

EFFECTIVE VIDEO MARKETING



Effective Video Marketing – Cheat Sheet

Part 1: Video Conversions in a Nutshell

Use the power of video: human connection, immediacy, emotional impact, and PRESENCE to convert more traffic into SALES

Video packs the elements above into the classic SALES PROCESS

- Get attention
- Filter by Interest
- Connect product SOLUTION benefits with viewer's NEEDS
- Call viewer to action in an EMOTIONAL way

Video helps sellers overcome the RULE OF 8

- 8 or so exposures on average prior to consumer action
- Video's secret: low Click through but those who click through are more likely to DWELL on content
- Long dwell time: higher conversions

Part 2: How to Pick a niche for your marketing videos

Filter by:

- * personal interest – would you talk about a topic for FREE?
- * affiliate interest – are there enough affiliate programs for this niche?
- * commercial value – what is the average dollar value of keyword clicks / products in this niche?
- * search competition PLUS YouTube competition – how many other results show up on Google/YT?
- * trend analysis – Does Google Trends say interest in this niche is growing or dying? Flat lined?

The Cheat:

- Find your competitors
- Reverse Engineer them
- Create better versions of their top stuff

Part 3: How competitor reverse engineering works

Reverse engineer your video competitors

- answer the following questions:
 - * what is the video for? (supplemental/incidental or MEAT AND POTATOES ie used to convert?)

- * video marketing type
- * video format
- * video standards (length / size / narrative elements)
- * distribution platforms

How to Come up with something better

Offer videos that are:

- * longer
- * packed with info
- * easier to understand
- * updated information
- * better graphics
- * better sound
- * better call to action
- * professional OR amateur feel
- * personality-driven

Make sure to these in your video:

- keyword mention in the video
- keyword in title
- attention grabbing title with keyword
- LSI keywords in description
- Call to action in description
- Call to action audio and video in VIDEO itself
- Excite the viewer about ALL your social media accounts in the video
- Ask the viewer to ask a question or otherwise ENGAGE with your content (this boosts video rank)

Part 4: Understand and Use the Different types of video marketing

Be clear on which type you'll be focusing on

Article to video

Videoscribe and other whiteboard video creation tools

Slideshow creation tools

Slideshows with voice over

Personality-focused videos

How to pick the right plan of attack

- Your competitors are doing this
- The platform best fits your conversion strategy
- It enables you to build a brand efficiently

Part 5: Article to video marketing

Software-driven
Converts Text to video
Pre-fed slideshow

- Step up the script quality
- Include personalization like voice-over or video snippet
- use as supplemental content not meat and potatoes (if you insist on purely automated videos)

Part 6: Use Videoscribe and other whiteboard video creation tools

Animated video showing hand drawing images
Requires voice over

Need solid script for this to be effective.
What makes for a solid script? See Part 1

Part 7: Use slideshow animated videos

Software takes audio and pictures and video snippets and turns them into a slideshow exported to popular video formats (e.g.: mp4)

Use these only for supplemental purposes
Enhance with royalty-free video snippets
Fiverr for cheap voice over
Focus on BRANDING
Use cover slides with brands

Part 8: Shoot and promote personality-focused videos

Video of you or spokesperson talking directly to the camera.
Speak improvisationally or use a canned script
Most powerful way to build a video brand

Use these Enhancements

- Branding elements (logo)
- Opening music or clip (get these from Fiverr)
- call the viewer to engage

Part 9: Marketing videos on social media

Don't just make video versions of your articles!
Your videos must provide something EXTRA
They must ENHANCE your written content
Your videos should be as specific to the PLATFORM you're promoting it on as possible

Create a tight fit between your text and video content

- cross mentions
- include content in each format that the reader / viewer will only learn about if they actually consume the content!
- incentivize your community to engage with your video/written content

(BONUS) Part 10

How to Create Viral videos

Reverse engineer viral themes in your niche

Create lots of 'wannabe' viral videos

Pick the most viral and reverse engineer these

Share with influence leaders (this is the actual secret to 'viral' marketing)

THE BOTTOM LINE

Effective Video Marketing TURBOCHARGED

At first, you'll be throwing spaghetti at the wall...

Identify what works...

Scale up SUCCESSFUL VIDEOS

Optimize conversions...

Then DO MORE OF IT!