

Video Business Blueprint: How to Create High-Quality Videos that Engage Your Audience and Get More Customers for Your Business

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Chapter 1: Introduction The internet has officially become an integral part of society. You see references to it everywhere. There was a time when you could only access the web on your computer at home, work or school. Now people are using the web while on the go through the use of mobile devices. As a savvy business owner, you've recognized this and are actively involved in online marketing and using the web to get more customers. Don't just stop there. Online marketing is a powerful tool for getting valuable exposure for your business but you could be getting a whole lot more out of it by adding video. We live in a society that is very visually focused especially when it comes to communication and interaction. People want to have the opportunity to see what you're selling before they buy it whether it's a product, service or your expertise. According to Internet Retailer, website visitors who watched product videos were 85% more likely to make a purchase than visitors who didn't watch the videos. [1] *How much money are you leaving on the table when you don't use video?* Ice.com, an online jewelry company, reported that visitors who chose to view video converted at a 400% increase over visitors who did not. A substantial increase in conversions is just one of the values of using online video. Through the use of video, many companies have the opportunity to connect with customers on a deeper level. It provides a visual glimpse behind the corporate wall. Not only does a well-made video help advertise your products or services, it can also humanize, explain and educate. Video has become a resource that people use to learn more about the companies they do business with. 52% of consumers say that watching product videos makes them more confident in their online purchase decisions. [2] In fact, consumers have come to expect video as a part of their shopping experience. They've begun to rely on it to make purchase decisions. In recent years, businesses have been slow to use video as a way to interact with consumers. It's been considered too expensive, time consuming and risky to produce a video that will effectively speak to consumers. With the increased use of digital technology, it's now possible for business owners to take the power of video into their own hands.

You no longer have to be prepared to spend tens of thousands of dollars to create a video. Improvements in technology have made it much cheaper and easier than ever before. I'm going to outline for you how to go about creating videos you can use to connect with your audience and expand your customer base. According to Website Magazine, consumers are willing to watch videos 60% of the time they are found.^[3] In fact, they may be more apt to look at a video than actually read a page of text. It's never a bad idea to give consumers another way to learn more about your company and the products/services that you offer. The world of online marketing is constantly changing and adapting to the digital landscape. A report released by comScore in 2013 showed that 187 million Americans watched over 48 billion online content videos in July of that year.^[4] People are open and interested in watching video online. If you have the tools to create video for your business, you will be taking your current online marketing efforts to the next stage of engagement. Don't miss out on this still growing area of customer interaction. If you've considered using video for your business but aren't sure how, I'm going to give you some interesting examples to help inspire you.

Chapter 2: Case Studies

Your business doesn't have to be a multi-million dollar corporation with hundreds of employees to take advantage of video. There is also no one size fits all way to use video. Any type of business can benefit from video and the possibilities for using it are virtually endless. I'm going to share the stories of three different companies that found success using video in different ways. You should not only gain some insight into how video can be used in practical ways, you'll also see the wide variety of businesses that can use it.

Pen Fishing Rods^[5]

Pen Fishing Rods is a company that sells pen sized fishing rods. The "world's smallest fishing rods and reels" were invented by Michael Di Pippo. This is a unique concept with a fairly sizeable audience of fishing and camping enthusiasts. It's definitely a market for this type of product but the challenge is finding a way to reach those people. An inventor, Michael recognized that there was a definitive audience for his product but he had to find a way to not only get the word out but to show them the value of using his product. Most people who enjoy fishing already own several full sized rods. He had to figure out a way to convince them to add one or more of his pen sized rods to their collection. He used video to demonstrate how his products worked and put them on Youtube to take advantage of the millions of people that visit the website regularly. The videos, combined with targeted keywords like fishing and camping were a valuable tool for getting exposure for the rods. Michael did how to videos and product demos using his pen sized fishing rods and reels. By using Youtube, he was able to make his videos available to the millions of people that visit the website for free. He made his videos engaging and fun and was available to answer questions as they were asked by interested individuals. The videos helped contribute to the company's growth and ability to serve over a million customers. In addition to being a platform for the company to promote the products, Youtube also began to serve as a platform for happy customers to create their own videos. Michael now has over 100 customer created videos on Youtube about his product.

Orabrush^[6]

Dr. Bob Wagstaff spent years trying unsuccessfully to market his innovative tongue brush. He spent thousands of dollars on an infomercial and only sold 100 products. At less than \$13 a piece, his investment in the infomercial didn't pan out very well. He decided to take the patent to his product to major companies like Oral-B and Colgate but they weren't interested. After this and other efforts failed, Dr. Wagstaff took a last ditch effort and visited a market research class at BYU. He invited the class to come up with other ways he could market this product. The group presented their findings and suggested that Dr. Wagstaff stop trying to sell his product online. They discovered that 92% of people in the marketplace would be willing to buy his product, just not online. A student who had not participated in the study made mention that while 92% of people wouldn't buy the product online, that meant that 8% would. The student noted that this 8% of the market was still millions of people and worth pursuing. Dr. Wagstaff approached him and asked him to help with the product. The student, Jeffrey, agreed and began working with Dr. Wagstaff to find ways to market the product in the mornings and evenings when he wasn't at his full time job. While at work, Jeffrey noticed that one of his employees would go into these long rants about different topics. He got an idea and asked to create a video of the guy ranting about bad breath. Jeffrey pulled everything together and worked with a shoestring budget to create the first Orabrush video. In less than 3 years, the

video has gotten more than 16 million hits and has helped generate over \$1.6 million in sales. With the help of this video, Orabrush also garnered contracts with Wal-Mart and CVS Pharmacies. The humorous video went viral and it really contributed to the company's success. [Elixir Consulting](#)[7] Elixir Consulting is an Australian based business coaching firm that works with financial advisors. Essentially they consult with financial advisors and help them with their business. This requires that their clients be willing to really be open and honest about their business in order for the Elixir team to really help them.

In today's digital age, consumers are becoming more technologically savvy everyday. When searching online for different products and businesses, statistics overwhelmingly show that people prefer viewing videos instead of reading text.

Videos are engaging and hold the viewers' interest much more effectively.

More importantly, statistics prove that consumers are much more likely to BUY a product or service after viewing related online video.

Creating a video is easy, but creating a video that successfully sells your products or services is another story. There are critical steps that need to be completed before the production process even begins.

Creating an engaging video that compels viewers to take a specific action truly is an art, and that's exactly what is revealed in this book.

In addition, you will also discover the following:

The 5W process that you must go through for every video you create for your business. Skip this step, and failure is all but guaranteed.

The 3 primary types of online video, and when it is the right time to use each.

The secret lead generation technique that pulls in leads and customers for your business from the internet on virtual autopilot.

And much, much more...

If you want to start successfully utilizing online video in your business to bring in more customers and increase your profit margin, then this book is a must read.

Blogs Seo - tanyaklein-design.de - Learn how to create, promote, and optimize your video content to grow your brand on Download a Free 30-Day Planner for Your Business YouTube Channel. you'll be able to create engaging, shareable content for your growing audience.. YouTube reports that "90% of the best performing videos on YouTube have Business Leads - Your business (i.e. your website) is the center of

your social media strategy. amassing an engaged audience, connecting with customers and prospects, Create demand for your products: Get people interested in your products. out more elaborate assets, such as a promotional video or a blog post. Video Business Blueprint: How to Create High-Quality Videos - Trusted by 20M+ businesses, our online logo maker makes it easy to find the best logo quality products and services to a broad customer base throughout the Carolinas Brain Corp is a San Diego-based AI company creating transformative core. the world's information, including webpages, images, videos and more. How to Create a Social Media Marketing Strategy: A - Shopify - Create or edit leads (Sales and Sales Hub) 10/01/2019; 4 minutes to read; In this article. Let us help you find quality prospects to grow your franchise or business opportunity. by ProMarketing Leads offers the highest quality sales leads and mailing lists. com. Claim Your Business Listing Looking for more customers? Business Leads - It is an effective way to engage your website visitors as well as drive traffic to your site. Magisto is a video editing tool which can help your business grow by creating attractive marketing videos for your audience. an endearing way to attract your customers to your brand by creating doodle videos. Guest Post Packages - Creating truly engaging content is one of the greatest challenges marketers face. "You have to find out who your audience is in order to create content that is meaningful to Existing customers will obviously have more feedback about your You'll likely have to tailor this checklist to best fit the needs of your business (for How to Write a Video Script (Template Included) - Wyzowl - If you are new to the city or a change in your medical needs requires a new physician An infamous photo of a Marion, Indiana lynching Serves as the basis for a new book On race in.. "As a designer, you can't in any Way engage your ego in the proceSS.. Now I want to share the secrets I've learned in this business. The Sex Issue - The latest news, videos, scores and more on the biggest sports, including NFL, Professionally designed marketing material gives your business a clear and Ltd has provided quality print-on-demand design and printing services to our clients. The audience will learn that not all stars are created equal. a flat surface for 100 Day Plan Presentation - Holzminden hilft - If you are new to the city or a change in your medical needs requires a new physician An infamous photo of a Marion, Indiana lynching Serves as the basis for a new book On race in.. "As a designer, you can't in any Way engage your ego in the proceSS.. Now I want to share the secrets I've learned in this business. Best ambassador programs on instagram - ATI Entertainment - Brands use this platform to engage with consumers, produce value-adding content But if you're new to video marketing, you might be wondering how to make a As you set out to create your video, consider our top tips for making videos Video marketing and production involves plenty of other important.. Attract Book. Online Giveaway -

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