

VIDEO MARKETING DOMINATION

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Chapter 1. Introduction

Video Marketing Domination

"If a picture is worth a thousand words, a video is a library." In a world that is constantly progressing with the advancement of technology, marketing has also changed with the ever-changing dynamics. This report that I have written is purely reflective of how videos have changed the marketing game hence the reference forth putting how impactful videos can be. The visual aspect of life has always attracted the human eye and mind, imagine how enticed a human is when he sees a video that consists of visualization and sound.

The goal of the market world has always been made to entice and attract, and the use of videos has doubled those odds. All Video marketing requires is a drive, some strive, and a little guidance, and you will most likely get the hang of it. This report is simply meant to make you learn, grow, and embrace the guidance given to you. Always remember it doesn't take a genius to grasp the concept of Video Marketing.

Once you utilize the reigns I have provided you; there's no stopping you from dominating the Video Marketing world. Just imagine that 5 billion videos are watched daily on YouTube, try to visualize the impact that videos make on an audience. Once you have a grasp or hold over an audience, they fall under the category of potential customers.

With the right information and steps, video marketing can help you reach and achieve your goals, which is why this report exists to help you.

Chapter 2

Getting Started With Video Marketing

Whether you are just starting or you're just struggling, you need to understand the concept of perfecting your basics. The gist of getting started is to learn the basics of video marketing. The basics always ground and base a marketer of which you can always improvise and be creative with the way you utilize your basics. This is the beauty behind learning your basics in Video Marketing.

The Power Behind Planning

Remember always to plan your work and work your plan if you want to dominate video marketing. You don't want to just step into an unknown battleground with no backup. To simply put it, all you need to know is what you're getting yourself into and how you can back yourself up. With the hectic life of a video marketer, you are going to want to find a balance to keep up, which is why planning comes into the picture.

Figure out the content you're going to work with, your budget, your equipment, and, last but not least, your schedule. If you are to measure your growth, you have to track your progress, which is why planning is of the essence in a successful video marketer's world. Remember to make sure your plans are always specific, measurable, achievable, relevant, and time-bound if you want to achieve domination in the Video market.

Anticipate Your Target Audience

When it comes to making a compelling video, you have to make sure it has an impact. How does one create an impact within their video content? You simply need to understand the audience you are targeting. No matter how good your content is, you need to target a specific audience if you want to leave an impact.

For example, a 60-year-old is less likely to be enticed by a video game trailer rather than a 16-year-old. By understanding your audience, you unlock the key to creating the right video as you have the right idea of the video format, the content you are going to use, and the way you signal a message.

This enables you to set a clear message which will entice and attract the right audience into becoming potential customers or loyal followers.

Figuring Out Your Platforms

Are you sometimes confused as you can't figure out where you want to publish your videos? Moreover, with the advancement of social media, there's more than one platform of social media. All you need to do is figure out which platform suits you.

Now, as confusing as it is, the advancement of social media helps marketers extend their reach. You can always market on all social media platforms, but it's always better to use platforms that target your audience specifically. Some platforms have different systems and methods of video sharing, so you have to consider that by researching the platforms you want to work with.

However, the usual platforms are:

- YouTube
- Facebook
- Twitter
- Instagram
- Your website
- TikTok

If you're just starting, it would be better to start with just one platform until you feel like you can expand and grow by using other platforms. Just always take your target audience and marketing goals into consideration before you work with a platform.

The Right Setup

There's good content, and then there's qualitative content. No matter how good your content is, you need to provide quality as a marketer. For example, a viewer is less likely to enjoy good content at 240p than at 720p; therefore, quality always leaves a good impression. Now how does one provide good quality? Get the right tools and the right setup. You need to budget and see what you can afford as you are going to need a camera/smartphone, a tripod, and editing software.

Not to mention the correct lighting and background is a reflection of quality content. Get a lighting system that follows the key light, backlight, and fill light system to eliminate shadows and provide primary illumination. This is therefore bound to provide an appeal to the audience as there is a visual appeal in your content if you make sure you have the right setup.

Understand And Embrace SEO

Before starting up any form of online marketing or if you're struggling, you might want to take a look into the use of SEO. Search Engine Optimization is one of the best practices of getting your content across and its free exposure! You need to understand that for taking the full advantage of optimization, you need to work on your tags, titles, and video descriptions.

How do you work on them, though? You need to understand the keyword system. To simplify it, you need to use trending, and most searched keywords in your titles and tags for more chances of your content being searched. You can always use Google to help you figure out what keywords are trending in titles, or you can use third-party tools meant for keyword searches.

But most importantly, you need to add your touch of creativity by making your titles eye-catching, your tags relevant, and accurate video description. By utilizing SEO, you make it more likely to reach a good amount of viewers as you have more chances of getting your content found, which may lead to new followers and potential customers.

The Impact of Ads

At the start of most marketing ideas, marketers always make sure that their content gets promoted to the fullest. What's a better way other than using the power of Advertisements to spread your content across? As a marketer, you will want to benefit organically and through paid Traffic. The idea is to maximize the number of potential viewers.

Every successful Marketer devotes more time to promoting than selling. Utilize Ads on platforms that target your audience and you will be bound to find new followers. As a video marketer that is just getting started, you will want to make your first attempt to go as viral as you possibly can, and advertising can help make that happen.

Chapter 3

The Video Marketing Platforms You Should Know

It's no secret that every Marketer needs some form of a platform to extend their reach and get their message across. This is why a video marketer needs to know about the various platforms. You need to keep up with what's trending and utilize a platform that targets your audience, specifically if you want to dominate video marketing.

YouTube

Known as the 2nd most powerful search engine on the internet, YouTube is a phenomenal platform for a video marketer. With almost 5 billion videos watched on the daily and the use of YouTube advertisements, a marketer has a high chance of making it big.

However, you have to work on the way you form titles, tags, and video descriptions. The key to free exposure is within optimization, as you can use keywords that might just increase your chances of getting your video promoted on the search panel, video suggestions, and the YouTube homepage.

Just don't forget that it requires interaction and engagement within the content if you want to attract the YouTube audience and dominate the video market.

Facebook

Facebook has been around for a long time, and it is one of the most used social media platforms, with over 8 billion users. It has evolved into a huge platform and has often been seen to be used by many businesses for marketing.

The diversity in the Facebook world extends the maximization of getting content across. However, it works best for businesses that make their videos and brand outstanding with the color, themes, and images that you might post. You want to give a good impression so that viewers are more likely to view your videos.

Marketers that produce good content with quality are more likely to get good views on Facebook, just be sure to leave a good caption to catch your audience's attention. Furthermore, tagging other people or valued customers can always extend your contents reach. If followed correctly, Facebook can be a good outlet for a video marketer.

TikTok

TikTok is one of the platforms on the tip of most people's tongues. Most importantly, it is seen as a platform with massive potential for marketing. With more than 800 million users, the platform also targets teens up to adults aged 30. So it has a very direct target audience. If your content is reflective of the audience's requirements on TikTok, you may very well thrive as a video marketer.

Furthermore, you can work with other influencers and pay TikTok to advertise your content, which seems like an ideal platform for a video marketer. It may not be seen as a market yet, but the potential it holds to promote content is immense for a marketer.

Snapchat

When you have influencers like Gary Vee saying that Snapchat is the next big platform for marketing, it makes you think. With over 229 million users and users usually aged 13 to 35, it makes it easier for targeting a specific audience.

Snapchat works in a way that your content fills the user's screen, so you can easily grip the attention of the user. Each video lasts 10 seconds; however, you can use stories that just limit you to 10-second scenes, meaning you can have continuous videos that last for 24 hours.

This platform personalizes your work by showing a behind the scenes vibe. It helps keep your audience updated continuously, which leaves a good impression on your audience.

Instagram

Without a doubt, Instagram is very in with celebrities and other major businesses. It consists of 1 billion active users, and it's all about that visual aspect with a level of aesthetic and artistic creativity.

Instagram can be a mixture of pictures and videos that last about 60 seconds. However, when it comes to marketing, you can further make use of hashtags and captions, which can categorize your videos and possibly upload your videos to the Instagram search page, which can increase your chances of your content being found.

You are also granted the options of disappearing stories and IGTV, which allows you to have longer videos. So you can keep your audience up to date, and you can also tease them with other content or products which further entice them.

This platform can be very useful for a marketer if used correctly with the help of keywords, quality content, and regular posting as it extends the reach of your video marketing.

LinkedIn

LinkedIn may not be well known as a social media platform, but it very much is a form of social media meant for interacting and engaging. The only difference is, it is mainly used for professionals and the business world to communicate and develop relationships.

LinkedIn is a significant platform in the marketing world that can get you to interact with other businesses and influencers of which they can always share and help support you, once you establish a relationship. You can also target a specific audience and have more chances of communicating with potential clients and customers.

Just remember to create 30-second videos with subtitles and topical hashtags. Always try to be engaging and make sure your viewers have a reason to stay. LinkedIn can help broaden a video marketer's world if they utilize it correctly, which will help increase their marketing horizon.

Chapter 4

Free And Paid Video Marketing Software

When it comes to marketing, you need to show your best. Good content is great, but you know what makes good content excellent? Good content made with quality. Whether you are starting or you're in the middle of video marketing, always make sure you make your videos look their best with software.

If you're starting, you can always use the free versions of software until you finally get the hang of software use, then maybe you can progress onto paid software versions.

The following are free versions of Video Marketing Software:

Clipchamp

When it comes to marketing like video marketing, you require the use of tools like software used to make your marketing life easier and to make sure your work is done. Clipchamp is the type of software that makes it easier for you to upload, record, and share your video content on any browser. It can help you directly upload to Google or your YouTube Channel.

Furthermore, you can compress and convert videos in-browser, all while using simple drag and drop tools to upload videos. You can also webcam record in-browser while the converter compresses the video into a small file to enable faster uploads and easy distribution. Clipchamp is offered with three plans, of which the basic plan is free with five video uploads a month and 5 minute webcam recording time. The other plans are business and enterprise, whereby you have to pay monthly to access the software fully.

Renderforest

A video marketer has to have a way to create their videos, which is why a tool like Renderforest helps make that happen. It is an online video creation platform that is free in its basic plan. It is easy and simple to use and grants you're the features of saving your work, which can be accessed anytime. Furthermore, it offers about 300 templates for video making, and you can customize your very own video template to personalize your videos.

Lastly, you can publish videos to YouTube and further edit them offline. To access this tool fully and experience other features, you can pay for other packages starting at \$49 a month.

Soapbox

Yes, video marketing is super important, but what do you do about the videos to make sure it meets your audience's requirements. When it comes to the editing, recording, and uploading of your videos, you need a software like Soapbox. It's a tool that is a chrome extension, and it is free. You can record yourself on a webcam while it helps show the combination of voice form from the microphone and the video from the webcam.

You may also share your videos in a few clicks with the use of Soapbox, and most importantly, you can work on your video thumbnails as well. You can save your work in a video gallery when you're done, and you can even work in a split-screen mode to multi-task. However, if you want to up the ante, you can always pay their yearly fee of \$300 to experience their advanced software.

The following are paid versions of Video Marketing software:

Adobe Premier Pro CC

When it comes to the best of the best, Adobe gives other software a run for their money. This is the type of software that makes you decide whether you're serious about video making or not. You can directly upload it to YouTube from this software. It is a diverse and versatile software that can allow you to edit videos in 360 or VR. It's a software that is constantly getting better and helps maintain graphics, effects, and color matching, all while you can multi-task other projects.

There's a diverse assortment of stackable audio and various video filters. You can also work on your audio separately and make it better by reducing noise and making sure that the background audio doesn't drown out dialog. To be very honest, these are only the basic positives of the software, and it has a long list; however, state of the art software does not come cheap. The single app requires \$20.99/ month, whereas all apps require 49.94/month.

Apple Final Cut Pro X

This fine state of the art software is limited to all Mac owners, and it holds a reputation for doing a good job for video editors. This software competes with Adobe as it has made it pay once fee, which makes it cheaper than Adobe and other software if you work on videos regularly. It works well and ranges itself as you can upload videos directly on YouTube, Facebook, and Vimeo.

It can support 360 and VR videos, and you are offered a huge selection of effects. It also categorizes each thing you work on in your videos like dialog, music, effects, etc. Apple Final Cut Pro X unanimously gives you value for your money as it is an onetime

fee. It ranges from \$8.95- \$299 and is worth it if you are serious about video shooting and are regular.

Chapter 5

Video Marketing Equipment You Should Own

If you're stuck on deciding what to do to start your video marketing career or you just simply feel like you lack something, you might want to think about your equipment. It's pretty odd, but people often can't wrap their head around on the simplest of aspects that is your equipment. But fret no longer as this report is here to guide you and help you figure your equipment out.

Starting Simple With A Smartphone

It's amazing how fast technology continues to advance that some people don't always have to get a camera to start photography or videography. You can always start with a smartphone as a beginner in video marketing as Smartphones nowadays have the same quality as some of the cameras we use.

Even if you have a proper camera, you can always use your phone as a backup to capture some footage when you don't have your camera. It further allows you and your team to create and share videos quickly as we always have our phones on us. Even if you're just starting with a smartphone, don't worry, everyone has their start, just make sure you have a tripod and an external microphone, and you will be good to go.

Up Your Game With A DSLR Camera

Sooner or later, every Video marketer invests in a DSLR camera as the need and requirement grow with the content you have to cover. It's the perfect equipment for establishing quality content, and you end up dealing in high definition content, which creates an instant appeal to an audience. All you have to do is form a budget, and I'm sure you will be able to get the right one for yourself.

Remember that content will always be king, and that is why every video marketer needs to invest in DSLR as soon as they possibly can. But always keep one thing in mind, you don't need to own a fancy camera to get the best content, so keep practicing and experiment here and there till you get the hang of it.

Sturdy Goes Your Tripod

This is an extremely key point factor in stabilization. This equipment is vital in changing you from a shaky amateur to a master in quality content production. An unstable

camera gives instant dissatisfaction to your audience because nobody likes shaky videos. No matter how good your content is, always remember to get yourself a tripod.

They're pretty affordable and are going for like \$15 on Amazon. A tripod stabilizes your camera and is resistant to movement. Remember, a steady camera is always going to increase your videos appeal and production value. Who knows, it could be the one factor you're missing in creating quality content.

Lighting Is Key

If appealing to your audience is your priority, then you need to know that lighting is significant in creating videos. The right light instantly gives off an attractive setting and makes your video look ten times better. Besides, everything looks different on camera, and even the most insignificant things like shadows become so vital in the look of your video. This is why you need to fill your shadows up with light.

Remember, shadows always give off a cynical look, and as a video marketer, your goal is to look as vibrant and lit as possible. If you're starting as a video marketer, it would be wise for you to buy some reflectors off of Amazon, which cost around \$20 and maybe a strong light. When you establish yourself and get serious in making videos, you can always buy a proper lighting setup in your studio.

The Importance Of Audio

A lot of people don't realize this at the moment, but the audio is exceptionally vital when it comes to video making. The clarity in your audio allows you to spread your message across clearly. If you're using a camera or a webcam, it would be wise to get yourself an external microphone dependent on the content you're working on.

Good audio always intensifies the appeal and understanding of your audience, and you need to make sure that your audio is on point. You can always use some video editing software to help your audio sound ten times better by reducing some unnecessary sounds and preventing the drowning out of the dialog.

Backup In The Form Of An External Hard Drive

You know how a soldier goes to the battleground when he knows he has a backup; that's how you need to treat an external hard drive as a video marketer. This equipment is pretty significant in storing, protecting, and dealing with tons of gigabytes.

The idea is to reduce the chances of your files corrupting after a day of recording because chances are, you're keeping your files on a memory card or your phone's library. Hard drives further allow you to transfer massive files quickly and effectively

from your computer to another. Therefore having this piece of equipment is a must for a video marketer.

Chapter 6

How To Add Captions/Subtitles To Your Videos

This process is one of the most important and vital processes in the development of making a good content video into a good quality one. Always remember that the best quality is more likely to attract the audience, whether you have bad content or good content. Furthermore, captions always grant you the ability to spread your message in a much clearer way, which always leaves a good impression on the audience.

The Online Video Platforms That Allow Captions

- YouTube
- Wister
- Vimeo

The Social Media Platforms That Allow Captions

- Facebook
- Twitter
- Tiktok
- Snapchat
- Instagram

Video Editing Software For Adding Captions

- Adobe Premier Pro
- Final Cut Pro

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