

Video Production and Marketing Fast Track Guide

By Colin Martin and Marc Bullard

Who are we and why should you listen to us?

Both Colin and Marc have been helping hundreds of small business people from all over the world produce and market their short videos. They both have trained under and been in the employment of Tom Antion, at Antion and Associates, for years: Colin since 2007 and Marc since 2008. As you may know, Tom Antion is one of the most successful and prolific Internet marketers on the scene today and his use of videos has made a huge impact on his business.

Colin's title is Marketing Manager and Marc's is Head Video Producer. Together, Marc and Colin have shot, produced, edited, uploaded and marketed hundreds of videos for the mentees of the Great Internet Marketing Retreat center plus dozens of other authors, speakers, coaches, consultants and small business people. Video is the fastest growing and most powerful online marketing tool available today and they know how to do it inside and out.

Their expertise is unsurpassed and their experience has been proven over and over again. Always staying on the cutting edge of technology, Marc and Colin are the experts that can walk you through points A – Z in every aspect of your video production and marketing needs.

Video Marketing and Hosting Sites

Video marketing is one of the fastest growing and powerful ways to spread information around the Internet. Online video has become easier to use over the years with better quality players and more vivid video formats. With the ever growing advancements in software and technology, you can get a consumer level camera and inexpensive video editing software to create informative productions to use on websites, advertising and marketing of your business.

Web based video productions are usually short and informative. They can be produced to drive traffic to your website or business and to welcome visitors to your website home page. They can be made to offer customer service ideas, training for product use and even to advertise specials, discounts and promotions.

Due to the limited attention span of Internet users and to limit the file size of videos for quick web page loading, video productions are best kept to 2 - 5 minutes. That's a lot of time however, to train or advertise a particular topic. The key to efficient video marketing is to produce many small shorts based on keywords that a searcher will be looking for.

In the past few years there have been a large number of free hosting sites where you can upload your videos for sharing. Sites such as Youtube, VideoGoogle, VideoYahoo, Revver, Vimeo and DailyMotion let video makers of any size or professionalism to create an account, called a channel, where you can upload and share an unlimited number of videos that are easily searchable on search engines. In your account you can build a subscriber list, brand your channel with logos and information about your business, make friends and promote your videos by sharing them via email with other users.



You can use a mass video uploading and distribution tool like the one at: <http://www.tubemogel.com> to upload a video to multiple hosting sites Simultaneously. The advantage above just saving time is that you can have a presence on multiple sites to get more views:

50 videos x 100 views each x 20 hosting sites = 100,000 views total!

And videos work for you 24/7. You shoot the video once, upload the video once and people all over the world can view it for years to come, each one with a clickable link to your website in the video description.

By creating a video that has a sensational, humorous, outrageous or unique title and content, you could get your video to go "viral." Going "viral" is a good thing and means that viewers share the link to the video on their websites, blogs and email. Youtube and other hosting sites provide an "embed code" that viewers can simply copy and paste into any blog or website and the video will play.

This can create hundreds of thousands of views in a short period of time and send valuable visitors to your website. using what is called a "lower third", your video has basic copyright protection from someone stealing the content and claiming it as their own. A lower third is a watermark with your website address or telephone number that is placed in the lower third of the space in the video. You have probably seen examples of this on television during commercials or infomercials.



Example of a lower third

Simple editing techniques that can make a video more professional looking and create interest are the use of fade in/fade outs, light intro or background music, titles for the opening of the video, ending credits or ending "slate" with website or contact information and basic yet dramatic lighting techniques. You can accomplish a majority of these editing techniques with a simple video editing program such as Sony Vegas.

The two basic types of videos for the web are ones that drive traffic to a website and the ones that welcome visitors to a web page. Here's a simple formula for YouTube videos designed to drive people to your site (as opposed to videos where people are already on your site):

=> "Hi, I'm [insert name]"

=> "I know you're here looking for information on [insert keyword]"

=> "Well you've come to the right place."

=> Add some of your credibility. Example: "I've been working in the field of feng shui for 22 years..."

=> Give them a tip.

=> "For more great tips like this visit [insert your website and spell it out if necessary] where you can download [insert your freebie here]"

=> "I hope to see you at my site!"

This is effective website traffic generation for people interested in learning more about your products and services. Once the visitor arrives at the website, here is a simple formula to welcome them:

=> "Hi, I'm [insert name] and welcome to my site!"

=> Tell them what they will find at your site

=> Remind them to sign up for your freebie so that you build your database and give them a command to do so. You could also give them a call-to-action to buy something.

Here are some tips when shooting your videos to make them as professional as possible:

- Tilt eyeglasses forward to prevent a reflected glare from lighting.
- Avoid clothing colors that are bad for video: Black, white and red.
- Avoid clothing with stripes or tight patterns.
- Avoid wearing jewelry that may make noise when you move.
- When possible, have a spotter to check for neatness of hair and clothes.
- Have a mirror handy.
- If your sitting, prop a pillow behind your back to prevent slouching. Or stand up if that feels more comfortable.
- Use a wireless lapel microphone and a camera with microphone input capabilities. This will give you much better sound quality than using the microphone attached to the camera.
- If you mess up your dialogue, don't panic. Simply go back to the most convenient spot at the beginning of a paragraph, pause a second and start over from that point. If the mistake is close to the beginning of the video, it makes sense to just start from the top.
- Always smile and wait a couple of seconds before speaking at the beginning of the video. This gives you time to create a nice fade in.
- Always smile and wait three seconds and the end of the video, looking directly into the camera lens before looking away. This gives you time to create a nice fade out.
- Speak clearly and directly while looking into the lens of the camera. Use bullet points taped just beneath the camera lens if you need them, but avoid reading a script. The camera will see your eyes moving back and forth.

- Show products such as books, CD's, DVD's you have created when you can. Encourage viewers to contact you for customer service questions, comments or input.
- Show your staff, offices and product manufacturing techniques when you can. This builds needed credibility and trust with your viewers.

Post your videos wherever you can. Social networks such as Facebook give you the ability to upload and share your videos with your friends. Post them to your blogs, landing pages, sales letters, website home pages, bookmarking sites and of course, the dozens and dozens of free video hosting websites.

Be sure to watch the 1 hour Video Creation and Marketing Webinar recording absolutely free at: TopInternetConsulting.com/FreeVideoTraining

What Kinds Of Videos Can You Make?

What kinds of videos are best for your business?

Well, it depends on what you do and who your target audience is. Each profession has a clientele that reacts to visual advertising in different ways. This is not to say that we all are not processing the information the same, but different industries usually promote or sell their products and services with a similar pitch. Look at these examples of different professions and how they might use a video production:

Artists and craftspeople - you can use video to show off the artwork, get testimonials from customers and even demonstrate your art right on the video. You can teach 1 - 12 part lessons as a money making course or as a lead generator. Each of these video types have different lighting concerns, however.



Authors - you can create a book "trailer" just like you would see for a movie. These can range from very expensive productions to very cheaply made, without sacrificing quality. It just depends on how much of your book will be "brought to life" by actors or if you simply want to read parts aloud as a voice-over with nice visuals.



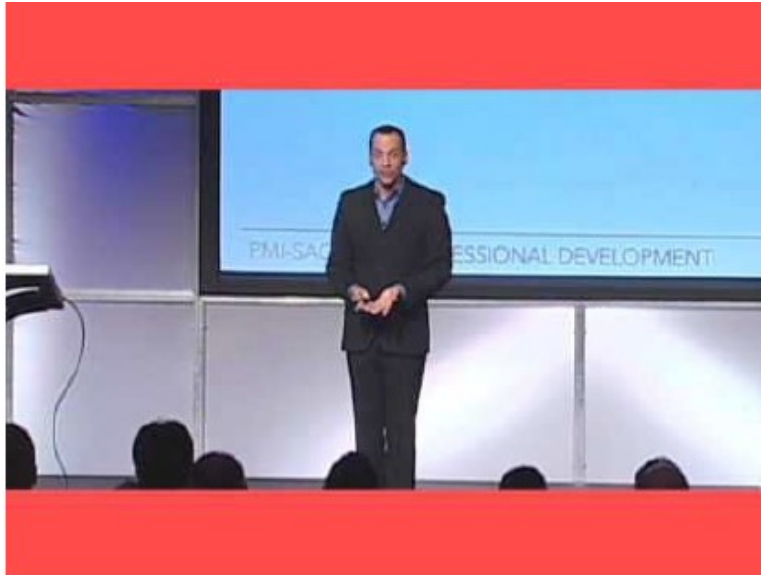
Coaches and consultants - A professional setting where you are portraying yourself as an expert makes people feel comfortable. The main product a coach sells is a results-based solution within someone's life or business. That's when testimonials really work the best. Get your happy clients on film.



Musicians - interviews with band members, footage shot at a club or gig or even a full blown music video is what your fans have come to expect growing up on MTV and Youtube. As a band, you may have tons of footage lying around that needs to be cohesively put together. Bands are signed to major labels everyday from just being seen on Youtube alone!



Public Speakers - you know all that footage of you onstage? Learn to divide all those shots into a "video brochure" that you can use on your website to market your services. Sending a link to meeting planners and bureaus gives them a chance to see you action without creating costly one-pagers that probably get tossed into the garbage by the secretary anyway.



Manufacturers - show your products in action for your prospects! Have you ever seen the "Will It Blend" series of videos on Youtube for the BlendTec Corp? Those entertaining videos get hundreds of thousands of views and have turned the companies profits around.



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