Advanced Video Marketing

- Chapter 1: What Is Video Marketing All About?
  - What Is Video Marketing?
  - Why Should You Use Video In Your Business
  - Types Of Marketing Videos
    - Demo videos
    - Branded videos
    - Videos of an event
    - Expert interviews
    - Educational or instructional videos
    - Explanatory Videos
    - Animated Videos
    - Case studies and videos of customer testimonials
    - Live videos
    - 360° and virtual reality videos
    - Augmented reality (AR) videos
    - Custom messages
  - The Most Popular Video Sharing Sites
    - YouTube
    - Vimeo
    - Vidyard
- Chapter 2: Planning A Successful Video Marketing Strategy
  - Define your Goals
  - Create a Mission Statement
  - Define Your Target Audience
  - Decide What Type of Videos You Will Create
  - Set a Budget
    - What kind of videos do you want to create?
    - Will you make videos internally or outsource them to an external production company?
    - What video equipment or video marketing software will you need?
    - Do you want to hire actors?
  - Establish Responsibilities
  - Define Where You Will Store Your Videc
  - Measure your Results
- Chapter 3: Creating Your Marketing Video Step by Step
  - Creating A Marketing Video Checklist
  - Creating Your Marketing Video
    - Plan Your Video
    - Script Your Video
    - Prepare And Rehearse
    - Shoot And Edit
  - How To Make An Awesome Marketing Video
    - Pick The Right Format
    - Showcase Your Personality
    - Provide Entertaining and Educational Value
  - Composing A Killer Video Title
- Chapter 4: Uploading Your Video To the Right Places
  - Uploading Your Video To YouTube
  - Uploading Your Video To Vimeo
  - Uploading Your Video To Facebook
  - Uploading Your Video To Twitter
  - Uploading Your Video To Instagram
  - Uploading Your Video To TikTok
- Chapter 5: Advertising Your Videos The Free Way
  - Advertise Your Videos On High-Traffic Forums
  - Promote Your Videos On Social Media
  - Send Your Marketing Video To Email Subscribers
  - Comment On Other Niche Channels On YouTub
- Chapter 6: Advertising Your Videos The Paid Way
  - Advertising Your Videos On YouTube With Google Ads
  - Advertising Your Video Posts On Social Media
  - Advertise On Alternative Ad Networks
  - Join A YouTube Promotion Network
- Chapter 7: Running a Successful Video Marketing Campaign with YouTube
  - Getting Started
  - Configuring Your Video Campaign
  - Creating Your Video Ad
- Chapter 8: Running a Successful Video Marketing Campaign with Facebook
  - Getting Started
  - Creating The Campaign
  - Creating The Video Ad
- Chapter 9: Running a Successful Video Marketing Campaign with Twitter
  - Getting Started
  - Creating The Campaign
  - Creating The Ad And Launching The Campaign
- Chapter 10: Running a Successful Video Marketing Campaign with Snapchat
  - Getting Started
  - Creating The Snap Ad Campaign
- Chapter 11: Advanced Video SEO For Your Video Marketing Efforts
  - Choose The Right Video Hosting To Achieve SEO Objectives
  - Upload Your Campaigns To Video Sharing Sites To Drive Brand Awarenes
  - Upload Your Campaigns To Video Marketing Platforms To Drive Traffic and Sale
  - Insert Captions
  - Use Attractive Thumbnails
  - Add Keywords Into Titles and Metadata
  - Embed Your Videos Into An Optimized Blog Pos
- Chapter 12: Going Live Like A Pro
  - Going Live Like A Pro On YouTube
  - Going Live Like A Pro On Facebook
  - Going Live Like A Pro On Instagram
- Chapter 13: Popular Video Metrics You Should Track
  - Defining Your Goals and Analyzing Result
  - View Count
  - View Rate
  - Social Sharing and Comments
  - Video Completions
  - Completion Rate
  - Click-Through Rate
  - Conversion Rate
  - Bounce Rate and Time-On-Page
- Chapter 14: Using The Flywheel Model In Your Video Marketing
  - The Inbound Methodology
  - Attract (Marketing)
  - Convert (Marketing + Sales)
  - Close (Sales)
  - Delight (Service)
- Chapter 15: Advanced Video Marketing On Social Media
  - Consider the Best Video Marketing Social Platform
    - YouTube [desktop and mobile]
    - Facebook [desktop and mobile]
    - Twitter [desktop and mobile]
    - Instagram [mobile]
    - Snapchat [mobile]
    - Blab [desktop and mobile]
    - Periscope [mobile]
  - Develop Your Video Marketing Strategies Thinking Social
  - Consider These Advanced Social Video Marketing Strategies
    - Short form [Instagram, Twitter and Snapchat]
    - Long form [Periscope, Blab and Facebook]
  - Set Up a Call to action
  - Try Short Form Video
  - Try Long Form Video
- Chapter 16: Outsourcing Your Video Marketing The Right Way
  - Staff Issues Won't Affect the Marketing Par
  - You Can Have An Entire Team At Your Disposa
  - More Open Perspective
  - ROI
  - You Get Updated Brains
  - You Will be able to Focus on What Matters Mos
  - You can replace Them If Necessar
- Chapter 17: Video Marketing Do's And Don'ts
  - 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
  - Dont's
    - 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
- Chapter 18: Video Marketing Premium Tools And Services To Consider
  - Oculu.com
  - SnapApp.com
  - MediaPlatform.com
  - SproutVideo.com
  - Kaltura.com
  - Vidyard.com
  - uStudio.com
  - Twentythree.net
  - Looplogic.com
- Chapter 19: Video Marketing Success Stories
  - CHILI´S
  - Xfinity
  - LVMH
  - United
  - Adidas
  - Abreva
  - Hershey's
- Chapter 20: Video Marketing Frequently Asked Questions
  - Is One Video Enough?
  - How Do I Make Video Content Interesting?
  - How Do You Make A Good Marketing Video?
  - How Do You Make A Good Social Media Video?
  - How Do You Make A High Quality Video?
  - How Can I Look Good On Video?
  - What Is The Best Video Editing Software For Beginners?
  - How Can I Increase My YouTube Video Views For Free
  - How Can I Increase My Facebook Video Views?
  - How Do You Increase Views On TikTok?