



# Easy Video Marketing Success



# **Video Marketing Is a Powerful Tool for Your Marketing Campaign**

There are so many ways you can market your business, but the most effective of all online marketing strategies is Video Marketing. Many businesses successfully promote their products and services through video marketing.



# **Video Marketing Is a Powerful Tool for Your Marketing Campaign**

The Internet provides numerous resources that explain how to make your own videos. You can even hire a production company and have them make a video for you, but only if that option fits into your budget.

How can you make video marketing work for your business?

There are three things you should consider when planning your video marketing campaign;

- Where to post your videos
- The video content
- Identifying your audience



## **Video Marketing Is a Powerful Tool for Your Marketing Campaign**

- Make sure that your videos are interesting and appealing to get people's attention quickly.
- They must contain information that will build more interest in your offers.
- You can post videos in video blogging sites like YouTube where you have the options to syndicate your content so that other site owners and bloggers post your videos on their sites. This can bring free quality traffic to your video.
- Also, remember to keep your audience in mind and make it clear what the viewer should do after watching the video.  
(Opt-in? Visit a Website? Buy?)



## **Video Marketing Is a Powerful Tool for Your Marketing Campaign**

Consider video marketing whatever your line of business is. Video marketing is becoming integral for success online. It's one of the best ways to find leads, while creating trust, authority and credibility for your business.

Creating a video isn't the only skill you need. You should also learn how to optimize your video with the proper type of title, description and tags. This will make it more search engine friendly.



# Marketing Mix and the 4Ps of Marketing

What can you do to satisfy your customers and company objectives? There is a strategy that many internet marketers learn when starting out in the industry. It is: "Putting the right product in the right place, at the right price, at the right time." It's explains how to create a successful marketing mix that can help to increase results.



## **Marketing Mix and the 4Ps of Marketing**

The 4P's model is just one of many marketing models. Marketing is the sum total of 4Ps; product, price, place and promotions. These variables are interdependent. An effective marketing mix is balanced, consistent, and creates a competitive advantage for the business. But these variables are never constant and may change over time.

Below is a short description of the 4Ps:

- **Product** - If you want to start a business, the first thing you need is a product. It's the first element in the marketing mix. Determine what product are you selling. What does the customer want from the product? What would be the quality of your product? Your product should be unique so it appeals to your target market.



## **Marketing Mix and the 4Ps of Marketing**

- **Price** - One of the critical components of the marketing mix. Cost, advertising, marketing and distribution are just some of the major considerations in pricing. It is important that marketers pay close attention to the pricing of a product in order to maximize profitability.
- **Place** - Place (or distribution) is the delivery of goods at the right time and at the right place. If you're a marketer, ensure that you can distribute your product in a way that is satisfactory to the customers. Fast delivery, constant availability and flexible delivery options are just some of the factors you should consider in maintaining effective and customer friendly distribution channels.



## **Marketing Mix and the 4Ps of Marketing**

- Promotion - This includes advertising, personal selling, sales promotion and public relations. This is useful for motivating the customers to buy a specific product.

Every company must know which type of promotional activities are the most effective in order to generate the highest sales volumes and profits. The main focus of the marketing mix is the customer.



# How do you choose your Niche?

How do you choose your niche? Have you had problems with niche selection? Choosing a niche is the first step if you want to run a website or start your video marketing campaign.

It is said to be the most critical part to your success and should be given plenty of attention. Choose a niche where you have experience or in an area where you'd really like to start working.



# How do you choose your Niche?

## Brainstorming

The first thing you will want to do is brainstorm or figure out your true passion. All you need to do is to grab paper and a pencil, and start answering the following questions:

- What am I really good at?
- What do I enjoy doing my spare time?
- What industries have I worked in before?
- Am I considered an expert in anything?
- Do I actually have any knowledge on this?



## How do you choose your Niche?

- Will this be interesting for me in a year or will I get tired of it?
- What is something I'm interested in knowing more about?
- What is the true passion in my life?

### Research

Researching your ideas is the first step in choosing a profitable niche.

- Open your browser and start searching for ideas that might fit into your list of interests. Research can also help you understand your customers' questions and frustrations so that you will provide better products.



## How do you choose your Niche?

- You can use [Google Adwords](#) to see how many people are searching your niche, as well as, showing you a lot of related keywords.
- You should also learn about the competition, monetization potential and difficulty of your chosen niche.
- Just keep digging and expanding on your ideas.



# Finding the Right Keywords

Keywords are invaluable because it's keywords that bring traffic to your site. But how do we find the right keywords that will be the most effective for your business?

- The best thing that you can do is to come up with a basic list of keywords. Brainstorming is a great way to do this. Simply write down every word and phrase you can think of and then put these terms into the Google Adwords tool. You can use this tool to dig for keywords that people have searched for in the past.



## **Finding the Right Keywords**

- There are a number of online keyword tools that can be used to find out how popular your keywords are. These tools will tell you how many people have searched for these terms in major search engines like Google, Yahoo and Bing. Remember that your top priority is to pick out keywords that are relevant to your site.
- Think about your target market. You need to understand who is looking for the information on your site. You should know that not every person searches in the same manner. Choose the keywords and phrases that your target audiences are most likely to be searching for.



## Finding the Right Keywords

- You can look up your competitor's keywords to get ideas about some you might have missed.
- On your list of keywords, keep only the most frequently searched terms and discard those that are rarely searched.

Keyword selection is an most important part of ALL search engine marketing. This includes video search engines. Once you've mastered the skill of finding the right keywords, you'll see how this can benefit your video marketing.



# Creating Content for your Video Marketing Campaigns

Creating a great content for your site is valuable; it's one of the things that can make your site popular. Producing great content is not easy and requires a lot of work, discipline and intense knowledge. You should have a clear vision on what you want to share in your website. In video marketing, content is also essential because it's the content that has the potential that can make or break your business.



## **Creating Content for your Video Marketing Campaigns**

You can choose to create your own content, or you can outsource this online. Keep in mind that if you decide to create your own, you should have a quality writing skills in order to capture viewer's interest.

- Once you have your relevant keywords and compelling content, it's time to create your video. You don't have to appear on the video; a simple slide presentation will do. Use the Open Office presentation program to make your slides.



## **Creating Content for your Video Marketing Campaigns**

- Simply copy a portion of your content and paste it on the slides.
- Edit the presentation by applying slide designs, transitions; change the fonts, etc. to make it more attractive to the viewers. You can even put in some images and a call to action to visit your site.
- Just try to be creative and don't make it commercial. Your video should be an attention-getter, informative or even funny so people will enjoy watching and tell all their friends about it.
- Once finished, start recording your video or add a voice over for your presentation. Use the program Camtasia by Techsmith or other alternatives and upload the video to YouTube.



## **Creating Content for your Video Marketing Campaigns**

- One of the best things to do to give your video more exposure is to find the 20 most watched videos on the same topic and then post your video as a video response.

No matter where you gather your content, keep in mind that it should be original and contain quality writing. Also, pay attention to what's working with your audience and don't just put up everything whether it's good or not. You can even try to ask your friends and family to help brainstorm good ideas for your content as well as to let you know if an idea is good or not.

Learn to capitalize to online videos, and you'll get a lot of exposure for your business. Create an amazing video and you'll see great results.



# **Best Free Video Tools You Can Find**

Today, unlike times past, we have the privilege to utilize various online tools in our activities. In this section we will discuss some of the best free online tools that will help you with video marketing.



## Best Free Video Tools You Can Find

Videos provide excellent exposure for businesses so prospects are able to find them. Many businesses use free video tools in order to cut costs and be able to save money for the business.

Here, you'll find the best free video tools you can use to create and edit your videos for promoting your business.

- The [CamStudio](#) is a free open source recorder for Windows that will allow you to create demonstrations, presentations, record screen activity on your computer and then save it to a streaming flash video.



## Best Free Video Tools You Can Find

- [Windows Movie Maker](#) is free software that can be used to edit homemade videos. It has a user friendly interface so you can easily create and edit your videos by adding audio and many different effects.
- [Screenr](#) is a screencast recording tool used for creating product demos and explaining features of their website. It allows users to record screen casts and then publish them to a unique web page on the Screenr site.
- [Animoto](#) is a web application that allows you to create quality videos to share with your friends as well as bringing value to your business.



## Best Free Video Tools You Can Find

- [Prezi](#) is a presentation tool that enables users to bring presentations to life. With Prezi's zoomable canvas, you can zoom the presentation media in and out.
- [Viewbix](#) allows you to create interactive videos by adding interactive apps that are designed to make videos more compelling and drive calls to action.
- [Blender](#) is an open source, 3D video creation tool that lets you create animations to attract more people. It also has number of tools which can make your task easier and faster.

This is just a peak at some of the great video tools you can find and use for free. The Internet is full of more.



# Uploading Videos to YouTube – Getting It Started

Uploading a video into YouTube is quite similar to uploading a video anywhere else. If you have uploaded a video even once, it won't be hard for you, but if you haven't, well, we will make it much easier for you.



## Uploading Videos to YouTube - Getting It Started

- First, create an account if you don't have it yet. Youtube is a very friendly site for viewing, uploading and sharing videos. So, just visit their site, <http://www.youtube.com/>, find the sign in button, and click it.
- You will be brought to another page, and you'll see a red "Create an Account" button on the upper right corner of the page. You must fill out the necessary information fields and sign up. When finished with the registration, you will be automatically signed in. If not, you can just sign back in.
- If you're already signed in, you are ready to upload your videos. Click on the Upload Button on the left part of your username. If it is your first time, a dialogue box will appear.



## **Uploading Videos to YouTube - Getting It Started**

- It has four tick boxes for your activities, and you might want to check it all. Then, get ready to upload by clicking on the blue button below that.
- Afterwards, a window will appear where you will find some buttons for your choices on what to do next. You will probably want to click “Select Files from Your Computer.”
- A new window will pop up where you will be selecting the video you would want to upload. Select and open the desired video you want to get posted on Youtube.
- The video will start to upload. On this page you can add the Title, Description and Tags to your video along with choosing Privacy Settings, Category and License, and rights ownership.



## **Uploading Videos to YouTube - Getting It Started**

- Once your video has finished uploading, you'll be able to watch and share it with your friends.
- You can always find your videos by clicking on your username then "Video Manager" - this will let you access all the videos you have uploaded.

We all know that Youtube has a massive reach. Also, it has become a search engine for many people. We all use it for finding good information, for entertainment, and for keeping abreast of current affairs and other events. So, if you have something that you want people to know, Youtube is one good and free medium to make your name and your business known worldwide.



# Best Resources for Video Sharing

For someone to become successful in Video Marketing they must be able to get their video in front of as many eyeballs as possible.

Here's a list of the best resources for Video Sharing.



## Best Resources for Video Sharing

- [YouTube](#) is one of the most popular video-sharing websites.
- [Blip.tv](#) is a free video-sharing service that can be upgraded into a Pro account for \$96/year.



## Best Resources for Video Sharing

- [Viddler](#) is a free video sharing site which allows you to share videos at 500MB or less in size. It restricts users to 2 GB of storage and bandwidth per month.
- [Vimeo](#) is a free video sharing service that can be upgraded into Plus account in which you have to pay \$60/year.
- [Dailymotion](#) is a French video-sharing website which offers two different accounts; Basic and Motionmaker. The basic account lets you upload videos up to 1 GB in size while the Motionmaker account allows you to upload HD content.



## **Best Resources for Video Sharing**

- [Teachertube](#) is a video sharing website designed for sharing instructional teacher videos. A variety of videos, documents, audio and photos are made accessible for teachers.

These are the leading video sharing websites on the internet today. You, as a video marketer, may use all of these for video sharing.



# Benefits of Tube Mogul

Founded in 2006, the Tube Mogul is the only video marketing company designed for branding businesses and people. With the use of media integration, branding can be made efficient and effective through the web. With ad serving, targeting, optimization and brand measurement, Tube Mogul simplifies all the work by delivering the video ads and by maximizing the impact of every dollar spent for marketing and branding by the marketers.



## **Benefits of Tube Mogul**

- Tube Mogul is a video advertising and analytics platform where you can upload videos and share videos to multiple sites simultaneously.
- Tube Mogul makes it possible for you to be able to save a great deal of time. All you have to do is upload your video once, and they will launch it to 20 different video submission websites.
- Tube Mogul gives you the ability to do this for free, with a considerable limitation of up to 150 views per month.



## **Benefits of Tube Mogul**

- Tube Mogul offers a unique traffic analytics capability which can track the number of views, clicks, comments and other information related to your video.
- Tube Mogul also has a system that displays your videos on social media websites. Driving traffic to a website is now so much faster and simpler with Tube Mogul.



# Conclusion

Because of the growing popularity of video sites like YouTube, marketing with video is becoming more important and effective online marketing tactic. It is said that about 52% of all web traffic has to do with video. Video is now more powerful than any other form of promotion because it allows you to demonstrate your products or ideas that so that people view your business with more credibility.



## Conclusion

Video Marketing is also beneficial in terms of bringing about social change in behavior toward products and services by making sure that the video campaigns are effective and that they reach their destinations. Then, it will surely will bring profit and traffic to the business.

The power of video marketing is truly undeniable. It gives an ideal way to disperse information that the business must let the people know. It doesn't cost as much as any other medium, and it gives rise to an almost direct connection to customers.



## **Conclusion**

In general, we can say how Video Marketing can affect the effectiveness of the distribution of correct information. With all the information served to you, we may all look forward to the proper use of all these to bring the best out of small and medium businesses inside and outside the web.