

# EFFECTIVE VIDEO MARKETING



# Effective Video Marketing – Resources Report

## Niche Selection Resources

### 1) Determine affiliate interest by searching

- ClickBank – <https://www.clickbank.com>
- JVZoo – <https://www.jvzoo.com>
- Get your niche's keywords by using the Google Adwords Keyword Planner Tool: access via <https://adwords.google.com>

### 2) Determining commercial value: Find CPC

- Google AdWords' Keyword Planner Tool: access via <https://adwords.google.com>

### 3) Determine search competition

- Enter keywords into <https://www.google.com> and <https://www.youtube.com>

### 4) Determine trend line for niche

- Enter keywords into <https://trends.google.com/trends/>

### 5) Compile a FULL LIST of your competitors by entering target keywords into <https://www.google.com>

### 6) Reverse engineer your video competitors

- ✓ Answer the following questions:
  - What is the video for? (supplemental/incidental or MEAT AND POTATOES?) Video marketing type
  - Video format
  - Video standards (length / size / narrative elements) Distribution platforms
- Find these videos by entering the brand name or site name of your competitors (see #5 above) into <https://www.youtube.com> search box
- ✓ Find other competitors/videos by entering your keywords into the search box

### 7) How to find LSI keywords

- Use Google Keyword Planner Tool: access via <https://adwords.google.com>
- ✓ Use 3<sup>rd</sup> party tools like:
  - <https://lsigraph.com/>
  - <https://longtailpro.com/>

## 8) Different video types need different tools

- Article to video: <https://www.viomatic.com/> <https://lumen5.com/>
- Whiteboard tools: <https://www.vyond.com> <https://www.videoscribe.co>
- Slideshow creation tools: <https://www.ispringsolutions.com/voice-over-powerpoint-software>
- Source for voiceovers: <https://www.fiverr.com/>
- Source for video covers or opening video credits and snippets: <https://www.fiverr.com/>