

Cheat Sheet



Advanced Video Marketing

Made Easy

Powered By “Your Website URL here”

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



Limited Special Offer

Advanced Video Marketing Made Easy



(HD Video Course)

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What Is Video Marketing All About?

- ✓ Videos on social networks are one of the best tools we can use to reach a large mass of users.
- ✓ Video marketing is a marketing method where audiovisual support is used to publicize and market a service, 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.
- ✓ Apart from all this information, 90% of customers also say that videos help them make decisions when making a purchase.

Using the Flywheel Model in your Video Marketing

- ✓ The Inbound Methodology
- ✓ Attract (Marketing)
- ✓ Convert (Marketing + Sales)
- ✓ Close (Sales)
- ✓ Delight (Service)

Outsourcing Your Video Marketing The Right Way

- ✓ Staff Issues Won't Affect the Marketing Part
- ✓ You Can Have An Entire Team At

Popular Video Metrics You Should Track

- ✓ Defining Your Goals and Analyzing Results
- ✓ View Count
- ✓ View Rate
- ✓ Social Sharing and Comments
- ✓ Video Completions
- ✓ Completion Rate
- ✓ Click-Through Rate
- ✓ Conversion Rate
- ✓ Bounce Rate and Time-On-Page

Advanced Video Marketing On Social Media

- ✓ Consider the Best Video Marketing Social Platform
- ✓ Develop Your Video Marketing Strategies Thinking Social
- ✓ Consider These Advanced Social Video Marketing Strategies
- ✓ Set Up a Call to action
- ✓ Try Short Form Video
- ✓ Try Long Form Video

Crazy Facebook Ad Strategies To Apply In 2019

- ✓ Create Specific

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Your Disposal

- ✓ More Open Perspective
- ✓ ROI
- ✓ You Get Updated Brains
- ✓ You Will be able to Focus on What Matters Most
- ✓ You can replace Them If Necessary

Don'ts

- ✓ Don't Be Boring
- ✓ Don't Be Preoccupied With Perfection
- ✓ Don't Forget Production Quality
- ✓ Don't Focus Only On Sales
- ✓ Don't Forget To Use Analytics
- ✓ Don't Stop Using All Platforms
- ✓ Don't Expect Instant Results
- ✓ Don't Exaggerate Your Sales Pitch
- ✓ Don't Fill Your Video With Messages
- ✓ Don't Make Very Long Videos

Do's

- ✓ Make An Unforgettable Introduction
- ✓ Be Fun
- ✓ Use A Catchy Title
- ✓ Use Keywords To Tag Your Video
- ✓ Instruct Your Followers
- ✓ Make Short Videos
- ✓ Use An Expert Voice
- ✓ Study The Use Of Micro Video Applications
- ✓ Ask Your Followers
- ✓ Use Tutorial Videos

Video Marketing Tools And Services To Consider

- ✓ [Oculu.com](https://www.oculu.com)
- ✓ [SnapApp.com](https://www.snapapp.com)
- ✓ [MediaPlatform.com](https://www.mediaplatform.com)
- ✓ [SproutVideo.com](https://www.sproutvideo.com)
- ✓ [Kaltura.com](https://www.kaltura.com)
- ✓ [Vidyard.com](https://www.vidyard.com)
- ✓ [uStudio.com](https://www.ustudio.com)
- ✓ [Twentythree.net](https://www.twentythree.net)
- ✓ [Looplogic.com](https://www.looplogic.com)

Video Marketing Success Stories

- ✓ [CHILI'S](https://www.chilis.com)

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