

VIDEO THEY DON'T WANT MARKETING SECRET KNOW REPORT



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A Guide to Video Marketing the Right Way

If you're interested in video marketing, you probably have something that you want to promote. Video marketing can be one of the best ways to promote a product or service and can be an incredible source of new traffic and even revenue for your company. However, if you're going to get involved in video marketing you want to learn the right way to do it. This book contains eight different sections that will cover the basics of video marketing the right way and give you the head start you need to begin having success with video marketing.

Section 1: an Introduction to Video Marketing

Understanding what video marketing entails is the first step in becoming an expert in the medium and using it to promote your products or services more effectively. Put simply, video marketing is the use of video to accomplish the same advertising and promotion efforts as you were attempting to do with conventional marketing. Specifically, you'll be creating videos with formats like showcasing a service, reviewing a product or putting together testimonials.

Video marketing has a number of factors that make it work. The quality of the video that you're making along with the type of video and the subject matter, as well as a few other things, will determine how many views the



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video is going to get and how widespread your efforts will be. The goal of video marketing is to use the existing video infrastructure that is already in place, to spread your own message – which is obviously going to be the advertisement of your own brand.

The reason that video marketing has become so widespread with companies that never really thought about spreading the word about their business this way is that video isn't just winning the popularity contest among various mediums anymore – is actually becoming the only way that some people get information. There are people out there – and they are becoming more and more populous as time goes on – that do not get information unless it comes to them through video.

Section 2: Planning Your Video Content

When it comes to video marketing, one of the most important first steps that you will take is planning the video. This involves several important steps, with the first one being your idea for the video. Your concept and the type of video that you're making are the two important parts of the planning stage. The first thing that you are going to do is take a look at some of the video ideas that worked in the past.

The study of viral videos is a fascinating one. Although it is impossible to analyze viral videos and come up with a checklist of things that you can do to guarantee that your video will go viral, it is worth it to look at some of the ideas that are behind the most well-known viral videos of the past few years



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so you can get a general understanding of what makes a good marketing video. There are thousands and thousands of case studies of various viral videos that are published on the Internet. Taking an in-depth look at marketing ideas like American Greeting's Mother's Day campaign, which was one of the simplest and yet most effective viral marketing campaigns ever conceived, can help you to come up with your own killer ideas.

Of course, coming up with the idea is only the first step. From there, you need to plan out your video completely and decide everything from length, script, video format and much more.

Section 3: Producing Your Video

The next step after creating a solid plan for your video is to produce it. There are several things to take into consideration when you're trying to produce a marketing video that has the potential for being shared widely – or even going viral. First, you want to make sure that you're using equipment that is going to give you the best quality possible. You are going to need a good camera that you can use to shoot the video on high-definition, as well as sound recording equipment that will give you crystal-clear quality – especially the microphone – and then you'll need editing software and possibly, it's a special effect program like Adobe After Effects.

Of course, having the right equipment means very little if you don't know how to use it. How much becomes involved in creating a marketing video – or a series of marketing videos – or represent your products and services



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properly will depend upon how big your budget is and what expertise you are bringing to the table. When it comes to video production you're going to need the right people who know what they are doing combined with the right equipment and that's just to create a video with a high enough production value to meet the quality standards of the competing marketing videos that are out there.

Section 4: Deciding on Video Distribution Channels

If you have come up with a great concept for a video, and you have been able to get the right equipment and the right people to make a video that is worth putting your efforts behind to market, your next step is to decide upon your video distribution channels. The first distribution channel you should definitely consider is YouTube. YouTube is the third most visited website in the world and is by far the most popular video sharing website. YouTube is definitely the best place to begin when it comes to distributing your marketing videos and while you shouldn't concentrate solely on YouTube, it is where you should concentrate your efforts.

Your first step in distributing videos on YouTube is learning everything you can about the platform and how videos work. There is a lot involved when it comes to uploading your videos to YouTube, and we'll get into that momentarily. However, you also need to look at some of the other video distribution channels that are out there. Websites like Vimeo and Break.com can also be profitable marketing platforms and the benefit is that they often reach an audience that is different from the people to visit YouTube regularly.



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Section 5: Researching Video Keywords

You're definitely going to need to know how to research keywords that will work with video. If you are an Internet marketer already you might have had some experience using tools like the Google keyword planner, which uses Google data to tell you what kind of traffic a search term might get.

This can definitely be used for YouTube videos as well, even though it doesn't base the data on what gets typed into YouTube, because the search traffic is comparable on some things. On other searches, it will be a little bit different with YouTube because people will be looking for different things. Just to use one example, people that type in the name of the movie or TV series in Google are probably looking for more information on that show, like an IMDb page, while people that type the name and the YouTube are probably looking for full episodes or clips from that movie or television show.

There are also other keyword research tools that are out there – some of the premium ones are actually quite useful, especially for longtail keywords – but there is nothing specifically for parsing YouTube data as of yet. Because of how prevalent video marketing is becoming, this may change in the near future.



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Section 6: Optimizing Your Videos for YouTube and Other Websites

You'll need to learn how to optimize your videos for YouTube especially, but also for the other video distribution websites that you're planning on using. This will go hand-in-hand with the keyword research that you are doing. Once you have selected some keywords that you think is going to get a lot of traffic on YouTube, you can name your video title based upon that keyword.

For instance, suppose that your YouTube channel was about antiques, and the current marketing video that you're creating is about antique mugs and cups. You can research this topic and come up with a popular type of antique mugs, style or even manufacture that will get a lot of traffic, assuming that you have included that information in your video. You don't want to mislead your viewers just to use the right keywords.

Besides optimizing your title for the right keywords, you're also going to want to write a good description. Many people fail to write keyword rich descriptions that are going to get them found in the YouTube (and other video sharing websites) search function. Make sure that you create a lengthy description that contains multiple keywords that are all in your video because the more information you put in your description, the more chances you have of being found.



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Finally you'll also need to use these keywords with your tags. It is recommended that you create between seven and 10 tags for your video based upon the keywords that you think people are going to type in to try to find a video like yours.

Section 7: The Call to Action

The call to action should be a vital part of your video, whether it is hosted on YouTube or on another video sharing site – or even on your own website. The call to action tells people where they should go next after they view your video and what you want them to do. You might think that this is obvious but you would be surprised how many people don't understand a call to action if you make it too subtle. Instead, be very direct with your call to action. If you want people to subscribe to your channel after they watch your video, then tell them exactly what you want from them and make it as easy as possible for them to subscribe.

You might want them to leave YouTube completely when they finished viewing the video. For example, if you are using the same topic discussed earlier – antiques – you might have an e-book or some other kind of product that you want them to buy after they view your video. This might be the whole purpose of your video – to get them to buy something from you. If that's the case, you need to let them know exactly what you want from them and then direct them to the place where they can buy the product. Of course, you also want to give them a reason to buy the product from you, but that will be part



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of your marketing strategy is you create the video. You don't just want to create a video about a certain aspect of antiquing and then include a link and hope that they'll follow it to the product that you want to sell – you need to presell the product before the video ends so that they know what awaits them at the end of that link.

Section 8: creating viral videos

The last thing that we're going to discuss in this report is how you can create an environment to make your video go viral. You are going to be able to create a viral video with every single production that you make, but you are able to give your video the best chance possible of going viral, but using subject matter and production techniques that have become synonymous with viral videos. For example, some of the most well-known viral video subject matters include parodies – such as of a song or a movie, controversial subjects – such as the girl who purposely published a fat-shaming video and ended up getting viral status because of it, new stories that people want to share with their friends, videos that are totally amazing or videos that are extremely cute.

If you look at some of the viral videos that have broken out of the mold and have end up getting tens of millions of views, you will be up to find some similarities between them. Of course, creating viral videos is not an exact science so there are differences as well, but you can create a list of best practices if you want your videos to go viral.



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Chapter 25: Helpful Resources

Aweber

Email marketing tools and expert support with one goal in mind – your success.

<https://joshshoemaker.com/recommended/this/aweber>

D9 Web Hosting

Packages to suit all requirements, from single page websites up to high availability Dedicated Servers

Financially strong Company with no debt

<https://joshshoemaker.com/recommended/this/d9-web-hosting>

Optimize Press

Create landing pages, sales pages, and funnels with our complete marketing suite for WordPress

<https://joshshoemaker.com/recommended/this/optimize-press>

Wishlist Member

WishList Member™ is a powerful, yet easy to use membership software solution that can turn any WordPress site into a full-blown membership site.

<https://joshshoemaker.com/recommended/this/wishlist-member>

Backup Creator

Point, click and relax knowing your WordPress sites are safe and secure

<https://joshshoemaker.com/recommended/this/backup-creator>

Checklist



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Checklists Designed To Make Your Marketing Easier & More Profitable

<https://joshshoemaker.com/recommended/this/over-413-marketing-checklist>

Partnership to Success

Ambitious, Hard Working Individuals Who Want to Work with John Thornhill Personally and Finally Discover What it Takes To Succeed Online!

<https://joshshoemaker.com/recommended/this/john-thornhills-partnership-to-success-program>

Affiliate Pages

Create a SUPER high converting bonus pages In 60 Seconds inside WordPress

<https://joshshoemaker.com/recommended/this/affiliate-pages-pro>

Affiliate Links Pro

Brand All Your Affiliate Links With Your Own Website

<https://joshshoemaker.com/recommended/this/affiliate-links-pro>

Fiverr

Find The Perfect Freelance Services For Your Business.

It's free to join Fiverr

<https://joshshoemaker.com/recommended/this/fiverr>



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Free Email Marketing Checklist

Discover How to Build A Massive List In The Next 30 Days Using These 23 Powerful Methods

<https://listbuildingmadeasy.com/free-email-marketing-checklist-2019/>

Free Affiliate Marketing Checklist

Discover 11 Affiliate Networks Which Will Allow You To Start Earning Today

<https://listbuildingmadeasy.com/free-affiliate-marketing-checklist-2019/>

Free Make Money Online Checklist

Discover 18 Secrets To Making Money With Blogging

<https://listbuildingmadeasy.com/free-make-money-online-checklist-2019/>

Free Social Media Checklist

47 Social Media Hacks You Must Know

<https://listbuildingmadeasy.com/free-social-media-checklist-2019/>

Product Creation Checklist

Step By Step Checklist To Creating The Perfect Product Idea!

<https://listbuildingmadeasy.com/free-product-creation-checklist-2019/>

Free Newbie Marketing Checklist

How To Setup Your Website & Brand Your Business The Right Way From Day #1

<https://listbuildingmadeasy.com/free-newbie-marketing-checklist-2019/>

