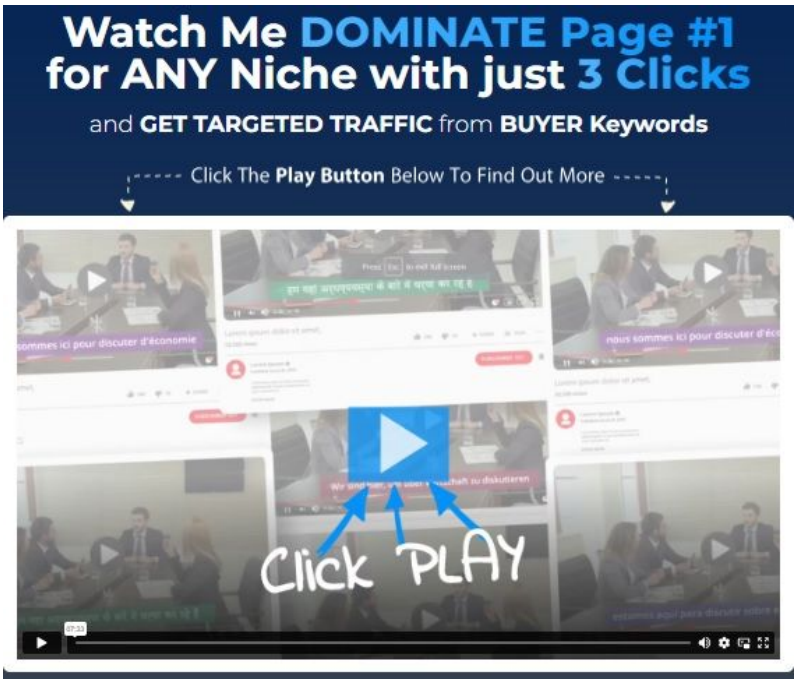
VIDEO MARKETING HACK



HOW TO MAXIMIZE ONE OF THE MOST EFFECTIVE TOOLS ON THE INTERNET



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Foreword

With the growth of the internet and technology, videos have increasingly become a more powerful tool in getting more leads and growing one's business.

The commercialization of video editing tools and ease of sharing videos via video sharing sites such as YouTube has made the growth of the video industry explode rapidly.

Currently, it doesn't matter if you are a small time marketer or a corporate giant, you stand lots of gain through leveraging on videos to grow your business.

This e-book aims to uncover the strategies you can tap into to start making money through videos immediately.

Let's begin!

Video Marketing Hack

How To Maximize One Of The Most Effective Tools On The Internet

Chapter 1:

Introduction To Video Marketing

The trends of internet marketing have always been evolving. Back then, it was article marketing. Then came the paid advertising era of PPC and PPV. Today, we have **Video Marketing.**

What is video marketing? Video marketing is the art of using videos to market and grow your business. This could be in the form of using videos for getting leads, building traffic or selling a video product.

Video marketing is great because it has the ability to grow virally. Viral marketing as in it spreads as fast and as widely as a biological virus, but in the marketing sense. This can help you reach a wide audience in a short amount of time and at a low cost.

People love watching videos, so much more because you can incorporate visual and audio elements which can excite emotions and make content interesting. E-books are so yesterday and have a hard time keeping up with videos which have been getting better and better.

One of the most useful sites out there is YouTube – The world's largest video sharing site. We shall look into the power of YouTube in the next section.

Chapter 2:

Enter YouTube

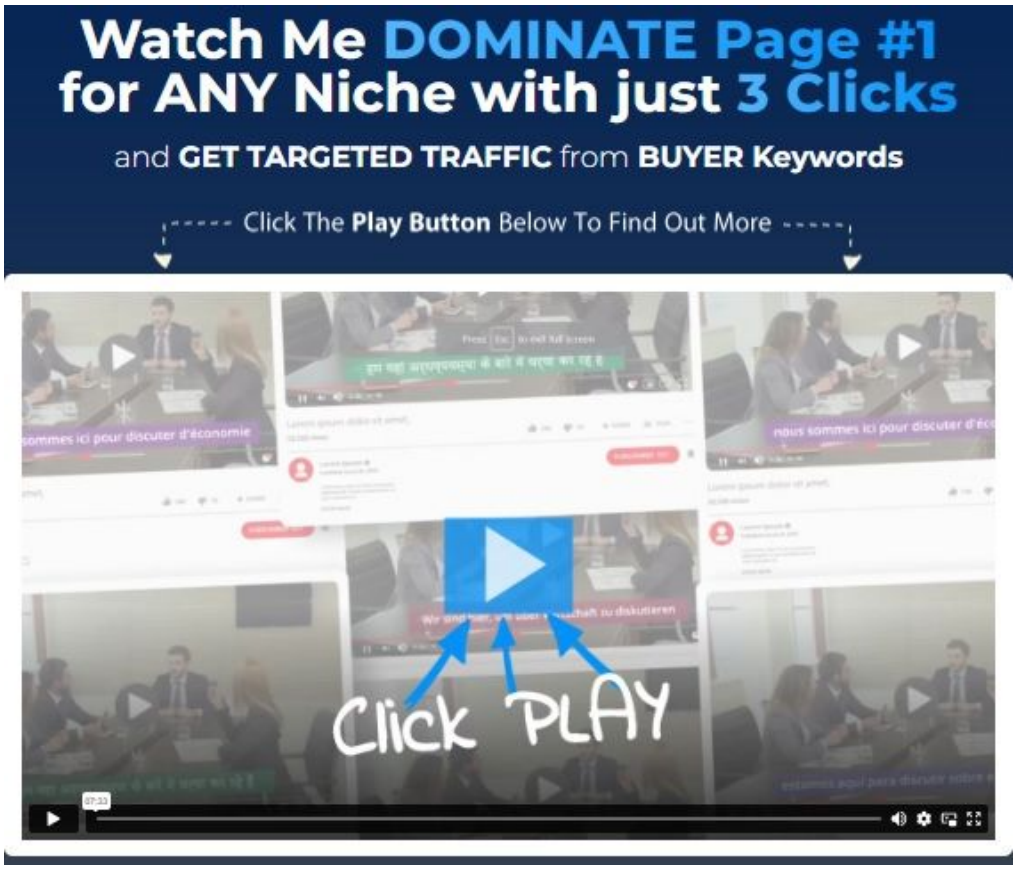
As mentioned earlier, YouTube is the world's largest video sharing website. Why are they called video sharing sites? Its because everyone who uploads videos are like a TV channel of their own – You can get subscribers and people who watch your videos can freely share it with others through a wide variety of social media sharing tools available.

The popularity of YouTube has exploded, and businesses, big or small stand a lot to gain by tapping into this phenomenon. You

YouTube allows you to upload videos for free, and if your videos meet their standards they will offer you a director's status, where you can post up videos longer than 10 minutes.

One good thing about YouTube, is that you can post descriptions down at the bottom box of your videos. This allows you to draw traffic to your website and write descriptions about your videos.

YouTube also has that added benefit of being owned by Google, the largest search engine in the world. Because of that, YouTubes videos rank highly on Google, and you can draw tons of traffic by targeting keywords with high search volume and are related to your niche.



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Chapter 3:

Basics Of Video Marketing

This chapter is about the basics of video marketing. For the purposes of this chapter, we will be focusing on using YouTube as the mainstay for marketing your business using videos.

We have seen the potential of YouTube – Huge user base, easy to upload videos and easy to share them as well.

Here's how you start marketing your business using YouTube:

1) Create a video worth of valuable content related to your niche
2) Make sure there's a call to action at the end of the video
3) Upload your video to YouTube
4) Add a description below each video
5)Be sure to include a link to your website (traffic drawing purposes)
6) Share your videos with your target audience

Remember, a very important part of video marketing is the sharing component. Get your subscribers or followers to share your videos with others to get more views. The more views you get, the higher your video will be ranked.

Videos with higher rank will usually be featured in YouTube's channel listings and this will further garner you more views.

Chapter 4:

Simple Tools For Creating Videos

Let's look into some simple tools for creating videos for marketing purposes. One of my favorite combinations is Microsoft Powerpoint + Camstasia.

Microsoft Powerpoint allows you to create video content through slides, animations and sound effects. Camstasia allows you to record a screen capture, so when you play your slides in real time, you can record every single thing that is happening.

Combo-ed with some cool music, you can make powerful informative videos which your customer base will like.

Camstasia also allows you to edit your videos with basic features such as audio editing, slide transitions etc. Post video production is followed by uploading to YouTube, all can be done instantly via Camstasia.

Last but not least, you will need to sign up for a YouTube account before you can start uploading videos.

In short, these tools will help you create simple yet powerful videos for getting traffic and customers, as long as you have good content that your target market would enjoy.

Chapter 5:

4 Ways To Use Videos In Your Online Business

Okay, we've talked about YouTube and how you can market your business online using it. Let's look at some 5 other strategies for using videos to market your business.

1) Share video content on your blog

-You can share video content of interest (doesn't have to be done by you) on your blog which probably already has an existing fan base. Get your readers to comment on the video down at the blogs comment section or share it with others for some SEO magic ☺

2) Sell them as a product

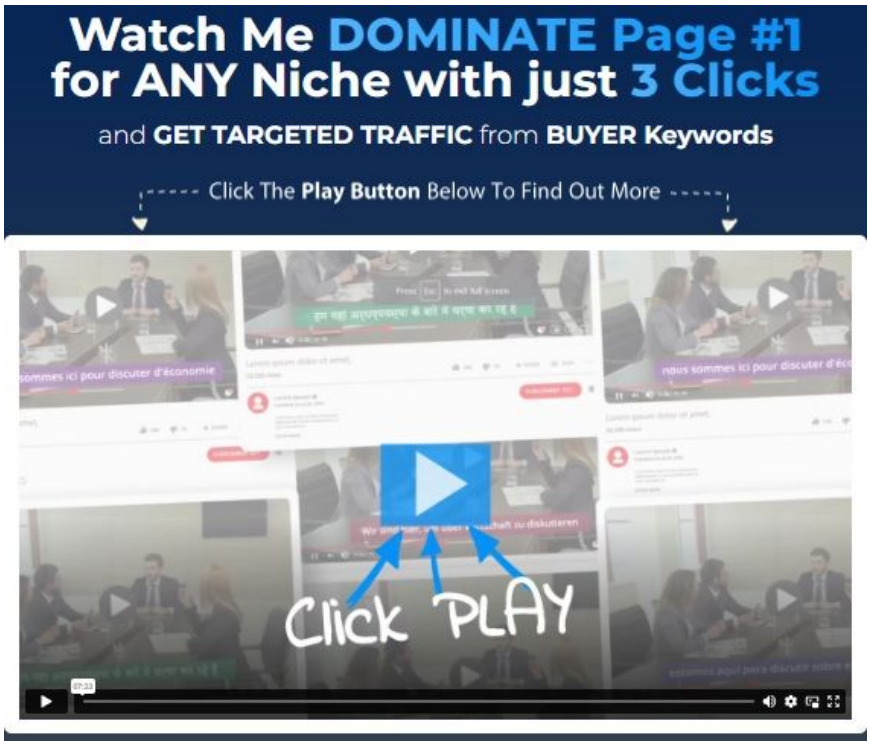
Video products usually convert better than e-books and can be sold at a higher price as a "premium" product because it costs more to create them.

3) Share them on Facebook

If you have a Facebook fan page, you can share good video content and get people to interact with your shared content whether in the form of comments, sharing or "liking" to create buzz in your Fan Page

4) Use them as a video course

You can bundle together videos and sell them as a video tutorial course to either get new leads or make big profits.



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Chapter 6:

How To Boost Profits Using Videos

Did you know that videos have the ability to double, even triple your usual profits when used correctly? Yep you heard me right.

You can do so by using them as a **backend product**. You see, after someone buys a product from you (an e-book for example), there is a high chance that they will buy something again if you position your products properly.

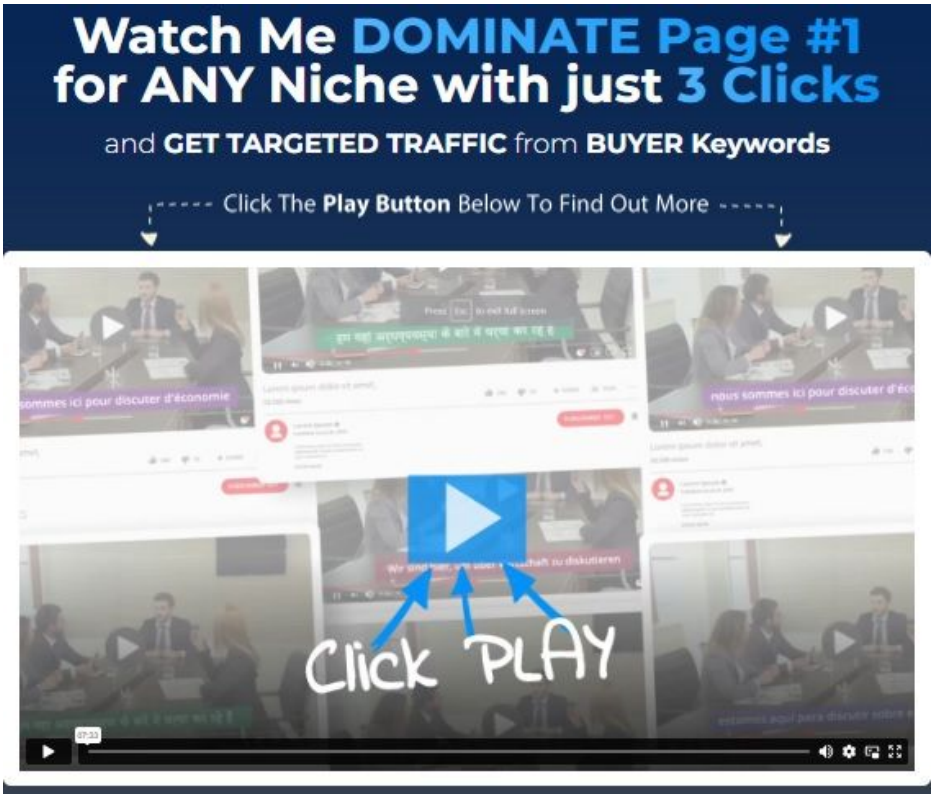
A video is the perfect product for an upsell, meaning that since you already sold them something, the video can be something related to your e-book but priced even higher but give double the value!

You have to make it such a way that it would be foolish to give up on such an opportunity. Your video product could be a video version of the e-book for a slightly higher price, or a massive video collection that complements the e-book priced higher than the e-book.

Or, you could also sell your video as a one time offer (OTO) and tell the customer that they will never have the chance to get this special offer again after they leave the site.

Millions are left on the table because marketers fail to tap into backends for extra sales. So start creating your backend products today using videos!





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Chapter 7:

Video Marketing Ninja Techniques

Here's a cool ninja-trick to get your video SEO-ed and more easily found on the search engines.

It's got to do with keyword research. First go to the Google Keyword Tool to research highly searched keywords or key phrases with little to no competition. Once you've identified a few keywords, using these keywords as the title of your videos (one keyword/phrase will do).

Next, in your video description, the first line should be the direct link to your website. This is so people are more likely to see your link when watching the video and this boosts clickthrough rates.

After a link, add a brief description in a paragraph form, with the first line of the paragraph containing your target keywords and perhaps sprinkle a few more throughout the body description.

End the description with a call to action and your link to your website once again.

This tested and proven technique has helped many marketers gets their videos to the top searches and the first page of Google so don't hesitate in using it now!

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