

Training Guide



VIDEO MARKETING 3.0

MADE EASY

**Latest Video Marketing Strategies to
Skyrocket Conversions and Sales**

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Video Marketing 3.0 Made Easy

(Video Training)



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Introduction:

Welcome to the latest and very easy to apply “Video Marketing 3.0” Training, designed to take you by the hand and walk you through the process of getting the most out of Video for your business.

I’m very excited to have you here, and I know that this will be very helpful for you.

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

This video training is comprised of 20 chapters organized into 4 sections. This is exactly what you are going to learn:

Section 1: Video Marketing Basics

In Chapters 1 through 3, we'll talk about:

- ✓ What is Video Marketing all about?
- ✓ Shocking Video Marketing Facts to Consider
- ✓ Types of Marketing Videos

Section 2: Video Marketing – Step by Step

In Chapters 4 through 8, we'll talk about:

- ✓ Researching for a hot “business related” topic
- ✓ Creating you video
- ✓ Optimizing your video
- ✓ Publishing your video
- ✓ Advertising your video

Section 3: Advanced Video Marketing

In Chapters 9 through 16, we'll talk about:

- ✓ Manual vs Automated Video Marketing
- ✓ Video Marketing Automation Tools
- ✓ Video-Affiliate Marketing
- ✓ Advanced Video Marketing Strategies for Social Media
- ✓ Green Screen Video Creation
- ✓ Paid Facebook Video Advertising – Step by Step
- ✓ Paid YouTube Video Advertising – Step by Step
- ✓ YouTube/Google Video SEO Ranking – Step by Step

Section 4: Additional Tips to consider

In Chapters 17 through 20, we'll talk about:

- ✓ Do's and Don'ts
- ✓ Premium tools and Services to consider
- ✓ Shocking Case Studies
- ✓ Frequently Asked Questions

Well, it's time for you to start getting the most out of Video Marketing. I know you'll love this training.

Your Name

Section 1

Video Marketing Basics

Chapter 1: What is Video Marketing all about?

Hello there my friends! Glad to see that you are back for another round of awesome online marketing training, and we are also glad to tell you what our newest training is all about.



But first, let's take a moment to discuss a few details of what will serve as the basis of your understanding about the context of what we are going to cover in our newest set of training sessions. So let's start by saying that it all begins with you having some previous know-how about the way online marketing works.

That is because by having some previous background you will have a better grip of all the amazing strategies that we are going to discuss further down the road. And as you might already know, crushing it with online marketing is all about knowing the marketing format.

But the most popular formats have been used to the point of saturation. Display advertising, blogging, email marketing, you name it! So in order to give you a heads up in your next marketing campaign or product launch we have decided to teach you all about video marketing.

Definition



The definition of video marketing is a rather simple one. Video marketing is the use of video to promote and market your products, offers and brands.

A more expansive definition of video marketing is the incorporation of video material as the main promotional format in your online marketing campaigns, which in turn means that you'll be using video to promote whatever it is that your business offers, be it products or services.

Video marketing has increasingly become the hottest online marketing format because of its versatility, and it is being eagerly adopted by newcomers and experts alike.

In fact, video marketing's status as the "go to" favorite of online marketers can be attributed to how it allows them to easily capture the attention of prospective clients within seconds, while also creating a powerfully engaging experience that is impossible to replicate with static media.

Because of this, video marketing is the perfect format to achieve any type of marketing goal and to go well beyond what other online marketing formats can achieve.

The only catch about video marketing is that it can be quite complex for some to produce, but its benefits clearly outweigh whatever learning curve that marketers have to go through at first. And peeling off the layers of complexity out of video marketing is our goal, and that is why you are watching this video in the first place.

What Video Marketing can do for your Business

We all know that the hardest part about any marketing venture is getting people to pay even the slightest bit of attention to it, and many marketers have found that any given marketing campaign can easily become a double-edged sword when implemented incorrectly.



This is especially true when businesses try to use online marketing to go viral, thinking that doing so is the best way to attract leads and sales, not knowing that going viral can simply leave them with a million-impression trail with zero sales to show for it.

But the good news is that using video marketing as a business can easily help you to go viral and send your marketing message across at the same time. That is because video marketing is, at its very heart, a storytelling format for your products, services and offers.

Also, video marketing has the advantage that it can engage users within the first ten seconds of video, something that is not possible with other marketing formats. So for example, if a lead ignores your display ads once, they will ignore them for good even after you retarget them.

With video marketing you have a ten second window to show off value to your leads, and when they engage that way they are very likely to remember your brand later no matter what.

Another benefit of video marketing for your business is that it can easily complement your other marketing efforts, as you can easily embed marketing videos on blogs, websites and even on third party advertising!

Also, marketing videos have the unique advantage of being shareable. In other words, it means that people can share your marketing videos with others without much effort, and the best part is that marketing videos are very likely to be shared on high traffic channels such as social media, instant messaging apps and blogs.

Video marketing will allow your business to adopt a much more humane identity by giving you a way to associate your products or services with lifestyles, activities, hobbies, careers and so on, which will foster a deeper, more personal connection with your audience.

One big benefit of video marketing that is not often discussed by online marketers is that it can be a powerful search engine optimization tool. On one

hand this is due to the nice amount of meta data that it will allow you to stuff it with such things as titles, descriptions, tags and links.

Speaking of links, another SEO benefit of video marketing is that if you create attractive, shareable video content, people will start posting it on websites, blogs, and other online channels, which will give your videos a boost in search engine rankings, which will in turn help your business to be discovered on searches related to your video marketing content.

Lastly, video content is preferred when it comes to any customer base, as it has been found that four out of five people prefer to have their marketing content delivered through video instead of any other medium as it is way more engaging and entertaining.

Want to learn more awesome stuff about video marketing? Follow us in our next chapter to check some shocking video marketing facts that will surely help you to jump start your curiosity about video marketing!

Chapter 2: Shocking Video

Marketing Facts to Consider



The world of online marketing is a world full of opportunities for those eager enough to try, and you can thank this far reaching potential to the way it has been

designed to allow you to use the internet to take your business to wherever you please.

And there is no better way to illustrate this wonderful approach at marketing than video marketing itself, which allows you to use video content as a way to deliver your marketing message across while creating a positive impact on the people that see it on any given channel.

So in this video we are going to introduce you to some amazing facts about video marketing, stuff that you might not know and that will open your eyes to how powerful it really is as far as online marketing goes.

- ✓ The vast majority of online traffic is driven to video content as recently as of this year, giving video marketing content 74% more chances to be discovered than any other type of marketing content.
- ✓ YouTube, by far the largest video sharing platform to date, has over one billion users, which accounts for almost a third of the overall segment of the population using the internet.
- ✓ Video marketing has steadily and rapidly become the norm when it comes to creating awesome online marketing content, with over 87% of online marketers implementing video marketing in all their campaigns.
- ✓ Video is a format so prevalent on the internet that one third of the time spent by any given user online is spent watching video content, which is just good news for any video marketer out there.
- ✓ The average age of the people to this date that watch the most video content online is in the 25 to 34 age bracket. This is incidentally the average age of people that also spend the most in online purchases!
- ✓ Making your marketing videos mobile friendly is essential because 92% of people that watch video content on mobile devices share that content with their friends.
- ✓ Video marketing is big business for mobile social media users. 45% of Facebook users watch an hour of video per week on average, 90% of videos on Twitter are watched from mobile devices and over 10 billion videos are watched on Snapchat on a daily basis. Wow!

- ✓ Looking to make the most out of your marketing budget? Well, you are very likely to hit that sweet spot once you start incorporating video into your online marketing efforts, as 51% of marketing professionals worldwide consider video marketing as the video marketing format with the highest return on investment, or ROI for short.
- ✓ Take this as hint: online marketers start seeing a whopping 49% increase in revenue right after incorporating video into their marketing efforts!
- ✓ Now, if you are pursuing a more business-to-business route, consider the fact that 86% of business-oriented video views happen on desktop devices and only 14% on mobile devices, as opposed to consumer-oriented marketing content, which is pretty big with mobile users.
- ✓ Remember what we said about search engine optimization on marketing videos in the previous video? Well, it so happens that video content drives an amazing 157% increase in organic traffic through search engine results pages, which you can recognize as the holy grail of SEO based online marketing!
- ✓ Most businesses get so amazed at the positive results of using video marketing that a surprising 85% of them end up dedicating lots of resources and assembling a team for the sole purpose of creating video marketing content in house.
- ✓ The four most common types of videos are also consistent with the type of video marketing content that most businesses would need to produce in order to showcase their products or services: explainer videos, product demonstrations or reviews, tutorial videos, and testimonials.

✓ Only 35% of businesses running video marketing campaigns are using analytics to measure their performance. Not coincidentally, videos that are personalized to cater to a target audience have a retention rate 35% higher than average, and improved personalization can be attributed to increased marketing budgets by companies using analytics to see what's working and what's not.

✓ Are you among the ones that think that landing pages are amazing as they are? Think again! Because landing pages with video increase conversions by 80%, and sometimes even more! Also, having a video on a landing page makes it 53% more likely to appear on the first page of search engine results!

✓ 46% of online users act after watching a video ad, which greatly surpasses actions for the average display ad.

✓ Email marketing is as powerful today as it has always been, but a mix of video and email can make it even better, as marketing emails with video get a 96% increase in click through rates!

Chapter 3: Types of Marketing

Videos

The beauty about video marketing is in how versatile and varied it can be when it comes to letting you to go wild with your video marketing productions. What we mean by this is that video marketing is a multipurpose format that will allow you to produce several types of marketing videos.



This opens up space to freely achieve any type of marketing goal that you set your mind to, such as creating user engagement, increasing brand awareness, promoting your services, your products, and viralizing your content without having to go overboard.



Talking Head Videos

Most people associate video content with talking head videos even if they don't realize it, and

with good reason, as it so happens that talking head videos are the easiest, most budget-friendly way of creating video content.

And that applies to video marketing as well, because talking head videos are pretty spot on and can be used to launch quick company updates, to run promotional campaigns such as sweepstakes, and for “about us” type videos on your website’s home page.

How-To/Educational Videos

One of the best ways to reach any given audience is by creating educational videos, more popularly known as “how to” videos, and because of that they have become a staple of the video marketing world.



“How to” videos work in two stages.

The first stage is when people find educational videos when they are looking for answers for a specific problem. The “how to” keyword accompanied by a niche activity keyword will let these people know that they have found what they were looking for, and best of all, in video form!

Right after people start watching a “how to” video comes the second stage, which is engagement. People engage with a “how to” video when they find it useful, so they can use it to meet their own ends, and they can also share it with others.

When a “how to” video is successful at engaging people it creates rapport, and it helps the brand promoting these videos to build authority and credibility. As

such, they are incredibly powerful marketing videos because they allow brands to showcase their products or services solving a real world situation.

Product Demo Videos



Found among the most popular type of video content, product demo videos are cool enough by only demonstrating a product on camera. What makes product demo videos into unique marketing opportunities is the fact that they can be used to promote and sell a

product without you actually having to try to send a pitch to your viewers.

This works because you are going to show to your potential customers how your product works in real time, right on video. This creates an effect that is as powerful as when people grab an item at a retail store, planting in them an immediate desire to have the product, which can potentially drive tons of impulse purchases at first view!

Screen Capture Videos

Kind of a mix between “how to” videos and product demo videos, screen capture videos are videos in which an on-screen action is recorded. This type of video is mostly used by software vendors



and online service providers to showcase the way in which their products work for a particular task.

This has the effect of communicating the benefits of a given online based product to a specific set of viewers in need of a solution covered by the on-screen product. These types of videos are also used by bloggers and affiliate marketers to attract traffic and increase revenue.

Slideshow Videos



Slideshow videos are a pretty straightforward way to present information on video without an overtly complicated set up. It is a favorite among corporate focused marketers because

they allow them to turn a combination of images and text oftentimes accompanied by a voice over track into high converting marketing material.

Live Streams

Live streams are, as the name implies, live videos that can be used for marketing purposes. They are great at engaging with your customer base at a closer level and you can promote basically anything with them.



In fact, live streams are a boon for people in some industries, as they have discovered that live video benefits their audience as well. For example, realtors are using live streams to promote “open house” sessions without having to receive people at the physical location, often closing deals right on the spot!

Online marketers, affiliates, bloggers and developers are using live streams to do real time “question and answer” sessions that are very effective at attracting people, which in turn increases their authority and revenue.

Other industries are using live streams to do event videos by going live at business events and trade shows, which can attract new business opportunities.

Now that you know what types of marketing videos you can create, allow us to grab you by the hand so we can show you how to create your own marketing videos, step by step, from start to finish!

Section 2

Video Marketing – Step by Step

**Latest Video Marketing Strategies to
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Chapter 4: Researching for a hot “business related” topic



We already walked you through a series of videos where we talked about what is video marketing all about, what makes it so special and why you should get on the video marketing bandwagon if you want to leverage all the power of the highest

converting online marketing format to date.

And now we are going to show you the best way to start creating and running your own video marketing campaigns from scratch, step by step. But contrary to what other marketers would like you to believe, video marketing doesn’t start with you creating a marketing video.

It all starts with you actually researching a hot money-making topic to base your marketing videos on. That is why in this video we are going to show you how to use actual video sharing platforms to find the hottest business-related topics for your marketing videos.

On YouTube

Before we get started, we want you to be aware that you will need to pick a business-related topic for which you will be doing your research. Luckily, this is as easy as



knowing which keyword best describes your business activity.

In our case, we are going to be using video marketing to promote our “diabetes care made easy” business, and as such the keyword that we will use for our research is going to be “diabetes care”. Using this keyword for our research will show us money making trends through video marketing campaigns across the most popular video sharing platforms that we could find.

So let’s start with YouTube, currently the largest, most popular and most widely visited of them all. There are two ways to do business research on YouTube. The first one is by using the “search” bar located right on top of YouTube’s website.

You will simply have to enter your keyword in this search bar to do your research. What you will be looking for is business data that can actually help you to successfully launch marketing videos and video marketing campaigns.

This first method will show you general results related to the keyword that you used to do your research. Now, after you get your search results, there is a specific set of data that you should be looking for.

This set of data is simply a combination of number of views, number of likes, and content. The first piece of data that you should pay attention to is the number of views, and you can see the number of views that any given video gets by checking the number beside the “views” legend that you can find below each video’s title.

Now, the ideal number of views to watch out for is 10,000 and up. Once you determine that your video complies with the minimum ideal number of views you should check the number of likes that it has gotten.

While there is no standard when it comes to ideal number of likes on a video because they can vary depending on factors such as the demographic watching the video, you can simply check that the number of likes vastly surpasses the number of dislikes.

Once you've gotten a handle of the number of views and likes on a video, you should look at the content of the video. Look for products, offers, topics of discussion and online communities mentioned in the video.

If the video has good engagement, that is, a lot of views and likes, you can be sure that whatever that is being promoted in it can potentially be used for business; For example, if you are an affiliate marketer, look no further than videos to get yourself a good idea of what kind of products people are after.

You can also look for hot discussion topics that you could replicate on your own videos to leverage traffic generated by such topics. Pay special attention to niche keywords used on titles, links and descriptions in high traffic videos so you can also generate high amounts of traffic to increase your advertising revenue or click through rates to your affiliate offers or websites.

Also pay attention to how old a video is. You can see how dated a video is by looking below the name of the channel. As a general rule, if a video no older than a year is consistently getting lots of engagement, you can use it as inspiration.

The second business research method here is by using the “trending” tab. This tab is located right beside the “home” tab on YouTube’s front page. Now, results from this tab will not necessarily show you results related to your keyword, but results that you can use to spark discussion about trending topics on your own marketing videos.

That is because the videos featured in this section are “hand-picked” by YouTube’s algorithm based on how popular they are on the platform, which means that by using information from those videos, you can get some extra traffic to your marketing videos.

On Vimeo



“Vimeo” is also a great video sharing platform from which to do your business research because it is targeted at a more adult oriented audience, which is also more likely to engage with serious offers related to career development and lifestyles.

That is why in this platform you will mostly find data that you can use for product launches, for content creation and to get inspiration to launch your own events such as webinars. Just like on YouTube, you can use the “search” bar located on the top right corner to find videos targeting your niche keyword.

The easiest, most effective way to find hot business topics related to your keywords after you do your research here is by setting the “popularity” filter right on the “sort by” menu. As we said, Vimeo is a more adult oriented platform, so be on the lookout for videos about products, treatments, and personalities tackling your niche.

An additional method to do your research on Vimeo involves the “watch” menu located on the top bar. The first useful option for you here is the “categories” tab, which will take you to a section where you will be able to locate videos by categories.

The second tab is the “groups” tab. Once in the “groups” section simply click on “directory” and use the “search” icon to enter your niche keyword, press enter and see what is being discussed on Vimeo groups related to your niche.

On Facebook’s Video Tab

Facebook is a marvelous platform for business research because it allows you to see in real time how people and other businesses are engaging with any given topic. To get started there simply go to Facebook’s front page and enter your niche keyword in the “search” bar on top.



Now, what you are looking for is for videos that are using content to drive engagement so you can see the type of content that is working best for doing video marketing, so you will simply have to click on the “videos” tab on the search results page.

Just like on the previous platforms, you should be looking for content that can be used to make money inside these videos. In Facebook’s case, you will first have to look at the title of the videos on the results and, if the title is descriptive of a money making idea such as a product, offer or a solution, you can click on it.

Now once you are watching the video look for positive engagement. That is, positive interactions such as likes and positive comments. Then look at the video’s description and search for profit keywords, tags and links that you can use on your own marketing videos.

On Dailymotion

The image shows the Dailymotion logo, which consists of the word "dailymotion" in white lowercase letters on a blue rectangular background.

Dailymotion is a video sharing platform that has become a favorite among bloggers and online marketers because

of how easy it makes it for them to embed video content on their websites. As such, it will make it easier for you to find the type of content that others have been able to monetize on the internet, which will save you half the work!

Much like on the three previous platforms, you can use the “search” bar located above to enter your niche keyword and see the results. Now, as we said, many marketers have found a home in dailymotion, which is great news for you because most of the results that you will find are related to content that can be readily monetized.

This includes list video articles, eBooks, and affiliate products. Look for profit keywords on the titles of videos with a healthy amount of views and you will be all set!

On Periscope

Periscope has been gaining popularity among marketers because it gives them a no-nonsense platform that is dedicated to live streams, allowing them to do live sessions and live promotions without complicated set ups.



Finding business data to help you in here is as easy as using your niche keyword on the search bar located on top. As you can see from our search, all results will give you an immediate idea of what is trending related to your business keyword right in real time because they are all recent results.

Most of the data that you will find on Periscope will be on the video titles. Because these videos are directly targeted at very specific audiences, you can be sure that the first three to five words on the title can be used as profit keywords that you can use on your own campaigns.

Last considerations

A final word of advice: be on the lookout for videos that are uploaded to at least two of the five video sharing platforms that we just showed you, or at least watch out for profit keywords that repeat across all platforms!



Chapter 5: Creating your Video

Awesome, let's continue with the next step of the video marketing creation process: creating your marketing video. And we are pleased to tell you that creating your videos can be real easy, and in this video we are going to show you how with some of the best tools around.

Animoto

Let's start with "Animoto", a drag and drop video marketing tool that will allow you to easily create great marketing videos with a few clicks of your mouse. "Animoto" will allow you to create marketing videos right from your web browser, and you will simply need to sign into your account to get started.



Once you are in your account you will simply have to click the "create" button to get started. You will then be given the option to either create a "slideshow video" or a "marketing video". Slideshow videos are videos where you can use a mashup of images and video clips to create stylized videos, and marketing videos are videos where you can prominently feature your brand.

Let's create a quick slideshow video by clicking on the respective "create" button. Slideshow videos are great for quick offers, sweepstakes, and other types of rapid action marketing stunts. In our example case we are going to create a video to promote a sweepstake to attract followers to our "Diabetes Care Made Easy" business.

The first step is to select your video style, which is simply the background and transition style of your video. You can select video styles for business, for personal use, for photographers and for educational videos.

Once you find a style that is attractive you can have a preview of how your marketing video will look with a quick preview. If you are satisfied with the

placement and pacing of the content on the style click on “select style” or on “create video”, which will depend on the style that you choose.

Now in the following section you will simply have to insert your own content to customize the style. Let’s start by adding a business logo with “add logo”. Once you upload your logo you can select to feature your logo as an “intro logo”, as an “outro logo” or both.

You can also set up an animation for your logo. Once you are done here simply click on “done” to go back to your slideshow video editor. Now use the “add pics and vids” tab to add the images and clips that you will feature in your video.

You will be given the option to upload content from your computer, to look for clips and images on several platforms such as on Facebook or Instagram and to use free stock content. In our case, we are going to upload images for our sweepstake from our computer.

You can also use the plus icon tab on the content panel to add new elements to your slideshow video. Let’s now add text to the slideshow. For that you will simply have to click on the “text” tab and the “plus” tab on the content panel.

You can also change the song in the video on the “change song” tab if you wish to. Once you have all this ready simply click on “preview video” to check out your video. Once you are satisfied with the preview, to add a video title, a date of production, the name of the producer, a description, to select a cover image, and to select the video’s export quality.

Once you are done simply click on “finish”. Now wait for your video to be finalized and encoded. Now your slideshow video is ready! Let’s now set up a “marketing video” by going back to the dashboard and clicking on “create”, then going to the “create” button under “marketing video”.

Now, for marketing videos you will have two options. You can either select a pre-built storyboard from Animoto's selection or to use the "start from scratch" option to do it all from beginning to end. In our case we are going to select a pre-built storyboard to get our marketing video out faster.

You can select square type storyboards or landscape storyboards. Square storyboards are better suited for videos on social media and for lightbox video ads, and landscape storyboards are better suited for videos on video sharing sites.

As you can see here, there are pre-built storyboards for basically any type of marketing video available. In our example case we are going to select a landscape "step by step" storyboard to create a quick educational video for our audience.

The first step is to replace all the example content with your actual content. We will start by uploading our own video clip using the "upload" button on the left. We are then going to drag our clip and drop it on the content panel, then we will proceed to delete all the content that we are not going to use.

In our case, we are going to use a single clip and we will spread some text across it, but this might vary for you, as you may prefer to use small clips and use the storyboard as a template. As you can see, we only left two introductory bits of text so we can edit them and add our own.

We then proceed to hover over our video clip to edit it. As you can see, you will be able to add voice over tracks, text, images and more to your video clips. In our case we are going to simply add text synchronized with certain actions in the clip.

Now we will use the “add block” button to add our outro. The “add block” button will allow you to insert new elements to your marketing video such as images, text, videos, collages and logo images.

We are going to use it to add our outro text, so we click on “text”. We will also use it to add our logo at the end of the video, so click on the “logo” option from “add block”. It is worth noting that all of this was made from the “media” tab, so let’s check the rest of them to add our final touches.

In the “ratio” tab you will be able to have a final word on whether you want a “landscape” video or “square” video. In the “design” tab you will be able to set the color of the text on your video, the color of the background, and the on-text font type.

In the “filters” tab you will be able to select filters for your video, starting with “none” and with a selection that includes “black and white”, “warm” and “denim”. Lastly, you have the “music” tab, from where you will be able to change the music on you video as well as to manage the volume of the song.

Once you are satisfied with your marketing video set up, click on “preview”. If the results are awesome enough, click on “produce” to customize your new marketing video with a title, a date of production, by naming the producer, adding a description, and selecting the proper cover image.

Once that’s set simply click on “finish”. Now wait for your video to be finalized and encoded. And that’s it! As you can see, creating awesome marketing videos with Animoto is as easy as easy can get!

Powtoon



Let's now use "Powtoon". Powtoon is simply an amazing tool that will allow you to create fully animated marketing videos as animated slideshows, and it is pretty easy to use. Starting on your account dashboard, you will have the options to "start from scratch", to "build story scene by scene", and to "customize a popular template".

While you can get away with using pre-built templates on other tools, we recommend you to "start from scratch" every time that you create a marketing video with Powtoon because of the incredible amount of elements and customization options that you can use to create your videos.

We are going to do a basic marketing video to show you the way, so we start by clicking on "start from scratch". Once the editor loads you can start by selecting a layout for your marketing video. In our example case, we are going to select an "intro" layout for our intro slide.

We start by adding our logo and editing our intro text. We then add a new slide, which will keep the background color and texture from the previous layout minus the elements, which you can add at your will.

Now, to add new elements to your new video slide you can use the right-side menu, from where you will be able to insert text, characters, objects, special elements, graphs, music, and others. In our example case, we are going to insert a text to describe our offer in the slide that follows the intro.

Now, as you can see below this slide, you can insert elements across the video by selecting a specific time frame from the timeline. In this case we are going to make elements on our video to appear gradually. With our example, we are going to use the text on this second slide as a call to action.

Now we are going to add an image to showcase our offer. You can try different backgrounds for your images if you want to, as demonstrated here. Finally, we are going to add a last slide to close our marketing video.

As you can see, you can use Powtoon to insert characters and animations to bring life to your video marketing ideas. Once you set up every element on your video, click on the “preview” button above. If you see that you need to make changes on your video, simply click on the “continue editing” button.

Once your video is ready simply give it a title in the name space and click on “save”. That is how you create an awesome marketing video with Powtoon!

Stupeflix

Lastly, let’s use “Stupeflix”, which is also an awesome tool to create great marketing videos the easy way. Creating a video with Stupeflix is such an easy, straightforward process that you will simply need to go to login to your Stupeflix account and click on “make a video”. Then you will only have to select a template for your marketing video.



Now, remember that, just like on “Animoto”, the video preview available on each template will allow you to see how your video will look in the end depending on the elements that you add to it, so in here you will simply have to click on the “add photos, videos and texts” button to add elements to your video.

In our case, we are going to add images and texts, just like we did on our previous marketing videos. You can also use the “add a soundtrack” link to add a tune to your video, and you can use the “quick preview” button to check out your new marketing video in action.

Lastly, click on “produce and save” to finish setting up your video. You can select to export your video as either a standard definition video with “make SD video” or a high definition video with “make HD video”.

Now you will have to wait for your video to be produced and exported. Once complete, your video will be ready to be uploaded to your marketing channels of choice!

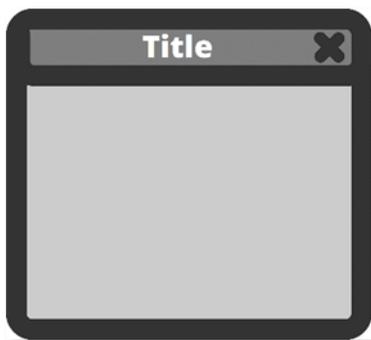
Chapter 6: Optimizing your video

OPTIMIZATION

Hey there everyone, and welcome back! Ok, so far we've been doing an awesome job, and we've showed you how to create amazing marketing videos with a few clicks and without a complicated set up, and now we are about to teach you how to optimize your videos the right way.

For the example case in this video we are going to optimize our video from YouTube, but please note that you can apply the same optimizations on any other platform of your choice. Also note that you should optimize your videos after you've uploaded them to your platform of choice because that's where optimizations will take effect. With all that said let's get started!

Title



Optimizing your videos is all about getting them as much incoming traffic as possible, and it all starts with the video title. Video titles have to closely match what your potential viewers will be using as their own search queries.

In general, this means using target keywords in the title, and keeping it simple, concise and to the point. Also, make sure to keep it short to prevent it being cut on search results. In our case, the first two words in our title alone, "diabetes care", are good enough target keywords to reach our

intended audience.

Description

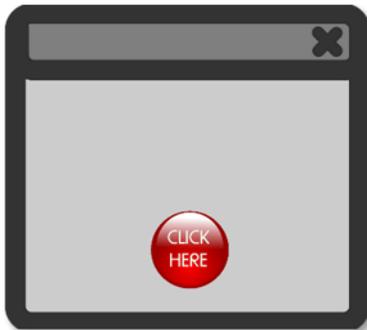
Your video description is also an important part of your video optimization strategy because it will give your viewers more information about your video.

The important thing to keep in mind with descriptions is that they only show a snippet of text to your viewers when they reach your videos, no matter the platform.



This means that the most crucial information should be included in the first two paragraphs. In our case, we are going to use our full title again and we are going to expand on it, which takes us to our next point.

Call to action and URL in description



A great way to expand your video descriptions is by using them to feature your links. In fact, you can use a call to action phrase to precede your URL and you will be optimizing your description with three elements: target keywords, a brief call to action and a URL.

In our example case, we are using our video title as a long tail keyword, a brief call to action instructing our viewers to click through our link and our official website's URL. A winner combination for sure!

Tags

Tags are also a crucial part of optimization because they allow you to use keywords that wouldn't fit on your title or description because of space for topic related constraints. The only rule when inserting tags is to only use keywords that you know are used by your



potential users, so don't use popular keywords just because, as this can only cause viewers to dismiss your videos as spam content!

In our example here we are going to use keywords that are commonly used by our target audience, such as “health care” and “healthy eating”.

So remember, your job is not over when you upload or embed your marketing videos, so always make sure to implement these video optimization strategies to keep yourself on top of the video marketing game!

Chapter 7: Publishing your video



Ok, so by now you've learned how to easily create and optimize your marketing videos with our guidance, but because we want you to succeed in every stage of the process, we have decided to

guide you on every little detail so you don't miss a thing along the way. That is why in this video we are going to show you how to publish your marketing videos across the most appropriate platforms for video marketing.

On YouTube

Publishing your marketing videos on YouTube is a pretty straightforward process as you will see next. Start on YouTube's home page while logged into your YouTube account and look for the "upload" button located on the top right corner beside your profile icon.



On the following page simply click on "select files to upload" and select your marketing video from your computer. Wait for it fully upload. You can optimize your marketing video right before publishing it, just like we did in our previous video by optimizing the title, the description and the tags.

You can also select if you want to make it "public", "unlisted" or "private", to promote it on social media, to add it to a playlist and to select a custom thumbnail. Once you are done personalizing it simply click on "publish" to have it published on the largest video sharing platform on the planet!

On Vimeo



Publishing your marketing videos on “Vimeo” is a breeze too. Simply start by going to Vimeo’s home page while logged into your Vimeo account and click on the “upload” button located on the top bar menu.

Now click on the blue “choose files to upload” button and select or double click on the video file that you will publish here from your computer. Now you can optimize it while the video uploads by introducing the title, the description and the tags.

Don’t forget to set up privacy, language and a content rating, which will all depend on your video’s content and your preferences. You can click on “edit settings” if you want to edit more advanced settings such as embed options, subtitles and thumbnails, among others.

Once you are done optimizing and editing your video simply click on “save”. Now your marketing video is published and ready to be found!

On Facebook

Believe it or not, Facebook is a great place for video marketing, and it makes it pretty easy for its users to upload their own marketing videos. To do so simply go to your business’ fan page and click on the “videos” tab on your page’s left side menu.



Now click on the “add video” button on the right. Now you’ll have to optimize your video by including a comment about it in the “say something about this video” field, a title for your video and your tags.

You can also insert captions, edit advanced video settings such as distribution, identifiers, and custom labels. You can also use the “crossposting” tab to publish your marketing videos on other pages at the same time without you having to go to each one separately.

Lastly, you can use the icons in the lower left corner to tag people on your video, to insert a status icon, to check in your video’s location, to tag a product and to add a messenger button. Once you are done simply click on “publish”!

On dailymotion



Publishing your marketing videos on dailymotion is pretty easy too. Simply start on dailymotion’s front page while signed into your account and click on “upload”. Now click on the “select video files” button to upload a marketing video from your computer to the dailymotion platform.

You can easily optimize your video while it uploads to the platform by adding its title, tags and description to their respective fields, then selecting the video category, the video language, the video visibility and whether it is age restricted.

You can also manage other advanced settings such as subtitles, annotations and monetization. Once you are done simply click on “publish”!

Chapter 8: Advertising your video



Reaching your audience organically by publishing and optimizing your marketing videos is the best way to kick start your video marketing efforts, but using advertising platforms to further promote your video marketing content can give you a well-deserved advantage. These are the platforms that we recommend you to join as

an advertiser to, well, advertise your marketing videos.

[DoubleClick by Google](#)

The “DoubleClick” platform by google offers advertisers with video marketing content an integrated solution that will allow them to plan, serve, get traffic and measure the performance of their video marketing campaigns across many devices alongside their other Google advertising campaigns.

[Yume](#)

“Yume” is a programmatic video buying platform that allows video marketing advertisers to access multi-screen video audiences, which it complements with branding solutions through third party technologies. It also offers a wide variety of formats to serve your video marketing content.

[Virool](#)

“Virool” is a native video advertising platform that will allow you to easily distribute your marketing videos, grow your brand and get more business. Virool’s targeting capabilities will allow you to reach already qualified leads, to

natively place your videos on premium placements and to measure your campaigns' performance in real time.

[RythmOne](#)

“RythmOne” is an advertising platform designed for video marketers that want to make an impact with their content with video and media rich units. Its data driven segmentation and campaign targeting capabilities include device and geo location targeting, contextual advertising, behavioral segmentation and retargeting.

[Vidroll](#)

“Vidroll” is a premium video content supplier with over 30 highly influencing publishing partners with a growing video content inventory. “Vidroll” promises advertisers quality, transparency, a high, scalable reach, top performance and audience discovery.

[“Chocolate” by VDOPIA](#)

“VDOPIA” is one of the largest video content advertising companies on the market, and its solution for video marketers allows them to easily serve their content across mobile web and mobile apps thanks to its scalable audience reach through quality publishing partners.

[SpotX](#)

“SpotX” is a video advertising solution that allows video marketers to promote their content across desktop, mobile, and connected TV devices programmatically, and to use the platform’s rich audience forecasting and targeting capabilities to drive their video ads only to the right people.

[MATOMY](#)

“MATOMY” is a smart advertising platform that focuses on delivering according to demand, and it allows advertisers like you to leverage the power of high definition video ads to showcase your brand and your offers to more users on both mobile and desktop based platforms.

[Conversant](#)

“Conversant” is an advertising platform that focuses on helping marketers to create ongoing connections with millions of customers, and it will allow you to reach all your video marketing goals with its video advertising solutions because it offers a unique, personalized video experience that targets leads according to attributes, audience, time and dates, location, and even weather!

[SelectMedia](#)

“SelectMedia” is one of the most reliable video content suppliers around, and its focus is on delivering exceptional video content by connecting advertisers like you with thousands of sites and publishers, which will guarantee you access to humongous amounts of traffic thanks to the platform’s global reach of 350 million viewers across 55 countries.

Chapter 9: Manual vs Automated

Video Marketing

So far you have been able to see how easy it is to create, publish and promote your own marketing videos with our guidance, and in this video we are going to tell you in detail the two most popular approaches at video marketing: manual and automated.



Manual Video Marketing



Manual video marketing is a process that will require you to take care of every stage of the video creation process, which encompasses several stages beyond creating a marketing video including:

Management

Managing your video marketing efforts involves creating a workflow, keeping up a schedule, managing distribution channels, making sure that your videos comply with video sharing platform standards and so on.

Distribution

Where you distribute, place and promote your videos is key, mostly because showing your videos to the right audience and getting a positive response is the best way to gauge success.

Analysis

You will have to constantly track metrics such as number of views and click through rates when available, and you will have to track them manually by integrating third party analytics platforms into your video marketing efforts.

Integration

Video marketing integration pretty much determines most of your reach. Where do you host your videos, which platforms you use to manage your video marketing efforts, what video advertising platforms you join, all will be largely responsible for what type of audience your content is delivered to.

Many marketers prefer manual video marketing because it gives them higher control over their efforts, but it can become quite overwhelming unless you have an adequately sized team to manage each task.

Automated Video Marketing

Automated video marketing is all about using third-party platforms to "automate" the video marketing process in several ways. These third-party platforms are nothing but video marketing software that can help you



to streamline your video marketing workflow no matter your video marketing goal or the size of your team.

Automated video marketing solutions have become all the rage not only because they help video marketers to unload most of the workload associated with traditional video marketing, but also to increase the efficiency and delivery of their video marketing campaigns across basically any platform.

Besides automating most of the stages of the manual video marketing process, many video marketing automation tools also offer additional benefits including:

Hosting for your marketing videos

Most video marketing automation tools will give you plenty of space to host your marketing videos on their own servers, which will make you less dependable on video sharing platforms.

Customizable delivery

Many video marketing automation tools will offer you ways to promote and market your marketing videos to maximize your reach such as audience networks.

Interactive on-screen content

Video marketing automation platforms allow you to easily insert interactive content on your marketing videos such as clickable calls to action and buy buttons.

Automated video marketing also allows you to integrate each automation tool so you can manage everything from a single platform at once.

Whether you do manual or automated video marketing depends on your resources, your team and your preferences, so try both to find your call!

Chapter 10: Video Marketing

Automation

Tools



Automating your video marketing workflow can allow you to super boost your efforts because that way

you will be streamlining a lot of the workload, which will enable you to accomplish much more in less time. In this video we are going to show you how to get started using three of the best video marketing automation tools around.

[VideoWhizz](#)

Ok, so let's start with "VideoWhizz", an amazing video marketing automation platform that will allow you to easily upload your marketing videos and create awesome video marketing campaigns that you can share and schedule on autopilot with just a few clicks.

To upload and promote a marketing video on VideoWhizz you will simply have to click on the "add new video" button on your account and select whether to add your marketing video using a URL or by uploading it from your computer.

Once your video is added you will be taken to the video library section. From here you will simply have to click on the "manage" button featured on your newly uploaded video. The first thing to do here is to edit your video details such as title, description, tags and category.

From there you will also be able to customize the video player, to insert different types of actions during your video such as lead, promo, and share actions among others, then you will have annotations, personalizations, and the ability to customize your video as a viral page.

Now, what you really have to look at when automating your video marketing process with VideoWhizz is the "embed code" tab from your video manager. In this tab you will be able to embed your videos on any website using the "inline embed option", and to send automated video marketing emails using the "personalized email link" option.

You will be also able to insert your marketing videos as pop up widows on any website using the “pop-up” option. VideoWhizz also integrates automated analytics so you can track your performance once you launch your campaigns right on the “stats” section.

VideoWhizz is the only video marketing automation tool that allows its users to automate embeddings as easy as this. Because of that and other reasons it is one of our video marketing automation weapons of choice!

[ZiMovi](#)

“ZiMovi” is also one of our favorites because it makes it so easy to synchronize your marketing video posts to video sharing and social media platforms. Of course, uploading your marketing videos is a breeze too, as you will simply have to click on the “video” tab and select to add your video “via link” or “via upload”.

In our example case we are going to add our video “via upload” clicking on the respective link from the menu, then you will click on “upload videos”, select a marketing video to upload and then click on “start”.

Once the video is fully uploaded we will simply have to click on “edit”. You will have three tabs available at this stage. In the first one you will be able to edit your video’s basic information, which includes the title, the description, and the tags.

You can add it to a playlist, and you can choose between different privacy settings including “public”, “unlisted” “protected” and “private”. After you select your video category we recommend you to leave all the settings as default, but you can edit them if they don’t fit your needs.

Now, in the “studio” tab you will be able to add other elements to your videos, including subtitles, multiple calls to action and “smart questionnaires”. In our example case, we are going to add a call to action by clicking on the “add new CTA” button.

We are going to set our new CTA as an “external link”. Then we will set it as “image only” and we will place it in the “top middle”. We are going to select an image from our gallery as our on-screen call to action element and we are going to select a time frame in which our CTA will appear on video.

In the “CTA action and content” section we will insert our website’s URL so people can click through it when our CTA appears, and then we will click on save to finish. Lastly, the “insights” tab will show you your viewer engagement rates once your marketing videos start to roll out.

Now, in order to automate your video marketing posts you will simply need to click on the “share and sync” tab, and then on the “auto sync” link from the sub menu. Here you will be able to auto sync your video posts to YouTube, to Facebook and to Twitter.

To Auto sync to YouTube simply click on the “turn on YouTube sync” button and login to your YouTube account and then click on “allow” when prompted to. To auto sync to Facebook click on the “Facebook sync” tab and then on “turn on Facebook sync” and then follow the on screen instructions to connect.

Finally, to auto sync to Twitter simply click on the “Twitter sync” tab. Click on “turn on Twitter sync”, then on “authorize app”. Once you do this you will be able to post all of your content on autopilot on those platforms!

[Simplycast](#)

The one thing that we love the most about “Simplycast” is that it allows you to easily schedule video marketing posts on the fly. It allows you to do a lot of automation as you can see by clicking on the “applications” tab on your dashboard, and we are going to show you how you can automate a video marketing campaign on social media.

For our example case we are going to use Facebook, and we will start by clicking on the “Facebook” link under the “social” menu. Once in the Facebook section we will click on “create project”.

The first thing that we will be asked to do is to enter a name for our newest project. Once we enter our name we click on “next”. Then we will have to select where to publish our automated posts. You can select either to publish these posts on your own timeline or to select one of your fan pages.

In our example case we are going to select the fan page corresponding to our “diabetes care made easy” business. We click on “next” and, in the following page, start creating our automated posts by clicking on “add post”.

For Facebook posts we are going to select “link” post, because we are going to link to our marketing video from a video sharing platform, in this case YouTube. We enter our message, our title, our description, select an image for our automated posts and insert our video URL into the “enter link here” field.

On the “schedule” menu we will select the date in which our post will be published, and in the “repeat” menu we will select a frequency for our post. We can select a daily, weekly, biweekly, monthly or bimonthly frequency.

Once our choices are made we will simply have to click on “next”. We check that everything is correct and click on “complete project”. And that’s it! That’s how you use “simplycast” to automate awesome video marketing posts!

Chapter 11: Video-Affiliate Marketing

Every online marketer worth his salt knows that affiliate marketing is an amazing way to drive up profits on any channel and through any marketing method, and video marketing is no exception, so in this video we are going to teach you the best ways to make money as an affiliate with marketing videos, which narrows down to a list of ways to properly share your affiliate product links through your marketing videos!



Create Product Review Videos



People love product reviews, and it has been found that, besides being some of the most popular videos to go by, product review videos are responsible for a great deal of affiliate sales.

This means that you can create awesomely engaging product review videos to promote your affiliate links through your video descriptions or through clickable call to action buttons on screen, telling your viewers to follow the affiliate link right after your review starts and right before the video ends.

Use Link Shortening services to post your affiliate links

Long form affiliate links are easy to ignore because they are not visually appealing, and they kind of look like spam or virus URLs to your viewers. The best way to share your affiliate links then is by using link shortening services such as “bit.ly”, which will help you to feature a shorter version of your affiliate links on places such as your video descriptions.



Embed your affiliate videos on your own marketing website

Having a nice looking and responsive affiliate website is a must for any affiliate marketer, and



embedding your marketing videos on your affiliate website will help you to attract more leads through search engine queries while also increasing your site’s quality rank, making it a double win strategy.

You can also use your marketing videos to promote your affiliate website to encourage your viewers to go to your affiliate website by offering them content that is only available there, such as free eBooks.

Use your marketing videos to promote coupons and discount codes that can be applied to your offers

A great way to encourage lots of impulse purchase sales by way of your affiliate links is to create daily videos to promote coupon codes and promotions that can be applied on your offers.



You can promote products that are getting heavy discounts as well as search for codes on coupon sites such as “groupon.com” and promote discount codes with quick videos instructing your viewers that the codes can only be applied through your affiliate links!

Link to your squeeze pages on your marketing videos



Email marketing is still one of the most powerful ways to make affiliate sales because they allow you to reach your

leads right in their inboxes, and integrating your squeeze pages on your marketing videos is easier than you might think.

It will be enough to include your squeeze page URL on your video description or to add a clickable call to action button on your video that leads to your squeeze page, or both, just like you did with your affiliate links!

Apply these high converting affiliate marketing strategies on your marketing videos and you will see the results in no time!

Chapter 12: Advanced Video Marketing Strategies for Social Media

Use your marketing videos for storytelling

Giving value to your viewers is essential. The best way to deliver value to viewers on social media is by uploading videos that are entertaining, and marketing videos can be entertaining when they focus on storytelling.



Marketing videos that introduce your brand as an everyday part of your target audience's lifestyle is easier on social media, and creating videos that showcase your products or services through a story that talks to your social media

customers on a personal level is the best approach because it will help you to catch their attention faster while also creating rapport with them.



Be diverse and Funny

People on social media care about two things: their friends and having fun.

People sort through their social media feeds when they have a chance looking

for a little variety to spice up their routines, and your marketing videos can easily provide them with short bursts of entertainment without forcing them to abandon their obligations.

Marketing videos that are funny and entertaining get people's attention on a more visceral level. Humor can make a simple video to go viral; Time lapses, video loops and video collages can help your marketing videos to stand out, so make sure to add humor and variety to your video marketing productions.

Create a Hook

Research on social media marketing has found that most online users will click away from a video if they are not hooked during the first five to ten seconds of video. This is especially true on social media, where videos are scattered across all the other content on



people's feeds. To avoid losing people's attention you have to create a hook that immediately catches the eyes of people browsing by.

The best way to engage people within the first ten seconds of videos is by sparking curiosity right on the spot. Asking questions, using teaser images or segments, and communicating value through visual cues are crucial strategies considering that videos on social media auto play on mute!

Use short form videos to promote long form videos

Most marketing videos are designed to attract people’s attention in order to drive actions such as click throughs, sign ups or purchases, and short videos that get their point across are the most effective when it comes to this.



On social media, where people have the shortest attention spans, it is vital to keep your marketing videos short. If you want to promote a longer video, simply create a short form video to promote it on your social media feed and include a link to the long form video on a video sharing website.

Include Calls To Action



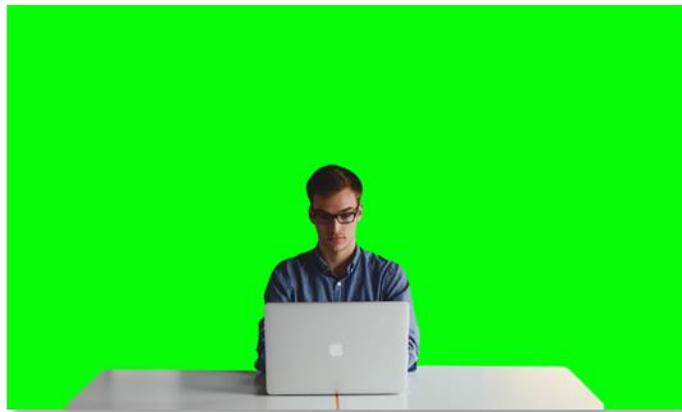
Including a call to action on your marketing videos is a great way to ensure that your viewers will take action during your video and after your video is over. Again, what type of call

to action you add on your marketing videos will depend on what you are promoting.

On social media, it is easy to include calls to action because most platforms will allow you to introduce call to action buttons on your video posts and links on your comments and descriptions.

Chapter 13: Green Screen Video Creation

One of the best ways to make a marketing video even more attractive is by adding a nice backdrop that you can showcase what your brand's all about in real time while you take center stage to do the



talking. In this video we're going to tell you all about achieving that effect by way of green screen video creation.

What is a green screen video?

A “green screen video” is a video where you replace the real background of your video with a digital background. Not necessarily a computer-generated

background, but a background that has been recorded apart and is then superimposed on your video's background.

This effect can be achieved by recording your original video using an all green surface as your background, then using video editing software to add your new background to your video.

When should you use a green screen to create your videos?

A green screen is a great fit for different types of videos. A prime example of green screen videos are weather report videos, where the weatherman reports in front of a green background, which is replaced with a computerized weather background.

You should consider using a green screen when your marketing videos involve a presentation, screen recorded step by step videos, screenshot presentations, photo presentations and videos featuring heavily animated elements such as gameplay videos.

How can you create a green screen video?

Creating a green screen video is easier to pull off than you might think and it only requires you to have a few things at hand: something that you can use as your green background, a nice HD camera, lighting equipment and video editing software.

The first step is to get your green backdrop. The most commonly used types of green screen backdrops include large pieces of cloth or fabric, although larger productions may require you to use a fully-fledged backdrop such as green coated walls, floor and ceiling.

Large pieces of hanging cloth or fabric are sometimes difficult to deal with. In those cases you can simply use a green collapsible panel that you can sit in front of. Using a collapsible panel is also an awesome option for when you have to shoot on the go.

Once you have your green screen backdrop you'll have to get your hands on a good camcorder. Ideally, any digital camcorder capable of recording on high definition is OK, and you'll have great results with a smartphone with an HD camera as long as you have the proper stand for it.

Next comes the lighting. We are aware that lighting equipment is not affordable to come by, but once you start growing we highly recommend you to invest in some nice lighting equipment so you can eliminate shadows from your green screen videos by using light to create a flat looking surface.

Finally, you have to use video editing software in order to paste it all together: your original video with your backgrounds. We recommend you to use "Camtasia", a video editor that will allow you to easily remove your green screen backgrounds with one click of your mouse.

And that's it! As you can see, creating your own green screen videos is easy, it will help you to achieve professional level results and it won't break your bank account!

Chapter 14: Paid Facebook Video

Advertising – Step by Step



Facebook is hands down one of the greatest platforms when it comes to marketing. No matter if you do organic marketing or paid advertising, you are guaranteed

some degree of success. In this video we are going to show you how to use paid video advertising on Facebook, step by step, the easy way.

Let's start by clicking on the options menu located on the top right corner. Once there simply click on "create ads". Once the Facebook ads section is loaded select "video views" as your marketing objective.

You will be asked to provide a "campaign name", and you leave the default name as your campaign's name if this is your first video campaign. Now let's click on "set up ad account" to move onto the next step.

In this step you will be required to specify your “account country”, your “currency” and your “time zone”. This is information that will be used by Facebook to record your ad billing and reporting data. Once you are done with this step simply click on “continue” to move on to the next step.

In this step you will have to define your target audience. Start by adding your target locations. Your default target location will be the one used in your ad account set up, in our case the United States, but you can include and exclude target locations on the “locations” section.

On the “age” section you will have to select an age range as your target. In our case we are going to target the 25 to 34 age group. In the “gender” section you can select to target all genders or specific genders. We are going to leave it by default to target all genders.

In the “language” section you can select a specific language so your video adverts show only to people that are using Facebook in that language.

Now, on the “detailed targeting” section you can include or exclude targets by demographics, interests, behaviors and other criteria, and you can also use keywords to define your detailed targeting.

You can also target people by adding a connection type such as targeting people that follow one of your pages, that have used your apps or that have attended your events. You can use the “save this audience” button so you can later use this same audience on other campaigns.

In the “placements” section you will have two placement options for your video adverts. You can select “automatic placements” and allow Facebook to automatically place your video adverts where they are the most likely to perform best, or you can select “edit placements” to set up placements by yourself.

Finally, on the “budget & schedule” section you will be able to select your daily advertising budget and your advertising schedule. You can either select a “daily budget” that will run out at the end of the day or a “lifetime budget”, for which you will need to set a starting and an end date as well as the lifetime budget amount to cover for that advertising time frame.

Once you set up your advertising budget and schedule click on “continue”. Now you have to set up your video advert. Start by giving a name to your video advert in the “ad name” field. Then select a page from where you will promote your video advert in the “pages” section.

You can use the plus icon button beside the fan pages menu if you want to create a different page from where to promote your new advert. Now, in the “format” section you will have to select a format for your video advert.

You will have three formats available. The first one is the “carousel”, which will allow you to create an ad with two or more scrollable videos. The second one is the “single video” format, which will allow you to create an ad with one video. The third one is the “slideshow” format, which will allow you to create a looping video ad with up to ten images.

In our case, we are going to select the “single video” format to create an ad with a quicker appeal. Now it is time to add your video to your ad. Simply click on the “upload video” button, select your video from your computer and wait for it to fully upload.

Once your video is uploaded you can select a thumbnail or upload one of your choice using the “custom thumbnail” button. Now you will have to enter a message to accompany your video advert in the “text” field.

You can use this message as a call to action. In our case, we are going to add a message to let our leads know that we are promoting a sweepstake right before they watch the entire video. We are going to instruct our leads to go to our website in order to enter the sweepstake, so you also check the “add a website URL” option so we can add our website’s URL for them to click through.

You can add a “headline” and a “newsfeed link description” in your URL field to give even more info about your advert to your leads. An additional call to action button can be added in your link field using the options from the “call to action” menu.

You can preview your video advert in the preview box on the right side. Once you are satisfied with the results simply click on “confirm” to finish your video advert set up, wait for it to be approved and see the leads coming in!

Chapter 15: Paid YouTube Video Advertising – Step by Step

Getting tons of views on YouTube is a rewarding task that can be accomplished by knowing how to optimize your marketing videos. Yet if you truly want to go big by reaching tons of people overnight your best option would be to use



the paid video advertising option offered by the platform, and in this video we are going to show you how to use it, step by step, the easy way.

You will simply have to start by going to your account icon on YouTube's homepage and hitting the "creator studio" button. Once in your creator studio dashboard go to the "videos" box right beside the left side menu and locate a video that you would like to promote.

Now click on the "edit" menu drop down button and click on "promote". On the following page simply click on "promote your video" to get started. Now, the first step is to set up your advertising budget and your target audience.

Let's start with the budget by going to the "budget" menu. There you will have two options. The first one is "campaign budget", which will allow you to choose

a lifetime budget for the duration of your campaign. How fast this budget is depleted will depend on the number of views that you get.

The “daily budget” option will allow you to specify an amount to be spent on advertising on a daily basis. This is a useful option when you want your campaigns to run on a non-definite basis. In our case we are going to select “daily budget”.

Once you select your budget setup you will have to specify your currency and to insert your budget amount in numbers. Our recommendation is to start with a daily \$10 budget and to increment it on a \$5 per day basis if your return on investment is favorable.

You will need to set up your target audience. Here you will also have two options. The first one is “everyone”. Selecting this option will show your marketing videos to everyone on the platform regardless of location, language and other criteria.

Now, if you select the “let me choose who sees my ads” option you will be able to filter your target audience by “locations” and “interests”. As such, you will be able to specify your target locations in the “locations” field and to use keywords to target a very specific user base with keywords in the “interests” field.

We recommend you to use the “let me choose who sees my ads” option to better target your audience according to your content and offers. Once you set it all up here click on “next”. Here you will have to design your ad.

This step is pretty simple as you will only have to add your advert’s headline, two lines of descriptions, and to select a thumbnail. Once you set it all up here click on “next”. Now you will simply need to sign up to your AdWords account to

finish your paid YouTube video advertising setup by clicking on “sign in to AdWords”.

Now simply select the country that you are located in, then select your payment method, and review your video advert setup before publishing it. And that’s it! Now you are ready to start promoting your marketing videos on YouTube, the paid way!

Chapter 16: YouTube/Google Video

SEO Ranking



Video ranking is not only about creating and publishing awesome marketing videos, but mostly about getting people to find them and take action. You may have the best marketing videos on the entire internet, but their potential will be

lost to lesser videos if you don't know how to rank them.

That is why in this video we are going to teach you how to properly rank them using our secret search engine optimization strategies to get your videos right on the first page of results!

Use Video Keywords

Video keywords are keywords that the Google algorithm identifies as relevant for results showing YouTube videos. To put it simple, video keywords are keywords that put YouTube videos on the first page of Google when you use them on your searches.



When you only target niche keywords on your videos, they can easily get drowned by website results on search results, but when you target video

keywords Google reserves space on its first page of results for your YouTube videos.

So, your videos will appear only to people on YouTube when you limit your target to niche keywords, but when you target video keywords too your videos will appear to people on “Google.com” as well. Video keywords are the following:

- ✓ “How To”
- ✓ “Review”
- ✓ “Tutorial”
- ✓ Fitness or Sports Related Keywords
- ✓ Fun Related Keywords such as “cute” and “funny”

Those keywords are commonly associated with the most popular types of content that you can find on YouTube, and when you use them alongside your niche keywords in your video titles you will be taking your videos to the first page of search results both on YouTube and on Google.com.

In our case, we are going to use the “tutorial” video keyword with our niche keywords. First, we make sure that using this combination puts YouTube videos on the first page of results. Voila! Here we have it!

Optimize your titles



YouTube video titles should be at least 5 words long and include your niche keywords at the beginning. This way you

would be allowing Google to read your video title without stuffing your keywords.

As you can see in our case, we are going to use the “healthy diabetic food” keyword as our niche keyword and the “tutorial” as our video keyword.

Optimize your description

YouTube video descriptions have to include your niche keywords within the first 25 words of your descriptions, repeated from 3 to 4 times, and they have to be at least 250 words long.



Taking into account the guidelines in our previous optimization video, you could include your website URL at the beginning of the description if needed. This way you will increase click through rates and conversions while increasing your rank.

Use Tags



Inserting niche keywords in the “Tags” field will show your videos more often on the sidebar area when people watch videos targeting keywords that you have included as tags on your own videos.

Follow these SEO guidelines and you will see your marketing videos appearing on the first page of results of two of the most visited sites on the planet!



Section 4

Additional Tips to
consider

**Latest Video Marketing Strategies to
Skyrocket Conversions and Sales**

Chapter 17: Do's and Don'ts

Do's



Always keep your marketing videos short

It's been found that shorter videos are more engaging, so make sure that your marketing videos do not exceed the 30 second mark if possible!



Upload your videos to as many channels as possible to maximize your reach

Potential placements for your marketing videos include your own website as well as video sharing platforms such as YouTube and Vimeo.



Make sure to also promote your videos on social media

Especially on popular platforms such as Facebook, Instagram, Twitter and LinkedIn.



Always use calls to action

That way you can instruct your viewers about what to do with your offers during your videos and after your videos are over.



Use video to engage with your viewers

Always responding to feedback left on your videos by your audience is the best way to directly connect with them!



Take care of video aesthetics

Attractive, sharp and professional looking videos are better at communicating your marketing message!



Polish your video marketing scripts

This way you'll be sure to always include the information that is of most interest to your target audience.



Be consistent on camera

Always send the right message and make sure that it is consistent with what you are promoting.



Use SEO to optimize your videos

Search engine optimization will tremendously help your marketing videos to reach the top of search results.



Pay attention to your metrics

Most video sharing platforms have built in analytics, so always be on the lookout for what is working and what needs to improve!

Don'ts



Don't use complicated language

Complicated jargon or slang on your marketing videos can confuse your viewership, so don't use either unless you don't mind catering to a limited, very niche audience.



Don't use video marketing to brag

Shamelessly promoting your brand instead of offering value is an instant put off. So only focus on giving your target audience what they are looking for.



Don't lose track of user engagement

Pay attention to what your viewers are saying about your products or brand through comments and other interactions.



Don't rely on audio as your primary means of communicating value.

Remember that videos on social media play on mute, so make sure to include annotations and engaging graphics to drive interest at first glance.



Don't use video marketing to cold sell your stuff.

Instead, use your marketing videos to help your viewers to create an association between your offers and their own lifestyles.



Don't overload your marketing videos with information.

Make them clear, concise and to the point to avoid overwhelming your viewers.



Don't focus on going viral.

Focus on driving as many sales or conversions as possible, because a million impressions will not necessarily translate to a million dollars in net profit!



Don't get started without a plan

You can't just upload a video and wait for the views and conversions to magically happen, so make sure to map out a video marketing plan beforehand!



Don't ignore Split testing

Testing two or more variations of a single video can help you to identify the elements that work and the ones that don't.



Don't create generic looking videos

Marketing videos that stand out and reflect your brand's personality are most likely to be remembered, so make an effort to make yours to not look like every other marketing video around!

Chapter 18: Premium tools and Services to consider



The following is a list of premium tools and services that you can use to boost your video marketing efforts.

[GoAnimate](#)

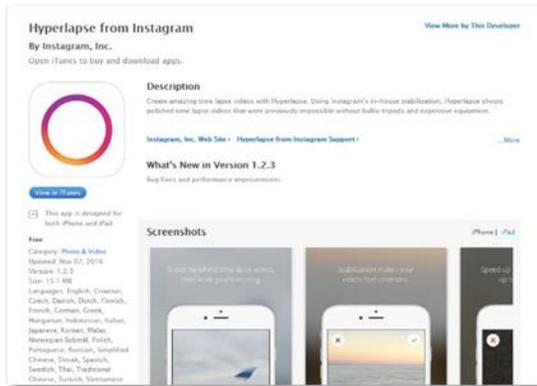
“GoAnimate” is a premium tool that will allow you to create beautiful and professional grade animated marketing videos. Features that set it apart from similar offerings in the market include automatic lip sync, industry specific animated assets and custom



character creation.

Hyperlapse

“Hyperlapse” is a video tool that you can use to create amazing time lapse videos from Instagram. Features such as automatic stabilization, lapse speed ups and easy share make it a great video



marketing companion app!

Viewbix

“Viewbix” is a powerful video advertising performance boosting tool that will allow you to create awesome video ad units in mere minutes, leaving you to only upload your video ads to your favorite video sharing sites without having to edit them from there!



Wirecast

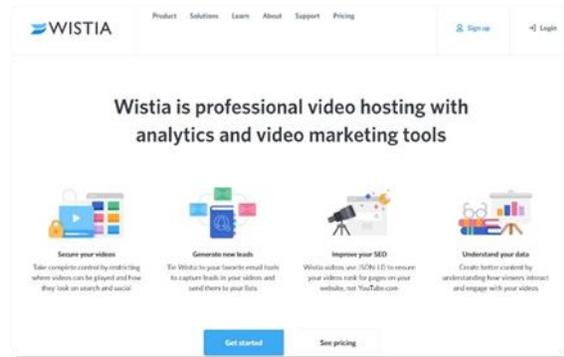
“Wirecast” is an amazing streaming app that will allow you to live stream your marketing videos from an unlimited number of input devices, to add polish and professionalism to your broadcasts and to use



multiformat encoding capabilities to live stream on integrated platforms such as Facebook, Periscope, and twitter.

Wistia

“Wistia” is a professional video hosting platform with integrated analytics and video marketing features that will allow you to secure your videos, generate new leads, improve your search engine optimizations and understand your performance data on the fly!



Commoncraft

“Commoncraft” is a video editing platform that will allow you to use already made educational video templates for different types of marketing videos including explainer videos, how to videos and tutorial videos,

all with cutout style assets to give your marketing videos a professional look and feel!

Vidyard

“Vidyard” is a video content platform that will allow you to transform your entire video library into the perfect video marketing portfolio with interactive video



assets, amazing sharing capabilities, conversion pipelines and integrated analytics.



Sellamation

“Sellamation” is a proper video marketing service in that it is intended to drive conversions, and it does so with video doodles, which you might have noticed are a favorite among

large corporations. The service includes a video making team that writes the video script, creates the video doodles, and provides the voice over.

Face Forward Media's On-Page Videos

The “On-Page Video” service provided by “Face Forward Media” will take your raw marketing ideas and transform them into amazing in-video productions for your website, which are designed to capture your target audience’s attention within ten seconds, and then to keep them engaged for close to 40 seconds.



This will give your business’ website an overall professional face while making it front and center on search engines!

Koozai's Video Marketing



“Koozai” is a digital marketing company that specializes in offering tailored video marketing services that will help you to boost engagement and conversions.

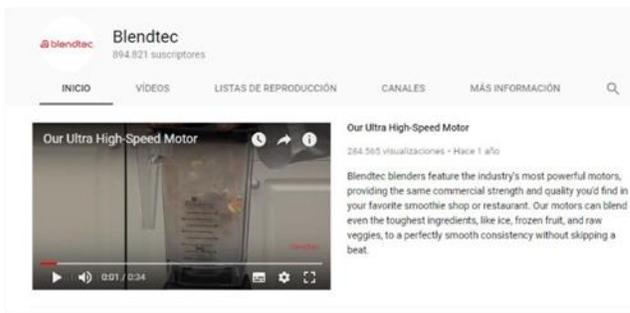
Koozai’s video marketing services focus on strategy and innovation, creating videos that are optimized for the right audience in all the right places.

Chapter 19: Shocking Case Studies

The following is a list of a few companies that used video marketing to get amazing results, and we hope that you can use them as inspiration!



Blendtec



Blendtec is a YouTube channel famous for their “will it blend?” videos, where they simply use blenders to see if they can crush common objects.

Objective: They wanted to use product demonstrations with a spin to differentiate their channel.

Strategy: They started to make their videos into comedy sketches to attract more traffic.

Results: Their first thematic videos gained a massive six million, with a current 281 million views on the channel, which immensely grew their revenue!

Dove

“Dove” is a popular personal care brand from the United Kingdom.

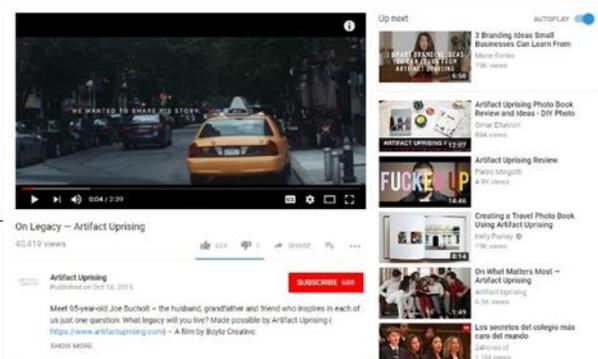
Objective: Their objective was to deliver value through storytelling.

Strategy: They crafted a story driven campaign that encouraged their community to participate in the campaign with a powerful message of female empowerment.

Results: Their video series went viral pretty fast and helped the brand to stay top-of-mind among new customers.



Artifact Uprising



“Artifact Uprising” is a company that specializes in helping people to create beautiful custom photo

books, albums, cards and other prints.

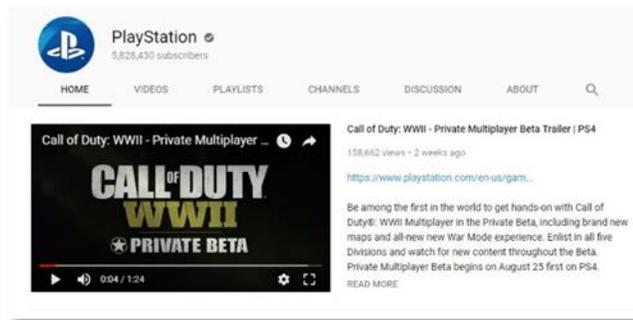
Objective: Their objective was to showcase touching stories with their products.

Strategy: They are constantly launching marketing videos in which they depict people using their custom-made products to get closer with others.

Results: The company’s emotion-driven video marketing campaign has helped it to find out how its customers are using its products through interactions and responses.

PlayStation

The PlayStation brand is Sony’s gaming division and one of the leading brands in the industry.



Objective: PlayStation’s objective was to attract new customers and followers with gaming centered content.

Strategy: The company uses video content that showcases the best aspects of the PlayStation brand and its exclusive products.

Results: The brand’s marketing videos attracted over 2 million subscribers to its YouTube channel in the span of a single year!

American Greetings



“American Greetings” is the world’s largest greeting card producer.

Objective: Their objective was to create emotion-driven video content to drive more sales.

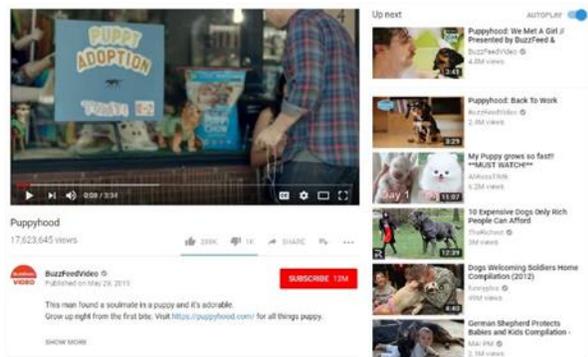
Strategy: They leveraged story driven videos with unpredictable twists to generate more engagement and word of mouth.

Results: A single marketing video from one of their story driven campaigns generated 13 million views worldwide in five days!

Purina

“Purina” is a popular pet food company from the United States.

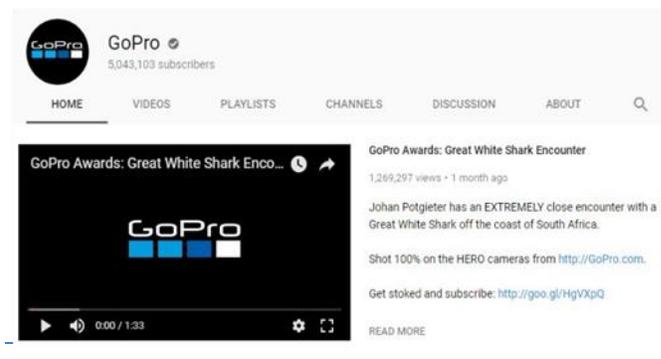
Objective: Purina’s objective was to modernize its pet food brand’s perception among new and old customers.



Strategy: Their strategy was to create marketing videos where their products were showcased in a daily life setting.

Results: One of their most popular story driven videos, called “puppyhood”, got 8 million views and tons of shares, driving more conversions for the company!

GoPro



GoPro is a tech company that specializes in video equipment, mostly recognized for their action cams.

Objective: The Company’s objective was to demonstrate their GoPro line of products on their YouTube channel.

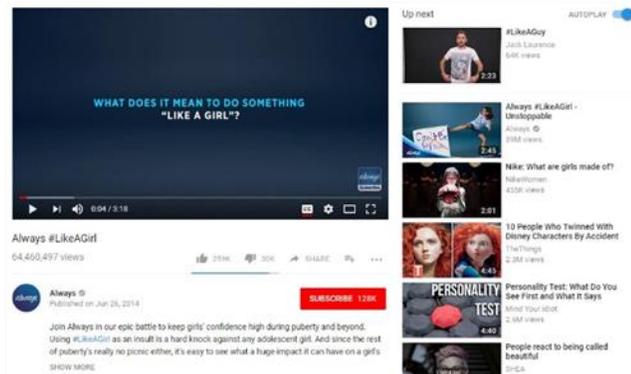
Strategy: They encouraged people to provide their own user generated content, taking a different approach by allowing people to provide the video marketing content!

Results: This video sharing strategy helped them to increase their revenue to \$234 million in a single year!

Always

“Always” is a well-known line of feminine products.

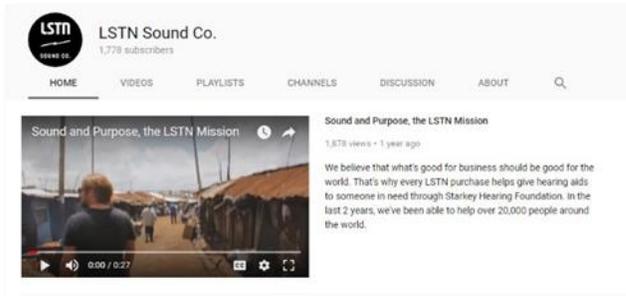
Objective: The brand’s objective was to strengthen their relationship with its target audience through empowering messages.



Strategy: The brand’s strategy was to launch a video marketing campaign that provided a valuable message to its feminine audience, cementing its name as a women empowering brand.

Results: It’s “Like a girl” video campaign achieved an amazing 85 million views worldwide, and it also changed the way in which the “like a girl” phrase was perceived by 76% of the people surveyed after watching it!

[LSTN Sound Co.](#)



LSTN is a company that specializes in producing high end wood-encased headphones.

Objective: The Company's objective was to promote their

line of headphones for the hearing impaired.

Strategy: They created a video marketing campaign centered around their “for every headphone we sell, we help restore hearing to a person in need” message.

Results: Their video marketing campaign helped them to send headphones to over 22,000 hearing impaired people in nine different countries including Peru, Mexico, China and the US.

[Rokenbok Education](#)

The Rokenbok Company is a company that produces high quality construction and educational toys for children.

Objective: The company's

objective was to find a better way to promote their products, seeing as how traffic to their brick and mortar stores was in rapid decline.



Strategy: The Company decided to create marketing videos where they showcase their products to kids, and then upload them to popular video sharing platforms where they are likely to be found by kids.

Results: Rokenbok reported that well over 50% of their new customers come from watching their videos on YouTube!

Chapter 20: Frequently Asked

Questions



We all have questions and apprehensions about every venture that we decide to take up, and we are aware that video marketing is no different. In this video we have compiled the most commonly asked questions about video marketing and their answers.

Is video marketing really essential for any marketing campaign?

Absolutely. Especially when you consider that only on YouTube will you be able to find over one billion users each month, and that is without mentioning other traffic sources such as Facebook, where your video can be seen and shared by millions upon millions of people.

What is the ideal number of marketing videos for a single video marketing campaign?

It depends on your offer and your overall campaign's objective. Some campaigns do well enough with one video, but these are often limited to time sensitive campaigns such as those promoting sweepstakes and discount seasons.

But having multiple videos can help you to increase your exposure, especially because multiple videos carry a heavier amount of meta data for optimization.

Are marketing videos as good for driving sales as they are for exposure?

Yes! Marketing videos have become one of the greatest ways to motivate people to make a purchase. Marketing videos offer an experience that is similar to walking into a store because they provide viewers with visual cues about the product or service promoted.

In fact, marketing videos decrease the time that it takes people to make a purchasing decision by 70% when compared with other formats, and 72% of people are very likely to purchase something after watching a video promoting it!

How can one truly deliver a quality experience through video marketing?

Many marketers believe that delivering quality through video marketing takes a large budget, but delivering quality is not the same as delivering a quality experience. Quality refers mostly to production values and yes, a larger budget means higher production values.

But high production values alone do not convert. As such, delivering a quality experience is essential, and a quality experience refers mostly to how well your potential viewers will be able to interact with your marketing videos.

This comes down to three aspects. The first one is visual quality related to video resolution, so you should take care of making your marketing videos at least 720p. Secondly, are load times, for which you will have to observe the ingestion settings and network capacity of the platforms where your marketing videos are delivered from.

The third aspect is distribution. There's still people that think that YouTube is the only distribution channel, but the truth is that using as many distribution

channels as possible is the best approach because there are people that do not use YouTube on a daily basis, and as such you should also give them a way to find your content. Take care of these three aspects and you will deliver a quality experience to everyone!

What's the use of video marketing data?

People are understandably afraid of their metrics because they can be hard to read at first, but video marketing data is what will get you in the forefront. As such, collecting video marketing data should aim to help you to get more leads, to help you maintain the attention span of your target audience, and to perfect a linear path from your marketing video content to your offers.

Is view count the only viable performance metric?

For brands working towards gaining exposure, yes, it is, but for brands working towards creating a profitable pipeline there are more important metrics to watch out for. Ideally, you should look for results that come from observing a combination of metrics, such as view count relative to click through rates.

Is it essential to integrate your video marketing technology with your marketing tools?

The easy answer is a resounding yes. The reason for this is because you will need to streamline the marketing video process as you grow, and having a single platform from where to manage your marketing videos AS WELL as your video marketing strategy will be essential.

Does video marketing amplify other marketing efforts?

Video marketing doesn't only amplify the reach of any other marketing effort, but also amplifies many aspects of the overall marketing workflow. You will be

surprised by the exposure that your social media channels and your overall web presence gets by simply optimizing your videos the right way.

Can you reverse the negative performance effects of a failed video marketing campaign?

Yes, you can! But only if you prepare ahead by split testing each one of your campaigns. Split testing means testing two or more different versions of a single campaign, collect data about what works best on each campaign and then curate your campaign to include only the best working elements from each campaign variation.

What type of client is best engaged with video content?

There has been a lot of research around this question and the results show that everybody is prone to be engaged with video content no matter the profile of the client. This is because people that favorite something will simply watch a video promoting it. The best way to serve your videos to the people that are more likely to engage with them is through effective targeting.

Conclusion:

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



And in order to take your Video Marketing even farther, we invite you to get the most out of it by getting access to our Live Video Training [clicking here](#) **(Insert your Upsell offer URL)**.

Thanks so much for the time you have dedicated to learning how to get the most advantages from Video Marketing.

Video Marketing has come to stay in the market forever.

To Your Success,

Your Name

Top Resources



Videos

- ✓ <https://www.youtube.com/watch?v=FhSLtWmaUno>
- ✓ <https://www.youtube.com/watch?v=1ccHJOcXFB8>

Tools & Services

- ✓ <https://sellamations.com>
- ✓ <https://www.vidyard.com/>

Training Courses

- ✓ <https://www.udemy.com/videoforbusiness/>
- ✓ <https://www.demandmetric.com/content/training-course-video-marketing>

Blogs

- ✓ <http://tubularinsights.com/>
- ✓ <http://videomarketing20.net/>

Forums

- ✓ <https://www.webmastersun.com/forums/137-Video-Marketing>
- ✓ <https://forumweb.hosting/137-video-marketing>

Affiliate Programs

- ✓ <http://www.clickbank.com/>
- ✓ http://wideo.co/blog/wideo-affiliate-program/#.WaiJy_Pyics

Webinars

- ✓ <https://www.youtube.com/watch?v=SyljEiq8Dng>
- ✓ <https://www.youtube.com/watch?v=QR4ac6T8frs>

Infographics

- ✓ <https://i.pining.com/originals/26/b5/8f/26b58f0ac3438759e6b5bef2ca276238.jpg>
- ✓ <https://www.bruceclay.com/images/s/WMgcXytOTUWOB6OoAOXqkw/WhyUseVideo-600px.png>

Case Studies

- ✓ <http://www.verticalrail.com/marketing-case-studies/argosycruises/>
- ✓ <http://www.flimp.net/video-marketing-strategy>

Facts

- ✓ <https://blog.hubspot.com/marketing/video-marketing-statistics>
- ✓ <https://www.bluecorona.com/blog/video-marketing-statistics-must-see/>

Limited Special Offer

Video Marketing 3.0 Made Easy

(Video Training)



Click Here to Download Your Video Training!

(Insert your Upsell Offer URL)