

Cheat Sheet



Video Ads 2.0

Made Easy

Powered by [Your Website URL](#)

Skyrocket Sales and Profits Instantly
with these proven Video Advertising
Techniques

Limited Special Offer

Video Ads 2.0 Made Easy

(Video Training)



Click Here to Download Your Video Training!

(Insert your Upsell Offer URL)

Click here to access my exclusive Video Ads 2.0 Video Training! **(Insert URL)**

What Is Video Marketing All About?

- ✓ Video marketing is, in its most barebone sense, the use of video to deliver online marketing campaigns. But because you can integrate video into so many stages of an online marketing campaign, it is better to define video marketing as a clever marketing strategy that integrates engaging and relevant video content into online marketing campaigns.

How Can Video Ads Help Your Business?

- ✓ Videos Ads Can Help Your Business Reach A Highly Targeted, World-Wide Audience
- ✓ Video Ads Increase Conversions
- ✓ Video Ads Can Increase Awareness Of Your Business
- ✓ Video Ads Are Cost Efficient

Other Video Advertising Platforms To Consider

- ✓ [Hulu](#)
- ✓ [TubeMogul](#)
- ✓ [Chocolate](#)
- ✓ [Undertone](#)
- ✓ [Videology](#)
- ✓ [SelectMedia](#)

What Are Video Ads?

- ✓ Just as the name implies, video advertising is all about the use of video for advertising. More specifically, video advertising is the use of online video for ad placements. In fact, video advertising is a very broad term that encompasses not only ad placements but also the use of the unique features offered by video sharing platforms for advertising.
- ✓ Here are some of the most popular video ad formats:
- ✓ Overlay Video Ads
- ✓ Companion Video Ads
- ✓ Linear Video Ads
- ✓ Interactive Video Ads

Finding The Right Tool To Create Your Video

- ✓ [Animoto](#)
- ✓ [Biteable](#)
- ✓ [Viddyad](#)

Optimizing Your Video Ads

- ✓ Narrow Down Your Targeting
- ✓ Create a “Negative Remarketing” List
- ✓ Add Region-Specific Closed-Captions
- ✓ Evaluate Impressions For Higher Viewability
- ✓ Redesign Your Visual Assets

Video Advertising Tips And Tricks

- ✓ Go For A Standard Length On Each Platform

Do's

- ✓ Use Click-To-Play
- ✓ Use Auto-Pause
- ✓ Add Authenticity
- ✓ Encourage Action
- ✓ Use High-Quality Production Values
- ✓ Experiment With Video Lengths
- ✓ Be Responsive
- ✓ Target The Right Audience
- ✓ Refresh Your Content
- ✓ Know Who's Watching

Premium tools and Services to consider

- ✓ [Shakr](#)
- ✓ [Promo](#)
- ✓ [Slightly](#)
- ✓ [Magisto](#)
- ✓ [Videoshop](#)
- ✓ [Vidyard](#)
- ✓ [SpotX](#)
- ✓ [Ooyala](#)
- ✓ [SnapStudio Plus](#)
- ✓ [Matomy](#)

- ✓ Create A "Hook"
- ✓ Split Test Your Video Ads
- ✓ Focus On Indirect Pitches, Not Sales
- ✓ Create Multi-Screen Variations Of Your Video Ads
- ✓ Be Interactive

Don'ts

- ✓ Don't Go For Too Long
- ✓ Don't Overproduce
- ✓ Don't Go Over Budget
- ✓ Don't Use Outdated Assets
- ✓ Don't Over Promote
- ✓ Don't Ignore Analytics
- ✓ Don't Delay Publishing Dates
- ✓ Don't Neglect Consistency
- ✓ Don't Let Your Campaigns Run Unchecked
- ✓ Don't Stagnate Your Efforts

Shocking Case Studies

- ✓ [Tulane's Closet](#)
- ✓ [LSTN Headphones](#)
- ✓ [RevZilla](#)
- ✓ [ZAGG](#)
- ✓ [Missouri Star Quilt](#)
- ✓ [Rokenbok](#)
- ✓ [Tuft & Needle](#)
- ✓ [Balcony Ballroom](#)
- ✓ [L'Oréal](#)
- ✓ [DiGiorno](#)

