

Special Free Report



Advanced Video Marketing

Made Easy

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



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Introduction:



Welcome to the latest and very easy to apply “Advanced Video Marketing” Special Free Report, 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 Special Free Report 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.

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.

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.



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.



Chapter 3: 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 a few 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.

Chapter 4: 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.



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.



Chapter 5: Video Marketing Tools And Services To Consider

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.

Oculo 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

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%.

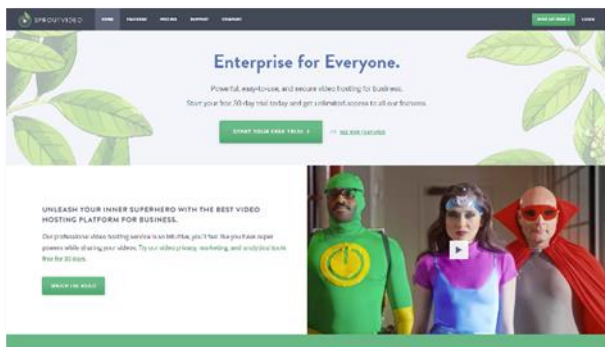
It works with your existing systems and tools to increase and improve your value so that you get the most out of your investment.

MediaPlatform.com

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

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.



Chapter 6: 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 Karlie Kloss to record their experiences exclusively on YouTube.

Results: This video had more than a million views.



Chapter 7: 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.

Conclusion:

We're thrilled that you have chosen to take advantage of our Special Free Training, 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 Full Training [clicking here](#) (Insert your Front End 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-0mMiGaWbf8c07pdD8HigNgJOeduxs3XiXxN78tg56kjlw>

Facts

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

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

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