

# Splicing Video Into Your Business

by

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## **Note From the Author**

Welcome and congratulations!

You've just taken your first step to increasing your business profit dramatically.

From this little book, you're about to learn seven amazing ways web-based promotional videos will increase your sales and make your business more successful than you've ever dreamed possible.

You're about to drive your conversion rate and increase the value of your product. You're about to blast your business into a new age with sophisticated presentations and honed marketing strategies!

I'm about to teach you seven simple ways to monetize your product by putting videos onto your websites; I'm about to put you way ahead of the latest business marketing curve.

Digital video technology has been around for about ten years. But only recently it has become a reliable medium on the World Wide Web.

Until a couple of years ago, videos didn't even exist on the internet. Now we see a new video site popping up almost everyday. I'm sure you've heard of [www.youtube.com](http://www.youtube.com) which Google purchased for the mind blowing sum of 1.65 **Billion** Dollars.

Now, for the first time, it is possible to watch videos online conveniently: that's without the need for download, and without much interruption.

Best of all, you're just in time to capitalize on web-based videos.

# INTRODUCTION

## *Videos For Online Marketing*

You may still be wondering: why has it taken so long for online videos to become a viable marketing tool?

The answer is simple. Nobody wants to download a video advertisement. More than this, very few people consciously submit to advertising, even in a passive setting, when they have no control over what stays in front them.

Think, for a moment, about watching television, driving around town, riding the subway or train. You're bombarded by advertisements: everything from the coolest beers to continuing education programs. You're bombarded, and you probably absorb some of the information.

The adverts you see every day are designed for you to read them, for you to remember and recall what they tell you. Not all of the information, just the most important bits.

I bet you don't go looking for advertisement all that often.

People are more sophisticated about advertising than ever. If you want your promotional campaign to succeed, you have to put advertisements in front of your target customers subtly. Online your worst enemy is you're customer's trigger happy 'delete', 'back', and 'close' key finger.

Your challenge is to make your customers come to you. Make them want to find out: What's In It For Me?

Thanks to advances in technology, you can now put a video message in front of anyone who visits your website. I'm going to say this repeatedly: pictures speak a thousand words.

When someone chooses to visit your site, you present them with your video advertisement and you engage them. You incorporate cutting-edge video

techniques and impressive marketing tools. You can make the most of your business marketability by taking these steps.

By following the steps in this book, you will profit as videos and computers converge. You will not fail to make your mark as videos, computers, and televisions cease to exist in separate worlds.

If you take this e-book and study it, your business will never be the same again!

## Chapter One

# Go Play In Traffic

### Summary:

- Let's start off with an Introduction to traffic and niches
- Add videos to increase profit flow
- Profitable video hints just for you.

It's thought to be a basic equation: if more people visit your business website, you will make more sales.

This is not quite true...

Actually its total B.S.

Confused? It is true that more traffic will get you more sales but think about this...

If you were to buy traffic (which I don't suggest) you may get 10000 hits. Of those 10000 only 7000 were visitors, of those 7000 you make 7 sales. Whoa wait a minute, only 7 sales from 7000 visitors? That's because your traffic was not targeted.

Now let's say that you decide to buy clicks (pay per click advertisement). This time you get 4000 hits and 3000 visitors. This time you make 30 sales. This looks a little better but, how much did you pay for those clicks? PPC ads only give you a very small space to explain your product or service and you still get a lot of junk traffic.

You might be able to get more sales by improving your sales letter but how do you know if it is at fault? Maybe only 100 of those visitors were interested in your niche. You may have a sales letter with a 30% conversion!

The point is you want targeted traffic to get the best results and make the most profit.

With video as a new practical advertising medium on the web, you can now put more information in your limited advertisement space and get better quality traffic.

Video presentations have always facilitated dynamic interaction between producers and consumers and interaction of this kind is engaging on a number of levels. It will help you with the first step to increasing your profits using video presentations.

The first step to increasing your profits is to utilize a basic marketing principle.

To bring more traffic to your website, you need to develop a hook to engage your potential customer. You have seconds to grab their attention so you need to use them effectively.

Now that you see the importance of targeted traffic I'm going to talk about where to get it from.

But first I need to point out the BIGGEST problem of internet marketing: internet users want information that's free. This is very important in how you advertise. No matter where you advertise it's always obvious that it's an ad which means there's something to buy. Think about this for a minute, when you first open your internet browser do you pull out your credit card and go looking for someone to give your money to?

You can capitalize on this big time. By using video you can give away free small bits of information. By doing this your making your potential customers hungry for the information and your also start the relationship building. The best part about using this technique is that it's free for you.

This method is simple and can be implemented in minutes. Make a short video showing you're your product or service in action. This can be from a webcam or a screen capture program such as Camtasia which can be found here: <http://www.techsmith.com/>

### **!!Attention!!**

The biggest mistake that I have seen made is that the video never says where to go to learn more...

If say a URL doesn't fit into your script there is one simple solution that you see all the time and don't even think about it. It's called a water mark. A water mark in a video is the text that you see that is somewhat transparent. Almost all video editing programs have a title function that you can use to add your sites URL into the viewers eyes.

You Tube can a valuable asset to you in other ways also. When you create an account your account becomes a "channel" on their site. This means that if someone likes your video they can add your channel to their favorites and be notified anytime you add a new video. So with this you could actually create your own weekly or even daily broadcasting.

You Tube also makes it easy to add your videos because they you don't have to worry about prepping your video to a web format. They can accept several video formats including: wmv, mpeg, and avi. Also once you have uploaded your video they provide you with html code so you can add your

video to your website or blog without having to host the video yourself. This comes in handy if you are limited on hosting space or bandwidth.

The only downside that I have had with You Tube is that they allow you to make videos private, but you can show them to only those you invite. So this doesn't work well if you wanted to share a video with members of your newsletter or site.

While <http://www.youtube.com> and Google video are great resources [www.myspace.com](http://www.myspace.com) cannot be overlooked. My Space is not focused on video like You Tube but it you can upload videos that can be view by everyone. You can use my space as a casual place to share information and communicate with your customers.

So how do put the video to work, bringing in more traffic? Simple have you heard of "You Tube" or "My Space". If you haven't then you really need to check them out. When you make a video for these sites you don't want to make a hard selling ad that is the job of your sales page....

You are simply trying to build curiosity so that the view will want to hear more of what you have to say. With that said, your video should be purely informative or humorous. For example, if you are selling a product to help with organization then you may want to make a short funny video of someone that is having a bad day because they are not organized. Just watch T.V. commercials, Most of them are NOT showing you how your life could be better but they are showing you how life is without their product. This can lead to be far more emotional and be more profitable in the end.

### *Capitalizing On Curiosity*

They say curiosity killed the cat. It's probably true.

Some of the best introductions are the simplest, the shortest, and thus the most intriguing. When you think about scripting the first video, think hard about

who your customers are. What do they have? What do they want? What might they need from you?

Use this information to your advantage.

Create a short video presentation of your company hinting answers to the questions you know your potential customers are asking. This will approach will drive more people to your site, past the introductory page, that is, and on to the real nitty-gritty.

If you capitalize on curiosity, the temptation to find out will be too great to resist.

## Chapter Two

# Increasing Your Conversions

### Summary

- Let's talk about conversions for a minute.
- "They like me, they really like me." Allow your customers to get to know who YOU are.
- "I'll never let you go..." I'll talk about how to keep and maintain your customers

If you haven't heard the term before, a conversion, in business, refers to the process of making a sale. Think of it this way, your potential customer – the person visiting your site – converts into a paying customer thanks to your brilliant, inspiring use of video and marketing.

In the last section I talked about getting targeted traffic. Now let's turn that traffic into sales!

The first step to increasing your conversions is to need some basic and pointed advice. It's obvious when you think about it, but how often do you realize, "You cannot manage what you don't measure". To increase your conversions, you need to know how many conversions you make. This is why getting targeted traffic is so important.

Find out how your website is performing. How many people visit your homepage; of those who visit your homepage, how many actually purchase your product or service?

If you don't have the know-how to measure your current conversion rate, there are several free calculators online you can make use of. Try a web search for "website performance metrics calculators". You'll find a bundle of valid entries.

Once you know your conversion rate, it's easy to monitor and improve it using video geared to get your potential customer to spend, spend, and spend

### *Shocking Wasn't It?*

Getting people to your site is the first hurdle. Keeping them there is the second.

Your first line of attack is a short interesting video that introduces you to the visitor. It should also explain why the visitor wants to visit your site. What can your business do for them? Quick and simple, you need to explain the single biggest benefit, the best thing you have to offer. What's the value for their money? What's the fastest turn-around service for them? And what are your best selections of products for them?

The toughest challenge can be resisting the urge to tell all. Marketers have the tendency to start rambling about everything they have to offer their customer. But remember, your customer doesn't need or want it.

Fully explain in your short introductory video the single best thing about your service or product. This will peak curiosity. Once curiosity peaks, it spreads like a virus.

The attention span of your visitors can be the size of a gnat. When they first arrive to your site they are in what I call "click mode". You have less than five seconds to snatch their attention before they click that back button.

Video or even audio will do just that. The video that you can see here: <http://www.webvideotactics.com> is a great example. Having an introductory video auto-play is an awesome way to slap your visitors out of their zombie like state and actually take a look at what you have to offer.

### *Making Your Customer Feel At Home*

The second purpose of your introductory video is to make your visitor feel comfortable and important. They should also be engaged by what they see and hear about your business.

Trust is very important concept for marketing; and a sentiment that's not often fostered on the internet. Yet, for advertising, trust is a near-essential element.

Your customer probably wants to buy something. Most people find money burns a hole in their pocket. But people don't want to feel you're trying to sell them something, particularly if it's something they can live without.

Customers want to feel you aren't selling to them, even when, of course, you are. They want to feel that they are in control. A customer wants to feel that the decision to buy is their own: that's the golden rule.

Make them feel that they're calling the shots in your introductory video and you've already won.

### *The Hook*

No matter what your business, you're at the mercy of your buyer. This is the first principle of business, marketing, and advertising. It's particularly relevant for online businesses, too, because the industry has become extremely tough. Online marketing has grown up fast and with very little regulation.

The one advantage you have advertising your business online is that internet users are looking for information. Fish in the stream, they are coming up for air. They aren't watching a television. You don't have to hope they sit on the couch for the five minutes of commercial break. Your audience is at least receptive to information.

However, your biggest problem – and it is a very big problem – is that internet users want information that's free.

Internet users don't want to buy your products and they don't want to pay for your services. For the average business person, internet marketing is excruciatingly tough. In a fraction of a second, your potential customer clicks away from a sales or squeeze page.

The internet does not promote passivity in the same way as television. Your customers have a back button and they will use it, ruthlessly.

To stop your customer from clicking away, you have to hook them. The first video we are going to discuss is your trap, baited and set, on the first page of your business website.

You need to hook your potential customer with an advertisement; you can't, as I've already explained, use a sales page, or a squeeze page.

Instead of a conventional advertisement, you use a short video to introduce yourself and your company. Your potential customer is hooked by a personal experience.

A friendly, informal welcome video, positioned on your website homepage, will engage your potential customer in the same way that an experienced sales person engages a visitor to their store.

Done right, you have the perfect hook to drive a sale.

### *Elements To Include In Target Landing Page Videos*

Most guides to marketing tell you about the several key elements for making a sale. These elements are conversion components, and they are as important for videos as they are for sales letters or squeeze pages.

You can find creative ways to incorporate these elements into marketing videos with the basic pointers in mind.

First of all, your video needs a heading or title. The basic idea behind this is to summarize your subject or angle. Take this book as an example. If this was a video instead of a book, it could still have a heading like "Using Video: Seven Ways To Increase Your Sales". This could appear as the first frame of the video and would appropriately set the tone and summarize the film you would be about to watch.

The next thing you need is a definitive offer. Decide what you are offering your customer and tell them about it. But it doesn't end there. You need

to make a compelling presentation of your offer because this is also your 'call to action'. Your offer is what sells your product or service. It's what gets a visitor to your website to sign up. Sticking with the example of this book, if I was presenting this information in a video, I would be using video imagery to support the offer: "increase your profit". That's my offer and my call to action. By offering you an increase in profits, I'm calling you to read my book or just listen to what I have to say.

You need a lead to engage your viewer. A lead is similar to your offer in many respects but a lead can also just be the angle you are using to sell your product. Your lead should say something about the major benefit of your product, and remember you can 'say' a lot with images in your video, using images to show the benefits of your product. Think of all those television adverts that feature competitors: washing detergent commercials that 'show' how the brand name being advertised does better than the leading competitor at removing the toughest grime and dirt. This kind of stuff you want to demonstrate rather than write; it comes across as much less preachy when you see it like does if you have to read it.

## Chapter 3

### Shhh... Secret Hints and Tips

#### Summary

- I'm going to share a few gems I don't normally share
- The next step to take with video, let's take it there.
- How-to's, golden rules, and must-reads all for your benefit!

#### *Optimizing Tactics*

To increase their conversion rate, most websites use a number of tactics. You will use one of the most successful.

You are going to develop a meaningful, short video calling your potential customer to take action. The video needs to target your audience precisely to get them to take the next step, whatever that step may be. Targeting is all important because it will initiate the conversion of your visitor: from potential customer to customer. This video will be positioned on your targeted landing page; that's the page your potential customer's come to for more information about your site.

The aim of any videos positioned on your targeted landing page is to get your potential customer to take action. The 'action' could be as little as clicking to the next page of your website, where they'll get more information about your product or service. It could be as much as calling your company for more information or placing an order.

#### *Optimal Video Images For Increasing Conversion*

Images should address the biggest benefits of your product or service. They must be relevant and clear. Marketing experts will tell you this stuff over and over; it's as true of still images as it is for moving ones, as in videos.

There's a lot you can say with pictures but you have to treat images like a language and remember your customers are very fluent in it. Any convolution, any deviation from the main point, hinders your argument and will lessen the extent to which you can convince your customer to take action.

So, what works? Research into marketing has turned up a few gems. It's easier to read from left to right, so if you decide to use text in your video (anything from simple headings to extended bullet points highlighting the benefits of your product), but have text on the right of your images; images to the left.

Another gem of information is that most people who visit websites decide to leave because it has what they consider an unprofessional feel or look to it. If something is unprofessional, it's not trustworthy. If it's not trustworthy, people are not going to spend money, particularly on the internet.

The key to increasing your conversions is to present a professional, engaging video on your target landing pages, the first pages of your website that visitors find.

### *Some Golden Rules*

Marketing professionals may sound like old records, repeating the same advice. Still, what they tell you isn't wrong. When you create any advertisement, you need to remember the golden rules of advertising and stick to them.

Don't overload with information: when you present a video on your website, in the hope of increasing your conversion rate, engage your audience, persuade them to take action, but don't give too much away. Don't make the sale complicated. Show the customer you have what they want. Show them how they can get what they want from you. Leave it at that.

Make it easy for your customer to take the next step. When they arrive at your website, your customer sees your video. The video opens automatically

and shows them what they want to see. It's engaging, entertaining, informative, and to the point. You're doing well. The customer is curious about the next step; you've persuaded them to take action. At the end of the video, you have a very simple direction: "Click here for more information", or "Call us now to place your order". Don't, if you want to have a high conversion rate, risk alienating your customer by giving them a laundry list of things they have to do to get to the next step. How many websites have you clicked away from because you didn't want to spend five minutes – because you didn't want to spend one minute – filling out a contact sheet, a questionnaire, or a survey response.

Keep it simple. Keep it short. Keep it easy. Keep it engaging. You will reap the benefits of expert marketing strategy combined with high quality video.

## Chapter Four

# Hey, Try the Side-Door

### Summary

- Let's discuss some marketing terms.
- The messy facts to know about the rungs of corporate ladders
- Learn how to open the door will ya? I'll show you how.

Increasing profit is your goal so you want to try everything. With this mindset, side-door selling can be a lifeline. Knowing how to use video to sell yourself or your product from this angle can give a new lease of life to your accounts receivable.

Let's face it, when you approach customers, you are only going to get somewhere if they are in a position to decide to buy. This is particularly true if your clients are businesses, rather than individuals. You need access to people who have money to spend. It's that simple.

### *What is side-door selling?*

Side-door selling is the process that acknowledges the significance of decision makers. It's decision makers that spend money; they are your buyers. Especially when you are selling to businesses, side-door selling proposes that you do everything in your power to by-pass the purchasing department. By-pass the purchasers and get to the president, the CEO, the executive. Use the side-door to get to the top-guy. You want the person in the company who can say *yes* or *no*, *buy* or *don't buy*.

### *Opening the Side Door With Well-Constructed Videos On Your Website*

Now you know about the side-door, think about how you're going to open it. With some companies, it's easier than others. Some companies don't adhere

to particularly formal structures. If you ask to talk to the boss, you will talk to the boss. Other companies don't like to deviate from protocol. You have to call the secretary to the president's assistant. E-mail the secretary to get the e-mail for that assistant. Request the assistant e-mail the president and then put a call through to the so-and-so because the president of the company doesn't take calls about purchasing a product or service. He doesn't handle the outsourcing.

Avoid wasting time with side-door sales by creating a video – a business-to-business video – that will specifically engage the upper-echelons of a business you want to do business with. What you need to do is dress to impress.

Business-to-business communications (and I'm assuming from this point on that you don't have to try side-door sales with individuals) need to impress in specific way. They should be a testament to your business acumen. A video on your website designed to promote side-door sales must show your skills as a business person, a marketer, a strategist, and a specialist. This is the kind of skill-set that impresses high-level executives, heads of businesses.

Imagine, when you are thinking about your side-door sales video, that you are submitting it like a formal resume, a kind of job interview. Present yourself and your business in an organized way. Communicate through your words (audio) and images who you are, what your professional experience is, what education you have, and why you're interested in doing business.

### *Ace the Interview*

You know a job interview has gone well if the company boss invites you to dinner with his family or out for a friendly round of golf on a Sunday morning. If this happens, you can safely assume you got the job, right?

To make a side-door sale, you need to develop this kind of relationship or understanding with the decision maker. Call it what you will, but that's why it helps to do your homework when you present yourself.

To ace your presentation, your interview, you need to teach the decision maker how you can help them. You need to present yourself as an expert; definitely not as a sales person. Remember, your customer wants to feel in control. Even when you have hold of their purse strings, never let on.

You also have to prove the value of the product or business solution you're offering to the decision maker. Videos are especially useful for this, because you can show so much. Show how your product works. Show yourself or your colleagues at work; show samples of your work. Then of course there's the customer service element. Present a high quality video to the decision maker via your website; make sure the video works without any glitches. Next comes the easy part. Stay on top of phone calls and e-mail communications with the company you're trying to get into. Keep nurturing the relationship until you get a decision.

## Chapter Five

# Don't Dislocate Your Joint- Ventures

### Summary

- Some things are better to work at with others than alone. Learn more about joint-ventures...
- The key to getting out on top! More, profit for you.
- It really is all about them, they just want to make sure YOU exist. I'll show you how to prove it.

Joint venturing, or, as it is now called, "co-opetition", is becoming increasingly important for small, internet-based companies. It follows the principle that co-operation with competitors is more effective than direct competition.

As exciting as it is to work independently, providing products or services that you're enthusiastic about, there are plenty of downsides to going it alone. You limit your customer-base, whether you realize it or not. There's a lot of marketing to be done by word-of-mouth through joint venturing, if approached in the right way.

### *Sharing the Wealth*

Reaping the benefits of joint venturing is what you're interested in, but it's not always best to put your interests first. In fact, to get the most from joint venturing, putting your own interests first is the wrong way to go. Most people suggest going about joint venturing the other way around: approach someone who sells a valuable service or product and offer to expose them to your contacts.

It's not only about doing someone a favor. Promoting someone else's business can be extremely valuable for yours. If you successfully promote

someone else, your networking clout rises dramatically. You – and your business by extension – become worth something to competitors.

By actively working to promote someone else, and by being successful at this, you are going to increase your word-of-mouth business and other companies will come to you for joint venturing deals you will benefit from.

### *Understanding the True Benefits of Joint Ventures*

The key to improving your joint ventures is understanding what it's really about.

It's about realizing that you are not the only business out there. Seems obvious, but how often do you think about your competitors? Do you realize that there's enough business to go around, in reality, and you're not going to get run out of the market just because there's someone else who does what you do?

Most people don't understand this, or they don't want to take advantage of it. Sure it's easy enough to find companies and individuals in the online world who have the same market as you, who have good clients, a lot of prospects, and plenty of interest in working with you. Now promoting your business in whatever fashion you deem appropriate...e-mail, perhaps, or mailing can get you out on top.

### *Using Videos to Improve Your Joint Ventures*

So you're going to promote your business using a more sophisticated internet-marketing tool than most. You're going to use a web-based video to promote your business, persuading your joint venture partners to show the video to their clients and prospects.

Make this video – the one geared towards promoting your video via joint ventures – all about that. Joint ventures can be immensely useful to your

business, and you should make that point in your video. Show your potential customers how many resources and professional contacts you have at your fingertips. Show off your credibility amongst your competitors and associates.

One of the best ways to show you are credible is to keep your video personal, as I've mentioned before.

Consumers all over the world prefer to deal with people and not robots.

Computers and automated help-lines malfunction; they don't know how to answer questions, or how to relate to people. Being able to get in touch with you is something that your customers and partners are going to be interested in; it's essential for the day-to-day of business, but it's also a very important psychological incentive for doing business.

Your associates and customers like to feel important. If you answer their phone calls, respond to their e-mails quickly; if you develop a video on your website that presents specifically to other businesses you are interested in working with, you will be improving your joint ventures.

Another thing you might consider about joint venturing is cooperation with competitors for research and development activities. Joint ventures don't have to be about sharing contacts only. There's plenty of other resources you can share business-to-business that will ultimately allow you to increase your profit. Whether its contacts or information, there's a lot you can do.

In case you're not quite sure about sharing research, consider that the world's largest manufacturer of computers decided to work with Apple Computer in 1991 to create new computer software.

Whilst you're probably not going to work on something so big, you could work with competitors to research your market, improve your product, or develop a new service.

If you think of something you could do along these lines, then you can post a video on your website detailing exactly what you have in mind, along these lines. Putting the information on your website means it's free to access.

With internet search engines and word of mouth through other joint ventures, if you opt into them, you may strike gold one day, when you don't expect it.

A well-structured business-to-business video on your website proposing joint ventures with like-minded companies may well prompt someone you hadn't thought about to pitch you.

## Chapter Six

# Is Your Price Right?

### Summary

- Are you setting yourself up for success? I'll show you how to set yourself up in line for the right price
- A diamond in the rough, quality and fine prices, are you pleasing your buyers? Ways to figure that out

Setting the price for your service or product is a strange process. You probably know this already. Think for a moment about how you set your price. How do you value your time? Do you factor production costs and other expenses?

### *Driving Demand*

In reality, value drives price. More than any other one factor, demand drives value. A high quality, professional video presentation communicating the fundamentals of your business, will impress your customers and let them feel comfortable with you. Sophisticated images that imply your business is in demand: these will allow you to raise the price of your products or services.

If you sell products via your website, let your customers see the best products doing what they're designed to do. Show your customers how your products work; what they can be used for, from the obvious stuff to the more obscure.

Customers always ask themselves, What's In It For Me? Show them.

Similarly, if you are offering a service, show how you perform that service. Video editing can be very sophisticated, allowing you to do a lot – to show a lot – with very little. A couple of shots with you, or someone from your company, doing business, interacting with a satisfied (smiling) client; these images will say more than any number of samples or recommendations.

### *The Customer Sets the Value, You Set The Price*

Most people are interested in (or intrigued by) expense.

Expensive products or services trigger the question: "What's In It For Me?" They also get your customer searching for an answer, even coming up with their own answers.

If you see an advert for a very expensive car, don't you think to yourself, "wouldn't it be nice to drive around in that?" "It must be comfortable, safe, fast"? If you hear the cover charge at a club is \$25.00, don't you think to yourself: "It must be a really fabulous place to spend time!" It might take a while to get to those thoughts, but most people will.

In many instances, expensive is considered synonymous with rare. You can use this to your advantage. This idea falls into the same category as trust: wouldn't you be suspicious if a guy who said he was the best lawyer in the world charged \$20 an hour?

Of course, your customer's desires factor into the equation. What you're actually trying to do is be able to increase your price. Your customer will pay a high price if they consider your product or service to be valuable to them. You have to figure out what they value.

To increase the value of your product, you need to understand what your customer is looking for, and you have to provide it for them. If you provide what they need, your customers will be happy to pay more for the privilege.

## Chapter Seven

### And Your Total Cost Comes To...

#### Summary

- Ways to prioritize your time, and what marketer doesn't need help with that??
- You want to check this out to make sure you have the right tools in your kit, I go into detail!
- DIY(Do It Yourself) An explanation of all the benefits that you could reap!

If you were convinced to take the advice of the last six steps – and I hope you were – then you've probably realized that video is an important part of your marketing strategy.

To make the most of videos online, you need to develop a variety of videos.

Of course, internet-based video marketing is easy to outsource. Since the medium has taken off, plenty of companies have developed the technical skills to offer or specialize in internet-based video marketing.

But outsourcing is expensive. You can easily end up using online videos to market your product and promote your website in so many different ways. It may soon become viable to start DIY: making your own videos to cut back on the cost of outsourcing.

#### *Video Marketing: DIY*

You will quickly realize that video is an important part of your strategy and you may want to learn to make promotional videos yourself. Fortunately, the necessary skills are quite easy to pick up. If you remember the taking-off of home video, you'll have something to compare it to.

The most important and the most expensive aspect of making your own videos is the equipment. Having the right tools is essential to the process.

Whilst you may want to make your own promotional videos to save money, there's no point in saving money only to produce poor-quality videos.

With good marketing videos on your website, you are going to get more business. Whether it's by bringing more people to your site, increasing conversion rates, being able to increase your price, building joint ventures, or getting in the side door, as we have discussed so far; each of these steps will increase your profit if you complete them with attention to the detail of your videos.

Good quality videos will sell you and your business, building trust, fostering relationships with other businesses and customers. Quality videos on your website will produce results for you.

Poor quality videos won't work, so you need to invest money in good equipment.

Here's a list of the items you need to make effective, quality videos.

You will need:

- A Computer (1 GHz or faster)
- A Video Camera with DV/Fire Wire Output
- Editing Software (Pinnacle Studio or Sony Vegas Studios are recommended)
- Audio Editing Software
- Backdrop (Chomakey is recommended)
- FLV Converter

If any of these items are unfamiliar to you, don't worry. They're not only easy to find and buy online; you'll also have plenty of opportunity to read up on how to use them. It won't take you long to work with them effectively.

One of the best sites to pick up them up is [www.internetvideoguy.com](http://www.internetvideoguy.com).

My hope is to share valuable information with you to help you increase your profit. Decreasing your cost by making your own videos is a positive step to take in many instances.

### *The Benefits of DIY Videos*

You may decide that DIY is for you because you don't want to spend on outsourcing. That's fair enough, but being able to make your own videos is about more than saving money. There are many more advantages to producing your own marketing videos; you just haven't thought of them yet.

The skill-set required to make a video – the ability to script a video, handle a camera, figure out audio, edit the raw footage, compile the final work, and publish the video on your website – is extremely valuable in today's high-tech world. You may, if you develop a flare for filmmaking, consider adding a whole new arm to your business. What if you offered to make other web-based marketing videos for your associates or competitors as a joint venture? Just a thought that might build your profit!

Not only is the skill-set invaluable, if you make your own videos, you are in control of the creative process. You can work on your ideas, without having to spend time explaining them to a third party, someone outside of your business, who may have their own vision and a strain of the old artist's stubbornness (the "I'm right and you're wrong" syndrome that many creative people are prone to).

Having creative control and doing-it-yourself will perhaps allow you to interact with your customers on a much deeper level. For obvious reasons, you can promote that you created the videos on your website yourself. If they are well done, and it's not all that difficult to learn the skills necessary, then you will be promoting yourself to potential customers and business-to-business visitors. Your marketing videos will not only market your business, they will

serve as samples of your creativity, your marketing skills, your sales ability, and your general ability to get things done.

If you decide the DIY route is for you, research video-making, get the right equipment, invest in good equipment, hone the skills, and get to work.

## Chapter Eight

# Not Too Much Time or Effort

### Summary

- Apparently there is not enough time in the day to do everything. Who knew? Read for the steps to take so you have more time in the day to do what you like.

In an ideal world, you can knock off your own ace marketing videos for your website. You can also find time to whiz about, making videos for other businesses, making a mint on the side. Take all this, on top of running your own business for which you needed to develop the video-making skills-set in the first place.

Ok, so most of the time, DIY is wishful thinking. When you are more interested in eliminating time and effort in marketing, you need to find someone that has experience or even specializes in web video to do the work for you. One company that specializes in web video is [www.seminarguestvideos.com](http://www.seminarguestvideos.com). You can also do a general web search and check out other companies and their sample reels.

### *Outsourcing 101: What To Do, Who To Approach, What To Ask*

If you need to spend more time running your business and less time marketing it, outsourcing the making of your web video may be the thing to do.

Just as you have to spend money to save money, outsourcing takes time, too, at least in the beginning. To save yourself time and effort in the long-run, you have to take steps to ensure the work is of good quality. Outsourcing any aspect of your business is an important process and you need to give it the proper attention.

You need to find someone with the appropriate skills-set to create a quality video. If necessary, you might have to find someone to script a compelling advert for your company; with the knowledge to incorporate the elements necessary, whether to introduce general visitors to your site, impress potential joint venture business associates, or engage the executive of a company.

The first step is to find a number of people or companies who can do the work for you. The best source of this information is probably the internet. Other useful sources might include businesses that have web-based videos already installed on their sites, or individuals you know to have the skill-set already.

If possible – and, under almost all circumstances, it should be possible – you will want to see a sample reel for work by the company or individual you are looking to work with. Professional filmmakers use sample reels to impress potential customers with their skills. The reel should be professionally edited and of good quality. The reel or collection of reels you see are what you should base your decision on when it's time to pick a filmmaker.

Of course, you need to make sure, especially if you aren't sure, that you can have the final product transferred to the web.

Provided you find a company whose work you like, then you will have saved yourself an immense amount of time and effort spent on creating videos for marketing. And, as the various methods for increasing your profit start to work, you may find you have the time, money, and energy to start making your own web-based videos after all.

## FURTHER RESOURCES

This section includes links to articles that may be of interest, contact information for various web-based video companies, and other resources geared towards internet-based marketing solutions and web-based video.

### GENERAL

*Web-based Video Advertising Is Red Hot:*

<http://www.imediaconnection.com/content/3544.asp>

*Video: Tracking Success:*

<http://www.imediaconnection.com/content/10016.asp>

*Web TV and Video Come of Age:*

<http://www.videouniversity.com/webtv.shtml>

### ONE: BRING MORE TRAFFIC

*How to Increase Web Traffic:*

<http://www.hitmill.com/html/promote/traffic.htm>

*Top 10 "Secret" Ways to Increase Your Web Traffic:*

<http://webdesign.about.com/cs/promotion/tp/aatpwebtraffic.htm>

*Getting Hits on Your Web Site:*

<http://webdesign.about.com/cs/promotion/a/aabg090199a.htm>

### TWO: INCREASE CONVERSION

*Increase Conversion Rates: Which 4 Tasks Do 80% of Your Site Visitors Hope to Complete?*

<http://www.excessvoice.com/article80.htm>

*Increase Conversions by Optimizing:*

<http://www.imediaconnection.com/content/7499.asp>

*High Rankings® Advisor Issue 118*

*Great Sites Beget Great Rankings*

*Using Demographics To Increase Conversions:*

<http://www.highrankings.com/issue118.htm>

### THREE: INCREASE YOUR PRICE

*Greenhills Software, Inc.*

<http://www.ghs.com/MaximizeProfitMargin.html>

N.B. Although this company is selling a service, the web link below is to an interesting article about, as the link address suggests, maximizing profit margins. Read up on what they have to say about pricing, etc.

### FOUR: IMPROVE JOINT VENTURES

*Boost Your Business Now With Joint Ventures:*

<http://sbinformation.about.com/cs/bestpractices/a/jointventure.htm>

*Creating Joint Ventures:*

[http://entrepreneurs.about.com/cs/breakingnews/a/uc050103a\\_2.htm](http://entrepreneurs.about.com/cs/breakingnews/a/uc050103a_2.htm)

### FIVE: SIDE-DOOR SELLING

*Getting to Decision Makers:*

<http://www.net-temps.com/recruiters/infocus/article.htm?id=1834>

### SIX: DECREASE COST

*Sources for DIY Web-based Videos:*

On2Technologies

([www.on2.com](http://www.on2.com))

1560 Broadway, 10th Floor

New York, NY 10036

PC World Online

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

InternetVideoGuy.com (InternetAudioGuy.com)

Online Audio Store

3070 Heather Stone Way

Lawrenceville, Georgia 30043

866-409-7619

SEVEN: ELIMINATE TIME AND EFFORT

*Marketing Video Companies:*

Vmatrix, Inc. ([www.vmatrix.com](http://www.vmatrix.com))

812 Duncan Ave.

Manhattan Beach, CA 90266

[info@vmatrix.com](mailto:info@vmatrix.com)

Phone: 888.5.VMATRIX

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

E-mail: [dan@seminarguestvideos.com](mailto:dan@seminarguestvideos.com)

Parachute Production

<http://parachuteprod.com>

Wayne Nelson, Founder

917 837 0192

[wnelson@parachuteprod.com](mailto:wnelson@parachuteprod.com)