watch?v=xmgn6bEp6jQ>
- <https://www.youtube.com/watch?v=qghe7OuBfXw>

## Tools

- <http://www.socialable.co.uk/21-of-the-best-video-marketing-tools-for-2014/>
- <http://www.advisorinternetmarketing.com/tools-for-video-marketing/>

## Training

- <http://www.reelmarketinginsider.com/welcome/>
- <http://videotrafficacademy.com/>

## Blogs

- <http://imaginationmedia.tv/blog>
- <http://blog.viewbix.com/video-marketing-experts-follow-twitter/>

## Forums

- <http://www.warriorforum.com/main-internet-marketing-discussion-forum/244297-alright-i-am-letting-out-cool-video-marketing-secret-mine-people-charging.html>
- <http://www.recognizedexpert.com/expert/f45/>

## Affiliate Programs

- <https://accounts.clickbank.com/mkplSearchResult.htm?dores=true&includeKeywords=Video%20Marketing>
- [http://www.amazon.com/s/ref=nb\\_sb\\_noss?url=search-alias%3Daps&field-keywords=Video+Marketing&rh=i%3Aaps%2Ck%3AVideo+Marketing](http://www.amazon.com/s/ref=nb_sb_noss?url=search-alias%3Daps&field-keywords=Video+Marketing&rh=i%3Aaps%2Ck%3AVideo+Marketing)

## Demographics

- <http://www.alexa.com/siteinfo/www.youtube.com>
- <http://www.alexa.com/siteinfo/dailymotion.com>

## Video Marketing Webinars

- <http://www.youtube.com/watch?v=5-RyugVnnQY>
- <http://blog.vidcaster.com/5-video-marketing-webinars/>

## Video Marketing Infographics

- <http://infographicb2b.com/category/video-marketing-infographics/>
- <http://contently.com/strategist/2013/03/20/the-ultimate-case-for-video-marketing-infographic/>