

Training Guide



## Advanced Video Marketing

Made Easy

ed By "Your Website URL here"

Skyrocket Sales & Boost Conversions with  
Our Proven & Tested Advanced Video  
Marketing Techniques



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# Limited Special Offer

## Advanced Video Marketing Made Easy

(HD Video Course)



Click Here to Download Your Video Training!

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## Introduction:





Welcome to the latest and very easy to apply “Advanced Video Marketing” Training, designed to take you by the hand and walk you through the process of getting the most out of Advanced Video Marketing on behalf of your business.

I’m very excited to have you here, and I know that this will be very helpful for you.

This exclusive training will show you step-by-step, topic by topic, and tool by tool, what you need to know to dominate advanced video marketing, in the easiest way possible, using the most effective tools and in the shortest time ever.

This training is comprised of 20 training chapters, ready to show you the latest video marketing strategies.

Well, it’s time for you to start getting the most out of advanced video marketing, on behalf of your business.

I know you'll love this training.

# Chapter 1: What Is Video Marketing All About?



## What Is Video Marketing?

Videos on social networks are one of the best tools we can use to reach a large mass of users, since one of the things they like best is watching videos.

Video marketing is a marketing method where audiovisual support is used to publicize and market a service, a brand or a product.

Video marketing is also using this method to broaden participation in its social, digital channels, teach its consumers and customers, and approach its audience with a new medium.



## Why Should You Use Video In Your Business?

One of the things that millions of users watch on social networks are videos, and for this reason, this is one of the best ways to publish a brand or a product.

According to studies, more than 50% of consumers want to watch brand videos, and prefer this method to watch other content.

The video not only serves to entertain, a video on a landing page can increase conversion rates by more than 80%, the simple reference of the word video in the subject line of the email increases the open rates by 19%.



Apart from all this information, 90% of customers also say that videos help them make decisions when making a purchase.

Video has not only changed the way companies sell and consumers buy, it has also modified the way sellers link to potential customers.

It has also made service teams support and captivate customers.

In conclusion, video is a wonderfully useful tool if we want to increase our brand awareness.

## Types Of Marketing Videos

Before you start recording a video you must define what type of video you want to create. Here are the options:



### Demo videos

These videos are going to show how your product works, whether it is to drive the public to explore its software and how it can be used or how a physical product can be developed and tested.

### Branded videos

These branded videos are usually created as part of a larger advertising campaign, which announces the company's mission, vision or high-level products and services.

### Videos of an event





If your company is going to organize a conference, a fundraiser or some other type of event, create a reel that stands out or disseminates attractive interviews and presentations of the meeting.

### **Expert interviews**

One of the best ways to build trust and authority with your target audience is to interview internal experts or opinion leaders in your industry.

### **Educational or instructional videos**

You can use this type of video to expose your audience to something they don't know about or develop the essential knowledge to better understand your business and its solutions.

### **Explanatory Videos**

This type of video is used to help your audience understand more clearly so that your product or service is needed.

### **Animated Videos**

These videos can be an excellent format for concepts that are complicated to understand and that need strong images to demonstrate an abstract service or product.

### **Case studies and videos of customer testimonials**

Your customers want to assure that your product can solve their problems. And one of the best ways to verify this is through the creation of case study videos of customer testimonials that show their satisfied and faithful customers.

### **Live videos**



It offers its viewers a special and behind-the-scenes vision of their company; it also captures more extensive broadcasts and higher participation rates.

### **360° and virtual reality videos**

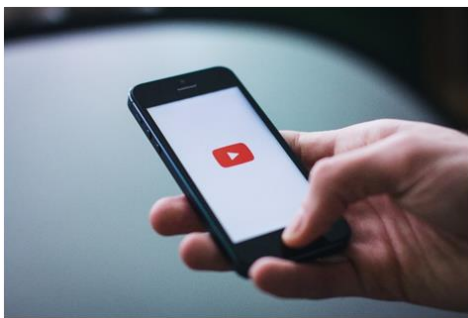
This type of video allows viewers to view the video content from all angles, as if they were actually physically standing within the content.

### **Augmented reality (AR) videos**

In this type of video, a digital layer is incorporated into what you are seeing. For example, you can focus your camera on the kitchen and AR allows you to see what your kitchen would look like in the space.

### **Custom messages**

This video could be one of the most creative ways to continue talking or responding to someone by email or text messaging. Use Loom so you can record yourself summarizing an important meeting or offering personalized suggestions.



### **The Most Popular Video Sharing Sites**

You are already super prepared to share your ideas with your users, here you have several options to share your videos and your users can

start enjoying them.

### **YouTube**



This is the largest video hosting platform in the world, it is the second largest platform after Google and the most popular website worldwide.

### **Vimeo**

It is the second platform to host the world's largest videos. It has 715 million visits per month. Vimeo is significantly smaller than YouTube, but it has many benefits that make it a favorite among creators and content viewers.

### **Vidyard**

It is a platform to host videos created exclusively for companies. Not only does it give you the option to save videos, it also allows you to transform into a totally video-enabled business.

## Chapter 2: Planning A Successful Video Marketing Strategy

To develop an excellent video marketing strategy, you need to take into account the following steps:



## Define your Goals

To know if you have actually achieved what you set out to achieve with your video marketing strategy, you must set goals that are measurable.



Conductor is the content intelligence platform, which recommends that marketing objectives be detailed for both revenue and your brand.

Revenue goals focus on things such as increasing inquiries from potential clients, and brand goals involve things like developing a higher quality email list or creating more blog traffic.



## Create a Mission Statement

The founder of the Content Marketing Institute suggests that you start your content marketing strategy with a "Mission Statement".

Your mission must be an ordinary one-line statement answering the following:

- What kind of video do you plan to do?
- Who do you make that content for?



- And what should your audience get from your videos?

## Define Your Target Audience

For your videos to be the success that you want, it is first important that you know who is really interested in seeing its content.

Defining an objective audience, learning what they need, what they like and knowing what their weaknesses are, will greatly help you create video content that makes a connection with the audience.

No matter what company you are in, just recognize that your goals will be different.

When it comes to your target audience, the more specific, the better.



## Decide What Type of Videos You Will Create

Before you get in and start recording, you should investigate what kind of videos you will make. Think about the type of story you want to tell, how you can do it

best through video, and what styles and types of video are most appropriate for sharing your story.



Keep in mind that it is likely that your audience needs various types of videos and messages at different times of their journey.

When you start, choose some styles and types of video to determine what works and what doesn't.

### Set a Budget

Having your plan already established, it is important that you think about what kind of video budget you will have to work with.



These are some questions you should ask yourself so you have an idea of how much you need to invest.

### What kind of videos do you want to create?

Your budget will depend on the type of project you describe in your video strategy. Your financial status will often determine the creative ways you can explore.

### Will you make videos internally or outsource them to an external production company?

If you plan to produce videos internally, you should think about who will be responsible for creating them.

### What video equipment or video marketing software will you need?



If you are going to produce a traditional professional video, consider the following equipment:

- Tripod
- Video Camera
- Stabilizer
- Lighting Equipment
- Editing Software

If instead you use your smartphone, consider the following:

- Clip Light
- Lighting Kit
- Tripod
- Stabilizer
- Lens
- Microphone
- Editing app or software

**Do you want to hire actors?**

Remember that hiring professional actors will raise the cost of producing your videos.



## Establish Responsibilities

Regardless of how you operate the production of your videos, be sure to determine:

- Who is the person responsible for the creative

concepts and the storyboard?

- Who writes the scripts?
- Who is responsible for making the content?
- Who organizes the logistics of the video session?
- Who makes the recording and editing of the video?
- Who is responsible for distributing the finished videos?

## Define Where You Will Store Your Video

You must determine where your videos will live on the web and on your site.

Consider the following channels which include:

- Various pages on your website
- Inbound marketing campaigns







- Email marketing campaigns
- Social media channels
- YouTube



### Measure your Results

Just as you keep track of the key performance indicators for written content, you must produce, publish and then check the engagement data of your video. In this way you can justify your investment in the

videos and thus, understand what is performing well.

Once you have established the logistics, you can determine how your video content is reaching your objectives.

## Chapter 3: Creating Your Marketing Video Step by Step

Hey there [fellas/friends!](#) It is no secret that businesses, and anyone who wants to make a buck online for that matter, now need [s](#) to have their own video marketing strategies.

Starting with this lesson, we are going to walk you through all the steps that you have to take to prepare an effective video marketing plan to grow your business for long-term success!

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For that, we have to start with the basics, and in this lesson we are going to teach you how to create a marketing video the right way, step by step.

## Creating A Marketing Video

### Checklist

While it is true that it only takes a capable cellphone to record a competent video these days, it is important that you “get it right” from the very start, as your brand’s relevance depends on the impression you make when you build an audience of potential customers.

So before you even think about shooting your first marketing video, we recommend that you make sure to have [these things is stuff](#) ready:

✂ **Equipment:** Securing equipment is the most stressful part of video marketing for some people, but this doesn’t have to be overwhelming. Here you have to focus on securing a camera, and a mic for recording voice over.

For a camera, we recommend that you use your own smartphone. Make sure that your smartphone’s camera is between 8 to 13 pixels, and that it is able to record at 24 to 30 Frames Per Second. Our additional advice is that [you](#) -buy a tripod for your phone, which will [help allow](#) you to avoid [shakshaky shotsing angles](#)!

✂ **Talent:** Who will star in your marketing videos? You have to gather the people that will represent your brand in your videos. If possible, keep a single person that the viewer can relate to.



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As for voice over talent, you can record yourself, or get someone on your team to do it, but if that's not an option, you can always hire good, affordable voice over talent on places such as fiverr.com.

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✂ **Setting:** It is key that you prepare the setting of your marketing videos.

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Things you have to consider when securing a place to record your videos are adequate lightning, and ample space for shooting from different angles.

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Also, you have to secure a surface that you can use as a green screen, as well as stands that you can use to position your cameras, your key light, and your back light.

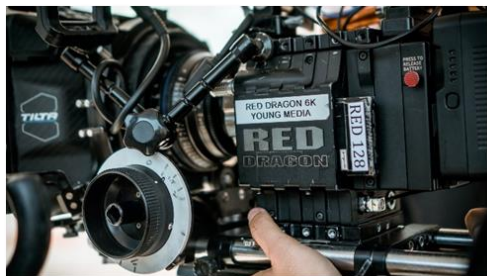
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**Software:** Finally, you have to prepare the software that you will use to edit and create your final video. There is an ample variety of software available for this end, both free and paid. Our recommendations include Lightworks, Apple's iMovie, and Adobe Premiere Pro.

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## Creating Your Marketing Video

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### Plan Your Video

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You have to have a clear idea of what your video will be all about

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before you set up recording. This includes understanding how to explain the brand, product, or service that you will promote, determining ~~who's~~ your target audience, ~~to define~~ ~~what's~~ the goal of your video, such as making sales or increasing exposure, defining the budget, the production requirements, and the timeline from production to release.

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## Script Your Video

Once you define all aspects of your video and campaign, you have to create a script. This process is similar to preparing a blog post, the key difference being the script actually has a voice and setting!

Create an outline of key points in the marketing video and their logical order, then start drafting them as a script in a separate document.

It is important that you draft the first part of the video as a separate entity. This will allow you to compose a “hook” for the first 5 to 6 seconds of videos. In general, the first two lines of the script have to catch the attention of the viewer. Otherwise, your viewers will lose interest.

Lastly, it is important that you keep an eye on the language that you use in your video. Keep it conversational and relaxed.

## Prepare And Rehearse

Get everybody involved ready for the set and setting of your video. Even if it's only you, it is important that you rehearse your video before recording it.

## Shoot And Edit

Once you are ready to start recording, do it! If you did everything right in the previous steps, recording your video will be quick. Then, prepare all your footage, find some cool, copyright-free music to add to your videos, and edit your video.

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## How To Make An Awesome Marketing Video

### Pick The Right Format

You can't just shoot a video and call it a day. Every audience likes a different format of marketing video, and this means that you have to pick the right one.

The formats that get the most attention include demo videos, where you show how your product works, brand videos, where you give a detailed overview of your company, interviews, how-to videos, explainer videos where you don't show viewers not how to use your product or service but the reasons WHY they need it, animated videos, infographics, animations, and case studies.



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### Showcase Your Personality

Personalized content gets a lot more attention because most niches are already too saturated. So being different and showcasing your personality will help your marketing videos to stand out.

So while your company is offering the same type of product or service others are offering, you compensate by promoting it using a different voice.

### Provide Entertaining and Educational Value

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Online brands mostly build their audiences and reach through the value they can offer to potential customers.

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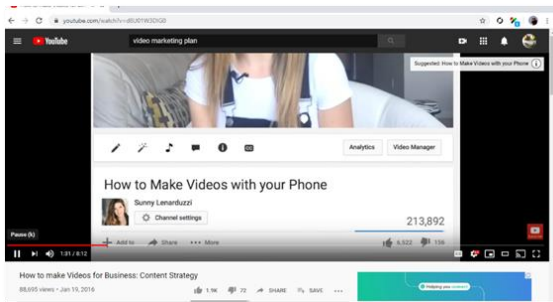
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This means that you have to create marketing videos that entertain and educate the viewer. For example, if you are selling online marketing training, you can create marketing videos that teach viewers how to achieve smaller goals in an entertaining way.

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## Composing A Killer Video Title

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You have to learn to create effective video titles that help you promote your video on different channels.

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First, it is important to add the right video keyword at the beginning of the title. Video keywords are keywords and search terms that generate lots of traffic and engagement on YouTube and other video sharing platforms.

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Now, these keywords are specific to each marketing video format that you produce, and they include:

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✓✓ How To

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✓✓ Interview

✓✓ Review

✓✓ Health related keywords

✓✓ Fitness keywords





The other secret of a great video title is to add the right niche keywords. This means that you have to add the keywords and search terms that potential customers in your niche are using to find the products or services that they want to research and purchase.

And this is how you can create effective and results-oriented marketing videos. Stay tuned, because in our upcoming lessons we'll be showing you how to upload, optimize, and promote these videos!

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## Chapter 4: Uploading Your Video To the Right Places

Hey there friends! Now that you've created your awesome marketing video, it is time to upload it where people can watch it. After all, your marketing videos are for exposure!

Now, we'd like to highlight that you have to upload your video to the right places. If you upload it to a single channel, you will severely limit the reach of

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your campaigns, and if you upload it everywhere, you risk losing time and reaching the wrong audience.

That is why in this lesson we are going to show you how to upload your video to the channels that really matter, and we'll discuss the benefits of video marketing on each channel.

## Uploading Your Video To YouTube

Let's start with the obvious choice.

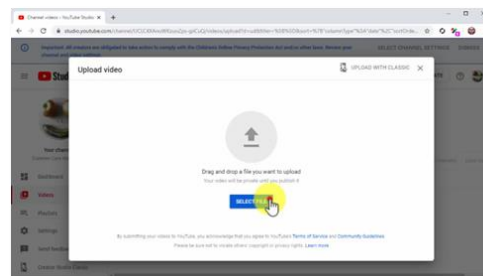
YouTube is, by far, the largest video sharing platform on the internet. It is the second most visited website on the planet, and it doubles as a search engine too, because videos uploaded there are indexed by Google too!

To upload a marketing video to YouTube, all you have to do is to visit the site while logged in to your Google account and channel, and then to click on the “create a video or post” icon. Next, click on the “upload video” tab.

Now click on the “select file” button, locate your marketing video, and double-click on it to start uploading it.

You can start customizing your video while it uploads. First, enter the video title, and then the video description. Now select or upload a thumbnail. Now select whether the video “is made for kids” or “it’s not made for kids”.

Now click on “more options” and enter your niche keywords into the “tags” field. Additional settings you can configure include language, subtitles, recording





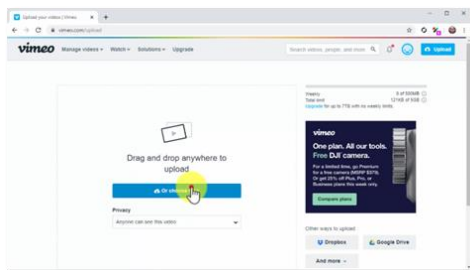


date and location, license distribution, category, and comments and ratings. You can click on “next” after configuring these settings.

In the next screen you can add video elements such as end screens or cards to promote other content.

Click on next to configure visibility. First, click on the “publish now” tab and select “public”. If you want to publish your video on a later date, simply click on the “schedule” tab and select the date using the calendar functions. Now that

you are done uploading and configuring your video, click on “publish” to finish.



## Uploading Your Video To Vimeo

Vimeo is the second most popular dedicated video streaming site. With over 170 million active users, it will help you expose your brand to a more focused audience that is favored by content professionals and creative types. It also offers its users and ad-free experience, which is a plus!

Uploading your video to Vimeo is easy enough. Start by visiting Vimeo’s site and login in to your account. Next, click on the “upload” button. On the following page, click on the “choose files” button, locate your video, and double-click on it to upload it.

Now it is time to customize your video. Start by entering the title into the “title” field. Now enter the video description into the “description” field. Now click on

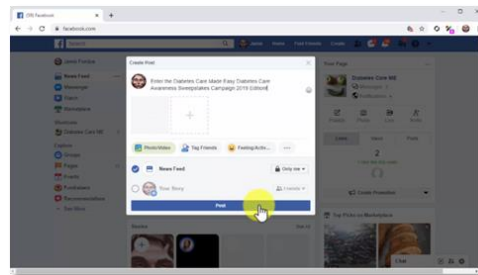


the “privacy” menu button, and make sure that “anyone can see this video” is selected.

Now click on the “language” menu button and select the language of your video. Next, enter your niche keywords into the “tags” field. Now select “all audiences” under “content rating”. Lastly, click on the “save” button. And that’s it!

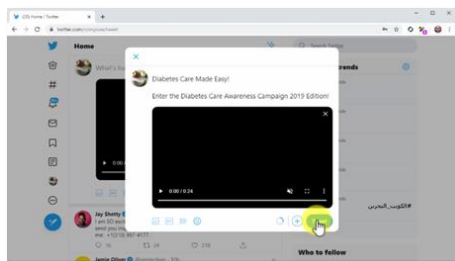
## Uploading Your Video To Facebook

Facebook is still the king of social media sites, and one of the most active websites on the planet. The Facebook algorithm boosts video posts that are native to the platform, so your best choice is to upload them instead of sharing them from other sources.



To do it, go to your Facebook account, and click on the “photo/video” button located in the “create post” section. Next, locate your marketing video and double-click on it to upload it.

Now add a caption to describe the video into the “say something about this video” field, and then click on the “post” button. And that’s it!



## Uploading Your Video To Twitter

Twitter is one of the most engaging



social media sites that exists. If your goal is to boost exposure to your brand and go viral, you can't go wrong with Twitter.

To upload your marketing video to Twitter, simply go to your account, and click on the “compose tweet” icon. Next, click on the gallery icon. Now locate your video, and double click on it to upload it.

After this, add your video title and description into the text field. Make sure that your title and description don't exceed 280 characters. Finally, click on “tweet” to post your video!

## Uploading Your Video To Instagram

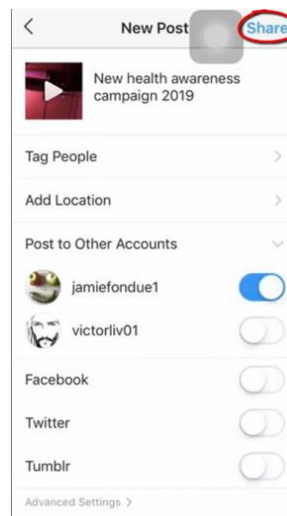
Instagram is the internet's favorite visual discovery website, and the choice of video marketers from around the world because Instagram users go there for the images and videos.

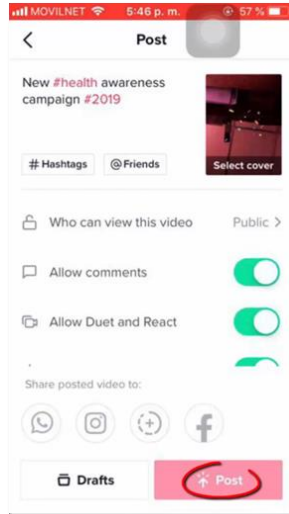
To upload a video to Instagram, go to the app while logged in to your account, and tap on the “plus” icon. Next, locate and select your marketing video from your gallery, then tap on “next”.

Now customize your video using Instagram's editing options, and tap on “next” to continue. On the following screen, enter your caption into the text field, and then tap on “share”. And that's it!

## Uploading Your Video To TikTok

TikTok is the newest video discovery app, and is now all the rage among social media users from all around the world.





It is a great platform for marketers just like you too, because it allows you to expose your brand to a crazy big audience.

To upload your marketing video to TikTok, open the app while logged in to your account. Next, tap on the “plus” icon. Now tap on the “gallery” icon, locate your marketing video, and tap on it to select it. Now click on the “next” button when prompted on the following screen.

Now enter the title and caption of your video into the “describe your video” field. Make sure to add a hash symbol before each keyword, and then tap on “post” to upload it!

And this is it my friends! Now that you know how to upload your marketing videos to every top platform, it is time for you to learn how to promote it the right way. Stay tuned!





## Chapter 5: Advertising Your Videos The Free Way

Hey there friends! You've just learned to create and upload compelling marketing videos that are guaranteed to deliver, but that's just step one. Next, you have to learn how to advertise your videos to get results.

There are two ways to advertise your videos: the free way and the paid way. Promoting your videos for free is a great way to boost the organic reach of your campaigns.

Promoting your videos the paid way is an effective way to generate lots of traffic and to achieve the results you want, faster.

In this lesson, we are going to show you how to apply proven strategies to advertise your videos the free way. Are you ready to get started? Yes? Then let's do this!

### Advertise Your Videos On High-Traffic Forums

Advertising your videos on high-traffic forums and help sites is a top video marketing strategy that works every time. All you have to do is to find the places where your audience goes for help and post your video there.





We recommend two top sites: reddit and Quora. Let's start on reddit. First, visit reddit's homepage at reddit.com. Make sure that you are logged in to your account before you continue with the next steps!

What you are going to do now is to look for a subreddit in your niche. First, enter your niche keyword or search term into the "search" bar.

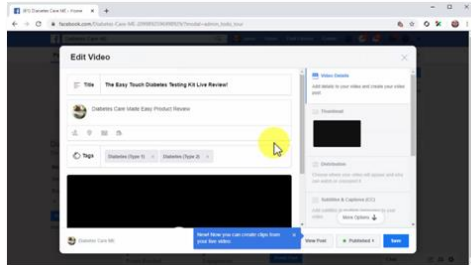
Ok, now take a look at the top results. Pick a subreddit that matches the keyword or search term that you just entered. Now click on the name of the subreddit to check the posts inside.

What you'll do now is to find posts where users ask a question or discuss a topic that is related to your marketing video. That way you can submit a reply on that post with a link to your video as part of your response. This will help you drive free, relevant traffic to your video!

Let's now go to Quora.com. Make sure you're logged in before you continue. Now enter your niche keyword into the "search Quora" field. Now check the results, and click on the "topic" for your keyword.

Once on the results page, click on the "answer" tab. Now find a question that is related to your marketing video, and click on "answer". Ok, so the secret to getting traffic and engagement from Quora is to provide a helpful and relevant answer to the question in your topic of choice.

Preferably, reply with a short-form answer that is up to 200 words, and upload your video at the end of the answer. Doing this can even help you feature your answer on Quora Digest, which is a Quora Newsletter!



## Promote Your Videos On Social Media

Optimizing your videos for social media channels is a sure way to generate lots of buzz for free. This is easy enough, and all you have to

do is to upload the video to your social channels, to optimize the description of the video to highlight what's in it for the social media user watching, and to include high-traffic hashtags to increase your reach.

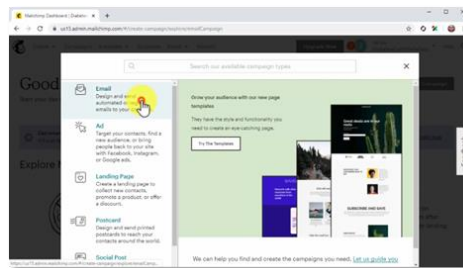
These optimizations are valid for all social channels, and you can apply them on your most active accounts. For this example, we will optimize the video that we uploaded to our Facebook channel.

What we'll do first is to locate the video and click on the "edit post" button. Now compose a description that highlights the content of the marketing video and offer in a few words. We recommend that you use any keywords in your description as hashtags by adding a hash symbol to that word.

Now add other high traffic hashtags at the end of the description. Now click on "save" to finish. And that's it!

## Send Your Marketing Video To Email Subscribers

Email is a great channel for marketing videos, and you can easily advertise your own for free by sending it to your email subscribers.







The easiest way to do this is by creating an email campaign on your email marketing tool of choice. For this example, we are going to use MailChimp.

If you're using MailChimp, go to your account and click on the "create campaign" button. Next, click on the "email" option. Now enter the name of your video marketing campaign into the "campaign name" field, and then click on "begin".

Now it is time to configure this campaign. First, click on the "add recipient" button, and then click on the "audience" menu button to select the list of subscribers to whom you'll send the video. Now check the "personalize the "to" field" option, select "first name" on the "merge tag" menu, and click on "save".

Next, click on the "add subject" button and enter your "subject line" and "preview text" for your email. Make sure to include a keyword that lets the recipient know that they'll watch a video. Click on "save and close" to continue.

Now click on the "design email" button. On the following page, select a layout or theme that allows you to easily insert your video, like this one we're picking here. Once in the editor, start by replacing the "logo" placeholder with your own logo. Then, edit the headline and text in the "content" block below to add your own copy.

Now click on "save", and then drag a "video" block to the editor, and put it right under the "content" block. Now enter the URL of your video on YouTube into the "video URL". As you can see, the video will load right into the body of the email. Awesome! Now enter a caption for the video in the text field below, click on "save and close", and then on "continue".

Now that you are all set, simply click on the "send" button. And that's it! Now your subscribers can watch your marketing video, right from their inboxes!



## Comment On Other Niche Channels On YouTube

Leaving comments on other channels in your niche is a great opportunity to expose your brand to

the traffic that those channels are generating. For Free!

To determine the popularity of a channel in your niche, simply see their number of subscribers and watch one of their best videos. Take a look at the comments on each video. If the comments are directly discussing the topic in the video, then that channel is generating relevant interactions and traffic.

When you leave your message, make sure that it is helpful and that it adds to the conversation. Make it conversational, but let viewers know that you are an authority.



## Chapter 6: Advertising Your Videos The Paid Way

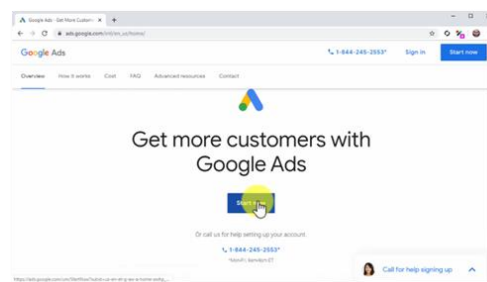
Hey there friends! Advertising your videos the free way is great because it helps you to build relevance, but if you really want to drive the type of results that make you money real fast, then you will have to go the paid way.

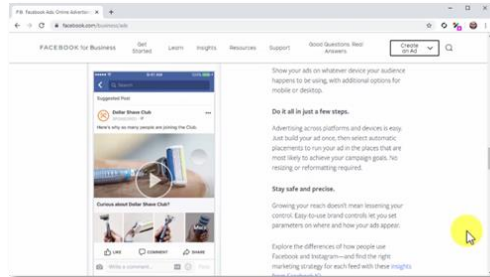
And in this lesson, we are going to uncover the best paid strategies to promote your marketing videos from day one!

### Advertising Your Videos On YouTube With Google Ads

Google owns what is perhaps the most popular online advertising service there is. With Google Ads, you will be able to advertise marketing videos that you upload to YouTube on many, many places, including YouTube itself, the Google network, and other partner sites.

To advertise a YouTube video on Google Ads, all you will need is an active Google account. You can visit the Google Ads site at “[ads.google.com](https://ads.google.com)”. We’ll be showing you how to set up a video advertising campaign on Google Ads in an upcoming lesson!





## Advertising Your Video Posts On Social Media

All major social media sites have their own advertising services, and you can take advantage of this to show your video marketing

posts to many more people.

Facebook, Twitter, and Snapchat, the top social media platforms to promote video content, all have native advertising features that allow you to boost the reach of your video posts, at very affordable rates!

The best part of advertising your videos on social media sites is that by using their advanced targeting features, you will be able to reach the type of user that is more likely to purchase from you down the line!

What's more, advertising a video post on social media is really easy. Take Facebook for example. To advertise one of your video posts on Facebook, all you have to do is to go to your business page and locate the video post that you'd like to advertise.

Next, click on the "boost post" button. This will open a new window, where you will be able to configure your video ad.

First, you have to choose an objective. You can select "more views", or "messages" in case you prefer to connect with potential customers directly.

Next you have to select a call-to-action button to add to your boosted post, to enter the destination URL, and to set the characteristics of your target audience.

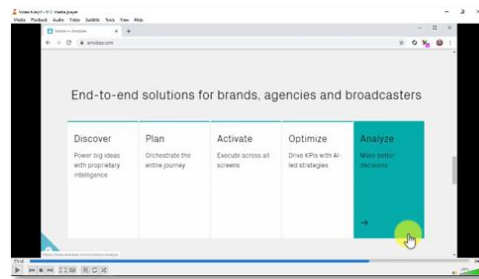


Lastly, you have to select the “duration” of your post, and then to enter the budget, which is the amount that you’ll spend to advertise your video. Now that your boosted video post is ready, you can click on “boost” to start serving it.

But that’s not all! Stay tuned, because we’ll be showing you the best way to advertise your videos on Facebook, as well as on Twitter and Snapchat, all in the upcoming lessons!

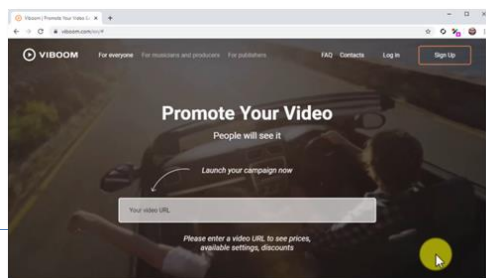
## Advertise On Alternative Ad Networks

There are other quality ad networks for videos out there, which means that you don’t have to limit the reach of your video marketing campaigns to the Google network.



Amobee is one of those networks. It is an end-to-end advertising solution that encompasses TV, digital, and social, which can provide plenty of exposure for your video marketing campaigns. You can opt-in to the Amobee platform at “amobee.com”.

Another recommended network is Undertone, a network focused on animated banners and pre-roll video ads, and it offers you unique, large-scale canvases for your ad units. You can try out this network at “undertone.com”.



## Join A YouTube Promotion Network

**Click here to access my Advanced Video Marketing Video Training!**



“YouTube Promotion Networks” are dedicated ad networks that work with YouTube creators to promote content from the platform. They have access to an entire network of sites that display video content as native ads.

They offer a service that is a combination of “adertainment”, traditional ads, and view buying. The most popular networks include “Promolta.com”, “Virool.com”, and “Viboom.com”.



# Chapter 7: Running a Successful Video Marketing Campaign with YouTube

Hey there everyone! Let's now step up this training: let's create your first for-real video marketing campaign.

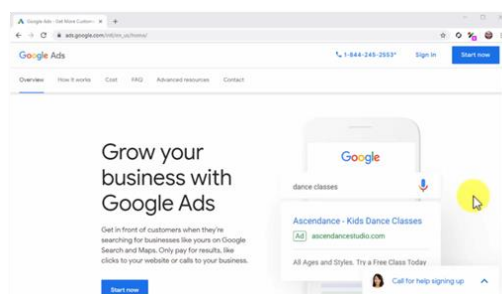
If you've shied away from creating a video marketing platform on a major ad service before because it felt overwhelming, now you won't have to, because with our advice you will learn all you'll need to know to launch effective campaigns to promote your marketing videos.

In this lesson, we are going to show you how to create an advertising campaign to promote a marketing video that is uploaded to YouTube.

## Getting Started

To advertise a marketing video that you uploaded to YouTube you have to create an ad campaign on Google Ads. So

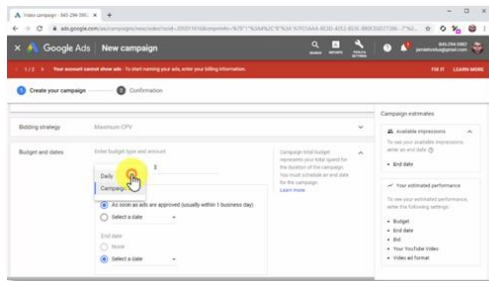
start by visiting the "ads.google.com" URL. Make sure that you are already logged in to your Google account, and click on the "sign in" button.





Once in the dashboard, click on the “campaigns” tab. On the following page, click on the “plus” icon, and then on the “new campaign” option.

On the following page you will have to select your campaign goal and campaign type. Start by selecting “create a campaign without a goal’s guidance”. Next, select “video” as the campaign type. Now select “custom video campaign” as the campaign subtype, and then click on “continue”.



## Configuring Your Video Campaign

Now it is time to configure your video campaign. Start by entering the name of this new campaign

into the “campaign name” field.

Now click on the “bidding strategy” tab and make sure that “maximum CPV” is selected as the bidding strategy.

Ok, now move over the “budget and dates” section. Click on the “budget type” menu button and select “daily”. Now enter the amount that you are going to spend daily to run this campaign. Here we recommend you to enter between \$10 and \$25 to get started.

By default, the launch schedule is set to “start as soon as ads are approved” and “without an end date”, so you can now scroll down to set your language and locations.





First, click on the “languages” tab, click on the “enter a language” field, and then select the languages that you want to target. Next, click on the “locations” tab and select the locations that you want to target.

Ok, now scroll down to the “create your ad group” section. Enter the name of this campaign’s ad group into the “ad group name” field.

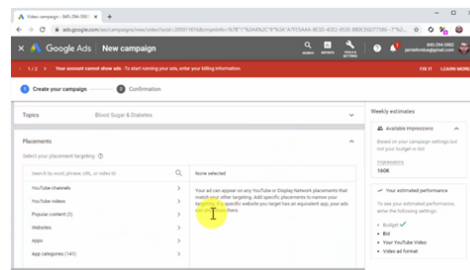
Now move to the “people” section. Click on the “demographics” tab and select your demographic targeting.

Now click on the “audiences” tab. Enter a keyword into the “search” field to find an audience defined by that keyword, and select it.

Next, move to the “content” section. Start by clicking on the “keywords” tab. Now enter your target niche keywords into the keywords field.

Now click on the “topics” tab. Here you’ll also enter a niche keyword into the “search” field to find and select a topic. This setting will allow you to show your ad only on videos about the topic that you select.

Additionally, you can click on the “placements” tab. Here you can enter a keyword to find specific placements where to show your ad, such as specific YouTube channels or videos, websites, and apps. If you want to show your ads on all possible placements, leave this section blank and move on to the next step.



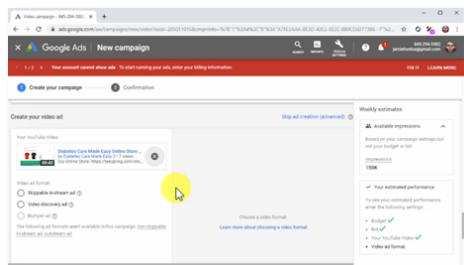


Next is the “bidding” section. Here you’ll enter your “maximum CPV bid”, which is the maximum bid you are willing to pay per view. Once you set your maximum bid here, scroll down to complete the final step.

## Creating Your Video Ad

Now it is time to create your video ad. Start by entering the URL of your video on YouTube into the “your YouTube video” field.

Now it is time to select your ad format. “Skippable in-stream ad” shows your ad before, during, or after a video, and users can skip it. “Video Discovery ad” shows your ad as a thumbnail banner on the homepage, in search results, and on the related videos bar. Lastly, “bumper ad” shows your video before, during, or after a video, and viewers can’t skip it. You can’t select this format if your video is longer than 6 seconds!



For this example, we’ll select “skippable in-stream” as the ad format. After selecting the format, enter your destination URL into the “final URL” field. Then click on the “display URL” field to generate the

URL that will show on your ad. Optionally, you can check the “call-to-action” option to insert a call to action into the video ad.

Next, select “autogenerate” in the “banner” section to generate your companion banner from your video.



Now enter the name of your new ad into the “ad name” field. Then click on “create campaign” to continue.

And that’s it! Now your campaign is ready, and all you have to do is to wait for it to be approved so it can start running!

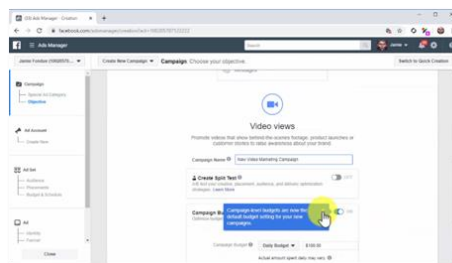
## Chapter 8: Running a Successful Video Marketing Campaign with Facebook

Hey there everyone! You’ve just learned how to create an advertising campaign to promote your video on the largest video sharing website on the planet, and now it is time for you to learn how to boost it on social media.

In this lesson we are going to show you how to create a video marketing campaign on Facebook, the most popular social media site on the internet.

### Getting Started

Start by visiting the “facebook.com/adsmanager” URL while logged in to your account. Next, click on the “create ad” button to go to the campaign creation page.



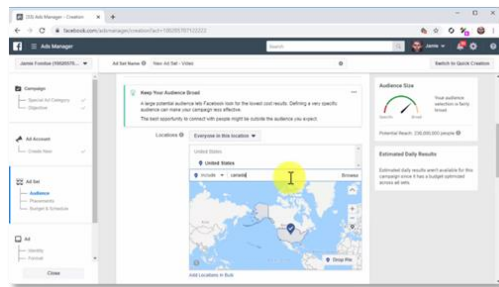


Once there, move over to the “marketing objective” section and select “video views”. Now enter the name of this new campaign into the “campaign name” field.

Next, you have to enter your campaign budget. Here we recommend that you select “daily budget” and to enter an amount from \$5 to \$25.

If you haven’t created a Facebook ads account, you’ll be prompted to do it before you continue creating the campaign.

For this, click on the “set up ad account” button. On the following page, select your “account country”, your “currency”, and your “time zone”. You can click on “continue” after you complete your selections here.



## Creating The Campaign

Ok, now it is time to configure the campaign. Start by entering the name of the ad set for this campaign into the “ad set name” field.

Now move to the “audience” section to set up your target audience. First, click on the “edit” button corresponding to “locations”. To select a location, simply enter the name of a location you want to target with your ads into the “more locations” field, and then click on the name of that location in the results. You can add as many locations as you want!

Next, select the age of your audience. Now select the gender. Now click on the “edit” button corresponding to the “detailed targeting” section. Here you can use a keyword to select an attribute that matches the interests or behavior of



your perfect customer. All you have to do is to enter your keyword into the text field and to select an attribute from the results.

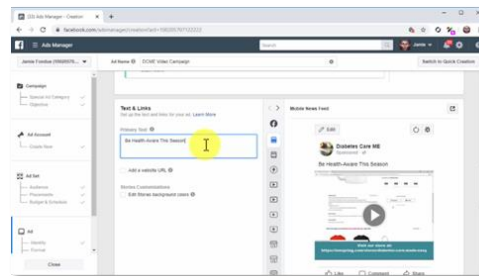
Now move over to the “placements” section. Here you can select where to show your ads. If you select “automatic placements”, your ads will show on all possible placements and devices. If you select “edit placements”, you will be able to select the placements where you want to show your ads. For this example, we’ll select “automatic placements”.

In the “optimization and spending controls” section you can edit your “optimization for ad delivery”, the “cost control” if available, and the “schedule”. The default settings are adequate for this type of campaign, so you can simply click on “continue” at this point.

## Creating The Video Ad

Now it is time to create the ad for this video marketing campaign.

Start by entering the name of this ad into the “ad name” field.



Now move over to the “identity” section and click on the “Facebook page” drop-down menu button to select the page of your business on Facebook.

Now move over to the “media” section and click on the “add video” button to add your marketing video to your ad.

Now move over to the “text and links” section. Enter your ad copy into the “primary text” field. Now check the “add a website URL” option, and enter your



landing page URL into the “website URL” field. Additionally, you can also add a “headline” and “description” when you activate this option.

Ok, now click on the “call to action” drop-down menu button to select a call-to-action button for your ad.

Lastly, check your ad in the ad preview window on the right. Click on the “review” button to review your campaign settings, and then click on “confirm” to submit your video marketing campaign for approval. Approval usually takes only 10 to 15 minutes, after which your video ad will start running!



# Chapter 9: Running a Successful Video Marketing Campaign with Twitter

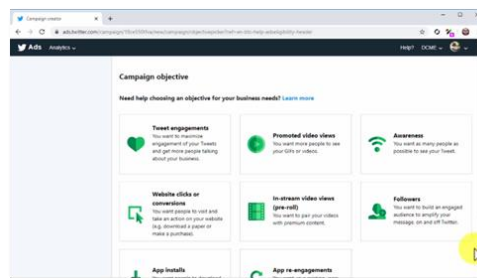
Hey there friends! You've just seen it in action, and now you know how easy it is to create a video marketing campaign to advertise your video on a top social media site.

In this lesson, we're going to up the ante because we are going to show you how to create a video marketing campaign on another top social media network: Twitter.

Twitter is a great place to drive lots of engagement and traffic to your marketing videos, and there's no better way to get those results immediately than with a paid marketing campaign.

## Getting Started

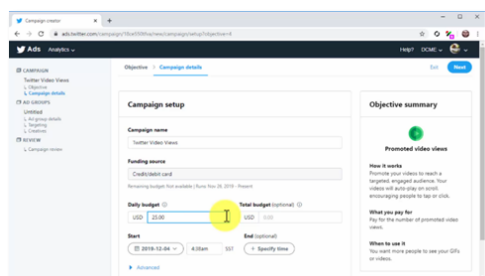
To create a video marketing campaign for Twitter, you have to start by visiting the "ads.twitter.com" URL while logged in to your Twitter account.





You will land on the campaign creation page, from where you'll be able to start

configuring your new video marketing campaign. Ready? Then let's do this!



## Creating The Campaign

Ok, the first step you have to take here is to select “promoted video views” as your campaign objective.

Next, enter the name of this new campaign into the “campaign name” field.

Now specify a funding source for your campaign.

Now enter the amount of money you'll spend daily to show your ad into the “daily budget” field. Optionally, you can enter the maximum amount that you want to spend during the entire campaign into the “total budget” field. If you don't enter an amount here, you will set an unlimited budget for the campaign until you stop it.

Ok, now use the calendar function below to select a start date. You can also select an end date, but this is optional. Once you set all the options on this page, click on the “next” button to continue.

Now it is time to enter your “ad group details”. Start by entering the name of the ad group for this campaign into the “ad group” field.

You can also use the calendar functions below to select a start and an end date at the ad group level, but this optional. Also optional is the “total ad group budget”, which allows you to set a total budget per ad group within the campaign.



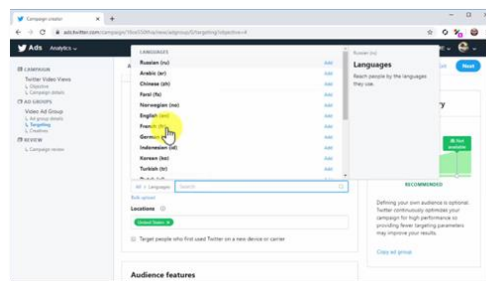


Next, click on the “bid type” drop-down menu button to select a bid type. If you select “automatic bid”, all bids will be placed automatically on your behalf. If you select “maximum bid”, you will be able to enter a maximum bid amount.

After selecting the bid type, click on the “bid unit” drop-down menu button to select the type of view that you want to bid for. Here we recommend that you select “per video view”. You can click on the “next” button to continue after setting everything up in this section.

Now it is time to set up your audience targeting. First, move over to the “demographics” section and select the “gender” and “age range”. Next, use the “locations, languages, and technologies” menu to select the locations that you want to target, the language of the audience you want to target, and the technologies or devices that people in your audience use.

Now move over to the “audience features” section. Here you can enter a keyword into the text field on top to find and select events, behaviors, interests, follower look-alikes, movies, and TV shows that match the interests of your perfect customer.



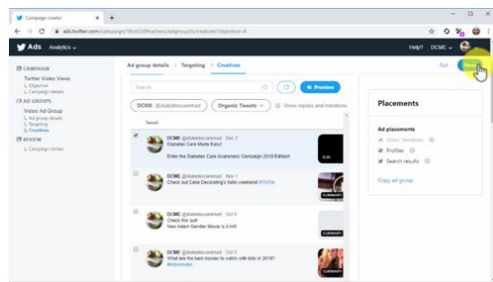
You can activate the options below this field to expand your interest targeting. If you activate “recommendations”, you will get a series of interest keyword recommendations that you can also add to your interest targeting.



If you activate “retarget people who saw or engaged with your past tweets”, you will be able to show your ad to people who have seen or interacted with your content before.

If you activate “expand your audience”, you will be able to show your ad to people who share similar interests to the audience that you are targeting. You

can click on the “next” button to move to the next step after setting all this up.



## Creating The Ad And Launching The Campaign

Now it is time to set up the ad creative. Start by selecting a video tweet from your profile. You can select more than one video tweet to promote

at a time. Now click on the “next” button.

On the following page, simply review your campaign settings, and click on the “launch campaign” button when you are ready to start showing your video ads on Twitter. And that is it!





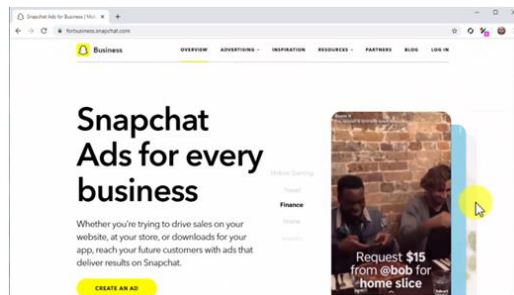
# Chapter 10: Running a Successful Video Marketing Campaign with Snapchat

Hey there friends! These last two lessons have been amazing because we showed you how to dominate paid video marketing on the two most engaging social media sites in the world.

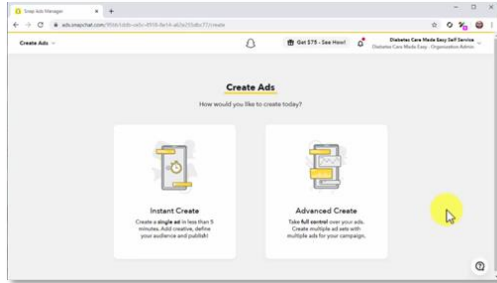
And the good news is that we saved a little surprise for last. Yes, we've got something special for you, because in this lesson we are going to show you how to create an awesome advertising campaign for Snapchat!

## Getting Started

Before you can create a paid video marketing campaign on Snapchat, you will have to register an ad account.



You can do it by visiting the “forbusiness.snapchat.com/” URL, then clicking on “log in” to sign in to the Snap Ads Manager with your Snapchat credentials. All you’ll have to do next is to enter your business information.



## Creating The Snap Ad Campaign

Once you set up a Snapchat ad account, you can visit the <https://ads.snapchat.com/> URL and sign in with your Snapchat log in

info. You will land on the campaign creation page.

There are two ways to create a Snapchat ad from this page. “Instant Create” lets you create a single ad in a few minutes. “Advanced Create” allows you to create multiple ads for a single campaign.

The easiest way to create a video marketing campaign here is to select “Instant Create”. Ok, now you have to select your advertising goal. The available goals are “website visits”, “app installs”, and “app visits”.

For this example, let’s select “website visits”. When you select this objective, you will be prompted to enter your landing page URL into the “website URL” field. Enter your URL and then click on “next”.

Alright, now it is time to design your ad. Click on the “upload video or photo” button to locate and select your marketing video.

If your video is not formatted for mobile screens, you will be prompted to crop it. Select the section you want to crop, and click on the “crop video” button.



Now it is time to enter your company info and copy to the ad. By default, the name of your business will be added to the “name of business” field, but you can edit it if you’re promoting a different brand or product.

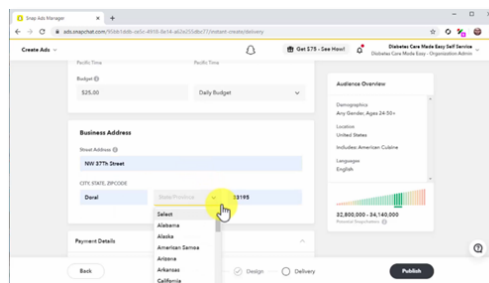
Next, enter your ad copy into the “headline” field. Now click on the “call to action” drop-down menu button and select a call-to-action button for your ad. You can now click on the “next” button to continue to the next step.

Now it is time to set up your ad delivery and targeting. Start by clicking on the “demographics” tab. In this section you are going to select the “genders”, the “ages”, and “languages” of your target audience.

Now click on the “locations” tab and use the drop-down menu buttons under “locations” to select the location categories that you’d like to target.

Now move over to the “budget and duration” section. First, you are going to select when your ad starts running and when it stops. By default, this is set to start running your ad “immediately” and to “run indefinitely”, you can click on the “starts and ends” fields to select a different schedule.

Now click on the drop-down menu button under “budget” to select a budget type. You can select “daily budget” or “lifetime budget”. For this example, we are going to select “daily budget”.



Next, enter the amount that you are going to spend on this campaign according to the type of budget that you select in the amount field under “budget”.

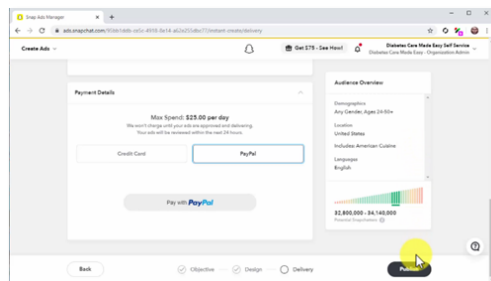


Now move over to the “business address” section. Here you’ll have to enter your business address into the “street address” field, and to enter “city”, “state”, and “zip code”. This information is required, so make sure to enter a valid and complete address!

Now move to the “payment details” section. Here you are going to select the payment method that you’ll use to pay for your ads.

If you select “credit”, you’ll simply have to enter your card number, expiration date, CVV code, and zip code associated with the credit card.

And if you select “PayPal”, you will simply have to click on the “pay with PayPal” button and log in to your PayPal account to add your account as an automated payment method.



Now that you are done adding all your information here, check the “audience overview” section to get a preview of your potential reach, and then click on the “publish” button to launch your campaign.

And that is it! There’s no easier and better way to launch a video marketing campaign on Snapchat, and you’ll see when you try it yourself!



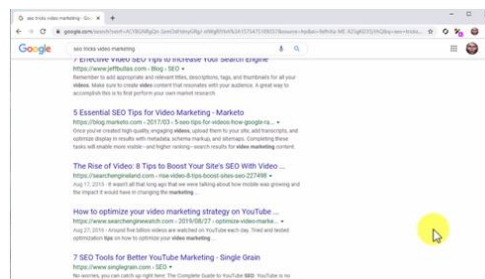
# Chapter 11: Advanced Video SEO For Your Video Marketing Efforts

Hey there friends! We're moving up the video marketing strategy ladder, so let's make time for a good-old strategy that never fails: search engine optimization.

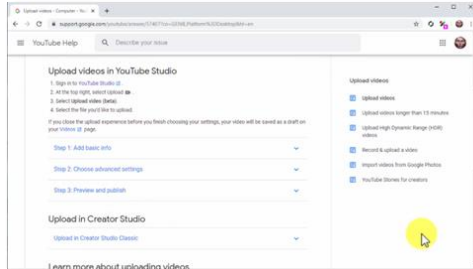
That's right: SEO is also a powerful tool for video marketers. But because search engine algorithms are changing all the time, it is important that you stay up to date, and in this lesson we are going to focus on advanced video SEO strategies that work today!

## Choose The Right Video Hosting To Achieve SEO Objectives

When you apply SEO on your video marketing campaigns, you pursue two objectives: brand awareness, and traffic and sales. You can achieve each objective on different video hosting platforms. Let's take a look!







## Upload Your Campaigns To Video Sharing Sites To Drive Brand Awareness

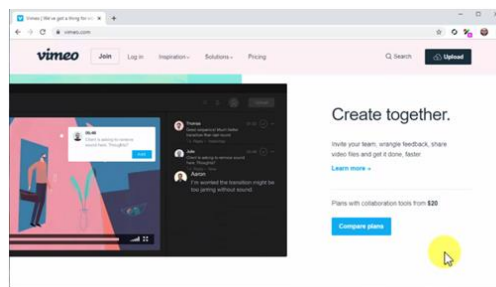
Video sharing sites help you drive brand awareness by sending traffic

to your branded videos. This means that you have to upload your marketing videos to video sharing sites such as YouTube and Vimeo, where you can optimize them for search.

## Upload Your Campaigns To Video Marketing Platforms To Drive Traffic and Sales

Video sharing sites won't send too much traffic to your websites though, so you have to use

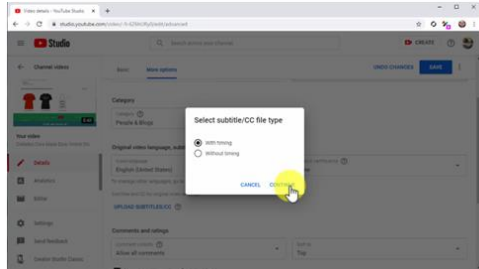
dedicated video marketing platforms that host and optimize your videos for driving qualified traffic from search engines.



“Wistia”, for instance, is a video marketing company that offers video hosting services for businesses. When it hosts a video, it automatically inserts SEO metadata into the video, which indexes the video page higher in search results. You can try this service by visiting “wistia.com”.

## Insert Captions

Captions not only give viewers the option to watch your videos without the sound on, they also help index your video because search bots recognize them as copy. In some cases, they're the equivalent to text in a blog post page!

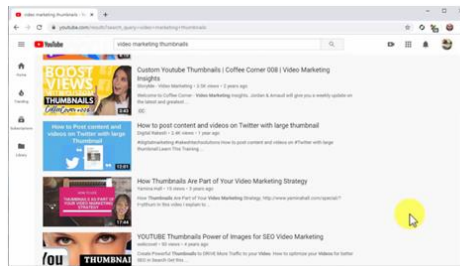


Inserting captions can be as easy as creating a text file that you can add to your video data. YouTube, for example, allows you to insert captions simply by entering your video details, selecting the “video

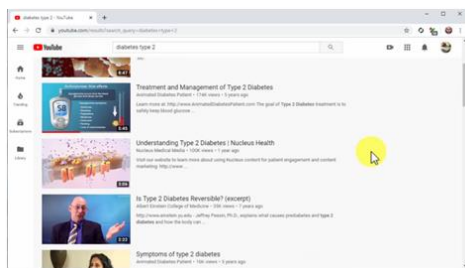
language”, and then clicking on the “upload subtitles or closed captions” button to upload the captions file from your computer.

## Use Attractive Thumbnails

Metrics such as click-through rates, which help you to improve the rankings of your marketing videos, are a huge SEO factor that can be influenced by elements that make people click the play button, like an attractive thumbnail.



Elements that make a great thumbnail include having a smiling face right in the thumbnail, an image that represents the product or service that you are promoting, and large text that drives curiosity, such as a question or a brief comment.



## Add Keywords Into Titles and Metadata

This is an SEO no-brainer, but what we actually mean here is that you have to use not only the most

common niche keywords you can come up with, which already have too much



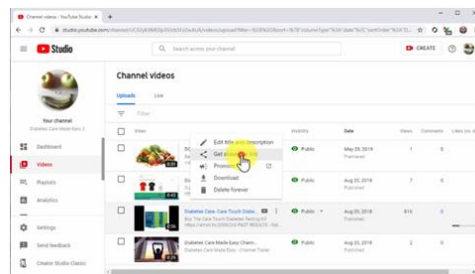
competition, but terms that people are using to search stuff in their niche, the smart way.

You have to do some keyword research to find exactly what terms your potential customers are using when they want to watch something specific. You can do this by typing one of your target niche keywords into the YouTube search bar and see the suggested results.

Then, compose your titles, descriptions and tags around those search terms. You'll rank your videos on first try!

## Embed Your Videos Into An Optimized Blog Post

A really good way to drive relevant search traffic to your marketing videos is by embedding them into optimized blog posts.



All you have to do is to create a long-form article where you target your keywords and search terms, and to embed your video on top, after the first three to four paragraphs.

For this strategy to work best, make sure to upload the video to YouTube first, and to embed it using the code provided by YouTube. This will rank your video on the first page of results because Google prioritizes video content from YouTube!



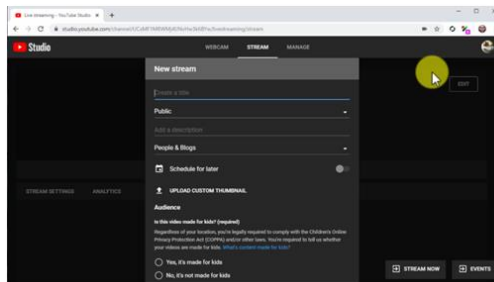
## Chapter 12: Going Live Like A Pro

Hey there friends! No advanced video marketing campaign is complete without a good plan to go live. Going live is a great opportunity to showcase your brand, your offers and your products while directly engaging your audience.

In fact, going live is a great opportunity not only for that, but also to drive conversions right at the moment you are interacting with potential customers, and in this lesson we are going to show you the best platforms to go live like a pro!

### Going Live Like A Pro On YouTube

YouTube is by far the essential platform to go live because your livestreams will be promoted alongside other videos in your niche, right in the recommended feed!



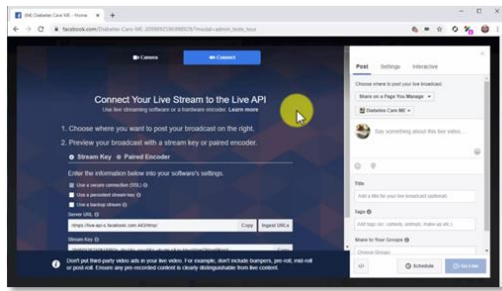
To go live on YouTube, all you have to do is to click on the camera icon on the top bar menu, from anywhere on the site, and then to click on the “go live” option.

On the following page you have to enter the information of your live session. First, enter a title into the “create a title” field.

Next, add a description of the topic of your live stream into the “description” field. Now click on the “category” drop-down menu button to select a category. Now select whether your livestream is made for kids.



Once you configure the livestream, all you have left to do is click on the “stream now” button to go live!



## Going Live Like A Pro On Facebook

Facebook is also an awesome platform to go live because it will heavily promote your live video to people who follow your

business and on the “live map”. Users will be able to find your live video when they search your target keywords too!

To go live on Facebook, log in to your account, go to your business page, and click on the “live” button located in the “create” section.

Once in the live window, select to use your “camera” or to “connect” through live streaming software.

Now configure the information for your live video in the column to the right. First, click on the “share” drop-down menu button and select where you are going to share your live video.

Next, enter your description of the topic of your live video into the text field below. Now add the title of your live video into the “title” field. Now enter the keywords that you want to target into the “tags” field.

Additionally, you can click on the “choose groups” field to select on which of your groups you want to share your live video.



Now click on the “settings” tab. First, select your “live video” settings. Next, use the “video game” field to enter the name of a game if you are promoting gaming content. Next, check the options under “360 video” if your live video is a 360 degree video, or other type of spherical video.

Now move over to the “crossposting” section and select any of your other pages where you’d like to promote your video when you go live.

Additionally, you can click on the “interactive” tab to select to promote and sell “tickets and events” during your live video, and to create polls or trivia questions that your audience can respond while you are live! Once you have set up all your configurations, click on the “go live” button to start your broadcast!

### Going Live Like A Pro On Instagram

Another great platform to go live to promote your stuff on is Instagram. Thanks to its visual discovery format, Instagram can easily generate lots of engagement for your live videos.

To go live on Instagram, open the app while logged in to your account. Next, tap on the camera icon on the top-left corner. Once in the creation screen, tap and drag the options in the bottom of the screen and select “live”.



Next, tap on the “go live” icon. Now you are live! You can use the icons below to add elements such as emojis and stickers to your screen, and you can end the broadcast by tapping on “end”.



And this is it my friends! The best ways to go live are just a few finger taps away from your computer or phone, and they can help you achieve results faster!



# Chapter 13: Popular Video

## Metrics You Should Track

### Defining Your Goals and Analyzing Results

At this point, you already know how to create a video and where to publish it. But before diving in completely, you must determine your video objectives and identify the best metrics to determine if you have achieved your objectives.



Before launching any marketing campaign, it is important that you define your main video objectives. This will help you increase brand awareness, commitment or even dialogues for a free trial.

It is essential to choose only one or two objectives for each video. When you determine more than that, your video will lose its focus, which will make it difficult for viewers to determine what they should do next.

When thinking about your goals, be sure to consider your buyer and target user personality. You can ask yourself questions like: How old are they? Where do they live? What are their interests?





These questions can help you specify the type of video you should make and where to publish it.

Understanding metrics will help you to determine and quantify your success and set your goals.

These are the popular metrics you can see when posting a video and keeping track.



### View Count

The number of times we watch a video is called view count.

This metric is helpful if your goal is to increase brand awareness and means that your topic can be seen

by as many users as possible.

It is very important to keep in mind that each video hosting platform measures a view differently.

### View Rate

View rate is the number of people who have played a video divided by the number of impressions it has received.

This metric helps define how relevant or striking your video is to your followers.





## Social Sharing and Comments

If you use the different social networks you are familiar to sharing and commenting. Comments and social actions are excellent indicators of the

significance of content with its objective audience.

If a user watches your video and uses some of their time to share it, you may have created a great piece of content.

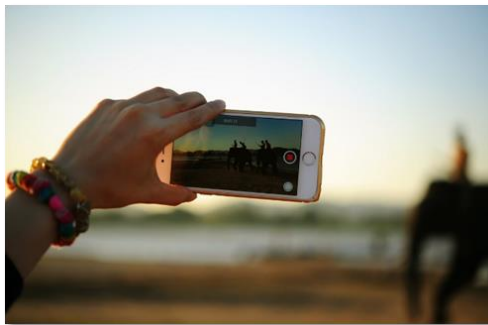
Similarly social networks are important because the more your video is shared the more times it will be seen.

If your goal is to reach a large number of people, sharing of your videos on social networks is an excellent metric to track.

## Video Completions

Just as you used your time to make a video, you probably want people to watch it until the very end, right?

Video Completions is the number of times a video is viewed until the end. This metric can be more reliable than the view count when trying to specify the success of your video.





## Completion Rate

In Video terms, Completion rate consists of the number of viewers who have completed watching a video divided by the number of viewers who have just played it.

Using the completion rate and other interaction metrics is a great way to measure how the viewers have reacted to your video.

Do you have a Completion rate? Do all users quit watching at a certain point? This could indicate that what your video contains does not resonate with your target audience.

## Click-Through Rate

Click-Through Rate is the percentage that comes from dividing the number of clicks to your call to action by the number of views.



CTR is a very important indicator of how good your video is to make people to take the action you want.

If you are getting a low Click-Through Rate, you should consider editing the text and design of your call to action.



## Conversion Rate

In simple words Conversion Rate is a number represented by a percentage which comes from dividing the number of people who completed your desired action (for example leads or sales) with the

number of people who preview that desired action before doing it (for example impressions, clicks)

If your optin page doesn't use video, you should consider adding a video to see if you can improve your conversion rate.

## Bounce Rate and Time-On-Page

If you are thinking of embedding a video on a web page, then take note of the bounce rate of the page and count the time users spent on the page before adding a video.



You should make sure to check the metrics after you have placed the video to see if it changes the way users interact with your content.



## Chapter 14: Using the Flywheel Model in your Video Marketing

Taking into consideration the time, money and resources involved, video marketing cannot become an impulsive guessing game.

Instead, you must create a comprehensive video marketing plan that is applicable to all aspects of your offering.

This implies thinking in the context of inbound methodology.



### The Inbound Methodology

The Inbound Methodology is the marketing and sales objective focused on attracting customers, through content interactions that are relevant and useful. Every video you create should recognize the

challenges of your audience and provide a solution.



## Attract (Marketing)

Attracting or transforming strangers into visitors is the first step of the inbound method.

In this phase, users recognize their challenges and decide whether they should explore a solution or not.



Therefore, the videos you create should be empathic to the user's problems and include a probable solution with your product or service.

Therefore, the purpose of this type of video is to increase reach and build trust.



## Convert (Marketing + Sales)

You already achieved your goal, which was to attract video viewers and website visitors, the following is to make these visitors become potential customers.

These videos can incorporate a webinar full of tactical advice or product demonstrations sent by email.

An attraction video could provide a quick recommendation to achieve a sales pitch. On the contrary, a conversion video could be an animated explanatory video that helps lead people to potential sales.





## Close (Sales)

With videos you have attracted new followers and transformed some of those visitors into potential customers. Now is the time to close these potential customers.



However, despite the importance of this stage, sellers tend not to put enough importance into "closing" videos.

At this point in the process, the consumer balances their options in regards to making a purchase. The purpose of this video is to make your audience visualize themselves using your product or service.

There is a reason why 4 times more customers prefer to watch a video about a product than read about it.

Videos show the functionality and highlight the emotions in a way that a product description could never do.

Amazing closing videos contain testimonials, product demonstrations or personalized videos which explain how your product could help them.



## Delight (Service)

During the delight stage you should continue providing outstanding content to your followers which takes their interaction with your



service or product into something extraordinary.

They also have the expectation that their experiences could be told.

The purpose of this type of video is to encourage users to become raving fans.

Consider sending users a thank you video to welcome them to the community.





# Chapter 15: Advanced Video Marketing On Social Media

## Consider the Best Video Marketing Social Platform

Before you start creating your video project, let's first take a look at the 7 main platforms. Once you are provided with all this information, you will be able to



design the best advanced video marketing strategies for your business.

### YouTube [desktop and mobile]

This platform has more than one billion users worldwide, with millions of hours of video seen daily.

Its demographics are very large and essentially includes people between 18 and 49.

Your videos have a maximum duration of 11 hours.

With all these characteristics you can say that your company is required to have a YouTube channel, which will serve as a library for your video content.



### **Facebook [desktop and mobile]**

Every day there are more than 4 billion video views on Facebook, 75% of those views are made from mobile devices.

71% of adults who are online use Facebook.

Facebook Live is available to all its users.

Uploaded videos have a limited time of 20 minutes.

### **Twitter [desktop and mobile]**

Here the videos are limited to 30 seconds.

23% of adults who are online use twitter.

It is incorporated with periscope.

### **Instagram [mobile]**

The duration of the videos on this application was extended from 15 to 60 seconds.

Two touches so you can share your videos on twitter or Facebook.

It has 300 million active users monthly.

### **Snapchat [mobile]**

Its largest demographic group is made up of young people from 13 to 24 years old.

It has more than 100 million daily active users.



Their stories are available only for 24 hours.

### **Blab [desktop and mobile]**

Stream video in real time.

The integration of login with twitter helps increase the visibility of your transmission.

### **Periscope [mobile]**

It has more than 10,000,000 users.

29% of periscope videos are published by women.

100,000,000 transmissions to date.

It integrates automatically with twitter.

350,000 hours of video are broadcast live every day.



## **Develop Your Video Marketing Strategies Thinking Social**

Now that you have some data about video tools, it is time to look at how you can use these platforms for your business.

My recommendation is that if you have not yet started using video, social media makes it easy to start. You don't need to make an investment immediately in expensive video equipment.



Use a webcam and smartphone so you can study the video tools you want to use.

You do not need to use all the aforementioned video platforms. If your goal is brand awareness and your followers are on Facebook, then start testing with Facebook live.

### **Consider These Advanced Social Video Marketing Strategies**

If you really want to make the most of your investment when it comes to video marketing, then you will need



to try different techniques to know which type of video attracts your followers the most.

#### **Short form [Instagram, Twitter and Snapchat]**

- ✓ Give a quick video tour of your offices
- ✓ Record a Product launch or unpacking of a product
- ✓ Record at the Backstage at a company event
- ✓ Record some interviews at live events
- ✓ Prepare some quick how-to tips and turn it into a video
- ✓ Respond to tweets with a quick video
- ✓ Fire up some Q&A sessions on video



- ✓ Be spontaneous. The Possibilities are limitless

### Long form [Periscope, Blab and Facebook]

- ✓ Training
- ✓ Interviews
- ✓ Events
- ✓ Fundraisers
- ✓ A day in the life
- ✓ Reviews
- ✓ Ask Me Anything
- ✓ Virtual conference



### Set Up a Call to action

Possibly what is most important to remember when making your video is your call to action (CTA).

What do you want your followers to do at the end of watching your

video?

It is very easy to become imprisoned by the excitement of making videos and forgetting the CTA. You need to determine your CTA before pressing the record



button. Incorporate it into your conversation points and in this way you will not forget it.

The CTA can be as simple as "follow me on platform Y" or "Look at the link in my bio for more information."

### Try Short Form Video

Since you can make 60-second videos on Instagram, then you have plenty of room for creativity.

There are a variety of applications to help you make videos. We have Flipagram that is used to group a series of images into a video.



Hyperlapse is another tool that is used to make time-lapse videos. Boomerang is another tool which takes several photos and stitches them together into a mini video that plays forward and backward, which looks awesome.



### Try Long Form Video

When trying to instruct, Kim Garst has conquered the art of Periscope.

Her reach can be seen within the periscope application. But Kim not only does periscope



broadcasts, she also broadcasts on her Facebook page at the same time with Facebook live.

This means that you too can reach your followers, no matter what platform they are on. This is a strategy that serves as a guide and model.



## Chapter 16: Outsourcing Your Video Marketing The Right Way

If you are the administrator of a small or medium-sized company, you cannot afford to hire a video marketer who works full time.

This is simply not practical. Luckily in the super connected digital world, you have many

opportunities for outsourcing your video marketing work. It saves your company money while you can use the experience of a professional in the area.

These are 7 benefits that come when outsourcing your video marketing projects.



### **Staff Issues Won't Affect the Marketing Part**

An important key to a successful video marketing strategy is consistency.

When your company has complicated events or situations, such as changing staff or some employees going on vacation. All this can cause the interest of your video marketing strategy to take a turn for the worse.





By using the services of a marketing services agency, you can count on trusted and highly trained people who can operate your company's video marketing.

For whatever reason there is an absence of staff, there should be no gaps in your video marketing plan.

### **You Can Have An Entire Team At Your Disposal**

When displaying your video marketing projects, you can use the experience of duly qualified people who can research, create and implement appropriate marketing strategies for your business.



Thanks to being in the industry for a long time, working with many different clients, you can rest assured that all those video service providers would be

more than ready to deliver premium quality results at your desired time.



### **More Open Perspective**

Any individual who works personally within your company will no longer perceive part of

the critical external vision which can make or break the success of your video marketing strategy.



Your staff tend to focus just on production. This thinking can make the search for current opportunities and progressive marketing strategies difficult.

That's why outsourcing your video marketing will help you get a current perspective on your marketing strategies.

## ROI

By hiring someone to work in your team, you cannot base their salary in accordance with your results. When you outsource that is not the case.



If you hire a person with great experience in video marketing, you can be sure that the money you are spending is being invested properly in things that will help your message be transmitted.

An agency will use the necessary time and effort to acquire the agreed results, keep you a satisfied and profitable customer.

A full-time employee may not have this continuous motivation, because they can feel somewhat "locked" in their position.



## You Get Updated Brains

A person who was trained in video marketing tactics last year never has the same competitive advantages as a team that is being updated continuously and



is up to date with all the new industry updates.

This means that outsourcing your video marketing to a specialized team will help you stay ahead of new trends and the vision of video marketing.

Either way, the video arena is constantly changing. It is very important that your video marketer does not stop getting involved in these changes and adapts to them frequently.

### **You Will be able to Focus on What Matters Most**

Probably one of the best things of outsourcing the job to a specialized team is that you and your managers can continue to focus on the things you do best and the jobs that are the center of the business.



By doing this, it maintains the vision of video marketing as an autonomous process instead of incorporating it into the workload and orientation of the company.

This will help your video marketing strategy to progress regardless of what is happening within your company's work environment.



### **You can replace Them If Necessary**

Your video marketing agency is aware that, without continually



delivering a profit on your business, it can be replaced in the blink of an eye.

They are aware that they are working in a contract position that can end at any time. This means that they are motivated to continuously optimize your video marketing strategies.

This is how outsourcing can help your company acquire the best results from people who have "been there", "done that" and constantly have to adapt to the new times of the industry since their success depends on it.



# Chapter 17: Video Marketing Do's And Don'ts

## Video Marketing Do's And Don'ts

If you want your users to be totally enthralled with the videos you publish on your networks, then follow these tips to make your video marketing succeed.

### Do's

#### Make An Unforgettable

##### Introduction

The way in which you start the video is extremely important and should inspire the viewer. It should be entertaining and informative and encourage the viewer to watch another video.



#### Be Fun

No one on social networks wants to watch boring videos. Then make sure your videos are entertaining. Remember that many users watch videos for entertainment purposes.



### **Use A Catchy Title**

When creating your video, the title must be very exciting, striking so that it immediately catches the attention of your followers.

### **Use Keywords To Tag Your Video**

Google loves video content and for a marketing campaign to be effective, you need to keep in mind search engine optimization.

So, to ensure the SEO value of your videos, the description should be well written and tagged with notable keywords that will help boost the SEO of the video.

### **Instruct Your Followers**

As the Digital Marketing Institute reports, one of the most powerful ways to make a video effective, is to instruct followers to take action.

### **Make Short Videos**

Usually online followers are looking for instant gratification.

For this reason, marketing videos that are shorter have a tendency to work better than long ones.

### **Use An Expert Voice**

Utilizing the services of an expert voice talent will make your videos more professional than someone with very little experience.



### **Study The Use Of Micro Video Applications**

Video marketing experts should take into account the use of micro video applications, which reduce videos to less than 10 seconds, which makes them ideal for sharing on Instagram and Twitter.

### **Ask Your Followers**

Something that will have a very positive impact on the engagement of your video is asking your followers things they can answer in the comments section of your video.

### **Use Tutorial Videos**

People love to learn how to do stuff, and there is no better way than by showing them how to do it in a tutorial video.

If you want your users to be in love with the videos you post on their networks, do this.



### **Dont's**

#### **Don't Be Boring**

Do not believe that all corporate videos have to be serious. A touch of good humor can go a long ways to create interest in your video.



### **Don't Be Preoccupied With Perfection**

Remember that marketing videos are not Hollywood movies and nobody counts on them being perfect.

### **Don't Forget Production Quality**

It is essential that a marketing video be produced professionally. From lighting to camera work, to high quality voiceovers, it would be a good idea to rely on the experience of a specialized company to ensure that the video is made of the highest quality.

### **Don't Focus Only On Sales**

There is nothing more annoying than marketing videos that focus only on sales.

So don't just focus on sales, focus on the value you are providing to your followers with your videos.

### **Don't Forget To Use Analytics**

As you implement your well-planned video marketing plan, don't forget to verify your video marketing strategy by studying your analytics.

### **Don't Stop Using All Platforms**

If you see people using a mobile device, you will surely find them watching a video.

But, it is not true that every video that these people are watching is on the same video hosting platform.





### **Don't Expect Instant Results**

Getting good results takes time and hard work. This also applies to your video marketing strategy. Don't expect exceptional results overnight.

### **Don't Exaggerate Your Sales Pitch**

Do not try to force your customers to make purchases because this will annoy them.

### **Don't Fill Your Video With Messages**

Do not put all your marketing messages into a single video. Again, viewers find this very annoying.

### **Don't Make Very Long Videos**

Remember that today people don't have enough time or patience, so if you want your clients to watch your videos, try to make the long ones 5 minutes max.



# Chapter 18: Video Marketing

## Tools And Services To Consider

### [Oculu.com](http://Oculu.com)

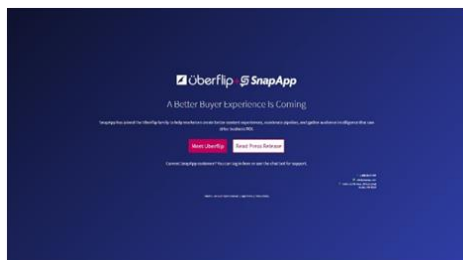
Oculu is a platform which is used to publish overlayed, introduced and lightbox videos on any web page, advertising network or mobile device.



Videos are released instantly, delivering perfect videos while collecting important data with helpful reporting tools.

Oculu provides a variety of packages that range from \$20 per month for up to one thousand reproductions up to \$245 per month for fifty thousand reproductions. It also has custom packages.

Among its clients are: Canon, Bank of America, Rhapsody, Listingbook, AARP, and the Mitt Romney Campaign.



### [SnapApp.com](http://SnapApp.com)

SnapApp is a platform where interactive content is created, which is used by companies to generate



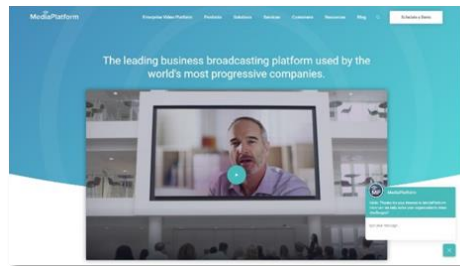
potential customers and revenue on the web, social networks, email and mobile devices.

You can select from several customizable content types which can bring you click rates of over 50% and conversion rates in excess of 80%.

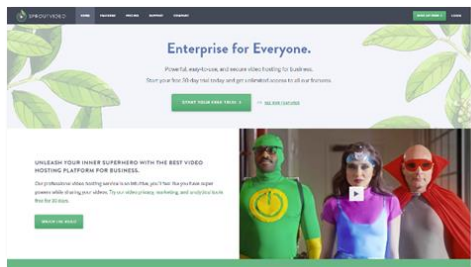
It works with your existing systems and tools to increase and improve your value so that you get the most out of your investment.

### [MediaPlatform.com](https://mediaplatform.com)

MediaPlatform provides the best media transmission and internet transfer technology for universal companies and digital media producers.



The software produces presentations that have a great impact for lead generation and corporate training.



### [SproutVideo.com](https://sproutvideo.com)

SproutVideo is a nice and very easy to use video hosting solution for small and medium sized companies.

The platform makes the video uploading process very easy to handle, creates custom signature video replays, adds security features and tracks engagement and video analysis.

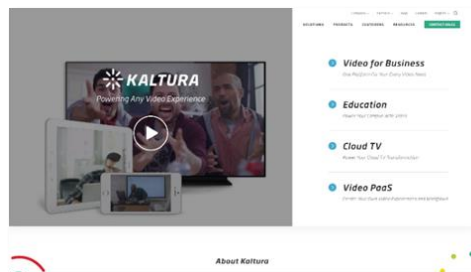


Some of its features include hosting and video delivery, lead generation, playlist, advanced analysis, SEO video, mobile video, privacy options, domain white list and SSL inlays.

Its headquarters are in New York and its plans start from \$25 and up to \$4,400 per month.

### [Kaltura.com](https://www.kaltura.com)

Kaltura provides an online video platform that offers media companies modern tools for video management, publishing and monetization.



Companies use Kaltura's video tools to boost internal knowledge sharing, preparation and cooperation, and for more effective marketing.

Kaltura offers its solutions in various packages so that they are very simple to implement in local and cloud-based environments.

Kaltura has the following clients ABC News, Paramount, HBO, Warner Brothers, The Times of India, SAP, Accenture among others.



### [Vidiyard.com](https://www.vidyard.com)

Vidiyard hosts videos and analyzes their effectiveness which makes them a powerful marketing tool.

Vidiyard supplies everything you



need to manage your video collection and ensures an excellent viewing experience for your visitors.

The simple use of vidyard to host videos removes the barriers to using online video, by incorporating visibility, control and optimization, into an exclusive solution.

Vidyard offers a variety of levels in its pricing.

These are some of their clients, Netsuite, NES Financial, Mitel, Act-On, Lenovo and TravelMedia.

### [uStudio.com](http://uStudio.com)

uStudio offers companies a way for hosting, managing, distributing, and measuring the value of any video.



Based on the philosophy of simplicity and efficiency, uStudio automates the technical complexity and moves video from anywhere to anywhere effortlessly.

Prices on this platform start at \$500 per month and go up from there.



### [Twentythree.net](http://Twentythree.net)

TwentyThree provides video hosting and video site solutions through a cloud video CMS made exclusively for companies and



organizations.

TwentyThree provides an all-in-one video experience solution.

### [Looplogic.com](https://looplogic.com)

Looplogic provides videos with analytics and lead generation for companies that want to use video strategically.



The technology works automatically with your blog, mass email, marketing and other applications.



# Chapter 19: Video Marketing

## Success Stories

**CHILI'S** <https://www.youtube.com/watch?v=BEwRQ4JzWvk>

Chili's made the decision to make a digital campaign in order to raise awareness for a particular deal.

**Objective:** The objective of the plan was to capture the attention of users.



**Strategy:** as a strategy they decided to use a 15-second creative spot. This spot was made in a digital format where one of the foods that were promoted was highlighted.

**Results:** with this campaign the company ended up generating 7,800 potential customers, a very valuable addition to a campaign that focused on the importance of the brand.

**Xfinity** <https://www.youtube.com/watch?v=oqwfU1SJsqc>



Xfinity Mobil is a new wireless plan that has millions of Wi-Fi access points.

**Objective:** This wireless plan was designed to help users save money

on data.

**Strategy:** They used a simple strategy by showing potential clients how much their data really cost.

If someone, for example, was about to start watching a 4-minute sports video, he or she would see an ad before the video they were going to watch showing that it would cost \$1.31 with their current provider.

**Results:** The brand interest had a 113% increase, 3 times increase in search, and generated thousands of new customers.

**LVMH** <https://www.youtube.com/watch?v=zbmffA54F9s>

It's a French brand of luxury items, which is similar to Louis Vuitton and Givenchy brands.

**Objective:** They wanted to help people decide what to buy because they realized that people were not just looking for inspiration.



**Strategy:** The first thing they did was take advantage of fashion week in Paris, to associate the brand with the prime YouTube creator Emma Chamberlain and the super model Karl Lagerfeld to record their experiences exclusively on YouTube.





**Results:** This video had more than a million views.

**United** <https://www.youtube.com/watch?v=4tidNCulom4>



The United Travel Company aims to make people be inspired to travel. Those were the words of Kajal Narasimha, Managing Director of personalization and commitment of United.

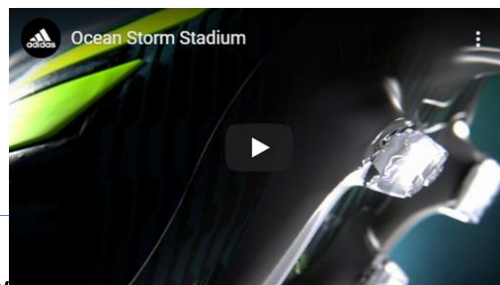
**Objective:** United's desire was to generate conversions with personalized and attractive means.

**Strategy:** They created a video with a duration of 15 seconds where they showed people in incredible places: crystalline beaches, crowded markets, returning to the step that everyone took to get there. Making the reservation to fly.

**Results:** The strategy was so successful that in only 30 days, 52% of the conversions which came from YouTube, were click-through conversions generated from the ad.

**Adidas** <https://www.youtube.com/watch?v=x5bQJlResJE>

Adidas is a multinational corporation which designs and



[Click here to access my Advanced Video Marketing video training.](#)



manufactures shoes, clothing and accessories.

**Objective:** The company needed a better strategy to advertise the Nemeziz football shoe, so they used the YouTube video ad sequencing tool.

**Strategy:** they used what is called the YouTube's video ad sequencing tool.

**Results:** Adidas achieved a 33% increase in awareness, a 20% increase in ad recall and a 317% increase in product interest.

**Abreva** <https://www.youtube.com/watch?v=KWDGoSS2QbE>



Abreva is the brand name of a drug used to treat cold sore infections.

**Objective:** Abreva knew many people have their first cold sores in adolescence. So, they wanted

to set up a special approach for the Z Generation.

**Strategy:** Abreva made the decision to rely on YouTube. Abreva made 119 different announcements in order to personalize the text based on a diversity of interests.

**Results:** They saw a 41% increase in the general recall of advertising and a 342% increase in search interest.

**Hershey's** <https://www.youtube.com/watch?v=tB9Knasnjds>



Hershey's is a multinational company and one of the largest chocolate manufacturers in the world.

**Objective:** Hershey's wanted to spread the word out about its limited-edition Hot Cocoa Kisses, so they went online to get inspired.

**Strategy:** The strategy they used was to introduce the most prominent and best YouTube bakers such as Rosanna Pansino, the Icing Artist and Honeysuckle.

**Results:** The result that Hershey's obtained was a 32% increase in purchase intention.





## Chapter 20: Video Marketing

### Frequently

### Asked

### Questions



#### **Is One Video Enough?**

You need to reach your customers, to be able to interact with them and thus know them and know what needs they have.

Can this really be achieved through a single video? This is the question you really must ask yourself.

You must make several revealing videos that shows your audience who you are. That shows the magnificence of your brand, product or service to make the most of your online service.

And a wide variety of videos will also be a great help to expand your brand awareness.

#### **How Do I Make Video Content Interesting?**



One of the things you can do to generate content that is interesting for your followers, is to make it authentic.

You should only consider two things to achieve this, you must ensure that your video is of high quality and consistency.

If your video does not have high quality this causes you to lose followers.

And if there is no consistency, you cannot create a long-term relationship with your audience.

### **How Do You Make A Good Marketing Video?**

To achieve an excellent marketing video that catches the eye of your followers you need to be clear about what you want when making the video.

Another very important thing is that you know your audience and their needs.

By having this clear vision you can use the tools that are most convenient for the preparation of your video.

### **How Do You Make A Good Social Media Video?**

First of all, think about a video that goes viral and the emotion it sparks in the viewer.

Knowing this, you need to plan your strategy in advance. You need your videos to tell a story that reaches the heart of your followers.

The first few seconds of your videos needs to have an impact and be of high quality.

### **How Do You Make A High Quality Video?**



If you want to make your video impactful and be of the highest quality then you need to do the following:

First, record the video in a conference room, this will help to avoid outside noise and interruptions.

Lighting is also very important. For ideal lighting, we suggest that you use studio lights.

You should also control the sound inside your recording space. This can be done by using sound-absorbing panels or heavy curtains which work very well at reducing sound reflections.

### **How Can I Look Good On Video?**

To look good in your videos be sure to let in lots of indirect lighting to help avoid shadows.

Make good eye contact and be sure to focus your gaze on the webcam and not on the screen.

Don't wear bold patterns because they may look somewhat messy on the viewer's screen.

Maintain a correct posture and make sure your face is visible on camera.

Place the camera on a surface that is in line with your forehead and if you are using a laptop with a built-in camera don't tilt the screen up.

Always put the camera on a higher surface and tilt it towards you.

### **What Is The Best Video Editing Software For Beginners?**

From cheapest to most expensive:



iMovie <https://www.apple.com/imovie/>

Lumen5 <https://lumen5.com/>

Video Studio Pro <https://www.videostudiopro.com/>

Filmora <https://filmora.wondershare.com/>

Cyberlink <https://www.cyberlink.com/>

Adobe Premiere Elements <https://www.adobe.com/products/premiere-elements.html>

Pinnacle <https://www.pinnaclesys.com/>

Adobe Premiere Pro <https://www.adobe.com/products/premiere/free-trial-download.html>

Camtasia <https://www.techsmith.com/>

Final Cut Pro <https://www.apple.com/final-cut-pro/>

### **How Can I Increase My YouTube Video Views For Free?**

One of the things you can do is to use interesting, descriptive titles that contain keywords.

A title with these characteristics will create two things; first, it will provide keywords for the algorithm to rank your video and will inform viewers about the content of the video.

### **How Can I Increase My Facebook Video Views?**

So you can successfully increase the views of your Facebook videos do the following.



Upload your videos directly to Facebook. If you do, the video will get more views.

Always use a call to action. This is the best way to direct traffic to your site directly through the video.

The thumbnail is the first thing that users see, so choose one that will grab viewers attention.

### **How Do You Increase Views On TikTok?**

First you must have an excellent profile and make sure you choose a good niche.

Be kind to your followers and always intelligently answer their questions.

Start challenges. Also make sure you use hashtags that are trending. If you find someone who is in the same niche propose a collaborative video project.

It's also very important to publish regularly to keep your followers attention and also publish on other platforms.





## Conclusion:

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 Advanced Video Marketing Efforts even farther, we invite you to get the most out of it by getting access to our Step by Step Video Training [clicking here](#) (Insert your Upsell offer URL).

Thanks so much for the time you have dedicated to learning how to get the most advantages from Advanced Video Marketing.

Advanced Video Marketing have come to stay in the market forever.

To Your Success,

**Your Name**



# Top Resources



## Videos

<https://www.youtube.com/watch?v=kaBw4m-GRmM>  
<https://www.youtube.com/watch?v=OEgvfUxNYac>

## Tools & Services

<https://shanebarker.com/blog/video-marketing-tools/>  
<https://www.searchenginejournal.com/11-awesome-video-marketing-tools/137767/#close>

## Training Courses

<https://www.demandmetric.com/content/training-course-video-marketing>  
<https://academy.hubspot.com/courses/video-marketing>

## Blogs

<https://www.ngdata.com/best-video-marketing-blogs/>  
<https://blog.hubspot.com/marketing/video-marketing>

## Forums

<https://www.warriorforum.com/warrior-special-offers/1390105-done-you-get-up-25-000-dynamic-videos-help-you-sell-more-personalized-video-marketing.html>  
<https://www.cnet.com/forums/discussions/video-marketing/>

## Affiliate Programs

<https://www.quora.com/What-are-the-best-affiliate-marketing-programs-with-videos>  
<https://www.authorityhacker.com/youtube-affiliate/>

## Webinars

<https://www.youtube.com/watch?v=WQ3MgTAjCW8>  
<https://www.youtube.com/watch?v=CfQT1rmeUDQ>

## Infographics

<https://www.impactbnd.com/blog/video-marketing-in-2019-infographic>  
<https://wave.video/blog/video-marketing-statistics/>

## Case Studies

<https://biteable.com/blog/case-studies/>  
<https://barnraisersllc.com/2019/10/video-marketing-case-studies-prove-roi-brands/?fbclid=IwAR3kvEiKgTxzNN-0mMiGaWbf8c07pdD8HigNgJOeduxs3XiXxN78tg56kiw>



Facts

<https://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics>

<https://optimmonster.com/video-marketing-statistics-what-you-must-know/>

# Limited Special Offer

## Advanced Video Marketing

### Made Easy

(HD Video Course)



**Click Here to Download Your Video Training!**



(Insert your Upsell Offer URL)