

# **VIDEO MARKETING SECRET CHECKLIST**



**IAN DEL CARMEN  
JOSHUA SHOEMAKER**

# VIDEO MARKETING CHECKLIST

## Checklist

Since there is so much material in the book, it is easy to miss certain information as you are building your strategy. But all of the information included is vital to your video marketing efforts, so we have created this checklist so you can go through and make sure that you have captured all of the important points and ensure that you are building an effective strategy that uses all of the information in the book. Here's a checklist of everything that is included.

1. The first step is choosing the right idea for your video. This section of the book is all about understanding what makes up a good video marketing idea and then using that to promote your product or service. You first need to know whether an idea is any good and then how to use it in a marketing video successfully.
2. You will need to come up with a plan for how you're going to create video content. This doesn't mean deciding what you're going to make your video about, this actually means knowing how you're going to produce your video and what assets you have available to you or where you're going to get the other resources that you need.
3. You need to define high production value and learn what sorts of elements are involved in making videos with high production value. You want your videos to come out as good as any commercial content that is out there or better if you can manage it.



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4. The second part of making a plan for a video is to have a strategy for marketing including where you're going to put it online, what sort of promotion you're going to follow up the video placement with them how to ensure your video is seen by the maximum number of people – in other words minimizing your effort and maximizing your viewing.
5. Rather than just placing videos on sharing sites like YouTube, you want to establish a presence. You want your brand to have a big footprint on the video sharing site not just in terms of the number of videos that you have published their but also in terms of the type of branding that you have on the site. So, to take YouTube is an example, you want to have things like a great introductory video that will make people want to subscribe to you when they go to your channel, a background and channel art that matches your branding on your regular website as well as on your social media platforms, a logo for your channel thumbnail and of course, you want to have branding on every single video that you do. In this way you aren't just publishing videos, you are establishing yourself as a presence.
6. You need to use the maximum amount of search engine optimization when it comes to YouTube and other video sharing sites. You need to start with doing the right keyword research and then using those keywords to create your title, tags and video description, filling it out completely so that you have a keyword rich description.
7. Make sure that you create a hook in your video – something that compels people to watch the video so much within the first few seconds that there is no way that they can click away.



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8. Use all the tools that YouTube makes available to you to get the maximum number of views that you can. For example, use annotations and links to direct people to your other videos to maximize your views; use playlists to keep people watching your videos even after the current one is ended as well as give you chance after chance to pitch them on your product or service and get them to convert to an actual customer.
9. Create an introduction video that works in one of a couple of tried-and-true ways. First you could make an introduction video that is like a movie trailer – where it is showing the viewer what sort of things are going to be coming up in the future on your channel and the reasons that they should subscribe to keep watching your videos. The other method that works very well is to showcase some of the best stuff that you've done in the past and entice them to subscribe to your channel that way.
10. Use some of the amazing tools that are out there to help you be part of the most innovative new releases in the world of video marketing. For example, use the MyVideos App to create your own mobile video network that allows people to browse your videos and then order them on demand in much the same way that people my order on-demand videos from a service like Netflix or Hulu.
11. Rather than spending all of your efforts on marketing your videos yourself, including spending money on advertising and spending all of the time that you have on getting your video out there word is going to be seen, spend part of your time concentrating on getting other people to share your content for you. If you can create compelling content that people want to share with their friends, they will do the job of marketing your video for you and you can spend more time creating great content which is a win-win for everyone.



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12. Use all the resources at your disposal to promote your video. That means that you should be using your social media platforms to get the word out about your video because social media is one of the best ways to promote video content, but don't forget about social bookmarking sites like Digg, StumbleUpon and Reddit just to name a few. Social bookmarking is often how viral videos get started. In fact, StumbleUpon is named for the very act of people 'stumbling upon' great videos that they want to share with others. List your video with any social bookmarking sites that you feel are worth your time.

## 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>



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## **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**

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>



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## **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>

## **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/>



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## **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/>

