Video Marketing Overview

- Video marketing is a powerful strategy for driving a lot of targeted visitors to your website.

- Not only can video marketing help increase your traffic by showing up in the search engines, but also it can easily be a fabulous viral marketing tool.

- Your video gets seen in the search engine results, in searches in the video sites, and even gets syndicated and embedded on other websites.

- YouTube alone gets more searches than Yahoo and MSN search engines do.

Video Marketing Overview

- Statistics show that more people spend time online watching video than they do actually watching TV.

- Some of the most visited websites online are video hosting websites.

- Videos give you a new way to build credibility and generate massive exposure for your business online.

- In most cases it is free to promote your video online as the video hosting sites like YouTube want your content because it helps them make money.

Videos Can Be Simple

- One of the biggest reasons people do not start using online video in their marketing is because they feel videos are difficult to make.

- You can literally make a good online video in under 5 minutes and it won't even take special software.

- Here are some examples of some basic videos:
  - Picture with audio.
  - Slideshow of pictures with music background loop or audio.
  - Web cam or digital camera video of you talking.
  - Screen capture videos.
  - PowerPoints and screen capture software.

Software and Accessories Needed for Video

- Windows Movie Maker – Free Video Software

- iMovie – Apple Free Video Software

- Sony Vegas – 30 Day Free Trial Inexpensive

- CamStudio Free Screen Capture – www.camstudio.org

- Camtasia Screen Capture – www.camtasia.com

- PowerPoint or Open Office Version

- USB Microphone Headset

- Basic Web Cam or Digital Camera

- Audacity Audio Software
  http://audacity.sourceforge.net/

Pictures, Audios, and Background Loops

- Royalty Free Pictures – Read Terms
  - www.sxc.hu
  - www.freedigitalphotos.net
  - www.pdphoto.org
  - www.istockphoto.com (paid)
- Royalty Free Audios
  - On your download page.
  - www.partnersinrhyme.com
  - www.opsound.org
- Royalty Free Background Loops
  - On your download page
  - www.ignitemotion.com

Video Articles

- Take your articles including Private Label Rights articles and turn them into presentations using either PowerPoint or OpenOffice.

- Record the presentation using CamStudio or CamTasia.

- Read the article and you have created a video article.

- Just like article marketing the more of these you can do the better off you will be.

- Every article you produce or write including PLR articles you have could be turned into an online video for marketing.

- Never instruct people to visit your site.

Effective Video Marketing Strategies

- Research Keywords and Topics for Your Videos
- Create a title for your video using the keywords.
- Write a short description of your video.
  - http://www.yourdomain.com Find more effective strategies and more for doing this and that on the website.
- Write out the tags you will be using for your video.
- Save this into a Word Document or a notepad file so you can copy and paste to the video hosting sites.
- You are ready to create your videos now for submission.

Video Sites To Submit To

- www.YouTube.com

- www.Revver.com

- www.RealPeopleRealStuff.com

- www.MetaCafe.com

- www.VideoJug.com – HowTo Videos

- www.SellTube.com

- www.MotionBox.com

- www.LiveVideo.com

- www.Kewego.com

Automatic Mass Video Distribution

- Traffic Geyser (TrafficGeyser.com)
  - The best paid video submission service out there. Low cost when you consider all it does.
  - Automates video submissions, podcast submissions, and social bookmarking all in one package.
  - Gives you huge flexibility and allows you to submit a ton of videos online.
- TubeMogul.com
  - Free to mass submit videos. Limited on sites to submit to, but still valuable.

Video Marketing Plan of Action

- Use keyword research and identify 20 keywords that you could create a video around.

- Create 20 short videos using the strategies discussed in this presentation.

- Create titles, descriptions, and keyword tags for each video and save in a note pad file.

- Start uploading the videos to the hosting sites and consider using Traffic Geyser to really kick this into gear. It allows for multiple submissions of the same video by changing the format.

- Repeat this process.