

Video Marketing Made Easy

Special Free Report

Skyrocket Your Business Success
with our Latest
Video Marketing Tricks



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Introduction:

Welcome to the latest and most effective Video Marketing Special Free Report, designed to take you by the hand and walk you through the process of getting the most out of Video Marketing on behalf of your offline or online business. I'm so excited to have you here, and I know this will be very helpful for you.

This is exactly what you are going to learn from this Special Free Report:

In Chapter I you will learn what video marketing is all about, we will give you the easiest definition for it, how they are generally used and what kinds of videos there are for marketing purposes.

In Chapter II you will learn why video marketing is such an amazing shortcut to take your profits to any level you want, thanks to the extremely targeted traffic you can get, and you will see the amazing benefits videos will bring to your business and online marketing efforts. We will even show you up to 15 shocking facts that will open your eyes to the immense power of Videos for marketing nowadays.

In Chapter III you will see how important businesses are using Videos in their marketing efforts, so that way you can have complete confidence in this powerful marketing strategy for your own business success story.

In Chapter IV you will learn about the top video sharing sites, what their benefits are, as well as how each and every one of them can help you get the most out of video advertising for your offline or online business success.

In Chapter V you will learn about some really nice video marketing power tools, highly effective tools that have been created to make video marketing amazingly simple for you, even if you haven't created a single video in your life.



In Chapter VI you will learn how to do video marketing the right way from start to finish using one of the most effective and easy to apply Video Marketing methods. We will cover topics like creating, uploading, optimizing and advertising your video.

In Chapter VII you will learn about several highly effective video marketing tricks you can apply and definitely see some great results in your video marketing efforts. Tricks used by experienced people in the subject.

In Chapter VIII you will learn about the hottest ways to use Video for Marketing, so you don't have to be on your own out there trying to figure out what's actually working in Video Marketing nowadays.

In Chapter IX you will learn about a few really nice and shocking video marketing case studies. These are actual examples we have taken from the internet to show you how Video Marketing actually works.

In Chapter X we will give you a list of all Video Marketing Dos you must be sure you include in your Video Advertising and a list of all Video Marketing Don'ts you must be sure not to do in your Video Advertising.

Well it's time to dominate Video Marketing guys. I know you will love this special free report very much.

To Your Success,

Mozie



Chapter I: What is Video Marketing?

■ Definition

Video Marketing simply means the action of making a promotional video of your product and services and marketing it by submitting the video on multiple video sharing sites.

Video marketing is a new and ideal way of product promotion to increase traffic on your website. This type of marketing is becoming popular and highly effective when you do it right, it will also help you in creating a large and interested audience.

Videos are generally used by Internet marketers to sell their products and services using a video explanation of a product. Internet marketers include usable data in a video for user engagement to optimize the sales funnel.

Videos are generally used by Businesses to build brand awareness of their companies and products. These videos are mostly about entertainment to increase customer interest in their brand with less focus on selling the actual product.

People like to purchase things when they watch an online video of that product instead of reading the reviews and specifications, which means you can utilize the power of video to convert your interested audience in sales a lot more.





- **Kinds of Videos for Marketing Purposes**

Video is a captivating medium. Videos are inherently used to keep a customer engaged, generate awareness and create a mental picture of a product.

As a result, video has become a standard medium for communication and marketing activities.

Image manipulation has been made easier, thus facilitating marketing. So demonstrating the use of products has been made easier.

Remember that seeing is more engaging than hearing. Below are some of the types of videos for marketing purposes.

Animated video: You can use video creation sites like GoAnimate.com and XtraNormal.com to create motion graphic videos. You will be able to reach many people through the animations. On the other hand, if you want to have high-end motion graphics you can use Adobe AfterEffects. It will give you perfect animations.

Video E-mail: This is a great way to engage and connect with your prospective customer and colleagues. You can simply record a video through your webcam and free websites which include MailVu.com and Eyejot.com. This makes you stand out and pass message effectively to the customer instead of using the traditional emails.

Customer testimonial video: Testimonials enable customers to tell stories in their own voice. They give their experience on the usage of a product. This creates a much more powerful resource for marketing. You can use the Brainshark tool to put the presentation together. You can use them in your sales or website page where many prospective customers will view it.



Launch series: They come in a series of videos. They have heavy content that should grab the attention of prospective customers. Their main aim is to establish credibility before releasing the final video of the series.

Webinar Video: You can also have Webinar Video. You record it using GoToWebinar.com or Instant Teleseminar. The video illustrates the products you sale and where to locate your company. You can post it on your web page or YouTube.

Video PowerPoint: This is a commonly used video presentation tool especially for seminars. It is powerful because it allows incorporation of music and narration. You can use this as a marketing tool especially during product promotion.

First impression video: This video gives a direct appeal about a product. You can use it as the first video in your homepage. It is used perfectly for personal and promotional videos. You can use it to advertise your business.

Interview videos: You can use Skype or Google hangouts to create interview videos. The interview can focus on two people – that is, the interviewee and the interviewer – or can be in the ‘news style’ format. News style is where you are the interviewee on a subject on camera with an interviewer off camera.

Video Tips series: This is one of the most popular video genres. It is ideal for improving your SEO and also establishing your presence on YouTube. They are a huge help in building your credibility and showing that you are an expert in your specialization or niche.



Chapter II: Why Video Marketing?

- **Amazing Benefits for Offline and Online Businesses:**

Easy to Access: People are now able to access videos with their mobiles and smartphones. The audience from your niche market can see your videos from all around the world. Because of this level of availability, you are able to reach your potential buyers with your products and services.

Informative: Most of the people take interest in video to receive information quickly. If you create an informative video, it will give you more targeted results. If you present your product and services on video in an effective way, people will want more from you.

Multifaceted: You can use videos to provide your brand information, product promotion, educating or training your clients and much more. You can use your video on social sites like Facebook and Twitter but you have to be sure that your website is connected with your social networking sites.

Brand Reputation: People prefer to do business with those they trust. Video helps prospects get to know you much more easily than ordinary words can, and once they get to know you, they'll hopefully learn to like and trust you, as well.

Low cost: Video marketing is cheaper than other methods of advertising. When you compare the cost of video with the value, you will find the expense is minimum and the results are better. You have to create it once then it can be viewed anytime and as many times as your audience may want.



Apart from the crowd: Video marketing is easier and more affordable than ever before, so including an engaging video on your website increases audience awareness about your brand to set your company and the product apart from the crowd. A video enables you to gain an extra edge over other marketers.

Demonstrations: Product Demonstration with video is also the best way to introduce your product to your audiences. Reviews, case studies, product promotion videos and examples should be included in video to increase sales.

Emotional Influence: The classic horror movie is a great example of how the audio has an emotional effect on us. The creepy music comes in, immediately cluing you in that something bad is about to happen. Now, imagine combining that audio with powerful video cues to influence the emotions of the listener and create a much more compelling message than with just text alone.

Go viral: Today everyone wants to go viral. Audiences are always looking for viral sensation. For your marketing you can create an awesome and buzzing video explaining to them the uniqueness, benefits, and core values about your product and services.

Relationships: With all internet based businesses, personal connection with your clients is the biggest selling factor in your niche market. When you are creating a video for your potential buyers, you have to remind them that you care for them. Nurturing your client with building and maintaining relationships takes time but a video can do more in less time.

A wow factor with buzz: Video adds a punch to your marketing that text marketing can't. If videos are impressive and effective, they provoke viewers in such way not possible with text. When viewers find your video interesting or



useful, they show your video to others. This shows their interest in your product and services.

Traffic: People are watching 2 billion videos on YouTube alone. If you do not market your business you will miss those 2 billion visitors. Google gives high priority to rank YouTube videos in their search results. Video marketing provides the best opportunity to reach millions of potential customers.

Real-time feedback and interaction: People love to comment on videos, you can learn about your customers that way. So you can decide for your next video from the comments and response of the audience according to their need.

Soft selling: you can create an informative video of your product and services and include your message in video. When you upload a video online, it decreases your efforts and increases your success rate. While viewers play your video it will reveal the information and links with the message.

▪ Eye Opening Facts:

Here are some amazing eye opening facts that will show why you have to Video for your advertising efforts.

Every Day 100 Million Internet Users Watch An Online Video. source	
	75% Of Users Visit the Marketer's Website after Viewing a Video. source
96% of consumers find videos helpful for making online purchase decisions. source	
	93% of marketers are using video in their campaigns. source
Videos are shared 1,200% more than links and text posts combined. source	



	Video with e-mail marketing can increase click through rates by more than 90%. source
Having video on the landing page of your site makes it 53% more likely to show up on page 1 of Google. source	
	73% say they are more likely to purchase after watching a video that explains the products. source
An average user spends 16 minutes and 49 seconds watching online video ads every month. source	
	The enjoyment of video ads increases purchase intent by 97%, and brand association by 139%. source
More than 1 billion unique users visit YouTube each month. source	
	75% of executives watch work related videos on business websites at least once in a week. source
80% of your online visitors watch a video while only 20% actually read content. source	
	72 Hours Of Video Are Uploaded To YouTube Every Minute. source
Visitors stayed 78% longer on websites that used video than the websites that did not used video. source	

Data like this makes it clear there is a lot of money to be made with Video Marketing. And while lots of people might be talking about it, very few can really teach you how to productively use Video on behalf of your business.



Chapter III: Are Businesses Doing Video Marketing?



RevZilla: Founded in 2007, RevZilla Motorsports is a premium in-store and online shopping experience for motorcycle lovers who are looking for helmets, gear, motorcycle jacket and other accessories.



Rokenbok: Rokenbok is high end robotic toys and construction Systems Company. When the economy shifted they needed new ways to reach their customers and demonstrate how to operate Rokenbok toys.



American Airlines: American air recently launched a documentary style video series on YouTube named “Behind the Scene” to answer the questions of its customers.



The Home Depot: Home depot stands out in their niche market because they publish relevant content for their brand. They know that free educational video content established Home Depot as a trusted brand.



Ibis: When Accor, Europe’s largest hotels operator decided to launch its IBIS brand again, it turned to YouTube videos to get a lift in viewers. More than 100 videos are created by Ibis hotels.



Chapter IV: Top Video Sharing Sites

Online video streaming is popular online. Video sharing websites have changed the way of looking at media. Video connects viewers who are not connected geographically.



When you think about the video sharing websites, [YouTube](#) is the first one that comes to mind. It's more popular than TV.



[Vimeo](#) has more than 100 million unique visitors per month. Vimeo layout is clean and the video player is much bigger than YouTube.



[Dailymotion](#) is the international video sharing site with a worldwide audience. It allows users to search, browse and view the videos with keywords, channels and groups.



[Metacafe](#) is the oldest video sharing website with 40 million unique visitors per month. Metacafe specializes in short-form original content videos in the entertainment industry.



[Vube](#) is a new video sharing website launched in January 2013 with 55 million users. But it's growing much faster than other video sharing websites.

To know more about the Top Video sharing site please [click here](#)



[\(Insert your Front End Offer URL\)](#)

Chapter V: Video Marketing Power Tools

Video marketing is an awesome way to interact with your audience. You have to tell a story in video to define the benefits of your product and demonstrate the product's effectiveness in order to build your audience's trust in you, which is extremely important to increase your sales and revenue.

Now to make it easier than ever, I am going to show you some really awesome tools



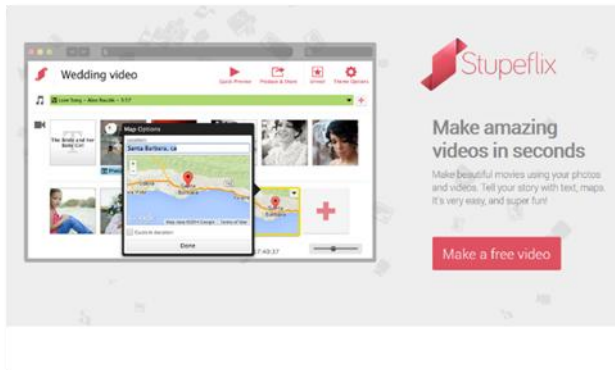
Viewbix: Viewbix is a video marketing tool, which helps you drive more sales and leads. Viewbix also allows you to add interactive apps like contact details, email forms and other apps.



GoAnimate: GoAnimate is an easy tool that allows you to create a professionally animated video. It will be a lot of fun to create videos. First, you have to select a theme for your video and which type of video you are going to create.



Camtasia: Camtasia is the simplest video selling tool with a screen capturing software package. It is effective and will help you demonstrate the product. You can record your screen with its screen-capturing software.



Stupeflix: Creating videos becomes easier than ever with Stupeflix which is extremely easy. You can create a video with music, video and images. It has a basic and pro version.



EasySketchPro: It's a drag and drop software for powerful videos. You just have to enter your text, image with sound, and click the build button and it's done for you.

To know more about Video Marketing Power Tools please [click here](#)



Chapter VI: How to Do Video Marketing the Right Way

In this step by step process I will show you the easiest, fastest and cheapest way to create a video for business purposes.

The intention of a video is to make the viewer act, do something. And the most common thing videos invite the viewer to do is to visit a website.

So the video shouldn't be too long. Just attractive enough to make the viewer want to know more, so he wants to visit your website.

The core steps we will cover in the process are:

Step 1: Create

Step 2: Submit

Step 3: Optimize

Step 4: Advertise

In order to know How to Do Video Marketing the Right Way please [click here](#)



Chapter VII: Highly Effective Video Marketing Tricks

- **Add a Call-to-Action Overlay:**

Overlay is a banner advertisement which appears at the start of a video.

- **Ask viewers to act**

When you create a video you have to guide your customer, tell them what the next thing is they have to do.

- **Add the Description of your Video**

This is very important and a lot of people don't do it. Every time you upload a video, you have to take advantage of the opportunity to describe the video content.

- **Add the URL in the Description Box**

I know this is kind of obvious, but I have to remind you to do this. Every time you upload a video don't miss the chance to insert your website address or any URL you want.

- **Include a real person**

Including a real person in your video increases audience trust in your brand. It will put a face to your brand.

Get access to more Highly Effective Video Marketing Tricks [clicking here](#)

(Insert your Front End Offer URL)



Chapter VIII: The Hottest Ways to use Video for Marketing

- **Website Traffic**

With the help of a video you can direct people to any website you want. You can direct traffic to your domain name and to any part of your website.

- **Affiliate Marketing**

Internet marketers use videos to direct people straight to affiliate offers by using a personalized affiliate URL, so they can make commissions for any sale generated.

- **CPA Marketing**

Same as with affiliate offers, Internet marketers use videos to direct people straight to CPA offers by using a personalized affiliate URL, so they can make commissions for any action taken.

- **Lead Generation**

Videos are an awesome way to build a subscribers list.

[Right here](#) you will find additional hottest ways to use Video for Marketing



Conclusion:

In conclusion, imagine all you can do with a crazy viral video. Imagine where you could send traffic.

If 96% of consumers find videos helpful for making online purchase decisions just imagine sending people from a video straight to a sales page, or to a landing page, or even an affiliate product.

As you can see, using Videos effectively is vital to the ongoing success of your business. We live in speedy age, and in order to connect with the people who will be most interested in your products and services, it is essential to make video advertising a part of that connection.

With video you can reach your current and future followers, increasing your traffic and broadening your audience. The tools you have been given here make it easy to build a winning Video Advertising campaign.

We're thrilled that you have chosen to take advantage of our training guide, and we wish you amazing success. And in order to take your Video Advertising even farther, we invite you to get the most out of Video Marketing by getting access to our Live Video Training by [clicking here](#).

Thanks so much for the time you have dedicated to learning how to get the most advantages from Video Advertising. Video Marketing has come to stay in the market forever.

To Your Success,

Mozie



Resources

Videos

- <https://www.youtube.com/watch?v=xmgn6bEp6jQ>
- <https://www.youtube.com/watch?v=qghe7OuBfXw>

Tools

- <http://www.socialable.co.uk/21-of-the-best-video-marketing-tools-for-2014/>
- <https://www.advisorinternetmarketing.com/tools-for-video-marketing/>

Training

- <http://www.reelmarketinginsider.com/welcome/>
- <http://videotrafficacademy.com/>

Blogs

- <http://imaginationmedia.tv/blog>
- <http://blog.viewbix.com/video-marketing-experts-follow-twitter/>

Forums

- <http://www.warriorforum.com/main-internet-marketing-discussion-forum/244297-alright-i-am-letting-out-cool-video-marketing-secret-mine-people-charging.html>
- <http://www.recognizedexpert.com/expert/f45/>

Affiliate Programs

- <https://accounts.clickbank.com/mkplSearchResult.htm?dores=true&includeKeywords=Video%20Marketing>
- http://www.amazon.com/s/ref=nb_sb_noss?url=search-alias%3Daps&field-keywords=Video+Marketing&rh=i%3Aaps%2Ck%3AVideo+Marketing

Demographics

- <http://www.alexa.com/siteinfo/www.youtube.com>
- <http://www.alexa.com/siteinfo/dailymotion.com>

Video Marketing Webinars

- <http://www.youtube.com/watch?v=5-Ryu9VnnQY>
- <http://blog.vidcaster.com/5-video-marketing-webinars/>

Video Marketing Infographics

- <http://infographicb2b.com/category/video-marketing-infographics/>
- <http://contently.com/strategist/2013/03/20/the-ultimate-case-for-video-marketing-infographic/>



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