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# Introduction

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Video marketing is one of the most powerful ways to market a product, service, or website. It can be an exceptional marketing tool if it is used correctly.

Videos are the new big media type. Now that more people have broadband internet that can handle streaming, videos are more popular than ever. As the internet gets faster and faster, video sites like YouTube are exploding in popularity.

Because all this traffic is available, it's silly to ignore it. There are millions of people who visit YouTube daily, and many of them spend hours browsing the site.

In this report, you're going to learn how to use video marketing to explode the traffic and sales to your website, product, or service. You'll find out how to get more traffic to your videos, and how to ensure they get the most possible exposure.

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# Video Types

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The first thing you need to do is define a clear purpose for your videos. Do you want to inform the public, entertain them, or just market your website?

The type of video you'll choose will be based on your product or website. Some types of websites/products have markets that respond better to humor, others respond to educational or informative content, and occasionally pure marketing works best.

You may want to create various types of videos in order to test the market to find out which type is most effective in your particular market. By uploading a couple of videos of each type, you'll be able to figure out what type of video your market would respond to.

**The three main types of videos are:**

1. **Entertaining** – These are videos that are meant purely to be funny or exciting in some way. These are the most likely to go viral, because people love to share things that are funny or shocking with their friends.
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2. **Educational or Informative** – These are videos that teach people how to do something, educate them on a topic, or tell them something important about a particular subject.
3. **Marketing** – Marketing videos are meant solely to advertise a product, service, or website. They're basically commercials or infomercials.

In most cases, entertaining videos work best for younger audiences, typically in the 18-40 range. This isn't always true, but often, it is. Educational or informative videos work well for audiences of any age, as do marketing videos.

It's important to create the right type of video for your audience and your product. Funny videos work well for certain types of products, but not all. If you're promoting a humor website or clothing for young people, entertaining videos might be a hit. If you're promoting something more serious, like a website about a medical issue, humor might not be appropriate.

Make videos that speak to your audience about your type of product. Don't just follow the pack or conventional wisdom.

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# Video Creation

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Your videos don't necessarily have to be cinematic in order to work well. Even simple screen capture videos or slideshow presentations can work just fine if they are put together well and convey the appropriate message.

## **You'll need two things:**

1. Software to create the video
2. A good microphone to record audio

It's not absolutely critical to add a voiceover to your videos, but it will definitely make your videos more interesting. Some people don't want to read a lot of text in a video, so adding voice will help. But if you have a very thick accent or don't like your voice, you can use text instead. Or you could hire someone to do the voiceover for your video.

Many people make simple slideshow presentations with software like PowerPoint. This software will allow you to export your slideshow to video format. It includes a number of different special effects for use in creating your videos.

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Camtasia and other similar screen capture software can be great if you want to show people how something is done on a computer. For example, you could show people how to install WordPress, and record yourself going through the entire process and even speaking the steps into the microphone as you're doing them.

If you use a Windows-based computer, you can use Windows Movie Maker. It's simple to add photos and music, and even a voiceover, and you can add your text directly in Movie Maker.

If you have a very good video camera, you could also create a standard video. If you don't want to appear in the video yourself, you can hire a model or actor. A local college student would probably willing to work very inexpensively, or you might have a family member stand in.

**Here are some links to video creation software:**

<http://www.techsmith.com/camtasia.asp>

<http://office.microsoft.com/en-us/powerpoint/>

<http://www.nichevideocreator.com/>

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# Outsourcing

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If you don't feel up to creating a video yourself, you can outsource it. You can find people to create videos for you for as little as \$10 each (for very simple photo slideshows with text) and up.

Locate video producers at places like:

<http://www.warriorforum.com>

<http://forums.digitalpoint.com>

<http://www.elance.com>

<http://www.getafreelancer.com>

Look at their sample videos and find out if their style suits the type of video you want. Make sure they can include a voiceover if you want that included, because not all video producers can. Find one that can bring your vision to life.

Don't pay 100% of the money upfront. You want to give the producer an incentive to finish on time.

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## Important Things to Remember

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When you're creating your videos, you can never take your eye off the marketing ball. You must always remember exactly why you're creating your videos – to market.

Too many people create videos and post them without actually thinking about their marketing. You must remember to incorporate your marketing into your videos. Integration is vital! Don't count on a tiny link in the description being enough.

**Here are some ways to make sure you have your marketing message in your videos:**

1. Add your URL or product logo to the video for the entire duration
  2. Add the URL/logo on a black screen at the end of the video
  3. Speak the URL or name of the product several times in the video
  4. Add a link in the description
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## Submission

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Once your video has been created, it's time to submit it. Contrary to popular belief, YouTube isn't the only video sharing site that matters. Yes, they are by far the largest, but they aren't the only one.

When you submit videos, you'll want to include keywords in the title. Think of the articles you may submit to article directories or to your own website. You use keywords in their titles, right? You must also do this for videos for the same reasons.

For one thing, YouTube especially ranks well in Google. You could have your video rank on the first page of Google for your keyword, which could result in a tremendous amount of traffic. Additionally, using your keyword in your video title will also help people find your video if they search directly on YouTube or another video site.

**You can find keywords for free at:**

<http://adwords.google.com/select/KeywordToolExternal>

Look for keywords that get a significant amount of traffic (at least 300 per month, preferably more).

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## **Video Submission Software**

It's a good idea to submit to YouTube manually to ensure you don't get into any trouble or lose your account. Some sites don't like automated submissions. You can submit to other sites with software, if you prefer.

Some software to try:

<http://www.videowildfire.com>

<http://www.senuke.com>

<http://www.trafficgeyserseo.com>

<http://www.videopostrobot.com>

Sites to submit to:

<http://www.youtube.com>

<http://www.metacafe.com>

<http://www.dailymotion.com>

<http://www.veoh.com>

<http://video.google.com>

<http://www.ifilm.com>

<http://www.vimeo.com>

<http://www.viddler.com>

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