

61 Ways to Market and Profit with Video!



*"Discover
How to Use
Video to Get
an Unfair
Advantage!"*

MagneticDigitalMarketing.com



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61 WAYS TO **CONNECT, GROW AND PROFIT** USING VIDEO IN YOUR BUSINESS

Video is becoming more and more an accepted medium for **connecting, engaging, communicating and converting** consumers into lifetime customers. Included in this free report is 61 ways that you too can be using video in your business right now.

My recommendation is to read through the list of 61 ideas and then at the end of the report print off the list of 61 strategies and put a tick next to the ones that you think would work right now in your business.

Then using the spare note pages at the back, write down 3-5 of the video strategies and how you are going to use them effectively to **market, position, sell and build relationships with your customers in the next 6-12 months to enable you to...**

- Build your list
- Convert more sales
- Stand out as the leader in your niche
- Create products and grow your immediate reach
- Position your brand
- Virally spread your message
- PLUS**, Create repeat long term customers that happily spread your message for you
[your ultimate goal]

Please feel free to tell your friends about this report [send them this link <http://www.magneticdigitalmarketing.com> to the opt-in page] so they too can benefit from using video in their business.

Now let's get started >>>>>



*Hi let us introduce ourselves. My name is Pam and together with my husband and business partner Steve Brossman we teach entrepreneurs and small business owners how to bring their **communications to life** and maximise their results using the power of **digital marketing, video marketing and social media marketing**.*

The purpose of creating this report '**61 Ways to Market and Profit with Video**' was to open your eyes to the opportunities, possibilities and cost effective ways that you too can start using video and other digital and social media strategies to create a global brand, a highly responsive list and improve profits in your business – **while still having lots of fun at the same time.**

With a combined total of over 30 years marketing and corporate communications experience, we decided 2.5 years ago to join forces and help small businesses and entrepreneurs master this new digital and social media marketing arena.

In a very short period of time, using the power of social media and video marketing we have been able to create an internationally recognised brand, a very profitable business and a lifestyle most only dream about. Our goal is to share our knowledge with other business owners just like you, so you too can start maximising your marketing results online.

Video and social media is no longer the perceived fad most offline marketers predicted it to be. In fact it is the fastest growing marketing medium online and offline with YouTube being the 2nd biggest search engine for 'how to' content and Facebook the biggest social networking platform in history for commercial and non commercial relationship marketing.

We provide training, consulting, done for you services and workshops giving practical and strategic ways for businesses to maximise digital marketing for growing their business. If you would like to find out more you can visit our website

<http://www.magneticdigitalmarketing.com> .

Enjoy the report and let us know if you come up with any more ideas that we have not even thought of, and we can add them to the next edition! You are only limited by your imagination let the creative juices flow!



Video Emails

1. VIDEO THANK YOU

How special would you feel if someone you were doing business with sent you a video personally thanking you for being a valued client and if there was anything else they could do for you? You would feel pretty special right? Likely to share either the video or experience with friends and most likely to stay and continue to do business with that person and business.

A simple thank you goes a long way and using videos can make it very personal. You may want to select your 'A' list clients and progressively send personal individual Video thank you emails. Then the 'B' list may get a personal yet generic Video thank you sent to them. Or you may segment your list and send the video on a specific thank you. There are many ways to make this time efficient.

We use [eyejot](#) as our video email provider. All you need is a webcam, ipad or a mobile phone – shoot the thank you message and then press send!

Remember even if you are a B2B business it is still **people dealing people** and those people make the purchasing decisions.

The **Thank You Video Email** is an excellent way to increase loyalty and client retention as well as giving your clients a tool to pass on to increase referrals.

2. VIDEO FOLLOW-UPS

Have you ever said to a person that you have just met at a networking event or a prospect that you have just met with “Give me a call if you have any questions I can help you with?” They get back to the office or back on with life, your card is lost and you don't stand out from the pack and usually never hear from them again.

What if when they get back to their desk, they have a **Video Email** from you “Thanking them for their time or saying how great it was to meet them..... highlighting a few points that you spoke about... mentioning how you may be able to help them and where appropriate suggesting some form of follow up”.

These videos are great to create the **WOW factor** after

- a meeting
- speaking at someone's event
- at a networking event
- lunch
- or even when you are trying to impress someone.

You can use them for **Video Enquiries**, we talk more about these in the **Video Sales Funnel** example showing how you can stand out above your competition when people are shopping around.

But the main use for a **Video Follow Up** is after you have just visited a client. It allows you to have greater engagement and productivity while reinforcing your commitment to them and what they have to do.



Once again these videos can be shot using

- [eyejot](#)
- your mobile
- a flip camera
- or normal video camera.

Note: Sound is very important – using a lapel mic or some form of external mic instead of your camera mic is preferred.

3. VIDEO CHAT

Video chatting is kind of like ‘meet-ups’ online whereby you can get a group of people together to hang out discuss topics and connect in a networking type arrangement. You can do these live on places like Facebook using [vpype.com](#) or you can do it in a more organised private setting using

- [Vodburner](#)
- [Pamela for Skype](#)
- [oovoo.com](#) for recorded video coaching or video interviews.

I’m also trying this new tool for skype called [callburner.com](#) where you can record just the audio in mp3 or high quality video. I also believe adobe acrobat has a private room that you can use online for these video chats or meet-ups online but that is a paid tool.

4. VIDEO PROPOSALS

Sending a video with a written proposal is a great way to stand out against your competitors when the tender or proposal may be close.

The video can demonstrate in more detail how and why you have constructed your proposal the way you did (basically reading between the lines for them) as well as demonstrate your passion for the project and what it would be like to work with you, which you can’t do in the written word.

The perception when providing a video with a proposal, is that you ‘**over deliver**’ and provide quality in everything that you do. These videos should look very professional and appropriate for your niche and they can even be quirky and innovative in nature. These may be filmed with someone presenting to camera together with camcorder or HD webcam or screen capture software if demonstrating information from the computer is part of the proposal. We use [Camtasia](#) or [Jing](#) [free if under 5 mins]. [Screencast](#) is a good tool for Mac users.

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5. VIDEO INTRODUCTIONS

Video introductions are a great way to introduce yourself to a prospective client, a speaking opportunity, replying to a PR opportunity or even trying to impress a prospective employer or Joint Venture partner. Why not send a video email using [eyejot](#) telling them who you are and how you can assist them in any way.

Very Important – never make it about you, always make the introduction about how you can help them [total non-sales pitch] and you will get a much better response. And it doesn't have to be a movie quality production.

Remember it is “**Personality plus Passion (not perfection) that Produces Profits**”

6. VIDEO SALES 'STICK' - FOLLOW-UP

Video ‘Sales Stick’ follow up videos are a great way to ensure a ‘sale’ sticks. As we all know from time to time people get ‘buyers’ remorse especially when it is a high ticket item. By having an automated ‘sticky’ video that reinforces the benefits of the purchase you have less likelihood of a refund.

One of the best “stick videos” you can do is the ‘**how to get started using your purchase simply and easily straight away**’. You can do this with a flip type camera (Kodak Zi8) or a web cam or normal video. Make it engaging and reinforce all the benefits to them and how excited you are about their purchase or working with them [if it is a course].

Video Selling

7. VIDEO SALES PAGE

Video sales pages are used as landing videos on either your main website or your sales letter websites to give some form of introduction to who you are and the benefits you provide to your customers. They can also be used to

- teach something
- give a call to action
- to opt-in
- click to find out more
- or buy now.

These videos represent your brand so if you do not wish to be the face of your business these can be done with Powerpoint/Keynote videos, voiceovers to images or face to camera. It is important that they look professional and that the audio quality is good. **Remember you only have 7-10 secs to capture their attention so make it worth their time!** [Here is a great wordpress sales page creator that makes it really easy.](#) Or this is another one we use [Optimize Press](#) – it just depends on the features you want.



8. VIDEO PRODUCT DEMO

Video product demos are used exactly how the name suggests - to demonstrate a product's features, benefits or instructing people on how to use it. This can be done on your blog, in a [flipping page video flyer, brochure, catalog or magazine](#) even on your ebay listings. Remember NOT to waffle. Less than 2 mins focusing on

- Features,
- Advantages and
- Benefits

Then always, always, always give a call to action to either buy or find out more!

9. VIDEO AFFILIATE MARKETING

Video Affiliate Marketing is the same as normal affiliate marketing but a video is used to promote the product, course or event that you are affiliated to. **Note: Demonstration videos using the products convert more!**

Be careful with the new rules on YouTube they are getting stricter now with internet marketing 'money making' videos and they are starting to shut down accounts for those in violation of their terms of service. **'Demonstration' and 'how to'** promoting a product is a lot better than a sales pitch. Highly recommended not to use any words that relate to 'How to Make Money' or 'MLM'.

It is better to use your own blog to promote affiliate products and host them yourself then risk getting your account shut down. Use YouTube for gathering your video seo information and insight keyword tool and then make sure you have a video sitemap on your website or use [EVP](#) that has it as part of their service offering like I do. This way your videos get crawled and you can sell directly from your own website instead of YouTube.



10. VIDEO EMAIL SIGNATURES

Video email signatures are a very powerful way to personalise your signature so that people better engage and connect with your brand and your business. This is perfect for sales reps or people who are the main communicators or representatives of your business especially those responsible for closing the sale. Eg financial planners, insurance brokers, real estate agents, mortgage brokers etc. The more the WOW factor the more 'word of mouth' marketing and free promotion you get for your business.

Just create a thumbnail of the video, host the video on your website and ensure you give them a way to contact you for more information or leave their details [a contact form beneath the signature or a phone number is a great idea].



Interactive Page Flip Video

11. VIDEO PAGE FLIP CATALOGS

Video page flip catalogs or [catalogues] is the way of the future for interactive selling directly from your digital catalog. You can demonstrate the products, show the best features high-light certain benefits and then give a call to action with interactive buy now buttons.

12. VIDEO PAGE FLIP FLYERS

Video page flip flyers are similar to the above in creation but can be used as normal flyers used in print media including – special offers, sales, product reviews, new products or services or introductions to your business to obtain new customers. [Here are a few examples of how you could use it for](#)

- ebooks
- selling photos
- flyer
- Promoting gyms, health spas, travel, hotel, interior design [before and after]

There is no limit to flipping page marketing ideas [more examples coming soon]

13. VIDEO PAGE FLIP BROCHURES

Video page flip brochures are similar to above but usually between 4-8 pages in length. They can be about your company, your products, the services you provide. It can include video testimonials from happy clients and customers, demonstrations and call to actions on the back page for more details.



14. VIDEO PAGE FLIP MAGAZINE

Video page flip magazine can be created with or without video. Video is much more popular as it allows you to add a more interactive feel to the medium. This is a great list builder, affiliate income earner, advertising space seller and viral marketing tool that can be used many ways in your business.





15. VIDEO PAGE FLIP RESUMES

These days with so much unemployment it is about standing out in the crowd. What better way than using **flipping page video resumes**. You can host it on a website you can even create your own media page sharing your expertise. If you do not have a website you can create a free blog using wordpress.com or create a weebly.com free website or a blinkweb.com free website or even a squidoo.com website.

You can make it password protected [if you are still employed] so that no one else knows you are looking for a job. How impressed will a prospective employer be when he receives a personalised video inviting them to check out your resume showing them not only your area of expertise but enthusiasm and knowledge – do you think you are going to get an interview? **Most definitely!** We teach you how easy it is to create flipping page marketing in the [Online Magazine Creation](#) course.

Mobile Marketing

16. VIDEO MOBILE MARKETING

Videos that are shorter than 15 seconds are becoming more and more popular with the growing viewership of video on mobile platforms. Whether it is an advert or a teaser driving traffic to a longer tutorial or information video, it is smart to cater to the needs and 'attention span' of mobile users by creating these short video grabs for your website, for your email marketing and your YouTube marketing for mobile users.

Though mobile technology, when it comes to videos and video formats, is still not running completely smoothly with some videos working on some platforms and not on others. Within 6 mths this should all be sorted and be one of the biggest use of video around the world. At the moment the mobile costs to view video is still quite expensive but as demand increases and more competition comes into the marketplace I believe cheaper plans will become available.

You can see already by just looking at the insight tool within YouTube that the majority of statistics for viewing videos are coming from mobile mediums. So technology has to catch up to meet consumer demand and preference for 'on demand' viewing. Big video hosting platforms like YouTube, Vimeo, Viddler are already making video formats universally mobile friendly and the smaller hosting platforms are catching up.

More importantly it is how you need to encode your videos to play on all platforms and stream smoothly which will make the difference to your viewers. **Note: Slow videos don't get watched!**

MMS Marketing is just starting to gain acceptance as infrastructure and compression becomes available to support it. Companies are now making available bulk MMS marketing services similar to bulk SMS marketing. Delivering very short powerful videos to peoples phones will become a very powerful way to connect.





Video Training

17. VIDEO COACHING

This is a great way to teach, coach and share your area of expertise to a wider audience. Whether you record one on one or group coaching sessions for viewing later, or you do generic coaching on video that you can turn into a product to teach your knowledge globally, this is a very easy to implement strategy. This is also becoming very popular for in-house HR training, sales training and service provider training. We use Camtasia or Powerpoint or even Webinar video [we use [Go To Webinar](#)] for this purpose. You can also use [Pamela for Skype](#) video as well. I also am trying this new tool for skype called [Vodburner](#) where you can record just the audio in mp3 or high quality video.

18. VIDEO 'HOW TO'

This video strategy is one of my favourites because it is beneficial in so many ways, You can use it as a

- Positioning tool
- List builder
- SEO strategy,
- Product creation
- Product launch formula
- Viral marketing strategy and so much more.

Did you know that YouTube loves 'How To' videos? So much so that a study was done that found that people who create '**how to**' videos have more chances of getting on page 1 of YouTube over other videos. There are many ways you can do How To videos.

- Demonstration** 'how to' use something tutorial [eg how to use your flip camera or ipad]
- How to - **technical training** [eg wordpress set up, editing a video etc]
- How to – **teaching strategies** [Frank Kern and [Brendon Burchard](#) do this really well]

We use the normal video recording options like Camtasia, Screencast, Jing, Powerpoint [in ppt 2010 you can convert immediately from the package to a .wmv file and upload to YouTube].

19. VIDEO STAFF TRAINING

This is becoming more and more popular especially with short term contracts and turnover of employees. By having your **processes, systems and orientation videos** pre-recorded, it makes it very easy to up skill and educate new and existing employees, while also making it easy to update as the company and information changes. **These can be created in-house using Camtasia, face to camera videos or even webcam depending on the content.**

20. VIDEO ORIENTATION

Is a great video strategy that is popular with HR departments. It takes a lot of the 'man power' associated with getting new staff oriented to the **company values, policies and best practice** and is easy to implement. I highly recommend **getting employed staff to do these videos** instead of hired actors as it is more engaging and personable to those watching, to actually connect with real members of the company.



If professionalism is of high priority, you may get an external videographer for this – but screen capture videos should be sufficient for most of the orientation videos eg

- Understanding your intranet sites
- Sick leave and holiday leave policies
- Filling out forms
- Fire safety
- Annual events etc.

21. VIDEO PRESENTATIONS/WEBINARS/SLIDESHARES

This is another very popular video marketing strategy for **sharing information, providing value, creating products and virally spreading your message.**

It can be

- Lessons
- Strategies
- Ideas
- Mind maps
- Processes

Whatever adds value to your target market. You can use it as a **list builder, marketing tool, product creation, education tool or just brand awareness.** Always make sure that any video that you do is keyworded for maximum SEO benefits.

These videos can easily be created using **screen cast software, Keynote [Mac], Powerpoint or even screen capturing mind mapping software.** Another cool one to use is Prezi.com

Video Infomarketing

22. VIDEO COMPANY OVERVIEWS

These videos cover the **Who, What, Where, How** of your business to your target market.

- **Who you are** [knowledge and credibility]
- **What you do** [how you can help them]
- **Where you are** [how to find you]
- **How they can work with you** [call to action telling them how to get started today]

The more Advantages and Benefits you provide to your target market the better engagement you will get with these videos. If you focus on what you can do for them that will solve their **pain, need or desire** you will capture their attention. If you solely focus on YOU, Your business and Your products and not about how you can help them, they will disengage and click away.



23. VIDEO STAFF PROFILES

Many websites just have photos of staff and a short title and job description. So for clients to feel like they have met the staff, film a quick video where the staff member introduces themselves and what they do and how they can help. This should be filmed in a way that is not a job description but highlight the personality of the staff member.

This will put the prospect or client at ease if they have any reason to contact them as well as highlight the culture of the business.

24. VIDEO FAQ'S

This is probably the easiest form of video marketing to get started with. Why? Because every business has Frequently Asked Questions. If they are a frequently asked question that means your clients/customers wants to know the answer. FAQs are a very simple way to

- Answer your customers/client questions once without having to do it over and over again
- Position your expertise and knowledge in your niche
- Put it out there on your blogs, on video sharing sites like [YouTube](#) and social media sharing sites like [Facebook](#), [LinkedIn](#) and [Twitter](#) to drive traffic back to your business

Here are some of the more popular rules taught regarding FAQs

- Shoot the 10 most frequently asked questions that you get in your business right now.
- Then shoot 10 frequently asked questions that people SHOULD be asking you about your business, products or services
- Always have a pad by the phone so that you can add new ones as they get asked

You can shoot them a number of ways

- Face to camera – shoot them all in one go and then load them up separately
- Webcam
- Screen capture if you are demonstrating a 'how to'
- Powerpoint text and music or speak through the presentation answering the question
- Have someone "interview you" and just ask you the questions

The wow factor for your customers is that you can redirect them to somewhere on your site to answer any questions they may have. Also after a call with a client or an email from a client where they had a question you can follow up with a link to one of the videos. Going this extra mile will add value to building a relationship with your client. At the end of the FAQ you should give them a call to action to either

- Book a free trial
- Call in to see the product
- Offer your services



25. VIDEO COMPANY UPDATES

These can be internal 'latest results' updates for employees. It can highlight events or changes that are happening in the business and can be distributed via email or on the company 'intranet site'. It can be employee updates [better engagement]. Or it can be company updates that are generic providing information, goodwill and knowledge to people looking to be involved with your company. ie traffic generator.

These should be produced in a way to should reflect, enhance and promote the company's culture and brand and provides an ideal opportunity to further engage with staff, clients and prospects.

26. VIDEO WHITEPAPERS

These videos are predominantly used as 'positioning' videos or traffic generating videos and are usually created with Powerpoint or Keynote and shared via events, tradeshow, information sharing sites like slideshare.com or in forums and groups on social media sites like LinkedIn or Facebook.

Usually consists of strategies, concepts, visions, statistical information, trends etc.

27. VIDEO INSTORE/RECEPTION

This is a great idea for restaurants, real estate agents, hair salons, dentists in fact anywhere that people have to sit while waiting to be served or serviced by the owner of service provider. There are opportunities to share the latest homes, hair products, specials, procedures E.g. Restaurants - showing the specials of the week, hairdressers – styles, products or services to be up sold.

Reception videos also give you the opportunity to create a JV with local businesses who will either pay to have their details streaming in your reception area or reciprocate in theirs [win/win marketing].

These videos have predominantly been just slides and images but with technology these days there is no reason why it cannot also include a mixture of face to camera, product demonstrations. These are very powerful shown on a large HD screen sitting on reception area or on a central wall with a looping video stream.

28. VIDEO – CORPORATE SOCIAL RESPONSIBILITY

Consumers love to deal with businesses that take their corporate social responsibilities seriously. Videoing your employees participating in CSR activities or creating a video to put on the company website demonstrating how you are incorporating CSR into your business is a great way to let your customers know that it is important to you as a business.

These can be animoto.com, keynote or Powerpoint videos, however because CSR is really more than just donating time or money it is the company and employees getting emotionally involved in helping others.

Where possible have the CEO and other employees speaking about what they are doing, what it means to them and demonstrating how they are making a difference to the community and the environment as part of the company policy.



29. VIDEO – RECRUITMENT

This is a very new and innovative way that businesses are starting to recruit employees into their business. By creating a video brief of the types of people they are looking for in their business and putting it out there on places like **LinkedIn** or even **Facebook** to find likely candidates, it is proving to be very innovative and very attractive to top of the line employees. Face to camera is much more successful with this type of video and I believe it will be the job spec of the future. There is many ways you can do this:

- In-house and place on social media sharing sites or in groups where your target employees hang out
- Together with your recruitment agency – whereby she can place it on her website and send out to prospective employees
- Or as a flip page recruitment flyer on your own website that includes a message from the employer, company overview, skills required for the position and next steps for applying for the role. You can learn how to do this with the [online magazine creation course](#). [Perfect for in-house recruitment]

A recent “recruitment” video from an advertising/marketing company resulted in 9,800 hits on youtube and almost 5 times the number of quality applications they normally receive from a job search company.

30. VIDEO CV

This is already really popular in the USA and becoming more popular here in Australia. It is about standing out in the crowd – when so many people are vying for the one job these days. If you are comfortable in front of the camera then I highly recommend doing face to camera. If you are not then it is better to use imagery and words to either voiceover or music. This is very similar to flipping page resume idea mentioned earlier on but in this case it would be a stand alone video that you would either:

- Place on a website and send the link to the prospective employer
- Put on a USB stick and send as a gift with some chocolates or a bottle of wine
- Upload to a video sharing site like Viddler.com or YouTube [do not make it public unless you are unemployed already, you do not want your current employer to find it by accident]

Whatever you do focus on:

- Personality – be yourself but be your BEST self you can be
- Demonstrate what VALUE you will bring to the company
- List your skills and previous experience
- Why you want to work for this company [always do your homework – the more you know about the company the better chance you have of impressing the employer]
- Be creative, have fun and go for it!



Video Promotions/Marketing

31. VIDEO TESTIMONIALS

Video testimonials are becoming the must have for any business these days. With the ease of shooting videos using a flip type camera, mobile phone, ipad, webcam or handy cam there is no excuse to getting video testimonials for the products and/or services you provide for your customers.

In the age of digital online marketing more and more people are becoming skeptical in the sales process. A testimonial of someone who has used your product or service has a huge impact on reducing the reservations that people may have of buying or using your services.



Sound quality is important. If they cannot clearly hear the testimonial it does not get the same results as an easy to understand testimonial. If using a flip camera make sure you buy one like the [Kodak Zi8](#) or the [Zi10](#) which is HD quality and comes with external mic jack and get an inexpensive [lapel mic](#).

If you run events make sure you capture testimonials throughout the day as people are getting WOW and Aha moments as these are fabulous to use when promoting your next event. If you can, use a [tripod](#) so that there is no shaking and make sure that where you film is well lit (with the lighting in front of the person not behind) with little noise.



Note: You should have a purpose for asking for a testimony and each should be different covering various parts of you and your business. If you can get them to say their name (and business) and 1 or 2 key things that they found beneficial working with you or using your product. (Just saying you are a nice person is of no use to you at all).

Here are a few examples from our recent events

- [iVine testimonial](#) from our 3 day video marketing bootcamp
- [Little Shoppers](#) – 3 day video marketing bootcamp
- [Face 2 Face](#) Recruitment – 3 day video marketing bootcamp

32. VIDEO SUCCESS STORIES

These are similar to testimonials but go into the **Who, What, Where, How** in more detail about what your customers or clients experienced using your products or services. These can be simply created using the same techniques as video testimonials above.

For example

- Who they are and how they met you
- What they used of yours that worked eg product or service
- Where they used it and the experience they had
- How they felt about you and using your product and services
- Close with endorsement or recommendation for others to do the same



33. VIDEO CASE STUDY

Video case studies are another form of success story or testimonial where you usually going into the details of exactly what you did, or what happened and how it occurred so that people can get a clear understanding of exactly the steps you took to get a certain outcome that they too want to achieve.

This can be done in an interview style with the owner of the company or product and services asking you about your story and what worked and what didn't work.

Face to camera of you on your own or a step by step screen capture using images, examples and demonstrations and diagrams for others to follow.

These videos are very popular in product launches or products and services where there is more skepticism than normal and people want to reassure their prospective clients or customers that other people have successfully used their product or services and this was their results [Third party endorsement].

34. VIDEO COMPETITIONS

Video competitions can be used in many ways.

- Product launches
- List building
- Brand awareness
- Drive traffic
- Engage clients
- Create a buzz
- Affiliate marketing [encourage your affiliates to promote more]
- Even offline businesses can creatively use videos to move customers and clients to an online list and create a buzz in their local community.

Ideas for competitions

- Shoot a video using your product
- A video about your product or program with the most (likes, views, comments/interactions)
- Best ... testimonial, demonstration, etc
- Best suggestion or feedback

When announcing the competition, make sure you do it with an exciting personality filled video. It can be face to camera, image and words or a mixture of both that explains:

- Who you are
- What the competition is about
- How to participate
- Why you want to participate
- What you can win
- Next steps – call to action



The reason that these are best done using video is because:

- They better connect and engage with your prospective entrants
- You can put more personality and excitement into the competition
- You can give clear instructions on what to do
- Reinforce call to actions
- People like to see and hear what they are participating in and it increases participation and word of mouth marketing
- Always remember to use video platforms and video sales landing pages that promote sharing using social media. We use [Easy Video Player](#) as our preferred video player for all our videos. We also recommend [Optimize Press](#) for our video sales pages.



Always ensure you are abiding by local laws and rules when engaging in competitions. Facebook is another great place to run online competitions using video. With people having the ability to comment and like you, it can go viral very quickly. Popular prizes are the [Kodak Zi8](#) or the [Zi10](#) and the recently launched [ipad2](#).



35. VIDEO EVENT PROMOTION

This is probably one of the most underutilised video strategies out there. With the onslaught of an online or offline event happening every 3 seconds, it is becoming harder and harder to stand out and get attendees. Video is a great way to really connect with people and clearly portray the value and experience they will have if they come and spend time with you. Long sales pages just don't cut it anymore. People need convincing that if they are going to give up their weekends it is going to be worth their time and effort.

[PLEASE CLICK TO RT THIS FREE REPORT ON TWITTER](#)





People want a little snippet of who it is they are going to learn from and what benefits or changes to their life will happen by attending your event. I highly recommend getting your guests to do either an interview style or just a peace to camera about what they are going to be sharing at the event. You must have high energy and engaging videos to get the mood started well in advance. You do not have to cover every speaker if it is a multi-speaker event, but the key speakers who are the draw cards is a great way to really get people excited.



Another option is to do a montage of a previous event [click on image above to see an example] and throw in some testimonials from people who attended before. By seeing how much fun, engagement and difference to people's lives has happened at previously held events, the desire not to miss out is heightened.

Face to camera is pretty much a must for the highest conversions.

It is important to include:

- Your expertise and credibility [why should they listen to you]
- Some testimonials from people who have already experienced your event
- What's in it for them – the value that you are going to provide at your event
- What they will miss out on if they don't come
- What their life is going to be like after they have been [paint the picture]
- If you have other speakers attending – get them to do a piece to camera too so that they can share what value they are bringing to the attendees of your event

Very easy to do, adds the **wow factor** and reassurance that people need to hear to know that **'They Just Can't Miss It'** and also **get's them emotively charged to purchase their seat right then and there!**

If you are providing bonuses you can include this in the video or you can have a camtasia or animoto of what else they can expect to receive by attending your event. Highly recommend it for your next event sales page.

If you need videos shot in Australia we provide video services in Sydney and we also have contacts around Australia who can provide these services to you as well. Email info@magneticdigitalmarketing.com for more details.



36. VIDEO UPDATES – LIVE STREAMING

Live stream video is becoming more and more popular even with product launches with Brendon Burchard and Andy Jenkins very successfully hosting live video streaming interviews and Q&A sessions at the end of their product launches recently. I believe they have now set a precedent for using this strategy in the future. The only free tool that I am aware of [I am sure there is more] is ustream.com. I believe there are other tools that you can use to stream on social media sites such as facebook called vype.com.

The upside to this is that it is still very new and novel so people love it. The downside is that you are live so whatever you stuff up or goes wrong is live too. But that seems to be the attraction factor for those people who like attending live streaming. Check it out you may find your target market loves it.

Here are a couple of ideas to try:

- Live interviews as a closing segment to a product launch [create a buzz and last minute rush to get in before your launch closes]
- Live events streamed from actual offline events [let people connect who cannot make it to the offline event]
- Daily or weekly tips for your fans to enjoy each day live [great to grow your fan base]
- Competition announcement
- Virtual book launch

Most of these need to be set up from your laptop or webcam so it can be trickier and may need some technical assistance, but something to think about for your next launch or event promo.

37. VIDEO PRESS RELEASE

More and more online press release companies are allowing for video to be included and are becoming very popular with journalists and TV stations looking for quick stories. I have not used this service personally but with the increase of video popularity in both the search engines and video hosting platforms like YouTube I believe this will be the norm in the near future and is proving to add views and value to the text. Here are some press release online service providers that provide the option for video and multimedia in their releases.

- <http://www.prnewschannel.com/multimedia.htm>
- <http://prweb.com/> - lets you embed YouTube videos into the body of the press release
- <http://www.businesswire.com/portal/site/home/>
- <http://www.marketwire.com/> - lets you embed YouTube Videos also

[More details on video press releases in [ReelSEO article](#).]



38. VIDEO SHOW REEL

Perfect for people who are their brand and want to showcase their experience and success to prospective clients eg authors, speakers, singers and musicians.

They are also very useful for promoting your PR and public exposure eg newspaper articles, speaking events, magazine coverage, TV interviews etc.

These can be created using montage software like animoto.com or onetruemedia.com or we provide media reel services at Magnetic Digital Marketing whereby we can quote on having one created for you. Contact info@magneticdigitalmarketing.com for more details.

Here is a great example of [Ali Brown](#) using video as a medium to create a media show reel.

39. VIDEO COMMERCIALS

The web is now a great place for major companies to launch and air a commercial prior to going on mainstream TV. One of the most recent successful video infomercial YouTube campaigns was the [Old Spice campaign](#). This campaign was so popular that it opened up the door for many 'copy cat campaigns' trying to get the same success. Here are a few examples to give you some ideas of short videos infomercials that got great traction on YouTube:

- <http://www.youtube.com/watch?v=y9UBPsYgu2s>
- <http://www.youtube.com/watch?v=3R2cnxz27LI>
- <http://www.youtube.com/watch?v=BM-gBByr6x4>

If you are a business that has a budget to get a professionally crafted video and scripted infomercial or commercial for online viewing, then I highly recommend adding it to your marketing plan. With the ability to not only get viral exposure, TV exposure [if you get the views], brand exposure and increase sales – it has never been easier with the power of social media distribution and one click sharing to commercially get yourself out there on a global scale.

Plus videos are now able to be used for CPA offers, on other people's websites in a JV relationship; Adwords now allow video ads pretty much anywhere online that allows video and sell advertising space.

These are better created professionally. I highly recommend using a videographer and script when creating these videos usually over 30 seconds to make sure that you connect, engage and portray your 'message to market match' as visually and aesthetically pleasing to your target market as possible. Here are a few examples to give you ideas.

- <http://www.youtube.com/watch?v=VGW7vX629I&feature=related>
- <http://www.youtube.com/watch?v=R55e-uHQna0>
- http://www.youtube.com/watch?v=Lc6U7_-BeGc



40. VIDEO INFOMERCIALS

By the definition a video infomercial is basically giving great content (information) to sell a product or service. The traditional infomercial as seen on late night TV goes for around 23mins and repeats the much scripted sales message and call to action 3 times.

In the online world the cheesiness of the TV infomercial would not be tolerated so a simple formula is to give great content that genuinely helps the viewer. It should be delivered in a way that builds trust and a relationship with the viewer that they would want to continue.

At the end of the video you give a call to action which may be as simple as watch the next video to make a decision to purchase.

41. VIDEO SALES PAGE

Video sales pages are now becoming the norm not the exception to the rule these days. Depending on whose statistics you have access to between 80 and 90% of people now research online prior to making a significant purchase. And you only have 7-10 seconds to capture their attention you need to have a video just to get them to stay. In fact if you are not using video on any landing pages on your website then chances are your page rank is going to go backwards and you are going to lose visitors very, very quickly. People almost now **expect** to see a video telling them

- Who you are
- What you do
- How you can help them
- What they need to do to get started

Thinking that people will read your long winded sales page is seriously just walking around with blinkers on. Did you know that 80% of people who land on a website with a video will watch it and of those 52% will take some form of action? Can you afford to be missing out on that 52%?

There are many templates out there for creating video sales pages [making no excuses for you not to start using them]. If you have a Wordpress website then it is easy – just get some code and paste it onto your website. Most websites these days can embed some form of video.

The video sales page program that we use and most of the leading internet marketers use is **Optimize Press**. It is simple and easy and very professional. If you wish to have one set up for you we can provide those services just email info@magneticdigitalmarketing.com





42. VIDEO PRODUCT LAUNCH FORMULA

Well if you have not seen a video product launch by now you really have been hiding over the last two years. This strategy has been made very famous with the likes of Frank Kern, Andy Jenkins, Eben Pagen, Jeff Walker, Ryan Deiss, Brendon Burchard and many, many of the top internet marketers around the world and does not seem to be waning last time I checked.

Basically a launch is series of videos usually 3-5 that takes your target market through a sequence and experience that leads them to the ultimate conclusion – they need to learn more with you. The launch usually goes for a period of 10-14 days with:

- Video one** telling you all about what you are going to learn over the next 10-14 days for free and how it is going to help you with a pain, want, need or desire that you have RIGHT NOW in your life
- Few days later the first video appears sharing with you a strategy, tool, technique or example or case study demonstrating what you could do right now or showing you something that will assist in giving you your desired outcome.
- Video number 2** comes out 2-3 days later with another tip, tool, strategy or example helping you even more
- Video number 3** 2- 3 days later again usually shares case studies and testimonials of people who have tried your tips, tools, strategies and techniques and have been happy with the results
- Video number 4** comes out 2-3 days and this is the sales pitch whereby people are loving what you are sharing, they are starting to see how it may help solve their pain, want, need and/or desire and they are biting at the bit to learn more [sales video that includes call to action]
- Plus** a new trend emerging thanks to Brendon Burchard and Andy Jenkins includes a live stream interview and Q&A session for 4 hours up to 3 days [Andy Jenkin's called it the Bossathon]. Giving you another opportunity to convert those who are still unsure after launch day and sitting on the fence

These videos can be a mixture of face to camera [Highly recommended for at least the first video to engage, connect and get the 'know, like, trust happening]. Then can be a mixture of screen capture, white board demonstrations, mindmapping examples, interviews and testimonials as mentioned above.

As far as I am aware this launch formula has proven to work in just about any niche and is something you may like to try. Even though it is a well known and practiced strategy in the internet marketing arena – those outside have not seen many so it is still something very new to niches outside this market and worth trying to see if your market connect with this style of teaching and selling. [Very much extending the free line before giving them the opportunity to learn more with you].

43. VIDEO TWEET

With video becoming more and more popular with the search engines alongside social media for getting maximum exposure and backlinks to your website, this new tool is just another way to use video to get views as well as exposure for your business and your brand. <http://www.twitvid.com/> . I personally have not tried it so I am not sure how well it works, but it is just another way of sending out your videos to the masses online.



44. VIDEO FOR TRADESHOWS AND EVENTS

We are starting to use this more and more at our speaking events and when we are invited to have a table at other people's events. We also use intro videos in between breaks and at the beginning of our events before going on stage.

These videos can be

- Latest trends
- Statistical information – latest results
- Entertaining
- Show reel of your expertise
- Product related
- Emotive – set the mood
- Motivational
- Product demonstration

It all depends on the circumstance and the outcome you wish to achieve from the video. If it is to attract people to your trade table then the more **'out there'** the better. If noise is an issue, then make it informative or instructional so that people can learn something while they are waiting to chat to you.

If it is at an event you're hosting – use it to motivate, get in the mood, or set the scene for the content that is about to be shared so they are excited with anticipation. Show reels or video interviews are great to play in the breaks. Increases positioning and allows you to share your knowledge – incase people don't get that one on one time to ask you questions. FAQ videos are also a good one to have in the breaks.

Motivational videos [plenty on YouTube] have a huge impact at events. Find things that resonate or really hammer in a point or message that you are trying to get across. Sometimes when you show a video [that the message comes from someone else] the connection is so much deeper. These are very, very powerful to use these forms of videos at events. Here is a great example of a video interview with [Will Smith](#) that I played at a recent event I had. This one video had a huge impact on the theme message I was delivering to my attendees and really set the scene to the most amazing event.

Having a video playing at a tradeshow when you are busy is like having an extra staff person there.

45. VIDEO MONTAGE

Video montage is a collection of video snippets, images usually to music. A popular tool for creating this is [animoto.com](#) but most video editing software comes with built in montage functionality where you can just drag and drop images to create a special effect. These are great for promoting event pictures, creating intros, show reels, snapshots of the 'year that has been' or even for photographers, videographers to showcase their talents and previous work. Also great use for product reviews, catalogs, promoting the latest products etc. Here is an example of one that I did for a [Kerwin Rae at an event we spoke using Animoto](#)



46. VIDEO BRANDED INTRO/OUTRO

We use a lot of these for branding and positioning our videos. The more consistent the look and the feel of your video the more people start to connect with you, your knowledge, expertise and brand. Intros can be of two lengths.

1. 15 secs when introducing longer videos
2. 3-5 secs when using as a tips, FAQ or short video [when people are watching lots of your videos in a short period of time they do not want to have to sit through 15 sec of the same intro over and over so having short 3-5 sec for smaller videos is recommended]

You can use montages for intros or you can use snazzier intros using video templates. [We provide this service contact pam@magneticdigitalmarketing.com if you would like to find out more.

Here is an example of our current video intros. We are in the process of creating a new one for Magnetic Digital Marketing as we speak. [Sheexperts intro](#)

Having a professionally produced intro puts the viewer in the immediate state of mind that this person or business is professional and gets your relationship with them off to a great start.

47. VIDEO WALK-ONS

Many corporate and SME's with a bigger budgets like using video walk-ons for their website. You either love them or you hate them. This is where either yourself or an actor gives the impression of walking onto your website and talking to you. The purpose is to engage and invite people to find out more information. Here are a few examples.

- <http://www.walkonvideo.com/examples/>
- <http://virtualliveactors.com/productsinfo.html>

48. VIDEO REFERRALS

A simple way to do a referral video is to send a video to one or a group of your existing clients thanking them for being a valued client and go on to ask

[video 1] "If there is anyone that you can think of right now that we could help the same way as we are helping you, please pass this video onto them and we look forward to providing them the same level of quality service we provided for you."

Or you may include a link to a 2nd video for them to pass on to their client or friend.

[Video2] This is the video that you send to your clients to forward to the person they are referring you to. In this video you would....

Introduce yourself.... *"The reason that you are watching this video is that a friend or colleague of yours believes that we may be able to help you with [your product or service, benefit], the same way we are helping them."*



Then close by detailing what you want to offer them to get started.

This is best filmed with a good camera and audio in a professional environment or via a video email that your client can forward to those who they feel will benefit. Eg [Eyejot](#).

Video Interviews/Video Communications

49. VIDEO – VOX POPS

On the street type videos where you ask questions and get candid replies. These videos are great when you want to get people's opinions on a topic or a new release. The fun thing is you never know what people are going to say. This is very popular with journalists and roving news reporters when they need fillers in between top stories.

It is also good to do these type of videos when you want to do some market research into what people think of a certain 'gadget' or 'service'. The more real and lifelike and authentic the Vox Pop the more popular they are. If some of the responses are not what you were expecting, but are funny – leave them in it can help with virability of a video.

We did this last year at [James Schramko's event](#) where we interviewed guests and speakers throughout the event asking them to give a quick 'take away' or share a quick tip or strategy. It worked really well.

Note: Make sure when you do stop and interview people that you tell them how you are going to use the video e.g. if you are going to put it on YouTube or your website that they are aware of that. If they are uncomfortable with this then move on to someone else. With copyright issues surfacing people are suggesting that you get written consent [waiver forms] to be able to use peoples image (and audio) on videos. At a minimum I would suggest that you record the person saying that they give you permission to use the video.



50. VIDEO – POSITIONING INTERVIEW

These are very popular and proving to be the most requested video marketing service for our clients. Why? Because when you are interviewed by someone on your area of expertise, **it gives you instant ‘credibility’ as knowing something important.**

You will find that you will get a much better response from your target market if you are **‘asked to share knowledge by someone else’** rather than if you just try and talk about yourself. Here is an example of a simple “couch chat” interview. [\[click on image to see an example\]](#)



The better known the interviewer, the better positioning it is for you and your brand; however there are ways to film and look as if you are being interviewed. This allows you to talk about yourself and product as if being asked by someone else.

Another great way to get interviewed is to provide quality answers and information in forums and in social media. The more you are seen to be knowledgeable about a topic, the more chances are you will be invited to be interviewed by someone who has an audience who would be interested to learn more.

A few pointers:

- The level at which you introduce the interviewee sets the tone at which they can talk about themselves.
- Keep it interesting – don’t do boring interviews
- Ask questions that people don’t already know
- Ask questions that are topical right now
- Keep their life story to about 30-60 seconds
- Under 7-9 mins is plenty for an online interview
- Be relaxed and have fun – conversational style videos are more likely to get watched than Q & A style interviews.
- Give 3-5 tips people can take action on immediately – if it is just story telling and you are not a well known celebrity - you will find people will not hang around
- Always give a call to action where people can find out more about the person
- Regard the interview as a 3 way coffee chat with the camera being the 3rd person at the table who doesn’t say anything. This means they need to be regularly invited into the conversation by either or both looking at the camera and talking to the viewers.

Being the interviewer is very powerful as well and a great place to start is by offering to interview other people and introduce them to your list. You will find that most people will open the door for you if you are offering them an interview and exposure. By offering an interview it generally opens doors that would have normally been closed.

An additional bonus is that some will want to reciprocate and introduce your expertise to their list and this is a great JV opportunity. [See number 52.](#)



51. VIDEO – SALES INTERVIEW

This is basically a product or service interview [review] whereby you are asking all the questions that someone would want to know before purchasing that product or service. E.g. overcoming all the objections that people may have in their heads before purchasing the product.

By having someone else interview you – it takes the sales pitch out of the promotion of the product/service and turns it into an information/review/fact finding pitch that leads them to a decision that they just have to purchase that product or service. These are very popular as the owner of the product or service can promote this interview without being seen to be promoting his product. Some clients regularly get Steve to interview them about a product and host it on his Channel “[Business Online TV](#)” ‘instead of ‘producing a ‘watch me’ ... sales type video.

These videos are best filmed as a 2 camera shot where the viewer can connect directly with the interviewee. [Here is a sample](#) with Justin Beeton. Notice the different filming style to the “couch chat” style video.

52. VIDEO – JOINT VENTURE INTERVIEW

How would you like to be personally introduced to someone else’s list of clients? A joint venture interview is a direct personal endorsement and is 2nd only to that person walking around with you and personally introducing you to their clients.

In its simplest form, a JV Interview is where the person who has a list interviews a joint venture partner on their product, service expertise and presents that to their list. You usually find that the interview is then reciprocated and filmed at the same time.

These can be used for

- Financially arranged joint venture agreement where some form of commission (often called affiliate commission) for any sales made through the introduction.
- Or on the basis that both share the same target market and each agrees to reciprocate the introduction to each other’s lists [this can include a financial agreement or purely be an introduction to each other’s lists]



There are many ways you can conduct these interviews:

- Face to face in a relaxed environment click on image to see an example
- Via webinar whereby they may teach a strategy or do a demonstration on a product or service
- Online interview using something like Pamela for Skype or Ovoo.com

Don’t be afraid to ask someone you know who may have a big list of your target market if you can share something of value for free. This is what we call **win/win marketing**. The owner of the list is seen to be providing value to his followers by sharing quality information and the provider of the information has negotiated a mutually beneficial arrangement that works for all parties.



Video Connection

53. VIDEO TV CHANNEL

This is another one of our favorites and very popular with our clients. I call it the online business card and positioning tool when you want to really impress your customers and clients.

It can be used in many ways.

- Frequently asked questions
- Tutorials and tips
- Interviews
- Media and snapshots of your speaking events
- There is no limit to its uses



Here are lists of just some of our clients using online tv channels

- <http://uttleyrawfood.tv/>
- <http://ptsdrecovery.tv>
- <http://lifemappingmastery.tv>
- <http://toddlerstoteens.tv>
- <http://lenoremiller.tv>
- <http://suziecheel.tv>

If you want to organise to have your own TV channel done for your business – then we only recommend one reliable person. [Dan Dunn – Click here to find out more and if you tell her that Pam & Steve sent you](#) - she will definitely look after you like she does all our clients.



54. VIDEO BLOGGING [VLOGGING]

Vlogging is just another name for using videos on your blogs. Some people choose to use videos only but to get maximum benefit, when being crawled by the search engines, having bullet points of the key messages in the videos using your top keywords is a great way to get your video blogs ranked in the search engines. Our friend Gideon Shalwick is brilliant when it comes to learning about video blogging. [In fact he has a fabulous free report called Rapid Video Blogging if you want to find out more click here.](#) Or click on the image to get a copy ☺





55. VIDEO – VIRAL

This is pretty self explanatory. It is a video that has been created with the sole purpose of being popular and going viral. Sometimes this happens by accident, but as in the case of the young singer who became a huge hit on YouTube it was very much a strategic advertising campaign that worked better than anyone could have ever dreamed of.

Other examples of viral videos are:

- [The lion story](#) whereby two Australian's bought a lion cub in Harrods London, sent it to Africa to live in the wild, went back to see if it still remembered them and it did. [Emotion goes viral easily – if you can emotively connect with an audience it will be shared over and over again]
- Another well known is the [dancing wedding video](#) – no one had any idea how popular that one video would be – but it brought a lot of laughter at a time when a lot of disasters were happening around the world. [Laughter and fun videos also go viral]
- The '[Old Spice](#)' videos – well that was just plain brilliant marketing – this went viral purely on the novelty and humour of this very clever infomercial. [First to market with something new usually goes viral – but it has to be funny or really weird or different for it to work]
- Music is another one that is very popular in the viral video categories. Especially unfound talent. As you are probably aware here in [Australia a new found talent Jack Vidgen on Australia's got talent](#) has found huge fame and his videos on YouTube has amassed huge virability and exposure. [Raw talent is also a very popular type of video that goes viral]

This is probably one of the hardest videos strategies to master. Something to note too – viral does not always = positive brand, positioning or convert into sales. So think this strategy through carefully when using it and decide what is your desired outcome from this video and what is the '**clear stand out quality**' that will engage people enough to want to share it.

While some people claim to have the formula to make a video go viral, many people who concentrate trying to make a viral video generally waste a lot of time and money.

56. VIDEO NEWSLETTERS

When I first got started in video marketing 2 years ago the first strategy we used to build a list was the video newsletter. I saw that lots of people were providing newsletters as list builders yet it was getting harder and harder to get people's attention let alone get them to give me their email details. Very few were using video mainly because:

- Fear of the camera
- They thought it was too expensive to implement
- They did not have time
- They did not understand how to do it



Our newsletter included video tips and tutorials every week. [A **BIG** mistake that many people make is using email templates as their newsletter and just sending them out. Which results in

- No virability [who says only your list should get your emails?]
- No social marketing [share the love, and let other people build your email list for you]
- No traffic to your own website, unless they happened to click on some hyperlink you may have within the email template. [I could not believe people were doing this!].

To get the traffic back to my website I created a video newsletter template so that each newsletter was a new page on my website. The benefits were:

- Google loves fresh content
- People were reading it on my website not on out of their inbox – live traffic each week to my website **[increase in page rank]**
- Opportunity to look around or interlink between the pages on my site **[internal linking]** Google likes that too
- Hosted my videos on YouTube – used video seo strategies so that I could drive traffic from my newsletter videos from YouTube back to my website **[more traffic]**
- Put share buttons on my website pages **[people shared my newsletter with their friends]**
- Included Facebook comments, Likes and LinkedIn 'Like' buttons, **[instead of just my list reading my newsletter social media is now growing my list faster]**
- Now with video sitemaps allowing the search engines to crawl the videos on your website and create thumbnails in the search engines driving more traffic to your website – **video newsletters are just a 'no brainer'**
- For those of you who don't write newsletters you can do the same with **video blogging** – key point is make sure you are driving people to your website and use video to add HUGE value and they will keep coming back for more – while sending their friends and clients to your site too!

Video Products

57. EVENT VIDEOS

Videoing your events is probably one of the most popular video product creation strategies used by speakers. Many people will film and package their high-end events to sell to people who were unable to attend live. They must be of a high quality with very good audio if you want to get top \$\$\$ for your products.

They are also used as bonuses and opt-in list generators. Another great use of event videos is to group them together with other products in a JV arrangement and market to each others list with a mutually beneficial financial arrangement.

Event videos are probably one of the most cost effective video product creation strategies for high-end products. Brendon Burchard does this model very well. He not only sells the physical products, but he also adds them as bonuses for affiliate launches plus, also adds them as bonuses for his own online programs allowing him to create high priced events and products face to face and virtually.

This strategy is one I highly recommend to anyone wanting to create their own products **[Which you should all be doing as a means to creating a residual income or a full time income!]**.



58. VIDEO MASTERMINDS

Masterminds seem to be the new 'high-end' membership program for serious entrepreneurs. Whether you meet face-to-face and record the sessions or whether you have monthly online webinar closed door sessions, the more quality marketers or knowledgeable people in the mastermind, the more you can charge.



People are prepared to pay to hang out with likeminded action takers who enhance their business and their results. Video masterminds are a great way of creating high-end products for your business and video is just another way of coaching, recording and connecting in these mastermind groups.

59. VIDEO TUTORIALS

Video tutorials can be used in so many ways and can be created using so many different mediums. We all know something. We all have something that we can share that will benefit another human being or a group of people. Video is a great way to teach and get your message out there.

Here are just some of ways you can use video tutorials for your business

- Drive traffic to your website using hosting sites like slideshare.com, YouTube, Facebook, LinkedIn and Twitter another way is forums [video SEO very important to make sure your content gets found]
- Position your knowledge and expertise
- Create products to monetise your expertise and knowledge
- As bonuses for other people's products – affiliate marketing
- Joint venture marketing – provide value to another person's list
- Coaching
- Membership websites
- List builders – give free content away in exchange for opt-in details
- Creating a following – video tips and tutorials on your own blog or TV channel enables you to create a following of fans who can send people to you
- Training material
- Much, much more

There are many ways that you can create video tutorials but the most popular forms are

- Web cam videos
- Powerpoint/ Keynote videos
- Camtasia/Screenflow screen capture software
- Face to camera on a whiteboard [very Frank Kern style]
- Face to camera with flip charts – the reveal strategy made famous by [Brendon Burchard]
- Skype – using Pamela to record or you can also try oovoo.com

Teaching people information is now one of the most lucrative industries online. Video tutorials have a much higher perceived value than written content, and is something I highly recommend you all use in your business whether it be for **positioning, marketing or monetising**.



60. VIDEO EBOOKS

Some people call these [Vooks](#) and I believe they are the books of the future. With information being one of the most popular book choices right now and technology growing faster than the speed of light [slight exaggeration but you know what I mean] people want visual while reading and this is the perfect book of the future.

I personally get really excited about this concept. Ebooks like this will be a thing of the past very shortly and people will expect their ebooks to have video inside just like my [online magazine](#) and I for one am excited.

With the purchase of ipads, Kindles and tablets on the increase this is one strategy to watch very, very closely. At the moment I believe you have to be invited to create a Vook but I think that will change in the near future. No reason why you cannot create an online version for now till technology catches up and you can become your own video book publisher – watch this space!

61. VIDEO MEMBERSHIPS

I have left my favourite till last – why? Because this is something that I want to be able to introduce to you along with all the other great strategies that have been included in this report.

A video membership is a way that you can use 'how to' videos to teach people

- Strategies
- Concepts
- How to – instructional step by step
- Demonstration
- Implementation
- Case studies

In a manner, whereby people can pay to learn with you on a regular basis.

It is getting harder and harder to learn with so much noise out there in the marketplace. I know because it was driving me crazy myself. A great way to solve that problem is to find someone you like to learn with and join their regular membership training programs. This allows you to learn with the same person, implement and start taking action on a regular basis moving forward and growing your business.

That is why we decided to create '**bite Size Marketing**' a monthly membership program, at **a crazy affordable price**, whereby you can learn how to implement online marketing strategies very easily into your business fortnightly. This gives you plenty of time to watch, implement, tweak and test before receiving your next complete module.



Tick which strategies you are going to implement in your business now!

If you would like to refresh your memory as to what the strategy is for just click on the strategy and it will take you to the page within the report for more details.

- | | | |
|--|--|--|
| <input type="checkbox"/> VIDEO THANK YOU | <input type="checkbox"/> VIDEO STAFF PROFILES | <input type="checkbox"/> VIDEO MONTAGE |
| <input type="checkbox"/> VIDEO FOLLOW-UPS | <input type="checkbox"/> VIDEO FAQ'S | <input type="checkbox"/> VIDEO INTRO/OUTRO |
| <input type="checkbox"/> VIDEO CHATS | <input type="checkbox"/> VIDEO COMPANY UPDATES | <input type="checkbox"/> VIDEO WALK-ONS |
| <input type="checkbox"/> VIDEO PROPOSALS | <input type="checkbox"/> VIDEO WHITEPAPERS | <input type="checkbox"/> VIDEO REFERRALS |
| <input type="checkbox"/> VIDEO INTRODUCTIONS | <input type="checkbox"/> VIDEO INSTORE/RECEPTION | <input type="checkbox"/> VIDEO – VOX POPS |
| <input type="checkbox"/> VIDEO SALES STICK | <input type="checkbox"/> VIDEO – CORPORATE SOCIAL RESPONSIBILITY | <input type="checkbox"/> VIDEO – POSITIONING INTERVIEW |
| <input type="checkbox"/> VIDEO SALES PAGE | <input type="checkbox"/> VIDEO – RECRUITMENT | <input type="checkbox"/> VIDEO – SALES INTERVIEW |
| <input type="checkbox"/> VIDEO PRODUCT DEMO | <input type="checkbox"/> VIDEO CV/WEBCAM | <input type="checkbox"/> VIDEO – JOINT VENTURE INTERVIEW |
| <input type="checkbox"/> VIDEO AFFILIATE MARKETING | <input type="checkbox"/> VIDEO TESTIMONIALS | <input type="checkbox"/> VIDEO TV SHOW |
| <input type="checkbox"/> VIDEO EMAIL SIGNATURES | <input type="checkbox"/> VIDEO SUCCESS STORIES | <input type="checkbox"/> VIDEO BLOGGING [VLOGGING] |
| <input type="checkbox"/> VIDEO PAGE FLIP CATALOGS | <input type="checkbox"/> VIDEO CASE STUDY | <input type="checkbox"/> VIDEO – VIRAL |
| <input type="checkbox"/> VIDEO PAGE FLIP FLYERS | <input type="checkbox"/> VIDEO COMPETITIONS | <input type="checkbox"/> EVENT VIDEOS |
| <input type="checkbox"/> VIDEO PAGE FLIP BROCHURES | <input type="checkbox"/> VIDEO EVENT PROMOTION | <input type="checkbox"/> VIDEO MASTERMINDS |
| <input type="checkbox"/> VIDEO PAGE FLIP MAGAZINE | <input type="checkbox"/> VIDEO UPDATES – LIVE STREAMING | <input type="checkbox"/> VIDEO TUTORIALS |
| <input type="checkbox"/> VIDEO PAGE FLIP RESUMES | <input type="checkbox"/> VIDEO PRESS RELEASE | <input type="checkbox"/> VIDEO NEWSLETTERS |
| <input type="checkbox"/> VIDEO MOBILE MARKETING | <input type="checkbox"/> VIDEO SHOW REEL | <input type="checkbox"/> VIDEO EBOOKS |
| <input type="checkbox"/> VIDEO COACHING | <input type="checkbox"/> VIDEO COMMERCIALS | <input type="checkbox"/> VIDEO FOR TRADESHOWS |
| <input type="checkbox"/> VIDEO 'HOW TO' | <input type="checkbox"/> VIDEO INFOMERCIALS | <input type="checkbox"/> VIDEO COMPANY OVERVIEWS |
| <input type="checkbox"/> VIDEO STAFF TRAINING | <input type="checkbox"/> VIDEO SALES PAGE | <input type="checkbox"/> VIDEO TWEET |
| <input type="checkbox"/> VIDEO ORIENTATION | <input type="checkbox"/> VIDEO PRODUCT LAUNCH FORMULA | <input type="checkbox"/> VIDEO MEMBERSHIPS**** |
| <input type="checkbox"/> VIDEO PRESENTATIONS /WEBINARS/SLIDESHARES | | |



How are you going to use the chosen strategies in your business?

I recommend starting with about 3-5 to begin with to see what gets the best results and then start adding more as you go.

Video Strategy 1:

I am going to use it in my business to...

I am going to implement by:

Cost to implement:

I will measure my results by:

Outcome:



Video Strategy 2:

I am going to use it in my business to...

I am going to implement by:

Cost to implement:

I will measure my results by:

Outcome:



Video Strategy 3:

I am going to use it in my business to...

I am going to implement by:

Cost to implement:

I will measure my results by:

Outcome:



Video Strategy 4:

I am going to use it in my business to...

I am going to implement by:

Cost to implement:

I will measure my results by:

Outcome:



Video Strategy 5:

I am going to use it in my business to...

I am going to implement by:

Cost to implement:

I will measure my results by:

Outcome:



Resource List

Resources we either use in our business or recommend to help you implement your video marketing strategies successfully into your business.

[Niche Finder – keyword research tool](#)

[Blueprint Outsourcing - training for your outsource team](#)

[Step-by-Step Getting Traffic - James Schramko](#)

[Pop-up Opt-in that all the leading internet marketers use to grow their list.](#)

[Optimize Press](#) – Video Sales Page templates

[Market Samurai](#) – More advanced keyword research tool

[Easy Video Player](#) – The video player that we use

[Linked Influence](#) – For dominating LinkedIn

[Video Affiliate Marketing](#) – Course on how to sell other people's products using video

[Eyejot](#) – email video tool that we use

[Leigh Kostianen](#) – facebook fan pages and social media

[Video Music SMW](#) – for your videos – royalty free

[Animoto](#) – montage video tool – very easy and inexpensive to get started

[Pinnacle](#) – video editing software we use

[Other editing software](#)



[Easy Web Video](#) – another video player option

[Stock Photos](#) – stock photos for your videos

[Twitter & YouTube Branding](#)

[Powerpoint to video converter](#)

[Video backgrounds](#)

[Article Video Robot](#)

[Aweber Email Vlogging & Newsletter autoresponder](#)

[Oovoo.com video chat recording option \[under 5 mins free\]](#)

[Pinnacle – video editing software we use for PC](#)

[CLICK HERE TO SHARE ON FACEBOOK](#)





*Pam & Steve
Crossman*