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# Foreword

Marketing a product well is the basis of any promotional campaign. As there are many ways of doing this and getting the product to a platform where it's generally recognizable, serious thought must be given to the mode of advertizing utilized. Video may assist with that.

With the growth of the Net and technology, videos have increasingly become a more powerful tool in acquiring more leads and growing one's business.

The commercialization of video editing tools and ease of sharing videos thru video sharing sites like YouTube has made the growth of the video industry explode quickly.

Presently, it doesn't matter if you are a small time marketer or a corporate giant; you stand to gain lots through leveraging videos to grow your business. Get all the info you need here.

## ***Video Vigilante***

Slaying Your Competition With Video Marketing

# Chapter 1:

## *Getting Started With Video*

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### Synopsis

The affect of video presentations as an online promotion strategy is being felt prominently by marketers. Individuals who are promoting their networks online are utilizing these videos to drive their point straight home and make a genuine impression on the visitors that helps in better conversion rates.



## **The Basics**

Videos are simple to make and easier to upload. They may convey a lot more than mere typed words may. This is the reason marketers are going all out to market their stuff through web video marketing.

The technique is straightforward - make an appealing video about the product that gives the viewer some sort of info and put it on a relevant place on the Net which could be on a site or a blog or a social community network. Then the video is advertized in several ways so that it gets a big number of viewers. The brand name of the product or the link of the site or both of these are commonly mentioned in the video. Therefore, individuals who watch the video are more likely to purchase the product than the individuals who merely read the text on a site.

For MLM, the concept of video marketing works great. The following are a few reasons why it does exceptionally well here:-

1. It builds up the credibility of the sponsor because in most cases individuals will be able to see and hear the sponsor in the video. This adds authenticity to the business opportunity itself.
2. It helps explain the concept in a better way. Individuals would like to hear and comprehend than read and understand. Likewise

since the video may contain several illustrations, it might be much simpler to get to know the concept.

3. Facial gestures and motions mean a lot to individuals who are considering spending cash, time and effort on a business opportunity. They may see these in the video. Therefore, the opportunity becomes more real to them and they don't feel too anxious about it. That's why a video helps bring in more individuals into the network.

4. Videos may likewise help in branding. Hearing you speak out the name of your business, it sounds more believable and there's a greater chance that the name will have a recall value. This is a way of branding your product, which is leagues better than merely writing its name down on your site.

In every which way that you look at it, video marketing works exceptionally well for network marketing. Individuals in MLM must take the time out to understand this concept and utilize it for their promotional needs.

Video marketing has been demonstrated time and time again to be among the most useful tools in being able to successfully accomplish the presence the product or service needs in order to be remarkably recognizable.

Video marketing brings life to any marketing campaign as it has the power to transform static and unattractive conventional ad styles into action orientated presentations. In the fast moving and ever evolving world of today, individuals are looking for fresher ways to capture in the attention of the market share of buyers and likewise customers want to be wooed with exciting displays that tickle their minds.

Video marketing likewise has the unique element of being able to connect with the target audience both visually and mentally, taking the audience to an entirely different level of advertising. This then translates into successful sales figures which is what advertising is all about. It likewise motivates and puts the target audience in touch with what is important to them.

Scientific research has as well demonstrated the significant increase in value of anything when it's visually exposed to the target audience. This in a certain way is instantly taken to a whole other level which indirectly produces the perception of value on the products for the viewers.

Video marketing speaks to a person the way no other form of advertising has managed to. Video marketing is able to produce the perceived want and need in the person for something they may not even know about or pay attention to till being exposed to this sort of marketing approach.



# Chapter 2:

## *What Works For Marketing*

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### Synopsis

Each business strategist needs to be aware of the most current, viable and successful way of earning and maintaining optimum business success. Comprehending that marketing has shifted from a one-way broadcast to a multi-point conversation is a great start. Nowadays a huge amount of consumers utilize online searches when looking to research products or services.



## **The Types**

Video marketing is now becoming increasingly popular as a tool to get hold of out to a wider target audience than before. Individuals seek out these forms of marketing and advertising tools to help them discover answers to their questions, show them how to accomplish something or when they would like to read about reviews on a particular product, service or business.

Therefore considering the utilize of video marketing for online or offline businesses will introduce the most potent way of reaching the target audience by way of data provided, education of the product use and advantages, building a community of users and many more. Currently more and more individuals are making a buying decision based on the video marketing tool they've come in contact with.

Several search engines have noted an increased interest in likely buyers seeking the information on services or product through online facilities, one of which is video marketing.

It's true that video marketing is the new wave in online marketing, and particularly for multilevel marketing businesses, but it's likewise true that it has to be done correctly. Simply as in any other technique

of promotion, in video marketing also, it's crucial to tap the right nerves of the watchers so that they consider buying.

The following are the most effective kinds of videos that you may make:-

Videos describing the product are short videos that speak concisely about the product. They're built more like PowerPoint presentations where the features, advantages, etc. are worked in a bullet format so that the viewer may comprehend them easily.

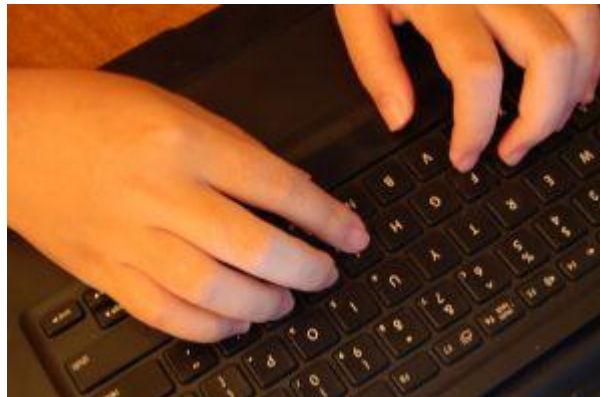
For your business promotion, you may utilize the video to explain the concept of the business telling individuals mostly what they'll have to do and what they'll get in return for that. Likewise, assorted statistical points like individuals who are already progressing with the network and making great incomes may be a part of the presentation videos.

Videos reviewing the product are more elusive videos, but they do work for the business. You may get a third party review your business opportunity in a matter-of-fact manner. These videos have huge impact as the individuals watching the videos think that your business is big enough to merit a review. Reviews always help for branding, whether they're positive or negative. You'll get a brand built up, and naturally, most reviewers will highlight the favorable points. A few entrepreneurs in reality hire individuals to do reviews for them in the form of video presentations.

Videos giving instructions give instructions are designed mostly like tutorial videos. They're helpful to the end user in a lot of ways as they show them how the product works. The instructions need to be simple to follow. Such videos have the greatest possibility of being bookmarked so that individuals who have watched them once will keep watching them again and again.

Headshot videos work for promotion and for adding to your own publicity. You speak about the product and the video basically captures you as you're talking. The effect here is that the viewer knows that you are a real flesh-and-blood person, capable of emotions and expressions and that they may do business with you.

There are assorted kinds of videos being used for promotion. Consider which will be best for your business and go ahead with them.



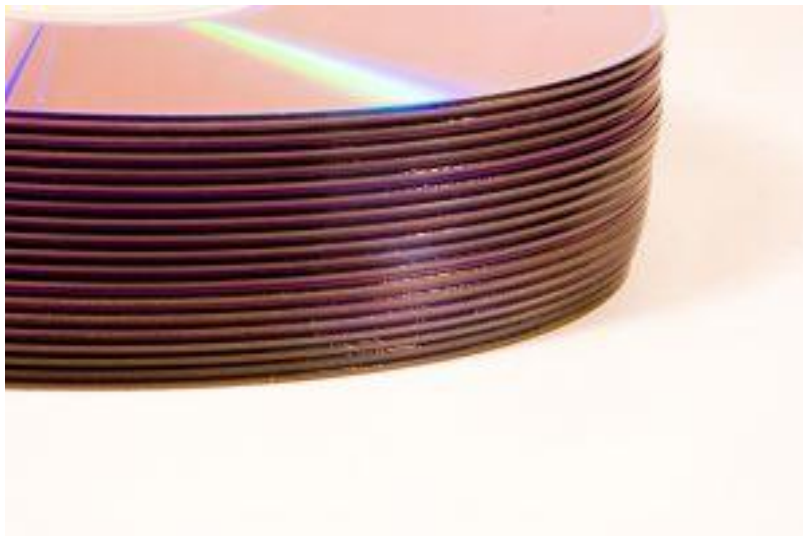
# Chapter 3:

## *Some Beginning Steps*

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### Synopsis

Video marketing is exceptional because it has the power to grow virally. Viral marketing means it spreads as fast and as widely as a biological virus, however in the marketing sense. This may help you reach a wide audience in a short amount of time and at a humble cost.



## **Have A Look**

Individuals love watching videos, so much more because you may incorporate visual and audio elements which may excite emotions and make material interesting. E-books are so yesterday and have a hard time keeping up with videos which have been getting better and better.

Among the most useful sites out there is YouTube - The world's largest video sharing site.

Why are they called video sharing sites? It's because everybody who uploads videos are like a TV channel of their own - You may get subscribers and individuals who watch your videos may freely share it with others through a wide assortment of social media sharing tools available.

The popularity of YouTube has exploded, and businesses, big or small stand a lot to gain by tapping into this phenomenon.

YouTube lets you upload videos for free, and if your videos meet their standards they'll offer you a director's status, where you can post up videos longer than 10 minutes.

One good thing about YouTube, is that you may post descriptions down at the bottom box of your videos. This lets you draw traffic to your site and write descriptions about your videos.

YouTube likewise has that added advantage of being owned by Google, the largest search engine in the world. Because of that, YouTube's videos rank highly on Google, and you may draw tons of traffic by targeting keywords with high search volume and are related to your niche.

Here's how you begin marketing your business utilizing YouTube:

- 1) Produce a video worth of valuable materials related to your niche
- 2) make certain there's a call to action at the end of the video
- 3) Upload your video to YouTube
- 4) Add a description below every video
- 5) make sure to include a link to your site (traffic drawing purposes)
- 6) Share your videos with your target audience

Remember, a really important part of video marketing is the sharing component. Get your subscribers or followers to portion out your videos with others to get more views. The more views you acquire, the higher your video will be ranked.

Videos with higher rank will commonly be featured in YouTube's channel listings and this will further collect you more views.

Let's look into some easy tools for producing videos for marketing purposes. Among my favorite combinations are Microsoft Powerpoint + Camstasia.

Microsoft Powerpoint lets you produce video content through slides, animations and sound effects. Camstasia lets you record a screen capture, so when you play your slides in real time, you may record every single thing that's occurring.

Combined with some cool music, you may make powerful enlightening videos which your client base will like.

Camstasia likewise lets you edit your videos with basic features like audio editing, slide transitions etc. Post video production is followed by uploading to YouTube; all may be done instantly via Camstasia.

Last but not least, you'll need to sign up for a YouTube account before you may begin uploading videos.

In short, these tools will help you produce simple yet powerful videos for acquiring traffic and customers, as long as you have good material that your target market would enjoy.



# Chapter 4:

## *What About Your Audience*

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### Synopsis

A video is the perfect product for an upsell, meaning that because you already sold something, the video may be something related to your product but priced even higher but give double the value!

You have to make it such a way that it would be foolish to give up such an opportunity. Your video product could be a video version of the product for a slightly higher price, or a massive video collection that complements the product priced higher than the product.

Or, you might also sell your video as a onetime offer (OTO) and tell the customer that they'll never have the chance to get this special offer again after they leave the site.

Millions are left on the table as marketers fail to tap into backends for extra sales. So begin creating your backend products today utilizing videos but you have to make sure you have the right audience.

## **Who's Going To Buy**

Making unfounded assumptions is frequently the grievous mistake most individuals make when sizing up a potential buyer. The same may be said when targeting a particular perceived audience. The saying that looks may be deceiving has never rung more true. Maybe one good starting point would be to look into the psychographic trends that are presently dominating the desired target audience.

Comprehending that is not all about the demographics, like age, income, gender, race and others will allow for a better view on the how to reach the designated target audience. This then allows for a better marketing effort to be launched in order to reach the sought after target audience.

Making the error of depending on the merit of the product or service to speak for itself may cause detrimental effects in the business arena. A better choice would be to center on groups that can identify and be interested in the product producing the element of appeal.

Conducting a preliminary market research exercise on contending businesses and stores would help identify certain products and the consumer's reaction and purchasing percentage to the said item.

This will likewise bring to light the effectiveness of the media of advertising utilized. This could also include a team assigned to produce market awareness and in doing so may categorically identify the correct target audience.

Conducting online surveys is likewise another way to assess the probability of the choice made on the perceived right target audience. All the same it should be noted that very few individuals are willing to take and complete online surveys if there is little or no incentives tagged to the completion of the survey.

Assessing the market situation as a whole and how the product or service would impact it is likewise another indirect way of founding the basis for the right target audience choice.

# Chapter 5:

## *What About The Length*

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### Synopsis

Among the points that you have to bear in mind about your video is that you have to keep it at a well-situated length. Videos that are too brief much fail to make an impression on the viewer.

But, videos that go on and on can bore the viewer to death. Rather than cajoling individuals into your business or to buy something, these videos might actually take them away. When you're making a video, you must not think only about what you're going to put into it; you likewise have to consider how much of it are you going to put in.



## **How Long**

There's nothing like an ideal video length. It depends upon the sort of video you're making. The thing works just like it does with movies. Occasionally you do not mind movies that are longer than two and a half hour because they hold your interest. All the same, there are likewise movies that are great only if they're short. Consider those action flicks that everybody loves to watch so much - Do you think they'd have the same sort of appeal if they were stretched on interminably?

The same sort of logic applies to videos that you utilize for promoting your business. Yes, the proportionate time limits are much shorter here, but the rationale is the same. Give individuals something interesting or valuable and they won't mind if it is a tad bit too long. Or else you might make a breezy entertainer that doesn't last more than a minute.

Though there are decidedly no rules about the length of video marketing, the following are a few points that you may want to abide by:-

- If you're making a funny advertisement, do not make it more than a minute in length. On the Internet, the rule is "the shorter, the funnier".

- If you're revealing something special through your video - it might be a snag in your competitor's product or something revolutionary about your line of business itself - do not rub it in too much. Just say whatever you wish to say once and repeat it once at the end. As far as the length goes, stretching it on the far side of a minute dilutes the effect. If you wish to give additional details, put up a different video later on and link it to this first one.
- If you're giving instructions through your video on using your product, you'll need to be as detailed as possible. With instructions, a length of about 4-5 minutes is apt. Stretching it on the far side of this may prove to be boring.
- No headshot video must be more than a minute in length unless you're getting someone else to speak for you! Just speak of the crucial details out and make more videos if you wish to instead of keeping one long one.

Naturally, there are exceptions. If you think what you are telling is of true value and will spur the interest of the watcher, go on and make it longer.

# Chapter 6:

## *Mistakes To Avoid*

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### **Synopsis**

There's one primary objective with your video - you want it to reach out to as many individuals as possible. The technique of doing this is through search engine optimization. The major chunk of the individuals who are going to watch your video are going to be those that have come there by search engine results.

However how will the search engines rank your video? In short - videos that are better search engine optimized will rank higher on the search engines. Now how do you search engine optimize a video?

Though there's no technique to alter the really content of the video to make it good for SEO, there's definitely the option of optimizing the text part that goes with the video, which includes the title and the description. You have to systematically work the title and the description so that your video jumps higher on the search engine results.

## **Great Info**

Here are a few tips that you may use:-

### **Research Keywords and include the Best Ones in the Video Title**

You may use tools like Google Suggest or Overture to discover what phrases individuals are utilizing when they're searching stuff related to your business on the Internet. With Google Suggest, you get suggestions while you type. With Overture, you may also discover the number of individuals who have searched for certain information in the current month and the last month.

Utilize these keywords in the title of your video. As these keywords are popular, the search engines are on the lookout for them too, and consecutively, they'll rank your video higher.

### **Use Branding in the Video Title**

Don't miss out on this chance. You may make a brand of yourself to promote your videos over the Internet. On most video sites, you are able to make a channel where you put in your videos. You may give a name to this channel.

Here is where you may do some branding. Name the channel with your own name. As your videos get more and more popular, your



channel will get popular too and soon enough your name will become searchable on the Internet straightaway. What you do with your name, you may also do with the name of your business venture.

### Search Engine Optimize the Video Description

You may include popular keywords in the description so that it's crawled better by the search engine spiders. Keep the description short however include the keywords so that they don't look stuffed and still convey to the viewer what the video contains.

Videos may be a great way to grow your business fast, when utilized right. However if you commit these common video pitfalls, your business stands more to lose than to gain so be careful. Check out these common mistakes now:

Not leveraging on communities. There are powerful communities on web sites like YouTube that allow individuals to comment on videos, share and take part in conversation and subscribe to videos. You ought to capitalize on this community. You have to get involved in the community and show the other users that you care about them.

Not tapping into other video sharing communities. YouTube is the largest; however there are other big video communities like

MetaCafe and Vimeo. If you fail to tap into these communities, you'll be leaving lots of cash on the table.

Not making your videos viral. Viral videos are quirky, interesting videos which make individuals wish to share it with their friends because of its funny value.

Caring too much about views. Too frequently, businesses produce videos and hope to get 1 million views. On today's social web, success isn't always calculated with stats or measured in view counts. What's crucial is meaningful engagement instead.



# Wrapping Up

In summary, videos are an exceptional powerful tool for helping you grow your online business in a lot of aspects.

Rome wasn't built in a day, the same way traffic doesn't occur in an instant. All the same, if you diligently practice these video marketing techniques, your business will surely have a lot to gain.

The best way to construct a budding business online is to leverage not just on videos, but on as many marketing techniques as well such as article marketing, SEO and paid advertising.

Once you've found what works best for your business, replicate and multiply your efforts and in no time you've established yourself a solid business empire streaming with thousands of followers.

Marketing with video is a powerful tool for your business and for bringing traffic to your site. You'll be able to do it the right way with all the information that has been provided in this book. Get going marketing your videos correctly right now.