

AN INTRO TO VIDEO MARKETING



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Introduction

We are in a golden era of marketing. New [technology](#) gives marketers and [businesses](#) more marketing channels than they have ever dreamed. And the current king of [marketing](#) methods is video. With amazing advancements in camera technology, video formats, cloud infrastructure and free resources, [video](#) has never been more available to everyone.

Video [marketing](#) is using the power of video to communicate your message. Whether you are a blogger, a nonprofit, a local [service](#) business, a Fortune 500 company or an Internet [marketer](#), now you can use all of the persuasion [techniques](#) that have previously only been available to the largest advertisers in the world buying television commercials.

Video uses all of the senses. Newspaper, radio, podcasting, and direct mail all have their place in the [marketing](#) spectrum. But only video brings you the full advantage of sight, sound, motion, [color](#) and emotion in a potent mix that can move your [business](#) forward like you never imagined.

The key is to [focus](#) on your target audience. Always develop [content](#) that helps them answer questions, solve problems or be entertained. Everything flows from the one objective of helping a specific target audience. Every production, equipment purchase, [content](#) and [marketing](#) decision centers around the single goal of helping your particular [audience](#) get information they want.

This short report will give you a quick overview of the exciting changes in the [video](#) revolution. You'll learn the latest cameras, software and microphones that marketers and [businesses](#) of all ages are using to create exciting new [videos](#).

The challenge is to make your videos compelling and to market them in such a way that your audience can find them. You'll learn the latest production and promotion techniques that smart marketers employ every day.

Section One: Types of Video Content

One of the great things about [video](#) is the wide variety of formats you can choose from. You don't have to stand in front of the camera and speak if you prefer not to. You can use slideshow videos, live [action](#) videos or any number of other formats to communicate your message and help your target [audience](#) learn and grow.

For example, one of the fastest growing types of videos is called the "explainer video." Often these are short, one or two---minute long animations on the home page of a business. [Website](#) visitors can get a quick overview of what the company is all about by watching video.

However, you'll benefit from video when you produce more than one or two. Effective [video](#) marketers have learned to use [video](#) to communicate with their audience on a wide variety of topics. A simple [way](#) to use this idea is to figure out the main questions your target market has about your [business](#). Then, take each question and answer it in a separate [video](#).

Using this library as a base, you can start to branch out by offering different videos that you've tried before. Resources like Google Trends, Buzzsumo, industry blogs, niche [websites](#), and industry forums can quickly get a snapshot of the challenges and opportunities facing your target [market](#).

Section Two: Cameras and Software

In the last section, we learned there are a wide variety of video formats you can use in your [marketing](#). The remarkable advances in video equipment and technology are one of the reasons there are so many formats to choose from.

Video cameras are smaller, lighter and take better pictures than ever before. For a very minimal investment, you can shoot [video](#) indoors as well as any outdoor setting you can think of.

Smart phones for example are everywhere. And most smart phones have a built-in video camera. They are easy to use, shoot sharp [video](#) and can be edited in the camera.

Perhaps the best smart phone for video is Apple's iPhone. With iPhone, wherever you are and whenever the urge strikes, you can shoot video and uploaded within seconds.

And now, with the debut of GoPro [technology](#), you can shoot video doing almost any activity you can think of including surfing, hiking, skiing and much more. You don't have to spend all day in the studio trying to [produce](#) the perfect video.

All of this is available to you. With these technologies, you can get out in the field and improvise as you go. The result is often more exciting, spontaneous and informative than many studio productions.

Interestingly, audio quality is as [important](#), or more important than the video footage itself. The reason is that many people will accept less-than-perfect video but if the audio is compromised, few people will stick around.

Whether you appear on screen or use voiceover narrations, speak to your [audience](#) as though they were sitting next you in your favorite coffee shop. Don't

preach or act like you are giving a speech. Speak like you were talking to your best friend and you are well on your [way](#) to creating personal, powerful effective [videos](#).

Section Three: Production and Editing

Okay, now you produced simple videos. How do you edit them in order to tell your story in the most efficient, effective [way](#) possible?

Truthfully, editing is the most laborious part of video production. It takes time to go through video and to meet the sections that are confusing or simply are unwanted sections.

Nonetheless, you can use powerful [software](#) that comes with major operating [systems](#) to edit your video for free. For example, Windows offers a program called Windows [movie](#) maker and the Macintosh platform has a high quality video editor called iMovie.

Whatever [software](#) you choose, the key is to make it very simple. There's an old saying in [video](#) production that says, "good editing is invisible." That means that you should avoid ostentatious transitions, titles and effects that call attention to themselves. Instead, use basic cuts between scenes and tasteful titles to keep the focus on you and your message for your [audience](#).

Your editing should reflect your personal style. If you are a high---energy personality, try to Corporation and its to take advantage of your natural state. At the same time, if your presentation is more laid---back and relaxed, your editing should follow that pattern.

If you have more [money](#) to spend you can have look at areas software [packages](#) that offer a few more features to help speed up your workflow and make your editing sessions more productive. Macintosh users often sing the praises of a [program](#) called ScreenFlow. On the Windows side, several vendors such as Adobe, Corel, Pinnacle Studio And Sony sell powerful [software](#) for around \$100.

Section Four: Uploading and Promotion

Now you have a fully produced and edited video. How do you get it on the Internet, and how do you promote it so other people can find it? I

Did you know that over 6 billion hours of video is watched on YouTube every month? It's a staggering amount of [content](#). Promoting your video properly is critical to helping your target [audience](#) find your video so they can [benefit](#) from your message.

Uploading videos is easy. You need a qualified Google account to be able to creating you to channel. Once logged in you simply [click](#) the upload button and you can either select your video by hand from your hard drive or drag and drop it onto the upload screen.

While it is uploading, you can [work](#) on the title, tags and description of the video. Each of these items should be similar so that they reinforce each other. For example, if you have a video on "football drills for high school players," you want to include that phrase in the title, tags as well as the description.

Just as important as optimizing your video on YouTube itself is optimizing your efforts off---[site](#) in order to drive [traffic](#) to your video. Here are a few ways you can do that:

- Embed the video on your own [site](#).
- Upload your video to additional video---sharing sites like Daily Motion and Vimeo.
- Reach out to high---profile blogs and show them the video.
- Make comment on the biggest video producers in your [niche](#) and drive them to your [videos](#).

These are just a few of the many ways you can raise awareness about your [content](#) on other sites and drive people to your [videos](#) so they can benefit from your content.

Conclusion

Consider these video statistics:

Almost 90,000,000 people in the US are going to view more than 1 billion online [videos](#) today (comScore).

People watching video on the Internet is expected to double by 2015 (Cisco).

At this [point](#) time, only about a quarter of national brands are using the power of Internet video to market their [products](#). (Kantar)

[Online](#) video accounts for more than half of all mobile traffic and almost 70 percent of traffic on select networks. (Bytemobile MA Report)

As you can see video viewership is strong and growing rapidly. Start video [marketing](#) now with simple, basic informative [videos](#) that help your target [audience](#) overcome challenges they face. You can expand and grow your video production as you learn what [works](#) through trial, testing and experimentation.

The key is to begin. Add video to your [marketing](#) efforts and will be rewarded many times over with a bigger [audience](#), more revenue and higher [profits](#).