

NEW



# MAGNETIC **VIDEO** MARKETING

## INFOGRAPHICS

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# CHAPTER 1

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## INTRODUCTION TO VIDEO MARKETING

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## Introduction to Video Marketing

Video marketing is defined as the use of video contents to educate people, promote an individual, brand, product or services.

Video marketing can be used for creating brand awareness, market presence or simply promoting or selling any product.

Video marketing is mostly done free of cost but one can use (especially corporate's) paid video advertisements too for increasing exposure.

In this course we are going to be focusing on free methods to create and rank your video contents almost overnight (even if you have never done a single video before) using some top notch secrets which 99% marketers have no clue about.

Ex: One of my own videos promoting "How to make money with Amazon".





Next example is of video advertisement for promoting GoDaddy, a web site domain provider and hosting company.

YouTube IN

NutCuiLal | GoDaddy India  
by GoDaddy

Ad - 0:35 in.godaddy.com

Skip Ad ▶

TOP 10 Dialogues of Raanjhanaa Movie Starring Dhanush & Sonam Kapoor

Up Next

Autoplay

Hindi Dubbed Movies 2015 Full Movie New HD , Comedy Movies Full Length  
by Landon Gandy  
1,056,813 views

Hanshika Motwani Ice Bucket Challenge for ALS  
by BASE 10 ENTERTAINMENT  
22,284 views

Alia, Priyanka, Sonakshi, Salman, Ranbir Bollywood's Best Dubsmash Compilations  
by BASE 10 ENTERTAINMENT  
568 views

Salman Khan & Sonakshi Sinha Latest Dubsmash Video 2015 for Shatrughan Sinha  
by BASE 10 ENTERTAINMENT  
41,598 views

Saina Nehwal Dubsmash Compilations Best Ever 2015 Dubsmash Compilation  
by BASE 10 ENTERTAINMENT  
1,985 views

Samurai - Ek Yodha (2015) - Vikram | Dubbed Hindi Action Movie 2015 | Hindi  
by SD Entertainment Movies  
782,853 views

Comedy Movie from Bollywood - Best Comedy Scenes | Vijay Raaz | Hindi Movie

Example of a video market presence campaign by VICKS

YouTube IN

Vicks VapoRub #HugYourDad  
by Vicks India

Ad - 1:00 facebook.com

Skip Ad ▶

Rajpal Yadav Hungama Comedy - Welcome Lodge

Up Next

Autoplay

Chup Chup Ke - Most Hilarious Bollywood Scene Ever - Rajpal Yadav  
by UTV Motion Pictures  
2,672,337 views

Comedy Movie from Bollywood - Best Comedy Scenes | Vijay Raaz | Hindi Movie  
by Shemaroo  
13,556,499 views

Rajpal Yadav Popular Comedy Scene - Best Hindi Comedy Scene  
by Indian comedy  
997,344 views

deady Parash Rawal Awara Comedy  
by rantingraj  
160,657 views



# CHAPTER 2

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## ADVANTAGES OF VIDEO MARKETING

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## Advantages of Video Marketing

It's often said that a picture depicts thousands words. Then imagine what a video can do.

Here are some the underlying benefits of video marketing:

- ✓ Video marketing is the fastest medium to build your online authority and presence. Simply put it is the surest way to position you at the top of targeted prospect's mind.
- ✓ Due to this unfair advantage traffic converts 2X-3X more than any other leads out there.
- ✓ Video marketing is completely free to use.
- ✓ Can give unlimited razor targeted leads if done in the Right way... (But most people do it in the wrong way)
- ✓ Videos almost instantly increase your search engine (Google, Bing, Yahoo loves video content) rankings therefore is a GOLDMINE for SEO.
- ✓ Instant increase of conversions: A recent study has demonstrated that 57% online consumers are more likely to buy a product after watching video demonstration and testimonial of the product.
- ✓ Video is easily accessible: With the growing use of tablets and smart phones videos can be watched anytime, anywhere.

- ✓ Video is one of the free ways to market your products online. There are endless platforms to market videos (see section below) like Youtube, Metacafe, Vimeo and the list goes on.
- ✓ Video adds emotional value. 98% buying decisions are always emotional. With videos you can attach face to a concept thus increasing trust and conversions. See example below:





# CHAPTER 3

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## TYPES OF VIDEO HOSTING SERVICES

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## Types of Video Hosting Services

Though youtube is the largest and the most popular video hosting service but there are few other notable service providers having their own advantages. Here's is the handpicked list:

Name	Web site
Blip.tv	<a href="http://blip.tv">blip.tv</a>
Daliymotion	<a href="http://www.dailymotion.com">www.dailymotion.com</a>
Flickr	<a href="https://www.flickr.com/">https://www.flickr.com/</a>
Hulu	<a href="http://www.hulu.com/">www.hulu.com/</a>
Mefedia	<a href="http://www.mefedia.com/">www.mefedia.com/</a>
Metacafe	<a href="http://www.metacafe.com/">www.metacafe.com/</a>
MyVideo	<a href="http://www.myvideo.de/">http://www.myvideo.de/</a>
RuTube	<a href="http://rutube.ru/">rutube.ru/</a>
Viddler	<a href="http://www.viddler.com/">www.viddler.com/</a>
Vimeo	<a href="https://vimeo.com/">https://vimeo.com/</a>
Youtube	<a href="https://www.youtube.com">https://www.youtube.com</a>



# CHAPTER 4

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## CAPTURING VIDEO AND SOFTWARE

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## Capturing Video and Software

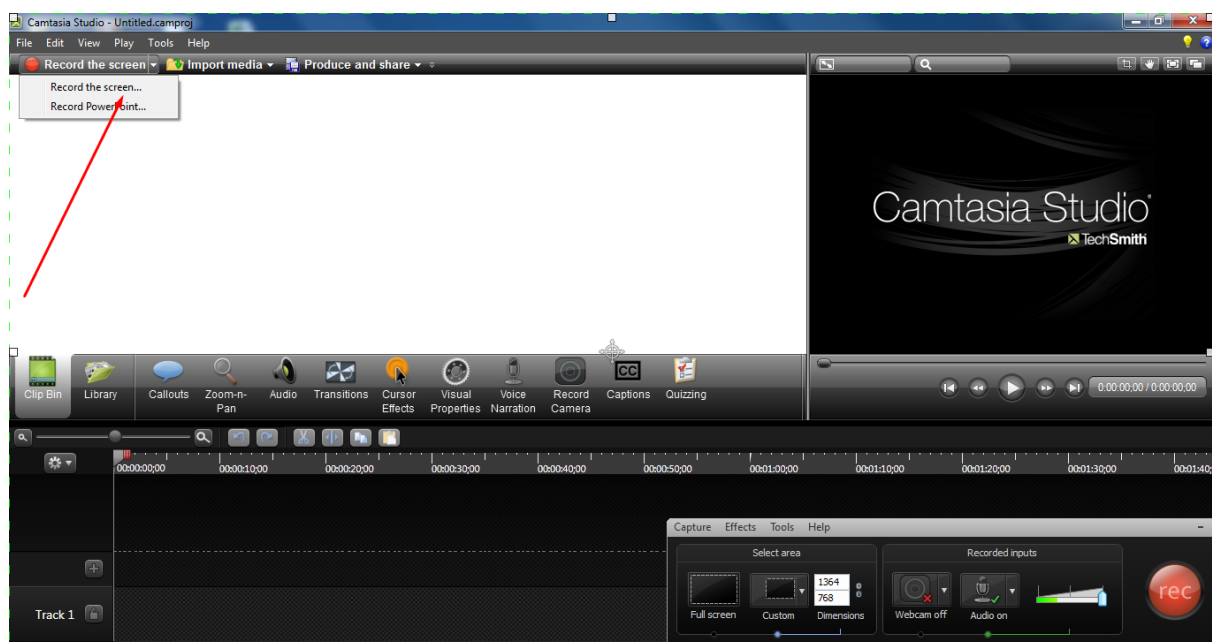
As a newbie marketer capturing and recording video can be a tedious process especially if you have never done the same before. But here's the deal. Internet has been a great leveller for all. Once you upload your content online, you are one amongst the rest. Be it pro or veteran marketers.

So exactly what tool and software to use?

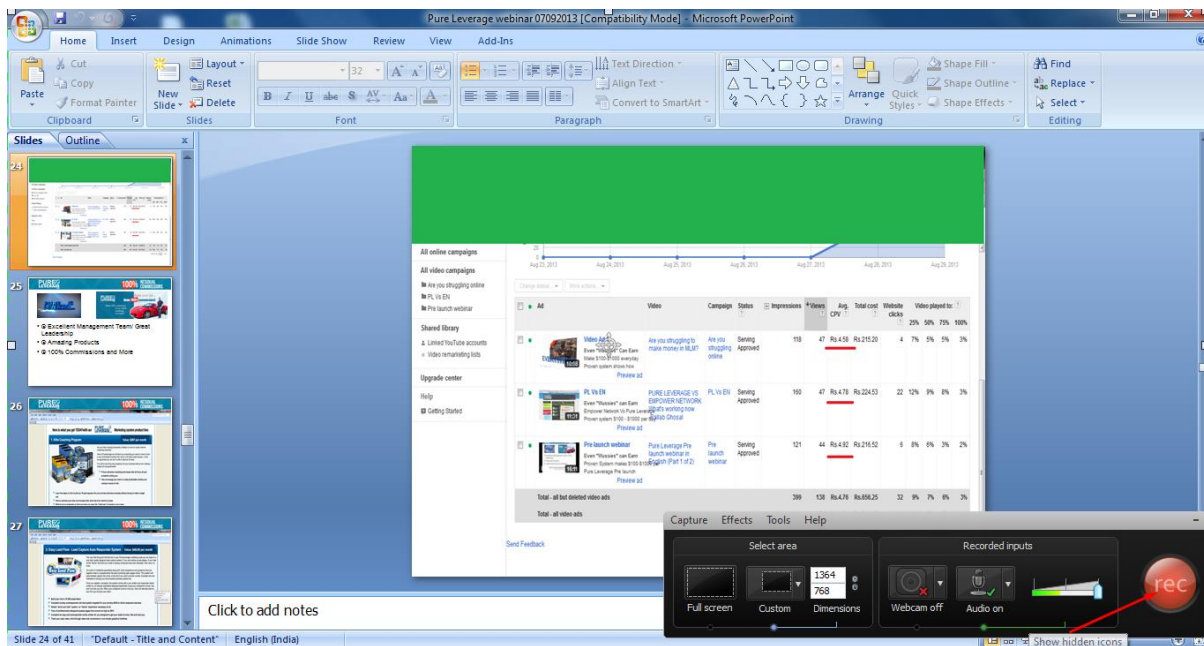
The best part is you don't need any expensive tools or camera to shoot. Your laptop camera or any regular webcam can be good enough to start with. So the entire process is absolutely free!

The best recommended software is camtasia. This free software can be used not only to record your videos but also to record power point presentations, screen recording etc.

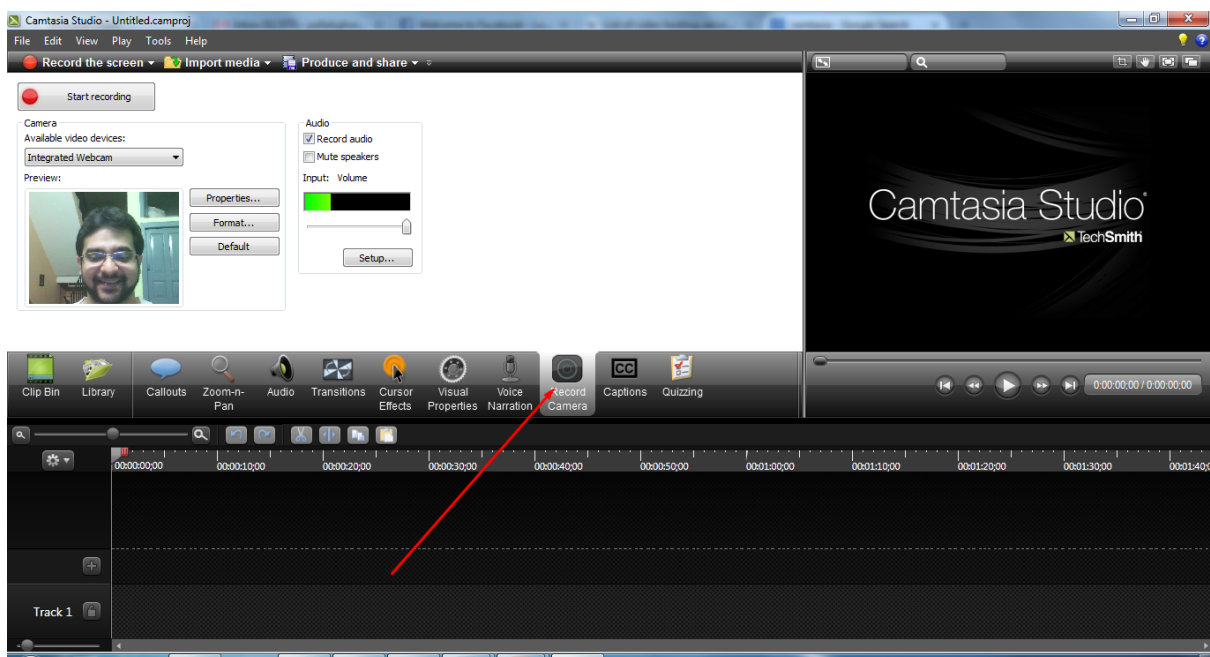
Step #1: Select what you want to record



## Step #2: Start recording



## Step #3: Select "Record Camera" in case you want to record yourself





# CHAPTER 5

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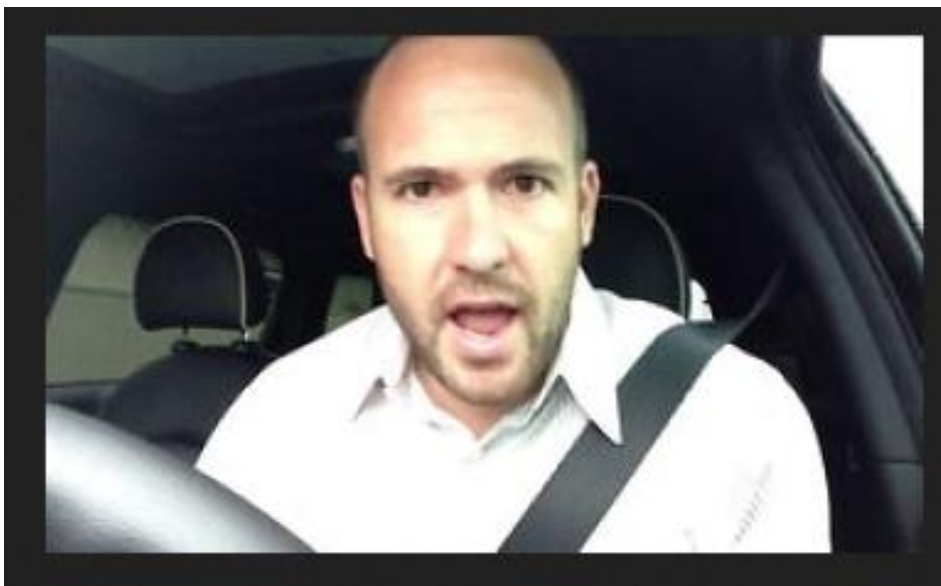
## 12 RECOMMENDED TYPES OF VIDEOS

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## 12 Recommended Types of Videos

There are many ways to capture videos as an online marketer. Here is the list of most effective ways to record them:

### 1) Drive Time Videos



### 2) Walk Around Videos



### 3) Talking Head Videos



### 4) Demonstration Videos





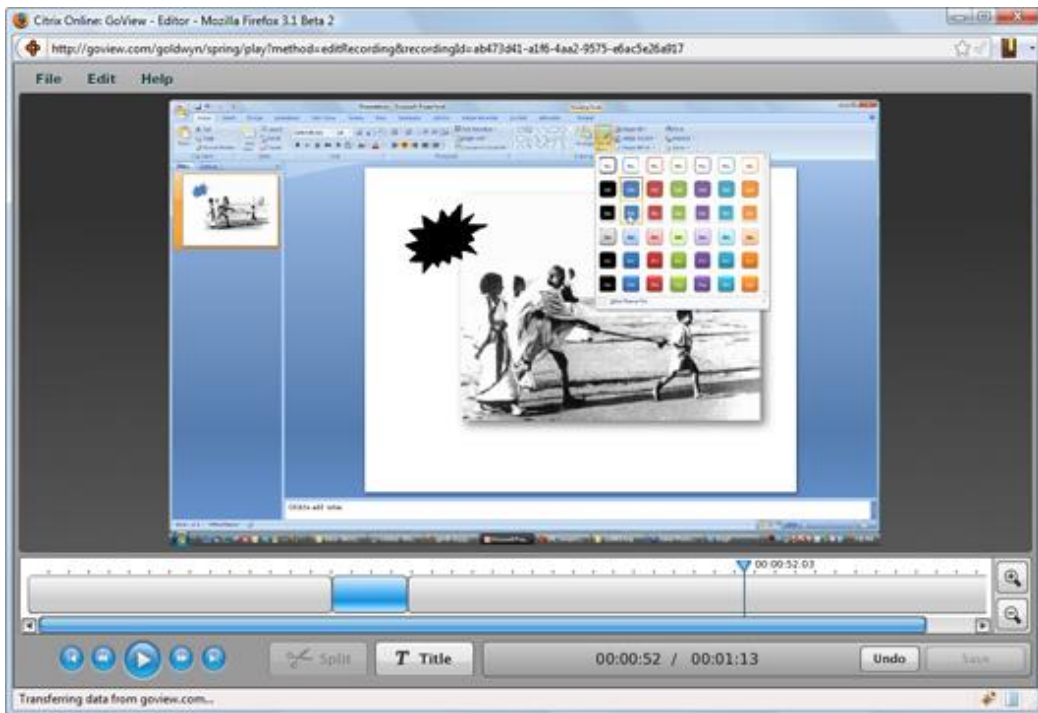
## 5) In Person Interview Videos



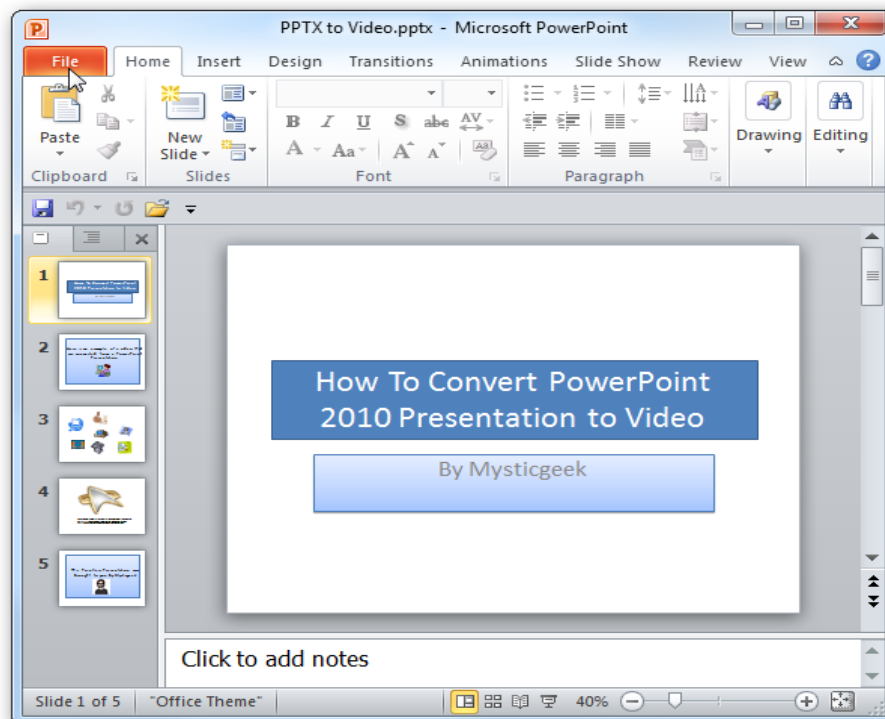
## 6) Dual Webcam Interview Videos



## 7) Screen Cast Videos



## 8) Power Point Presentation Videos



## 9) Review Videos



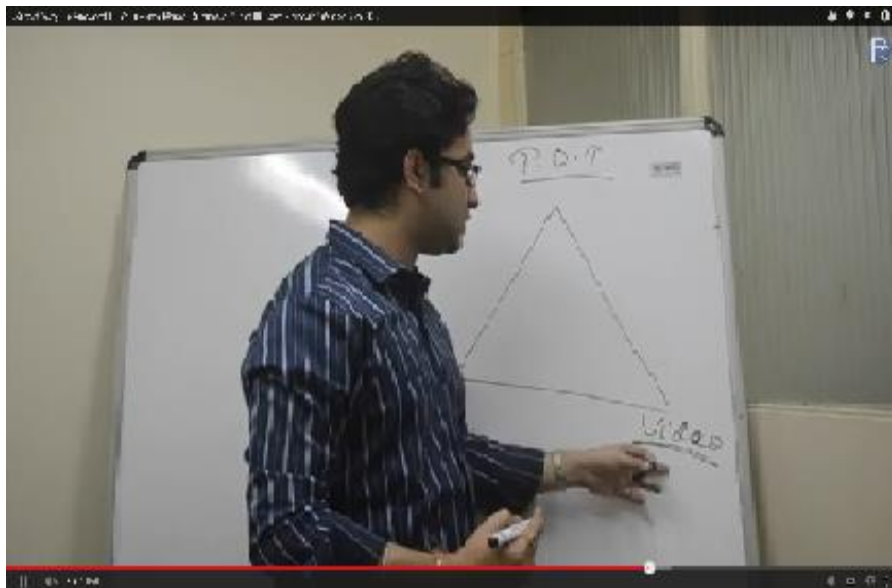
## 10) Live Seminar Footage Videos



## 11) Seminar Interview Videos



## 12) White Board Videos





# CHAPTER 6

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## INTRODUCTION OF THE BIG DADDY (YOUTUBE)

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## Introduction of The Big Daddy (Youtube)

With more than 6 BILLION hours of videos being watched every month youtube absolutely dominates the video marketer.

Youtube is the single most important and preferred choice of hosting and sharing videos amongst internet marketers. It's easy, super effective and free.

The effective way of hosting and sharing your videos through youtube is via your own youtube channel. In the chapters ahead we will see the exact steps of opening and operating a youtube channel.





# CHAPTER 7

## YOUTUBE ADVANTAGES

## Youtube Advantages

Apart from being the third most searched web site in the world youtube has its own advantages making it an absolute preferred choice amongst marketers.

Accessible to unlimited pool of targeted leads as youtube is the most searched video site.

Super easy to organize the videos through playlist option making them more searchable.

Easy to upload, share and search video online.

Youtube advertisement is targeted as well as cheap making it an obvious advertising choice.

Youtube channel helps you to brand yourself and organize videos under one roof.

Unlimited free customizable options under video manager like "custom thumbnail", "annotations", "subtitles and cc", "enhancements" etc.

YouTube IN

CREATOR STUDIO

- DASHBOARD
- VIDEO MANAGER
- Videos
- Live Events
- Playlists
- COMMUNITY
- CHANNEL
- ANALYTICS
- CREATE
- Send feedback

Instant Cash Machine Testimonial by Stephanie

Info and Settings Enhancements Audio Annotations Cards Subtitles and CC

Instant Cash Machine Testimonial by Stephanie

Channel: Pallab Ghosal  
 Uploaded time: June 9, 2015 1:38 PM  
 Duration: 0:30  
 Raw file: 00-pallab.mp4  
 Views: 12  
 Likes: 0  
 Dislikes: 0  
 Comments: 0  
 Video URL: https://youtu.be/D2oGTZZ7w0I

Basic info Advanced settings

Instant Cash Machine Testimonial by Stephanie

Instant Cash Machine Testimonial by Stephanie  
 For more info visit: http://WORKWITHPALLAB.COM/youtube

Public

Add a message to your video

Live channel stats to monitor and analyze your channel and video performances.

Pallab Ghosal

Created: Oct 22, 2007 • Videos: 7 • Lifetime views: 181

CHANNEL

Last 28 days (May 19, 2015 – Jun 15, 2015)

Performance

VIEWS  
123 ▲

ESTIMATED MINUTES WATCHED  
66 ▲

AVERAGE VIEW DURATION  
0:32 ▼

Video	Views ? ▾	Estimated minutes watched ?	Likes ?
Pallab Ghosal Instant Cash Machine Testimonial	60 (49%)	33 (50%)	0
Instant Cash Machine Testimonial by Patrick	38 (31%)	25 (39%)	0
Instant Cash Machine Testimonial by Stephanie	11 (8.9%)	3 (4.0%)	0
Instant Cash Machine Testimonial by Bob	7 (5.7%)	2 (3.6%)	0
Instant Cash Machine Testimonial by Serah	6 (4.9%)	2 (3.4%)	0
Pallab Ghosal Testimonial By Manidip Chakrab...	1 (0.8%)	1 (0.8%)	0

## Demographics

### TOP GEOGRAPHIES

United States  
India  
Germany  
Barbados  
Jamaica



### GENDER

Male 74%  
Female 26%



## Discovery

### TOP PLAYBACK LOCATIONS

Embedded in external websites and apps 81%  
YouTube watch page 19%



### TOP TRAFFIC SOURCES

External 56%  
Unknown – embedded player 28%  
YouTube channel page 11%  
Other 5.7%







# CHAPTER 8

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**EXACT BLUEPRINT OF AN ATTRACTIVE  
YOUTUBE CHANNEL**

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## Exact Blueprint of an Attractive Youtube Channel

Imagine your home as your youtube channel. A neat well decorated one will always fetch more attention than the untidy one.

Here are some of the important things to consider while creating your own youtube channel.

Channel icon: Small picture depicting either yourself or your brand. Visitors always relate your channel with this image.

Channel art: This space is vital brand building space for you. Most marketers leave it blank or unutilized. However, a nice branding here will provide you an unfair advantage.

Channel link: Visitors can click here and land into one of your capture pages. Nice way to get some free leads.

Welcome video: Immediately catches the attention of any first time visitor. Also helps to communicate the message what the channel is all about.

Play list: Groups all the related videos in one place. So can be auto played in a sequence.

Description: Clarifies and conveys the message to the prospect. Instantly helps prospects to find a solution to their problem.





# CHAPTER 9

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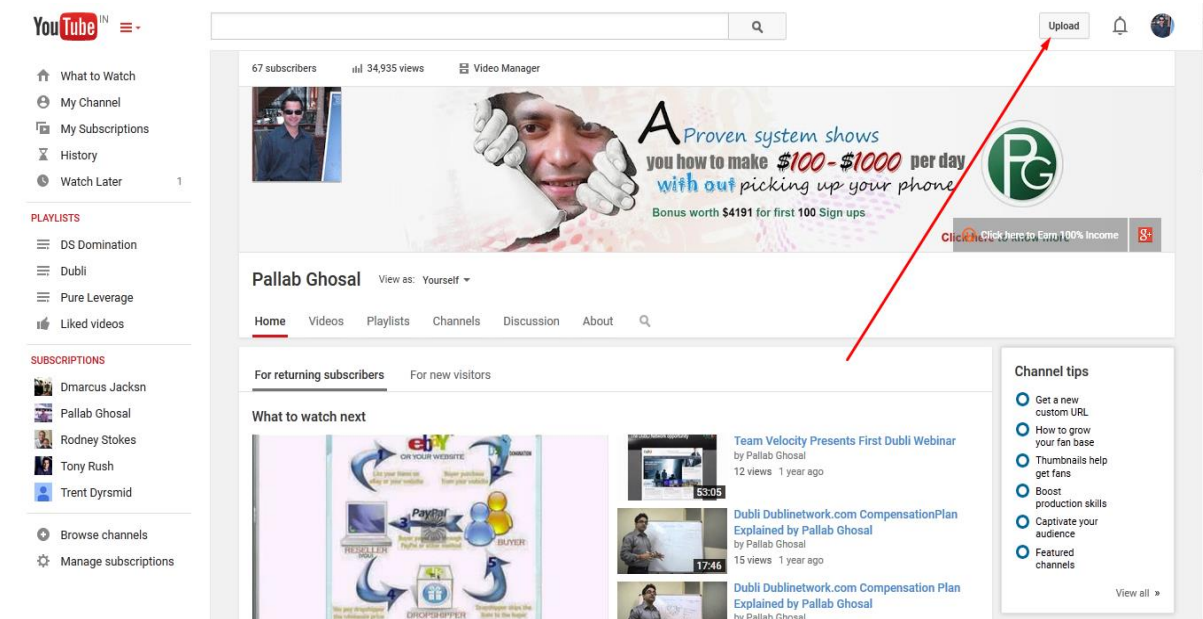
## UPLOADING A VIDEO INSIDE YOUTUBE

---

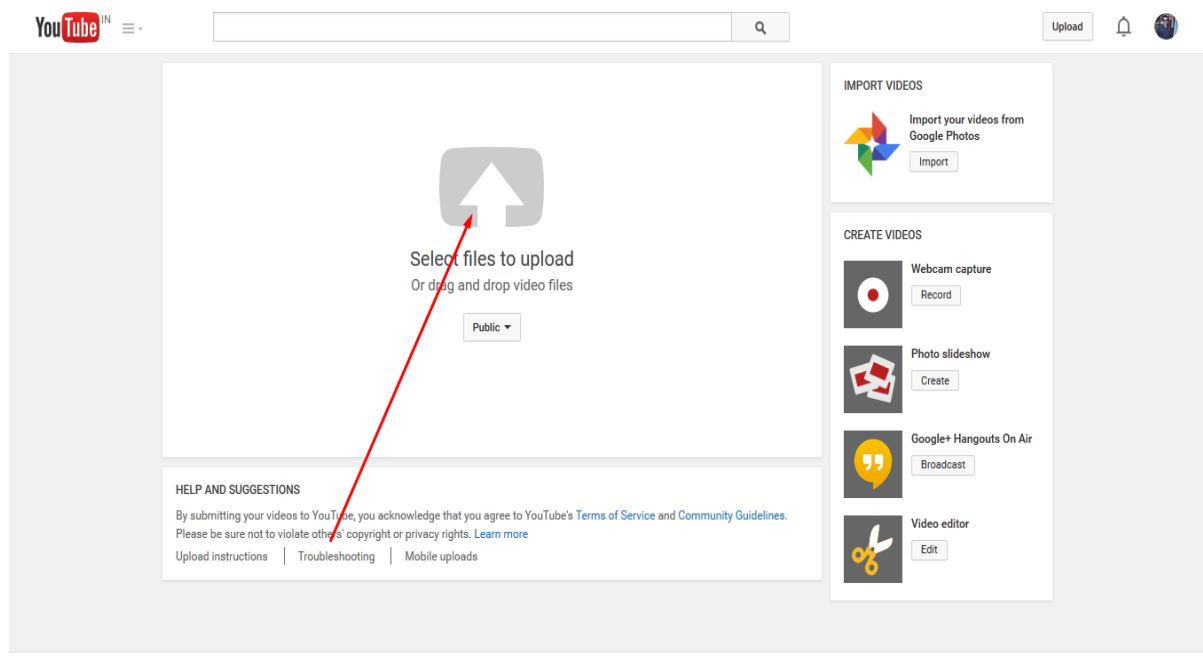
# Uploading a Video Inside Youtube

Upload a video inside youtube is simple 1-2-3 process.

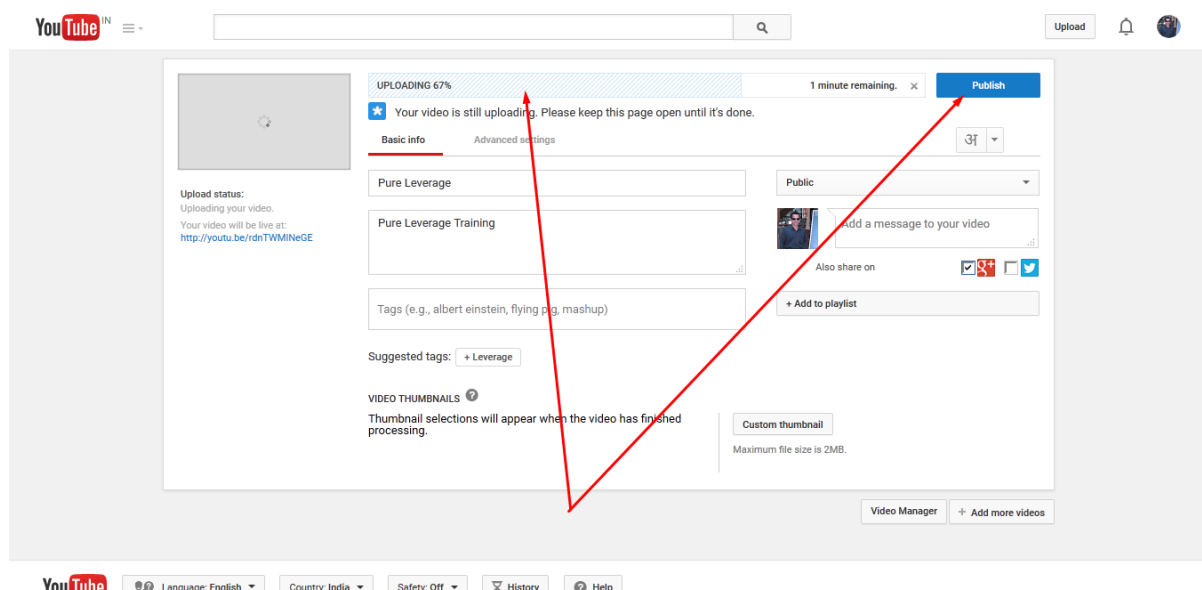
Step #1: Click on "upload".



Step #2: Select files to upload



### Step #3: Publish video once uploading is complete







# CHAPTER 10

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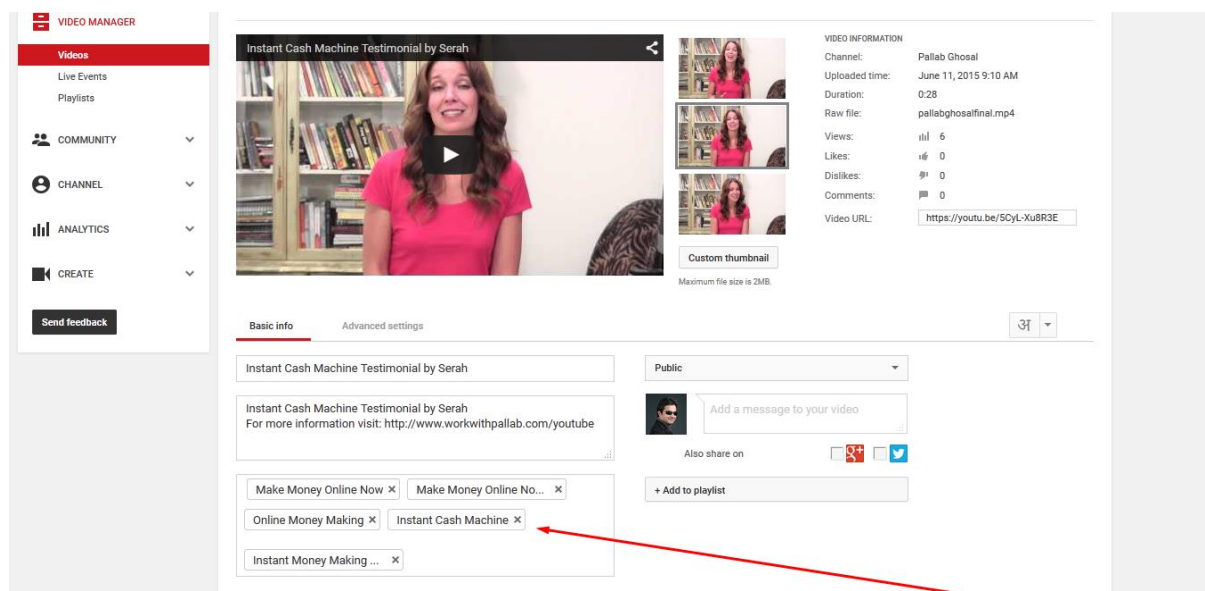
**RANK YOUR VIDEOS TO BEAT  
THE COMPETITION**

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## Rank your Videos to Beat the Competition

One of the smartest ways to rank your videos higher up in the search engines is by adding related keywords. Unfortunately most video marketers either don't know this technique or do this completely wrong.

Adding related keywords make the video content appear when similar keywords are searched or parallel videos are played. Here's the place to enter the keywords inside youtube:



Each keyword entered must be separated by a comma (,) sign.

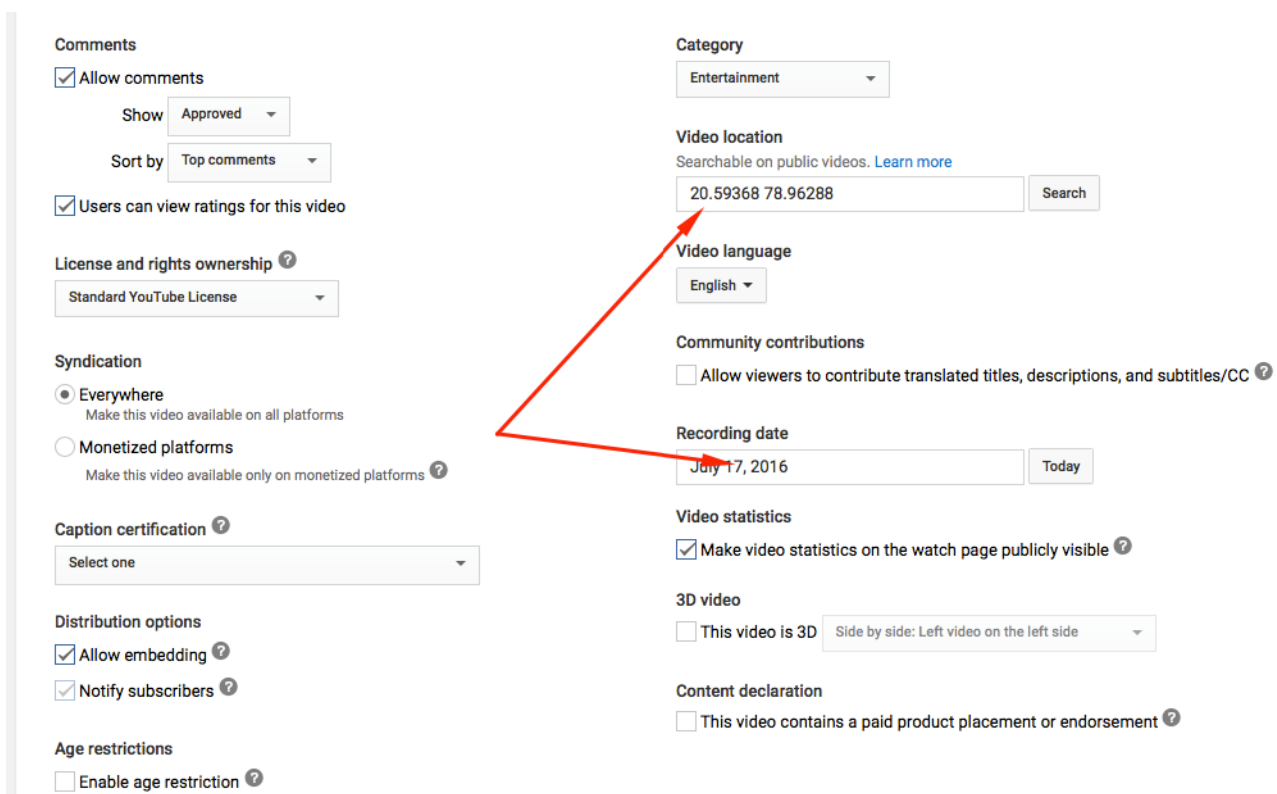
How to find the exact keywords for the videos?

Here's the ninja trick. Even if you have no clue about SEO and stuff, still you can crank it like a pro. Make use of "Google Keyword Planner" to search for any suggested keywords and simply enter the keywords as they appear.

This will help you rank your videos higher almost overnight getting you stack of targeted leads and sales.

Video Thumbnail: Youtube randomly gives 3 thumbnail choices for each video. You can either choose or upload a customized thumbnail to give the video a more professional look.

Also, use video location as your current location and select date as your video upload date. By doing so google predicts that you are the original owner of the content and provides you an instant higher rank:



The image shows the YouTube video upload settings page. On the left side, there are several sections: 'Comments' with checkboxes for 'Allow comments' and 'Users can view ratings for this video', a 'Show' dropdown set to 'Approved', and a 'Sort by' dropdown set to 'Top comments'; 'License and rights ownership' with a 'Standard YouTube License' dropdown; 'Syndication' with radio buttons for 'Everywhere' (selected) and 'Monetized platforms'; 'Caption certification' with a 'Select one' dropdown; 'Distribution options' with checkboxes for 'Allow embedding' and 'Notify subscribers'; and 'Age restrictions' with an 'Enable age restriction' checkbox. On the right side, there are: 'Category' with a dropdown set to 'Entertainment'; 'Video location' with a text input containing '20.59368 78.96288' and a 'Search' button; 'Video language' with a dropdown set to 'English'; 'Community contributions' with a checkbox for 'Allow viewers to contribute translated titles, descriptions, and subtitles/CC'; 'Recording date' with a date picker set to 'July 17, 2016' and a 'Today' button; 'Video statistics' with a checked checkbox for 'Make video statistics on the watch page publicly visible'; '3D video' with a checkbox for 'This video is 3D' and a dropdown set to 'Side by side: Left video on the left side'; and 'Content declaration' with a checkbox for 'This video contains a paid product placement or endorsement'. Two red arrows originate from a central point and point to the 'Video location' and 'Recording date' fields, highlighting the recommendation to use current location and date for better ranking.

Comments

☒ Allow comments

Show Approved

Sort by Top comments

☒ Users can view ratings for this video

License and rights ownership <sup>?</sup>

Standard YouTube License

Syndication

☒ Everywhere  
Make this video available on all platforms

☐ Monetized platforms  
Make this video available only on monetized platforms <sup>?</sup>

Caption certification <sup>?</sup>

Select one

Distribution options

☒ Allow embedding <sup>?</sup>

☒ Notify subscribers <sup>?</sup>

Age restrictions

☐ Enable age restriction <sup>?</sup>

Category

Entertainment

Video location

Searchable on public videos. [Learn more](#)

20.59368 78.96288 Search

Video language

English

Community contributions

☐ Allow viewers to contribute translated titles, descriptions, and subtitles/CC <sup>?</sup>

Recording date

July 17, 2016 Today

Video statistics

☒ Make video statistics on the watch page publicly visible <sup>?</sup>

3D video

☐ This video is 3D Side by side: Left video on the left side

Content declaration

☐ This video contains a paid product placement or endorsement <sup>?</sup>



# CHAPTER 11

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## TYPES OF YOUTUBE ADS

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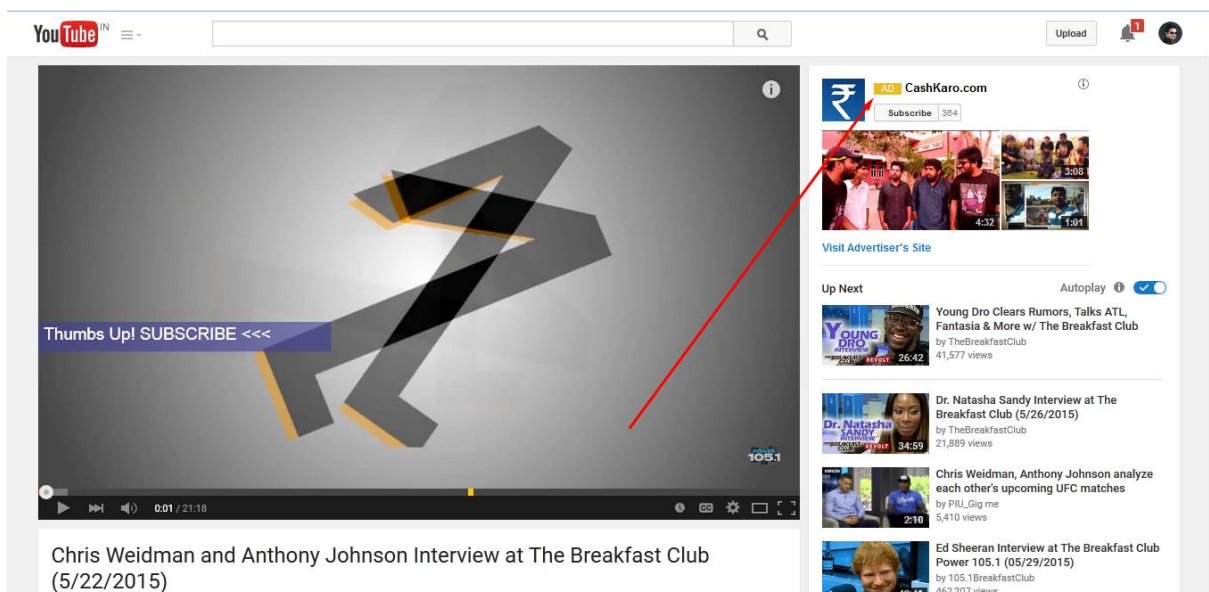
# Types of Youtube Ad

Youtube advertisement is one of the most efficient, cost effective and user friendly ad platforms out there.

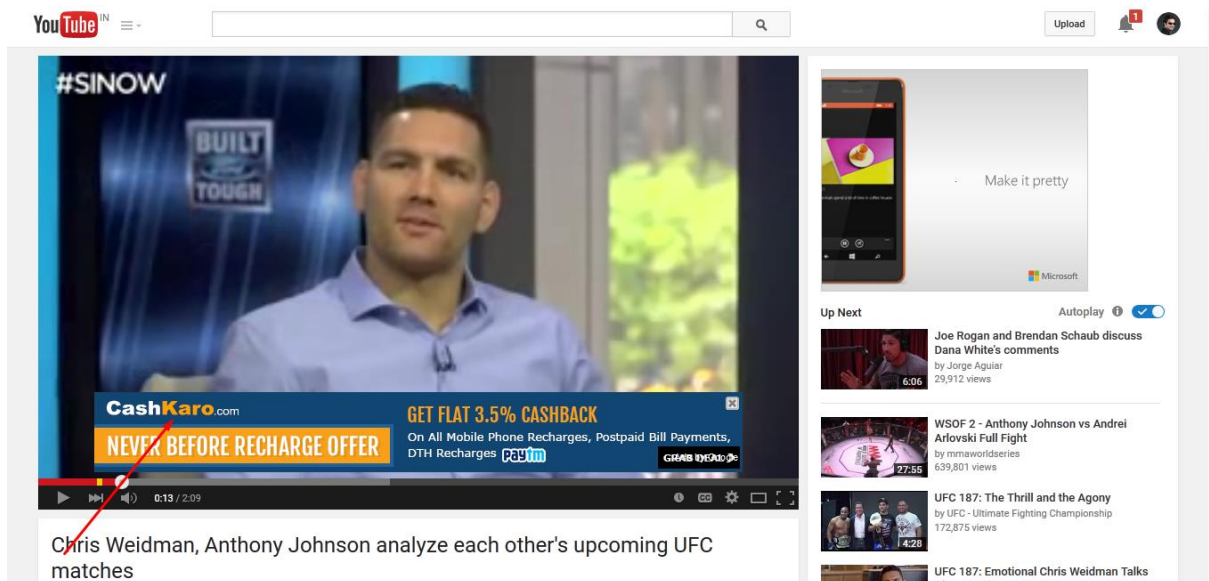
There are 4 types of youtube ads:

- ✓ Display ads
- ✓ Overlay ads
- ✓ Skippable video ads
- ✓ Non skippable video ads

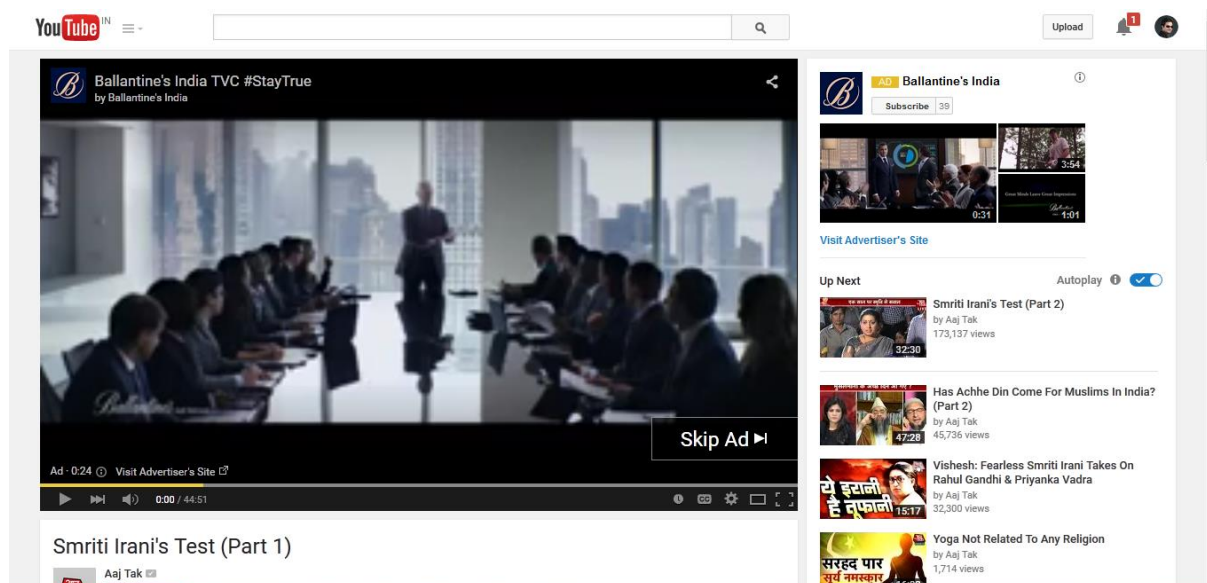
Display ads: Appears to the right of the feature video and above the video suggestions list. This is usually related to the video being watched.



Overlay ads: Semi-transparent overlay ads that appear on the lower 20% portion of your video.



Skippable video ads: Skippable video ads allow viewers to skip ads after 5 seconds, if they choose. Inserted before, during, or after the main video.



Non skippable video ads: Non-skippable video ads must be watched before your video can be viewed. Long non-skippable video ads may be up to 30 seconds long. These ads can appear before, during, or after the main video.



YouTube

Head & Shoulders Smooth & Silky - Saif & Kareena  
by Head & Shoulders India

Ad - 0:11 Visit Advertiser's Site

1-on-1 with Jon Jones - EXCLUSIVE  
FOX Sports Live

Head & Shoulders India  
Subscribe 2K

Visit Advertiser's Site

Up Next Autoplay

08 Jon Jones vs Stephan Bonnar UFC 94 St  
Pierre vs Penn 2  
by UFC Russia  
108,434 views

3 Fights Joe Rogan Can't Wait to See  
by FOX Sports Live  
131,428 views

UFC Fighting Words: Jon Jones and Daniel  
Cormier  
by FOX Sports Live  
899,171 views

Jon Jones' Manager: Jones May Never  
Return to the UFC  
by FOX Sports Live  
26,905 views



# CHAPTER 12

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**EXACT BLUEPRINT OF RECORDING  
A VIDEO**

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## Exact Blueprint of Recording A Video

Start recording the video with a “how to” opener:

Examples of “How To” Topics

- ✓ How To Earn More...
- ✓ How To Become a Top 2% Producer...
- ✓ How To Be a Top Income Earner...
- ✓ How To Sponsor More...
- ✓ How To Sell More...
- ✓ How To Increase...

1. Hi! My name is .....

In this video I am going to teach you how to .....

2. Step 1 is .....

Step 2 is .....

Step 3 is .....

3. Call To Action



# CHAPTER 13

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**TAKING BACKUP OF YOUR  
YOUTUBE CHANNEL**

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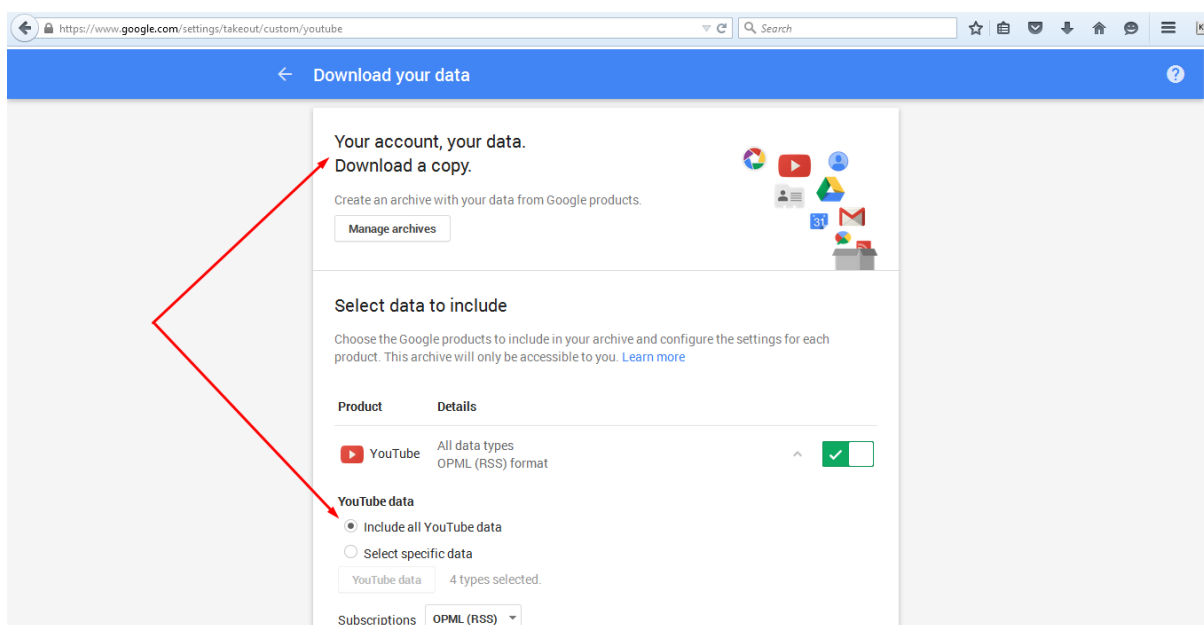
## Taking Backup of Your Youtube Channel

Youtube has a strict policy and procedure in place and violation of which may result in closing down of your channel permanently which means losing all your hard work within a moment. There are many pro video marketers who had been victim of this certain shut down and they had to start again from the scratch.

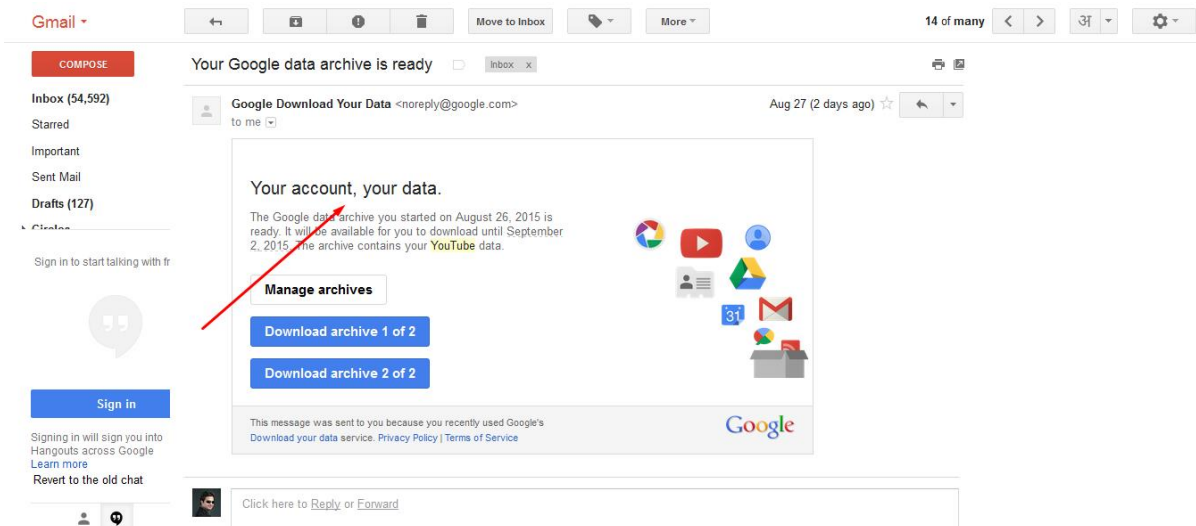
However, there is a smart way to save guard your channel in case of this sort of unwanted closing down.

Visit this site: <https://www.google.com/settings/takeout/custom/youtube>

And you can take back up of your entire channel within few seconds...



You will email you all your account data which you can keep as a backup in your hard drive or in google drive...



So that even in case of an unwanted shutdown you have all the important data with you.





# CHAPTER 14

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**VIDEO SCORECARD  
(FOR ADVANCED USERS)**

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## Video Scorecard

What if you could remove the guess work and know the exact tags/ keywords being used inside ANY video on youtube. Imagine the fun of discovering social engagement and scorecard of any top ranking videos and then literally steal the tags/ keywords to rank your videos in related videos, search and recommended videos.

For example after typing the keywords "make money online" in youtube search this video appears with 6,79,661 views. And we can see the entire scorecard, social engagement and tags/ keywords used inside this video:



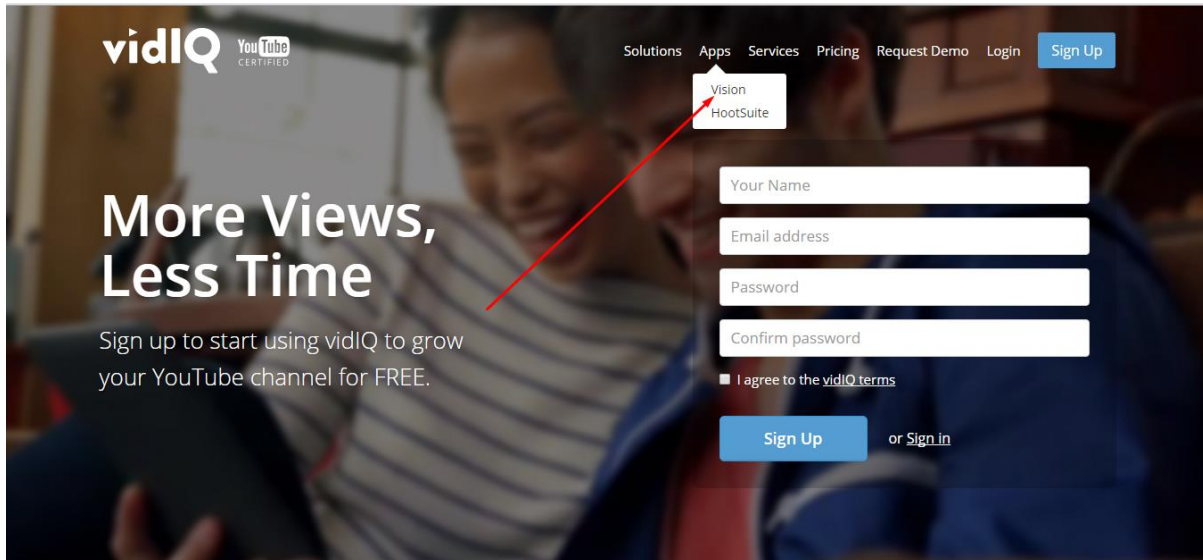
In other words now you possess the power of ethically hijacking targeted traffic and rank your videos higher.

This is easier than you think and is completely free.

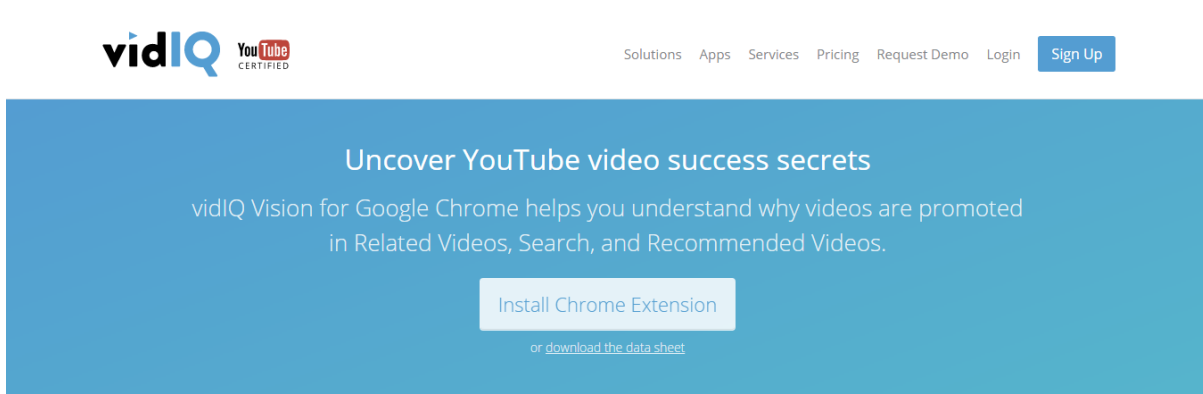
Here are the steps one needs to follow to use this ninja method:

Step #1: Visit <http://vidiq.com/>

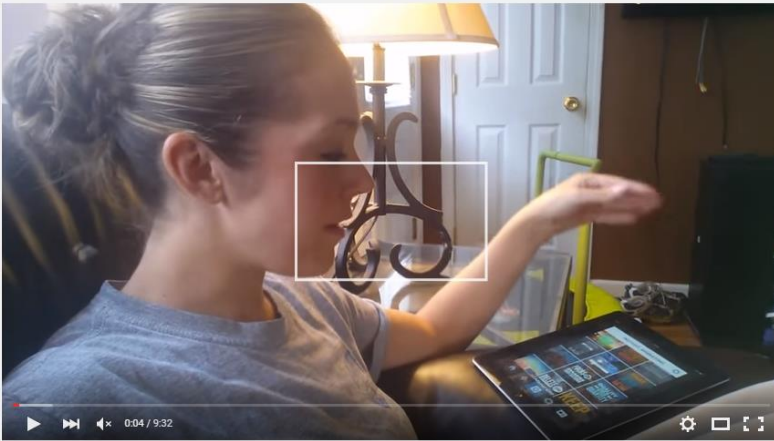
Step #2: Create a FREE account and click on "Vision" app:



Step #3: Install the app with a single click. Remember this application will only work with google chrome:



Step #4: Once the app is installed, watch ANY videos on youtube along with related scorecard, social engagement and tags/ keywords used inside.



## Instagram Marketing Strategy | How To Make Sales



Meagan Broadwater



818

+ Add to    < Share    ... More

9,497

👍 109    💬 9

Published on Oct 14, 2014

Grab your Free Instagram Marketing eBook Here Now <http://bit.ly/instagrambookV2>

**vidIQ**  
BASIC

Stats   Historical   Tweets   Trending   ⚙

Now

<b>56/100</b> vidIQ Score	<b>1.1</b> Views Per Hour	<b>33K</b> Minutes Watched
<b>9,497</b> Views	<b>9</b> Embedded Sources	<b>818</b> Channel Subscribers
<b>51</b> YouTube Shares 0.5% of views	<b>112</b> Subscribers Driven 1.2% of views	<b>4</b> FB Likes 0.0% of views
<b>21</b> FB Shares 0.2% of views	<b>2</b> FB Comments 0.0% of views	<b>109</b> YouTube Likes
<b>9</b> YouTube Dislikes	<b>17</b> Tweets 0.2% of views	<b>70</b> Google +1's
<b>1</b> StumbleUpon Views 0.0% of views	<b>1</b> LinkedIn Count	<b>8</b> Desc Link Count
<b>81</b> Desc Word Count	<b>2/19</b> Creator Suggested	<b>2.5%</b> True Engagement Rate
<b>\$14.25</b> Estimated Earnings	<b>None</b> MCN	

**Tags**

Instagram Marketing Strategy | How To Make Sales #1

Instagram Marketing Strategy #4    How to make sales #8

Instagram Strategy #9    Sell on instagram

make money on instagram    Summa Social

How to do Social Media    Social Media Marketing



# CHAPTER 15

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## RESOURCES

---

## Resources

**Name**

**Web site**



blip.tv



[www.dailymotion.com](http://www.dailymotion.com)



<https://www.flickr.com/>



[www.hulu.com/](http://www.hulu.com/)



[www.mefedia.com/](http://www.mefedia.com/)





[www.metacafe.com/](http://www.metacafe.com/)



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[www.viddler.com/](http://www.viddler.com/)



<https://vimeo.com/>



<https://www.youtube.com>



[www.techsmith.com/camtasia.html](http://www.techsmith.com/camtasia.html)



[vidiq.com](http://vidiq.com)



<https://www.canva.com/>



# CHAPTER 16

## CONCLUSION

## Conclusion

We are in last section of our course. Firstly congratulations for going through the whole course and I hope you enjoyed reading this course.

I wish you all the best. And I am going to again remind you - the key of success is taking action.

All successful marketers are action takers bar none.

So, whatever you learnt today, do implement it and you will find success and money rolling in your account very soon.

Don't just jump from one method to another, stick to one method and keep working on it until you see good money.

I have shared you my complete working method and I hope you are going to work on it and make it happen for you.

And when you earn your first dollar don't forget to share it with me. I would be very happy to know if this course has helped to finally achieve your breakthrough 😊

To Your Success,

Magnetic PLR Factory