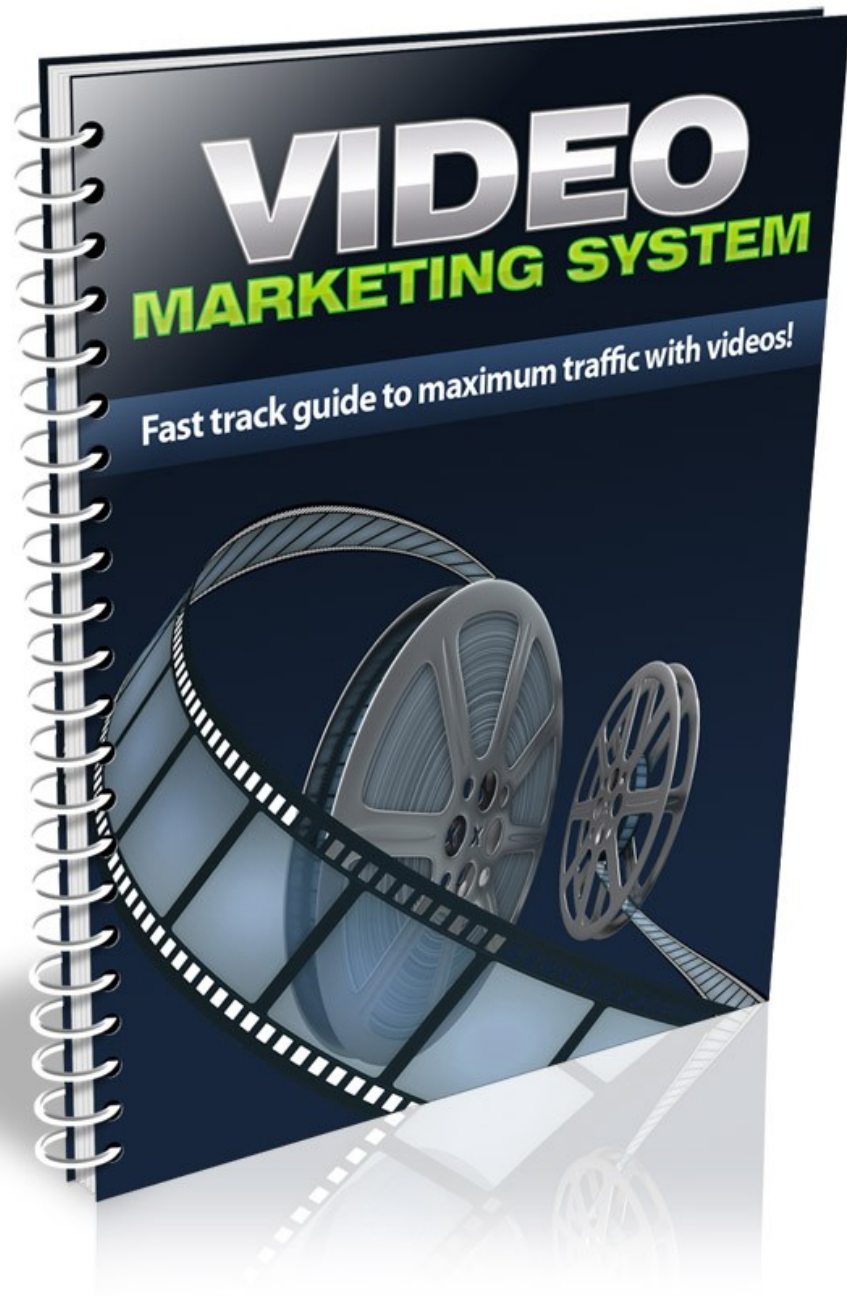


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## **Effective Video Marketing**

There is no better way to penetrate your market and get people excited about your offer than with video marketing campaigns. Not only can you exploit the power of video marketing to propel your viewers into taking action, but you can quickly establish a defined brand of your own.

A recent study by Comscore found that YouTube currently accounts for more than 25% of all searches on Google. Additionally, more searches are performed through YouTube.com than through Yahoo!

Video also has the power to convert very well. Some studies have shown that video sites have the power to convert as high as 30%! That's phenomenal when you consider that standard websites typically convert at only 2-3%.

Videos add life to our marketing campaigns. They transform static, traditional campaigns into action-driven presentations that unleash our message in a powerful, dramatic way, while tugging at emotions and working towards establishing a powerful connection with our audience.

Videos also give you the unique opportunity to communicate with your target audience in a way that puts you in touch with what is truly important

to them, what motivates them, and what will leave an everlasting, memorable impression that solidifies our brands, and brings new awareness to our products, services and offers.

You can use videos a number of different ways, including in sales pitches, in tutorials, within your launch sequence to warm up customers and to simply develop brand awareness. The more often people see you or hear you, the faster they'll recognize your brand on the spot.

But videos are even more valuable than just providing you with an interactive vehicle for your marketing message. Videos also help to increase the value of your products, and even your overall brand image. If you are involved in information marketing, you can instantly ramp up the perceived value of your products by adding in video based components. Videos also provide another important element in building a successful online business; credibility.

People often learn better when they are given a visual as to their tasks and the end result, and creating dynamic video lessons or tutorials will instantly increase conversion rates, and skyrocket your income.

So, now that you understand just how important high quality video presentations are to your marketing message, let's take a closer look at how

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you can develop laser targeted video campaigns that speak to your customer and motivate them to take action!

## **Creating High Quality Videos That Convert**

There are many ways to create compelling video presentations. You can outsource your video creation and editing for as low as about \$25 per 30-second video.

You can use a program like Flash to create them, or you can create PowerPoint presentations and export them to video format.

The trouble is, many new entrepreneurs struggle with the technical aspects of creating high quality videos. They aren't sure what programs to use, how to edit videos, how to enhance the quality, or even how to create scripts or motions that guide viewers from one frame to another, retaining their attention every step of the way.

The great news is that even if you have absolutely no experience creating videos, there are tools and resources you can use to develop high quality, interactive videos in a matter of a few short hours.

For starters, the majority of new computers come bundled with video production software already, but if you really want to ramp up the quality of your videos however, you'll want to consider purchasing an industry grade program, such as Camtasia or CamStudio.

These programs will help to add functionality to your videos, while making it easy for you to integrate sound (audio narratives, music, etc), as well as highlight important notes, and of course, they provide you with added flexibility with editing video content.

**Resources:**

<http://www.Camtasia.com>

<http://www.fraps.com>

<http://www.Camstudio.org>

If you're a Mac user, check out any of the following video creation tools:

<http://www.shinywhitebox.com>

<http://www.telestream.com>

<http://www.ambrosiasw.com>



If you simply aren't ready to develop your own videos, consider outsourcing the project to a qualified video developer.

There are plenty of places to seek out some help, including the freelance marketplaces <http://www.Guru.com> and <http://www.eLance.com>

### **Top 5 Tips:**

#1: Make your video creative. With all of the videos out there, yours needs to stand out in the crowd. Use fun music, great shots, and try to find an angle that hasn't already been done. People generally turn on to sites like [www.YouTube.com](http://www.YouTube.com) to be entertained and your video needs to be able to do this.

#2: Give some tips or solutions to common problems that are associated with your particular product, business, or services. This is an informational type of video and the audience will like the fact that they are learning something. Try to make the tips unique enough that most people can use them but haven't necessarily heard of them before.

#3: Make your video educational. People like to learn things when they

watch video. Your perfect marketing video doesn't have to be all about how to find your website and what the cost of your product is.

For example, if you are advertising your mechanical business then why not give a demonstration on how to change a tire? People will watch your video, learn something, and then visit your website. These how-to videos are a lot less threatening than standard commercials or advertisement that you see on television. Plus, they are entertaining.

#4: Add some realism or “behind the scenes” in your video. You can do this by introducing your staff, introducing some customers, or even giving the audience a “behind the scenes” tour of the office, factory, or place of work. People appreciate this and it gives your product or business some authenticity.

#5: Add closed-captions to your video. Keep in mind that not everyone is able to hear and that those audience members might be the very ones that want to order your product. It's very thoughtful to keep the hearing impaired in mind when creating a video, even a marketing video, because most people rarely do.

## **Maximizing Exposure**

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Preparing your video clips for submission into video directory sites like [www.YouTube.com](http://www.YouTube.com) require careful preparation. For starters, you want to include relevant keywords within your videos title as well as its description.

Keywords help users locate your videos, and are also used internally through direct type-in searches conducted by community and site members.

Videos are used to propel viewers into taking action. You want to invoke a positive response from your viewers, but you also want them to take action immediately after watching your broadcast.

One way of doing this is by including a direct link to your website or squeeze page at the end of the video, highlighting the benefits of visiting your website. Keep in mind that you still need to use a direct call to action, even in videos, so don't forget to spend time crafting the most action-driven call to action possible.

If you want your video to go viral, make sure that you add a "Tell a Friend" link to the video, and that you work in 'entertainment value'. Your video needs to really stand out in the video community and motivate viewers to

send it to their friends, and share it with everyone they know.

You can do this easily by creating a video that adds comic influence, entertains the viewer, shocks the viewer or offers a unique perspective that differs from the majority of other videos in the same market.

Controversy is one of the easiest ways to drive eyeballs to your videos, but make sure that your video works directly towards building a positive brand stature. You don't want to create videos that leave viewers entertained but finding it difficult to trust you.

*Professional but Entertaining* - that's what it's all about.

Before you distribute your videos, you want to make sure that the quality and size is optimized and that is viewable on all operating systems.

You also want to optimize the actual video features, including keywords and tags so that when your video is distributed, it's able to grab ranking in the search engines based on your primary phrases and keywords.

Keywords also help viewers find your video, both through on-site searches and directly through the search engines, so conduct quick keyword research to determine what the most important keywords for your niche are, and

include them in the tags associated with your video.

For example, when uploading a video to YouTube.com, you are able to assign different keywords to your video, which highlight what your video is about, and help YouTube to properly organize your video in their database.

You can take this a step further by optimizing your video's title tags, to also include relevant keywords, while varying the keywords you use for each video.

It's important that you are able to rank for multiple keyword phrases, so never assign the exact same keywords to all of your videos, but instead, vary it up!

You can often enhance your videos search engine optimization by using anchor text when linking to your video page, as well as within the description.

Again, anchor text should include relevant keywords that vary from the keywords used in the actual title or tags.

## **Marketing Your Videos For Maximum Traffic**

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Once you have a series of hot videos in your arsenal, it's time to distribute them to the world! Once you unleash your videos, you'll begin to see traffic coming in very quickly, as these video community sites and media hot spots are filled with new visitors every single day.

The leader in video marketplaces is [www.YouTube.com](http://www.YouTube.com) so it's important that you include it in all of your video marketing campaigns, however there are many other places where you should focus on getting your video circulated, including:

<http://video.search.yahoo.com/>

<http://video.google.com/>

<http://www.Break.com>

<http://www.Revver.com>

<http://www.DailyMotion.com>

<http://www.MetaCafe.com>

<http://www.Veoh.com>

Distributing is very easy, but you'll need to create an account with each video site before you can upload your video.

Also keep in mind that many of these video networks will manually review and approve your video before it's published, so it might take a few hours before all of your videos are online.

You can automate the process by signing up for an account with Tube Mogul at <http://www.TubeMogul.com> , an online video distribution service that will push your video message out to hundreds of popular video communities.

### **Quick Tips For Maximizing The Value Of Your Videos:**

#1: Interview someone who is an expert in the field that you are promoting. For example, let's say that you own a garage and you're trying to get customers interested in taking their cars to you. Go down to the local mechanics school and interview one of the professors. Get him to give you tips on car maintenance in the wintertime.

By doing this, your viewers are learning something valuable. At the end, you can still include your contact information. In essence, you are still marketing your business or product, but you are also giving people something to remember as well.

#2: Show someone using your product or services. This is akin to customer

testimonials, which can also be good. One of the reasons that infomercials are so successful is because they are very good at showing seemingly “real” people using the services. They make it appear easy, too. Instead of just showing off your product, try to record someone really using it.

#3: Give your audience a tour of the facility. This is a good idea if you own a restaurant or a small factory. Take your audience of a tour of it in order to give them a “behind the scenes” feel. A restaurant would be particularly good because people like to see how a restaurant runs. It will also give you a chance to show off your staff.

#4: If you are promoting an event, show clips from past events. Be as creative as possible. Add music. There's nothing like showing people having a good time to get others interested in doing the same.

#5: Use product placement by working with other people. Use their products in your videos and do the same for them. Make sure that you mention what the other product is, though, or else your audience might just think it is a prop.



## **Creating A Playlist For Maximum Exposure**

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So what is a niche targeted playlist and how can it help you with your YouTube marketing video?

Making a playlist is actually a very simple thing to do. This article will read as though you are using your own videos, as opposed to gathering together other user's videos. After all, if you want to market your own products or business then it would presumably be your videos that will point your audience to your external website.

First, go to your “My Videos” feature. Once there, you can select videos from your account that you have already uploaded and then add them to a new playlist.

There are several advantages to creating playlists. For one thing, you can get individual clips together into a niche-targeted context so that they are all relevant to one another.

*Why is this important?*

Well, if visitors are looking for something specific, they can find related content all in the same playlist without having to go searching around for it.

This makes your channel a little bit more user-friendly to your audience, which is especially helpful if you have more than a few videos uploaded.

You can also use your own videos and group them together by topic or theme. If you have a long video, you might want to break it down into several clips. Each clip should contain a specific title. This way, your audience will be able to skip over to the parts that they want to see within your video without having to watch the entire thing.

In essence, you are taking out some of the work for your targeted audience and helping them locate the information that they are searching for. This might even help them watch more of your videos since most people don't like weeding through a bunch of other stuff to get to what they are looking for.

How does this help promote your own videos? Well, let's say that you own a car maintenance business and that your videos all show people how to do different things to their car.

Perhaps some of your videos show the right way to apply wax to the car while others might be dedicated to changing the tire, changing the oil, or adding various fluids. You can group all of these together by themes, making it easier for people to find what they are looking for.

As a result, they could end up watching more videos and will hopefully visit your website.

## **Creating Viral Videos**

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Viral marketing can be used in many different ways, from videos to even e-books. If you are trying to promote your own business and you want to create a top-notch video for marketing purposes then you really cant go wrong with viral marketing.

Viral videos are most one of the utilized forms of marketing today.

Of course, there are some guidelines that you should follow when you are using viral marketing. Although it is similar to other forms of marketing in some respects, there are still some things that you should keep in mind when creating a video.

Here are a few tips to help you create your own viral video:

### ***#1: Make It Memorable***

There are literally thousands of marketing videos out there right now. In fact, most businesses are using them these days. For that reason, your perfect marketing video must be memorable. If it's not, then people aren't going to remember your product.

Have you ever seen a commercial that has seemingly nothing to do with the

product that it was attempting to sell? Well, do you remember the video itself? That was kind of the point. Although it might not have had a huge connection to the product, you do, in fact, recall the video. In turn, that makes you think of the product. Remember that when you are making your video.

### ***#2: Pay Attention To Quality***

It can be low budget and still look professional. It can be very annoying when the audio doesn't match up with the video or when the camera is too shaky.

Likewise, bad graphics or poor quality can make the video appear unprofessional. People might get the wrong idea about your product in these instances. Don't rely on your friends and family to provide unbiased feedback on your video, either.

### ***#3: Use “Mental Image Triggers” To Push Your Brand***

This goes along with making it something that people remember. Hey, it's okay to use a gimmick. Gimmicks work. You know the gecko from the Geico commercials? Or the Taco Bell Chihuahuas used in their video campaigns?

Everyone not only remembers those mental image triggers, but they are instantly associated with their own brands!

## **DYI Videos: Do It Yourself**

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Willing to give video creation a shot? Here are a few tips to help you create a dynamic, high quality video marketing production for your online business:

### **Be Yourself**

Don't try to be someone you're not. It's okay to create a “character” but don't try to act like someone else, because you want to not only be relatable, but genuine!

People in general identify with “real” people, and when it comes to using the power of videos to promote your brand, it's critical that your customers feel that you understand them, what they want and what they need.

If you are generally not good in front of a camera then you might want to bring someone else in who is. Just remember that being sincere and genuine is better than trying to act like, oh, Bob Barker.

### **Create A Script**

It's better to at least outline what you are going to say or do first. A script is a great idea, but if that turns you off then at least jot down some notes.

While some people are good at “winging it”, most are not. It is also better to take out unnecessary details and only talk about the main points. You don't want people to get lost as you're talking, and you want to be able to minimize your workload. Creating a script that you can easily follow will help you create powerful videos in less time, and with fewer takes or revisions needed!

### **Pay Attention To Lighting**

Bad lighting can ruin a video. If it's too dark then people aren't going to be able to see you or what you are talking about. The same goes if it is too light. Remember, too, that standing under an overhead light that is really bright might give you raccoon eyes. Not attractive in the slightest, and just a little bit creepy.

### **Use a Quality Microphone & Camera**

Try not to rely on your camera's built-in microphone. It is not very good, even the best ones, and you need something stronger. If your audience can't hear you then there is really no point of your video. You can generally pick up an inexpensive microphone either on the internet or a video electronics store. Ensure that it fits your camera, however.

### **Integrate A Call To Action!**

Remember to give instructions. At the end of the video, your audience will



need guidance. Don't forget to tell them to visit your website, buy your product, use your services-whatever. Just don't leave them hanging while you still have their attention.

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