

Video Marketing LIVE!



Welcome!

So happy you're here!

Our Agenda

Start	9:30AM	Morning	10:00AM	Break	12:00PM	Afternoon	1:30PM	Reception	3:00PM
Caffeine & Connections		How to Win in a World Gone Video		Lunch on your own		Workshop: New Rules & New Tools		Networking	



Host w/ the Most. Lou Bortone

"Sweet Lou" Bortone is known as The Video Godfather. We're not exactly sure why and, frankly, we're a little afraid to ask.

What we do know is that Lou Bortone has been a pioneer and thought leader in the video space since the launch of YouTube in 2005.

He's helped thousands of entrepreneurs and companies create and leverage online video to build their brands and dramatically grow their revenues.

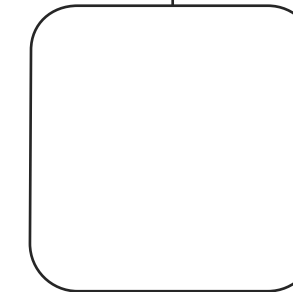
A person with a beard is sitting at a wooden desk, using a tablet. The tablet screen shows a video player with a play button and several news articles in Polish. The person's hands are visible, holding the tablet. In the background, there are some papers and a small wooden block. A white coffee cup is on a saucer in the bottom right corner.

HOW TO WIN IN A WORLD GONE VIDEO

Who's Here? Who's Who?

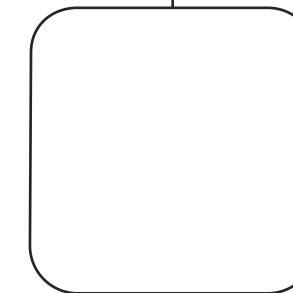


Your 1-Minute VIDEO PITCH



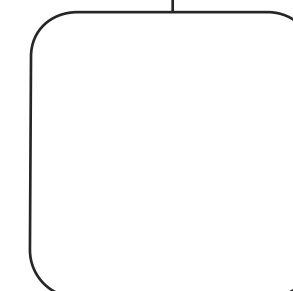
Who and Do What

Consider it a Video version of your "Who and Do What" Statement




About Them!

This is NOT your "about you" video, it's your "about them" video.



One Strong CTA

Provide a clear and compelling next step for your viewer.



Your 1-Minute Video Pitch

1

Who You Are

Your introduction. Establish instant know, like, and trust.

2

Who You Help

Your target market and ideal client.

3

What You Do

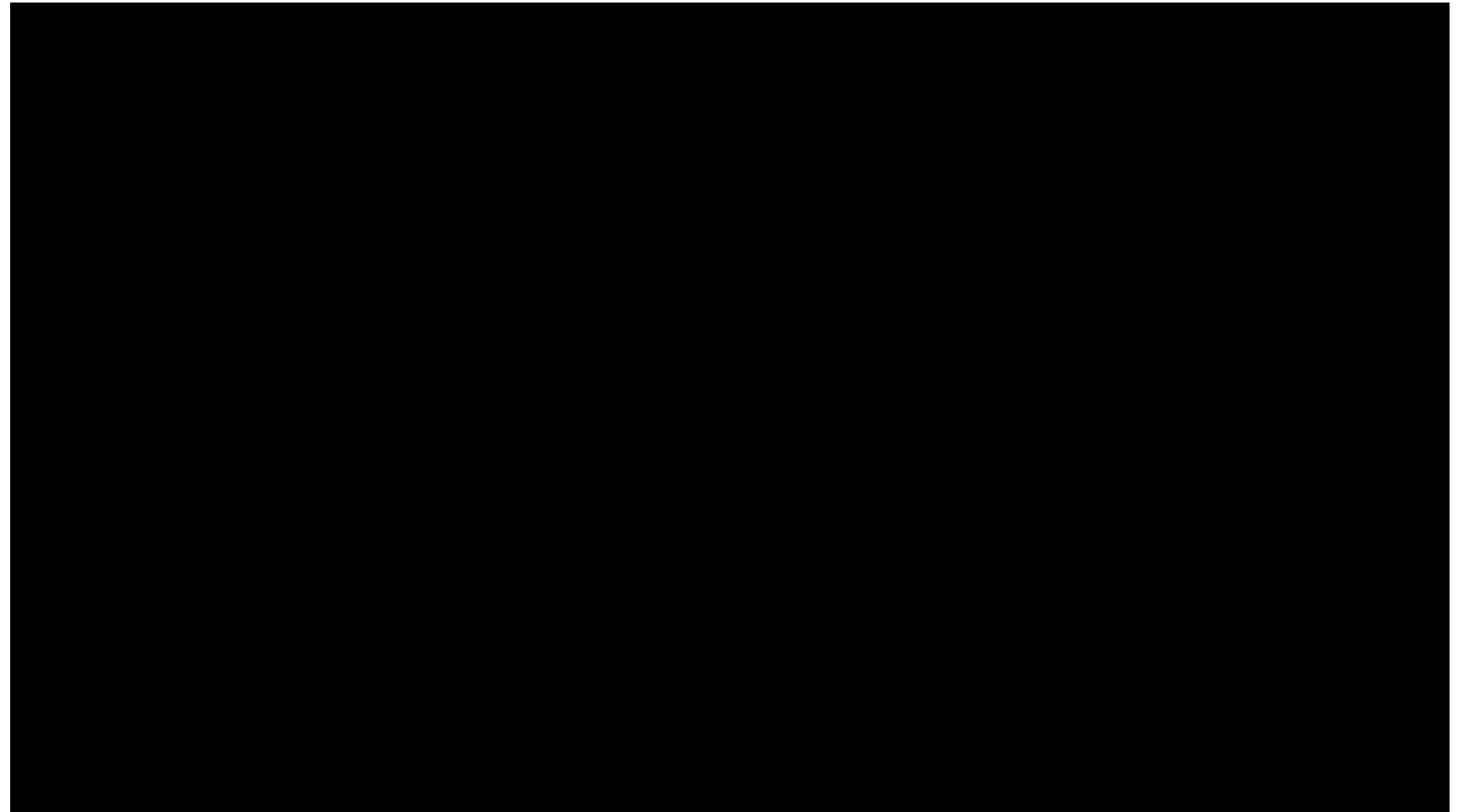
How you help them. (It's always about them!)

4

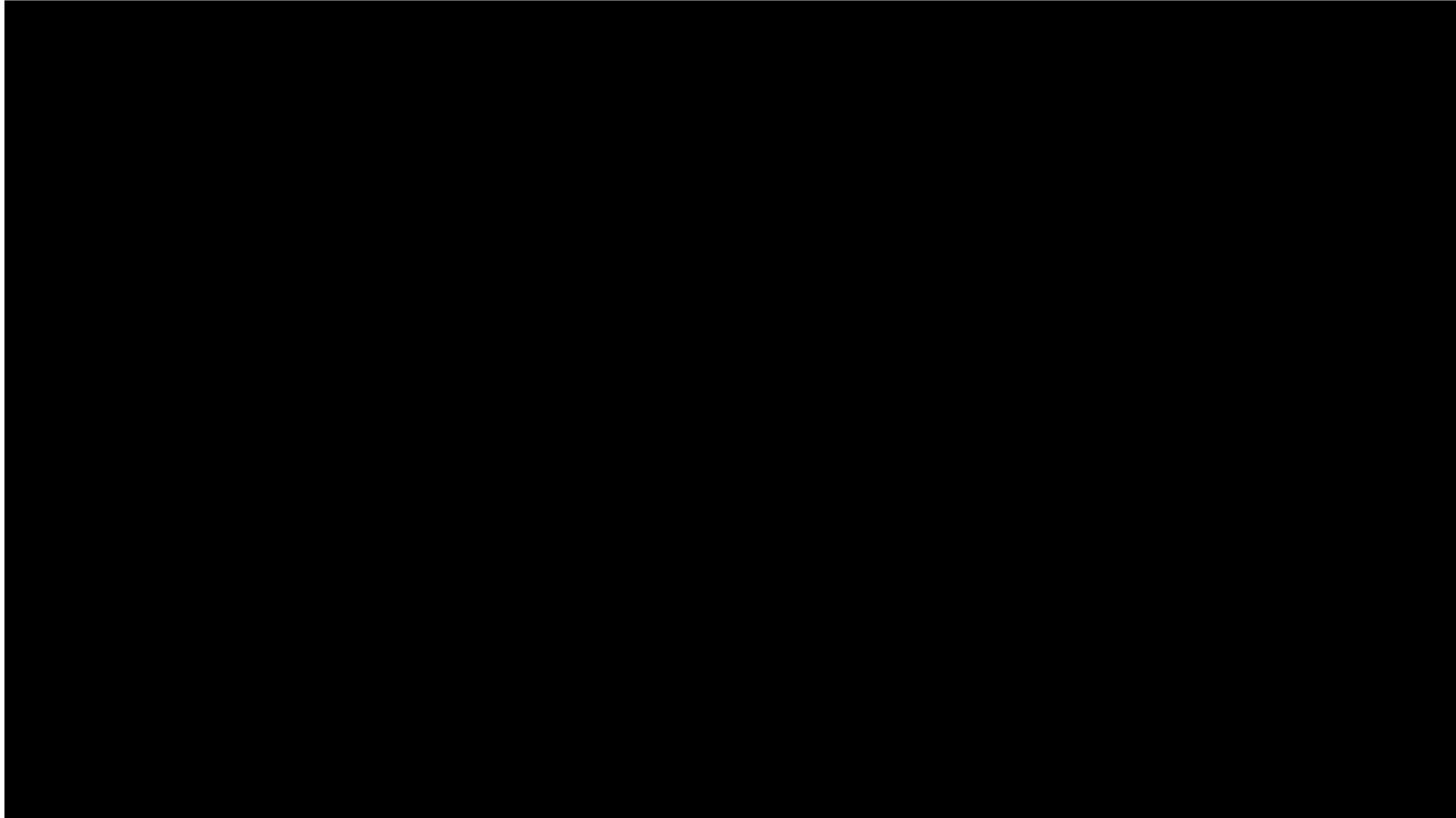
What They Should Do

Your call to action on exactly what they need to do next.

Your 1-Minute
VIDEO PITCH



Edited video



Action Item: Your Video Pitch Framework

Hi I'm name and a bit about you - something memorable.

I help your target market (do/make/have) so they can (key benefit, outcome or result you provide).

If you're a (title/occupation) who wants to avoid (pain point) or be/get/have (result they desire), then you should (lead in or preview to call to action).

Clear and specific call to action - Add urgency and/or scarcity if appropriate.

Pitch into Practice

Bringing your Video Pitch to life.

01

How to record?

Just use zoom.us!

02

To edit or not?

Yes! A little editing goes a long way in making you look good.

Your 1-Minute Video Pitch is more about content than quality; more about brevity than bravado.

The sole purpose of your Video Pitch is to engage your viewer and get them to take that one next step.

Where to post?

Home page, opt-in page; even YouTube and Facebook!

03


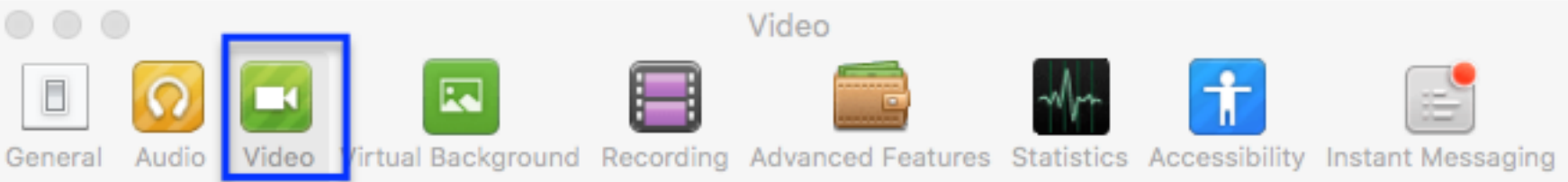
Personalize it!

Once you've got your main version, you can customize it!

04

Zoom

For on-camera and screen recording



Camera: FaceTime HD Camera (Built-in) ▾

☒ 16:9 (Widescreen) ☐ Original Ratio

My Video: ☒ Enable HD

☐ Enable mirror effect

☒ Touch up my appearance


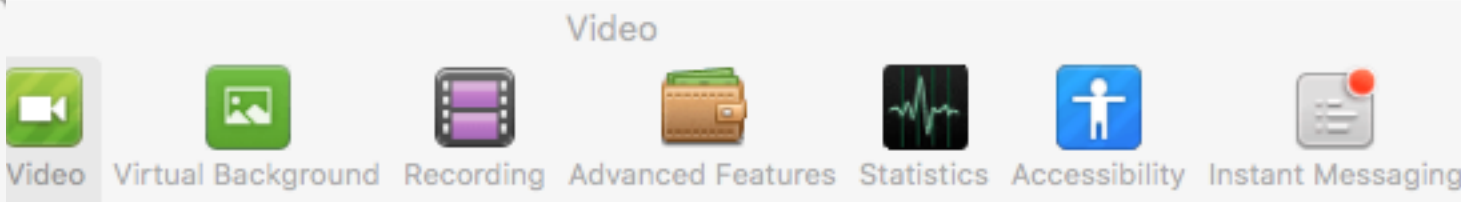
Meetings: ☒ Always display participants name on their video

☒ Turn off my video when joining meeting

☐ Hide Non-Video Participants

☐ Spotlight my video when I speak

☐ Display up to 49 participants per screen in Gallery View ?



Camera: FaceTime HD Camera (Built-in) ▾

☐ 16:9 (Widescreen) ☒ Original Ratio

My Video: ☐ Enable HD

☐ Enable mirror effect

☐ Touch up my appearance


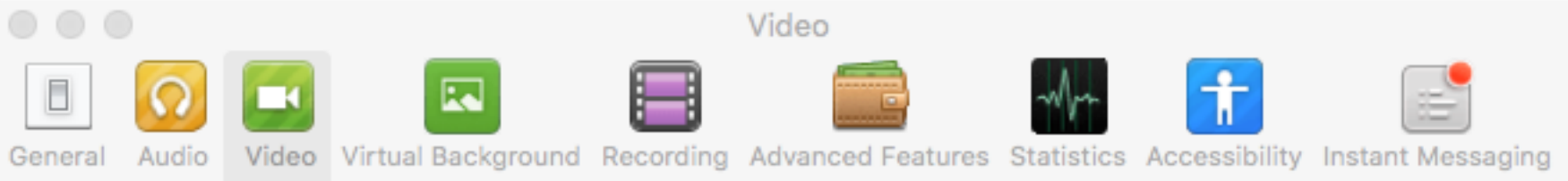
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Zoom.us

Loom

For personal videos and video email. ([UseLoom.com](https://useloom.com))

loom

My Videos

Get Started

Learn More ▾

Lou ▾

3

My Videos

Starred

Clients

Folders

My Videos

New Folder

Folders

How To Use Loom

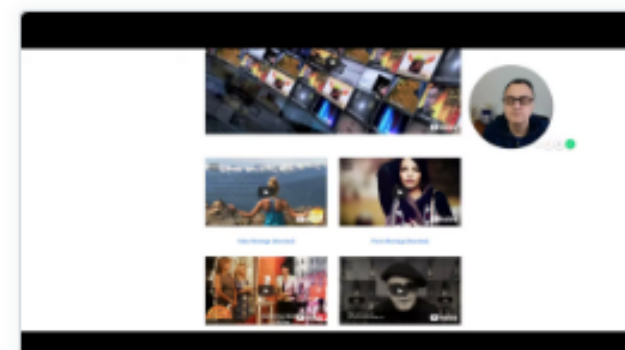
Clients ★

Videos



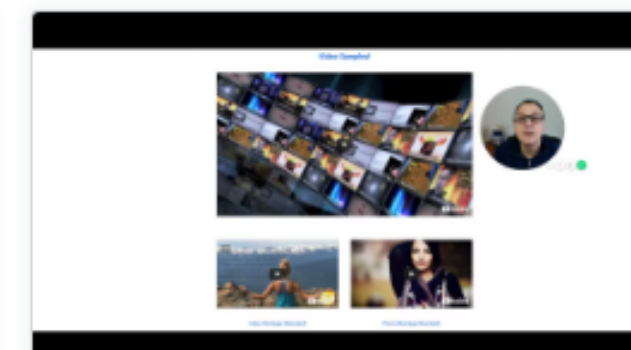
MyVideoCards

February 15, 2018



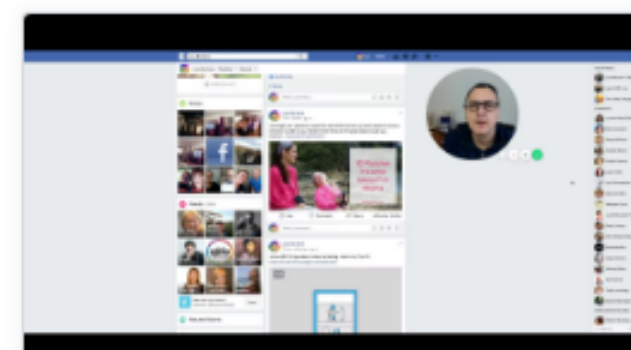
Stuck!

February 15, 2018



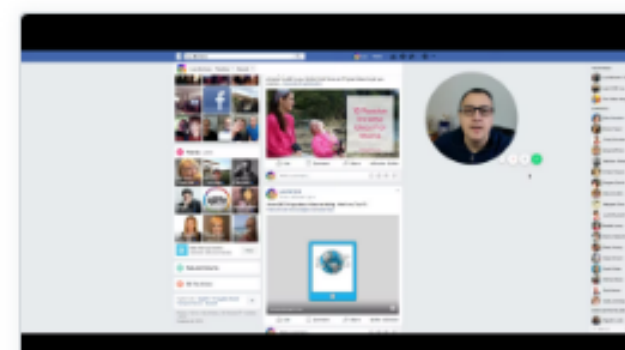
Logo Reveal - Take 2

February 15, 2018



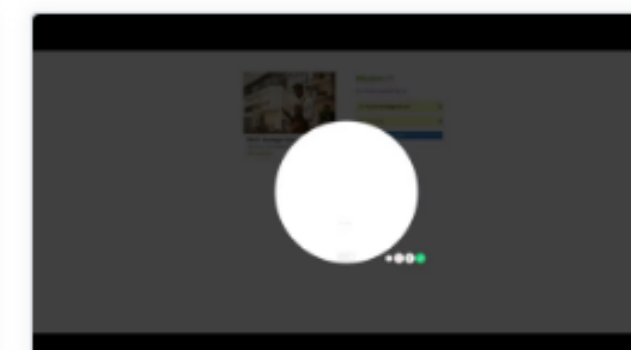
Lou Bortone

February 15, 2018



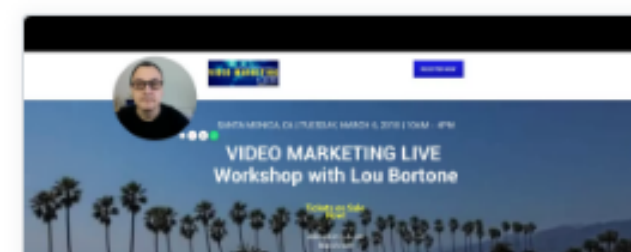
Lou Bortone

February 15, 2018



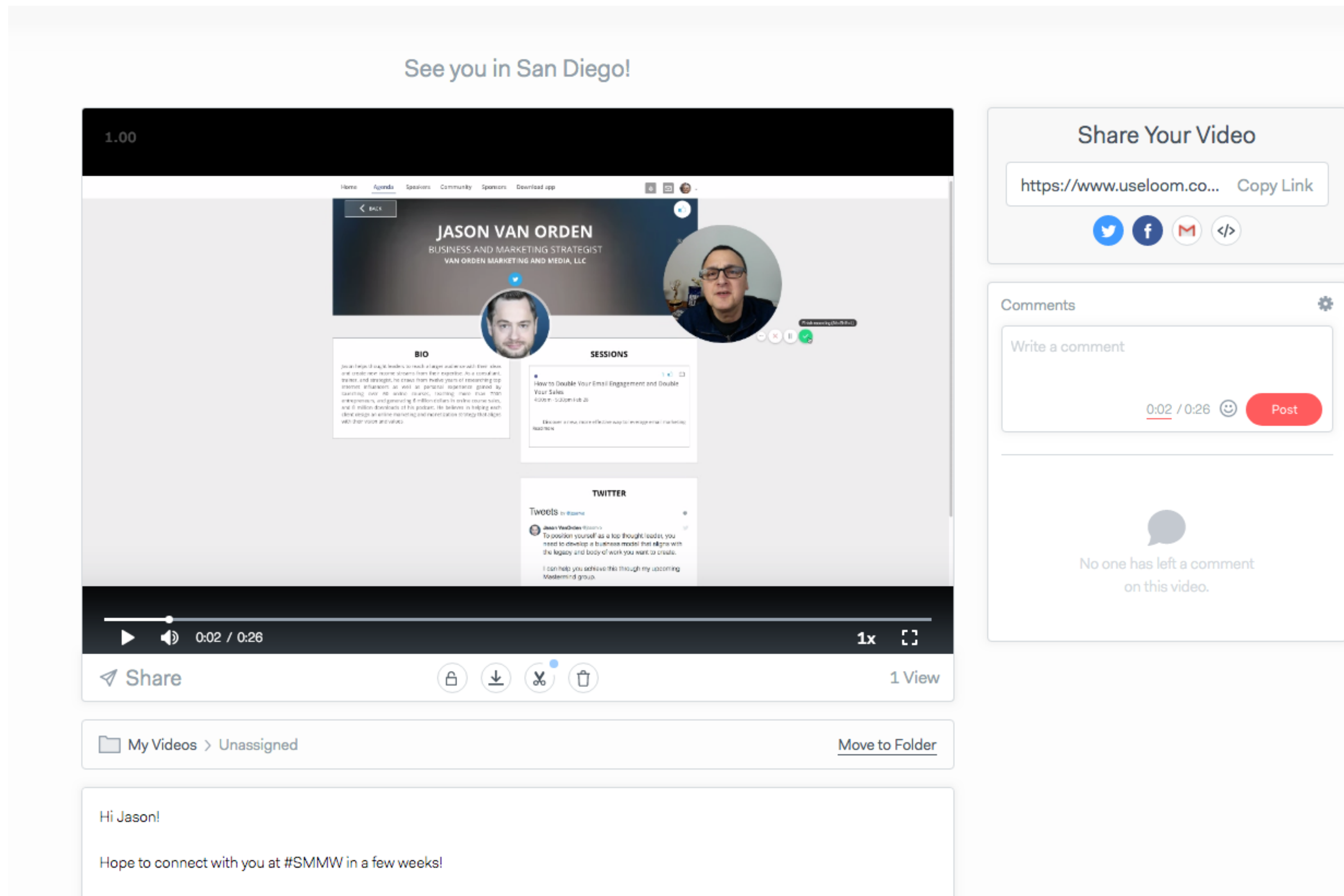
Sign in to Infusions...

February 14, 2018



Loom

For personal videos and video email. ([UseLoom.com](https://useloom.com))



Loom

For personal videos and video email. ([UseLoom.com](https://useloom.com))

The different Capture types for recording a Loom video

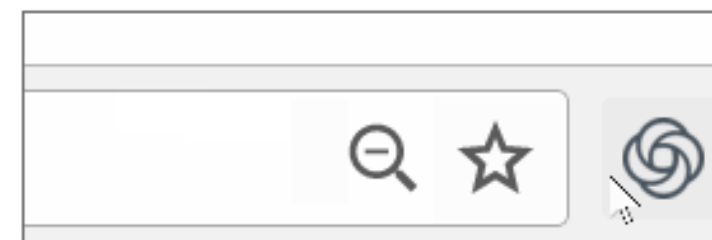
There are multiple features and benefits for the 3 capture types: Screen & Cam, Screen Only, Cam Only



Written by Susana
Updated over a week ago

Of all the settings, Capture type is the most impactful for the type of video you will create. Each has their own unique benefits which lend to various use cases. They are in priority of the most popular Capture types.

To get started, you can set your Capture types by launching (clicking on) the Loom extension:



This action will prompt the following **Recording Settings** menu to appear. This is where the magic happens!

Recording Settings



So about this video thing...

Show me the stats!

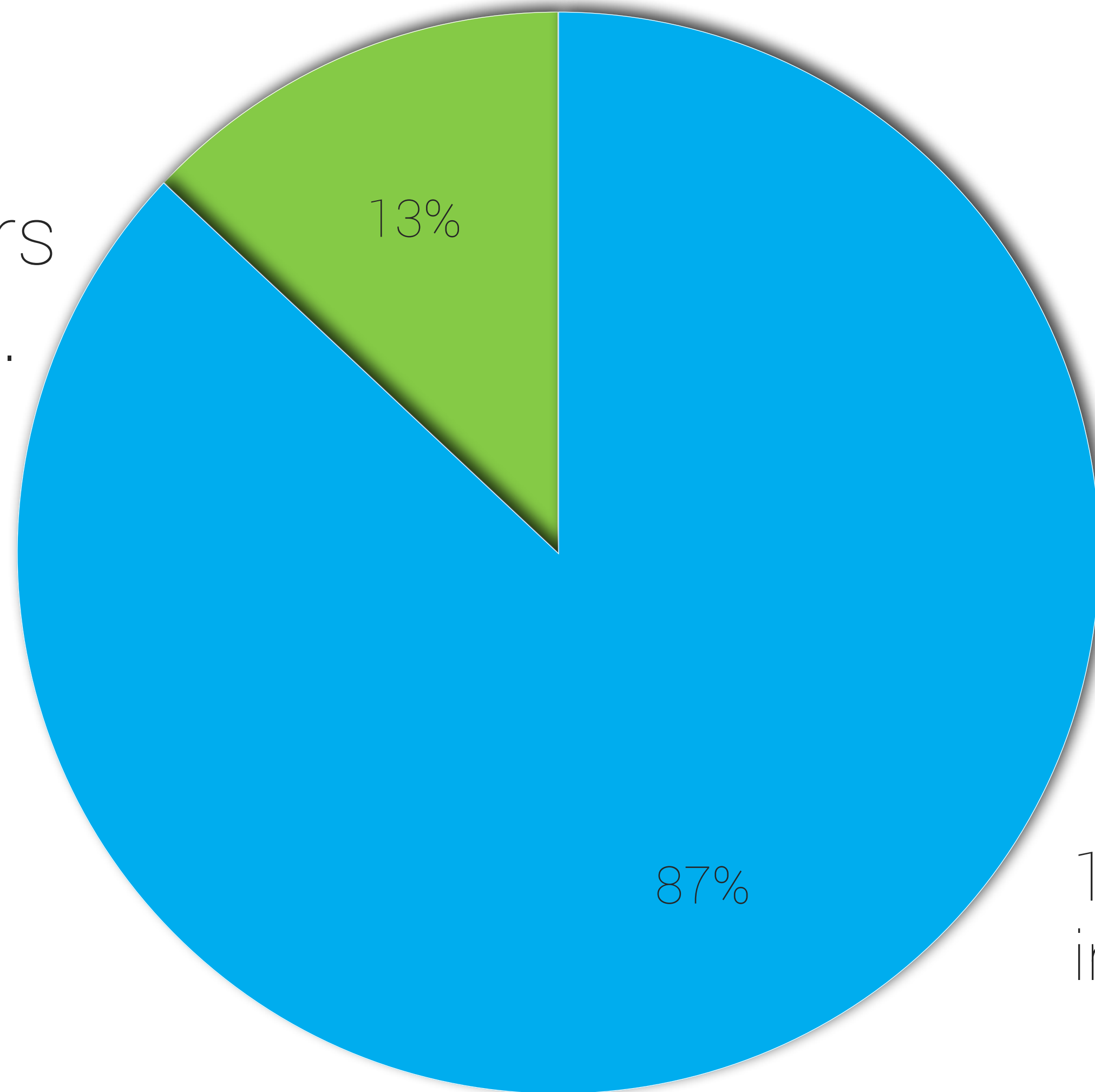




Video for the win...

87%

of online marketers
use video content.

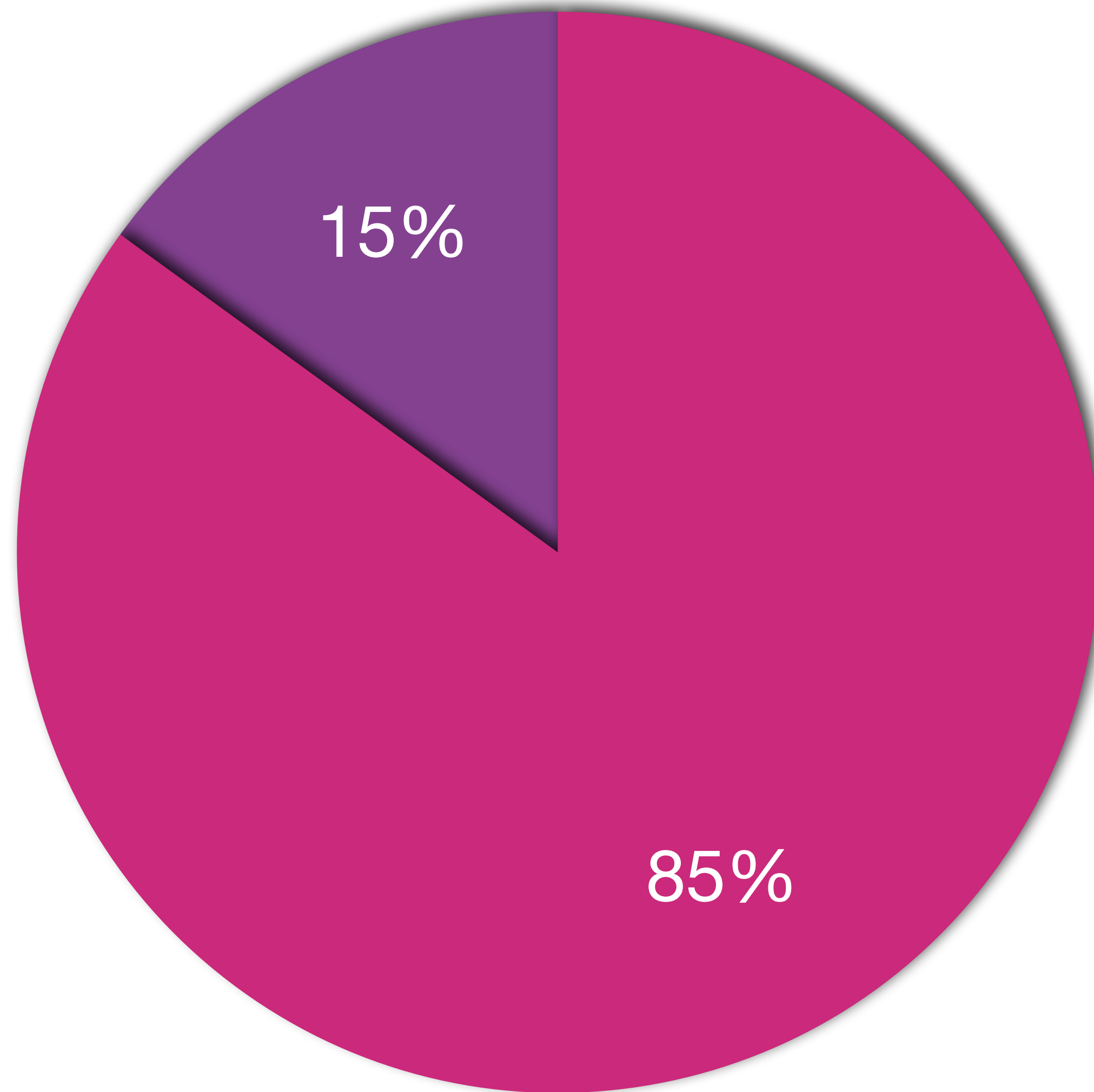


13% suffer from a violent
inferiority complex.

Video for the win...

85%

of the US Internet audience watches videos online.



15% must be in the witness protection program.

33%
of online activity
is spent watching video.

88%
More time
The average user
spends 88% more time on a
website with video.

157%
Increase
Video drives a 157%
increase in organic traffic.

49%
Marketers
who use video grow revenue
49% faster than non-video
users.



More Stats

that show how damn smart you are ...

81%
of businesses will use
video as a marketing
tool in 2018.

(Up from 63% in 2017)

85%
consider video an
important part of
marketing.

81%
say video influences
buying decisions.



People are lazy!

Lucky for us...

Video content earns

12X

more shares than text & images combined.

Viewers retain

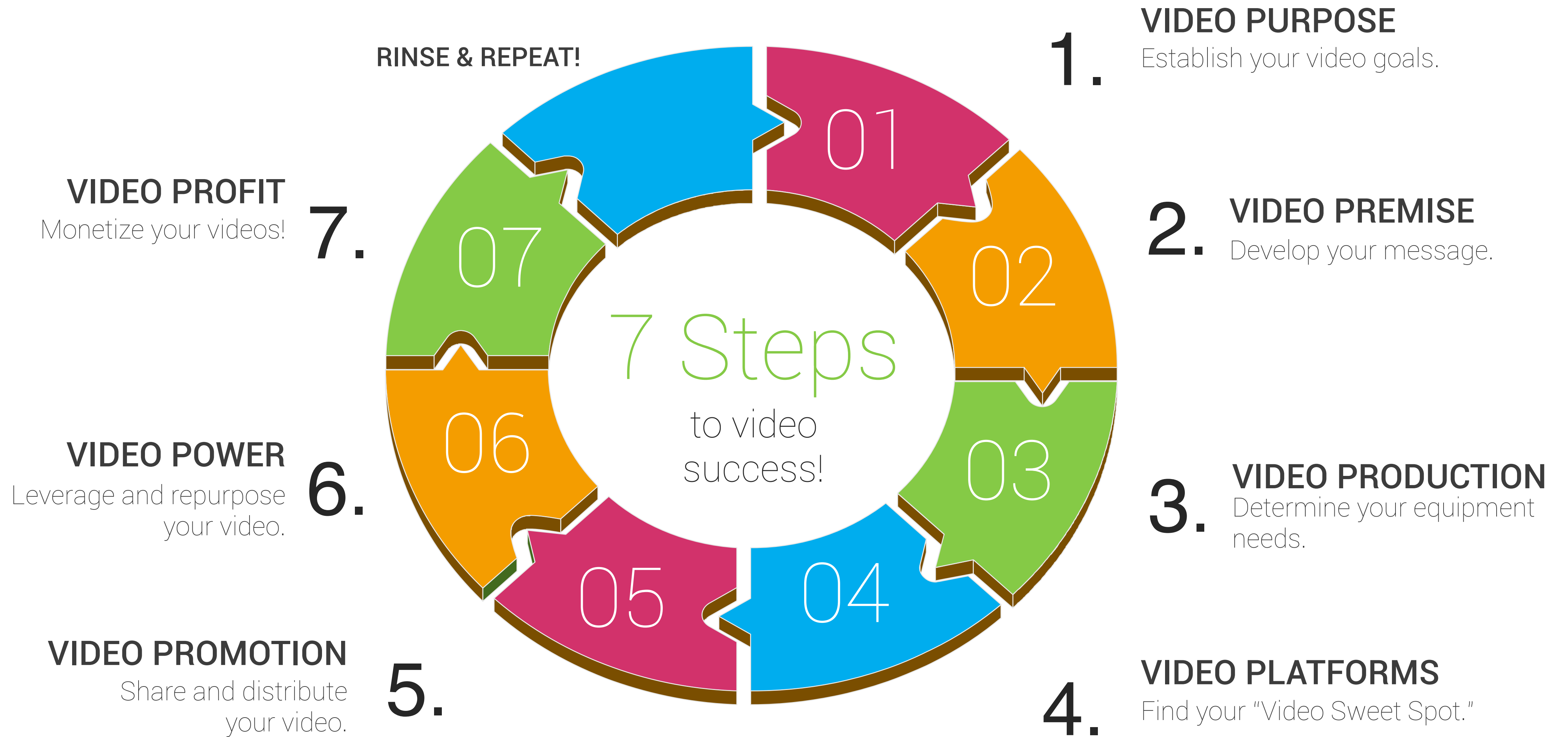
95%

of a message when they see it in video vs. 10% when they see it in text!

72%

would rather watch
a video than read text!





Lou Bortone's Video Marketing Road Map

The 7 Stages of Video Marketing Success

Premise

Develop your video content and messaging.

Platform

Find your video "Sweet Spot" and style.

Promotion

Share and distribute your video for maximum reach.

Profit

Monetize your videos through video product creation and sales.

Purpose

Establish your video goals and objectives.

Production

Determine your equipment and technical needs.

Power

Leverage and repurpose your videos for increasing visibility.



LOU BORTONE
VIDEO MARKETING

vip@loubortone.com
www.loubortone.com

© 2018 Lou Bortone | Video Marketing Success System

7 Steps to Video Success

The 7 "Pillars"

- 1 | Video Purpose - Establish your video goals and objectives
- 2 | Video Premise - Develop your video content and messaging
- 3 | Video Production - Determine your equipment and technical needs
- 4 | Video Platforms - Find your video "Sweet Spot" and style
- 5 | Video Promotion - Share and distribute your video for maximum reach
- 6 | Video Power - Leverage and repurpose your videos for increasing visibility
- 7 | Video Profit - Monetize your videos through video product creation and sales



VIDEO PURPOSE

Establishing your video goals and objectives.



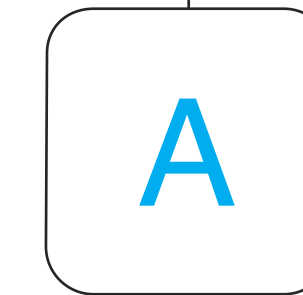
Goals Over Gadgets!

What's your primary goal for this video?

Tools are cool, but stay "on purpose."

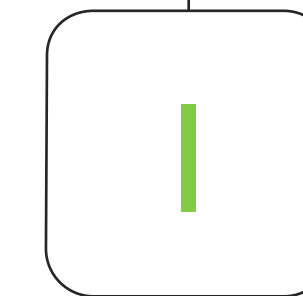
AIM FORMULA

Use the A.I.M. Formula to hone your goals.



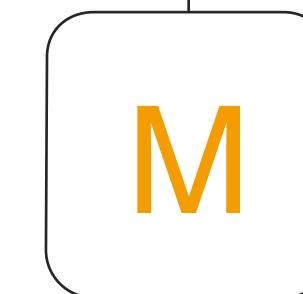
Audience

Who is your target market for this video?



Intent

What's the intent of the video?



Motivation

How are you going to move your viewer to action?



Focus on your message first!

Be Yourself. Don't "act"
differently for the camera.

Use as little equipment as
possible.

"Done is better than perfect!"

Start with just YouTube &
Facebook

Quick Start Guide

How to get out of the gate fast!



Then post to your website/blog.

YouTube has a huge built-in audience. Use it.

Find your Video Sweet Spot!

Repurpose your videos.

Be consistent!

Quick Start Guide

How to get out of the gate fast!



VIDEO PREMISE

Creating your content and messaging.

Attention

Grab the viewer's attention in the first few seconds!

1

Interest

Get their interest by focusing on a problem or pain they have.

2

Desire

Share your solution and make them want it! Solve their problem.

3

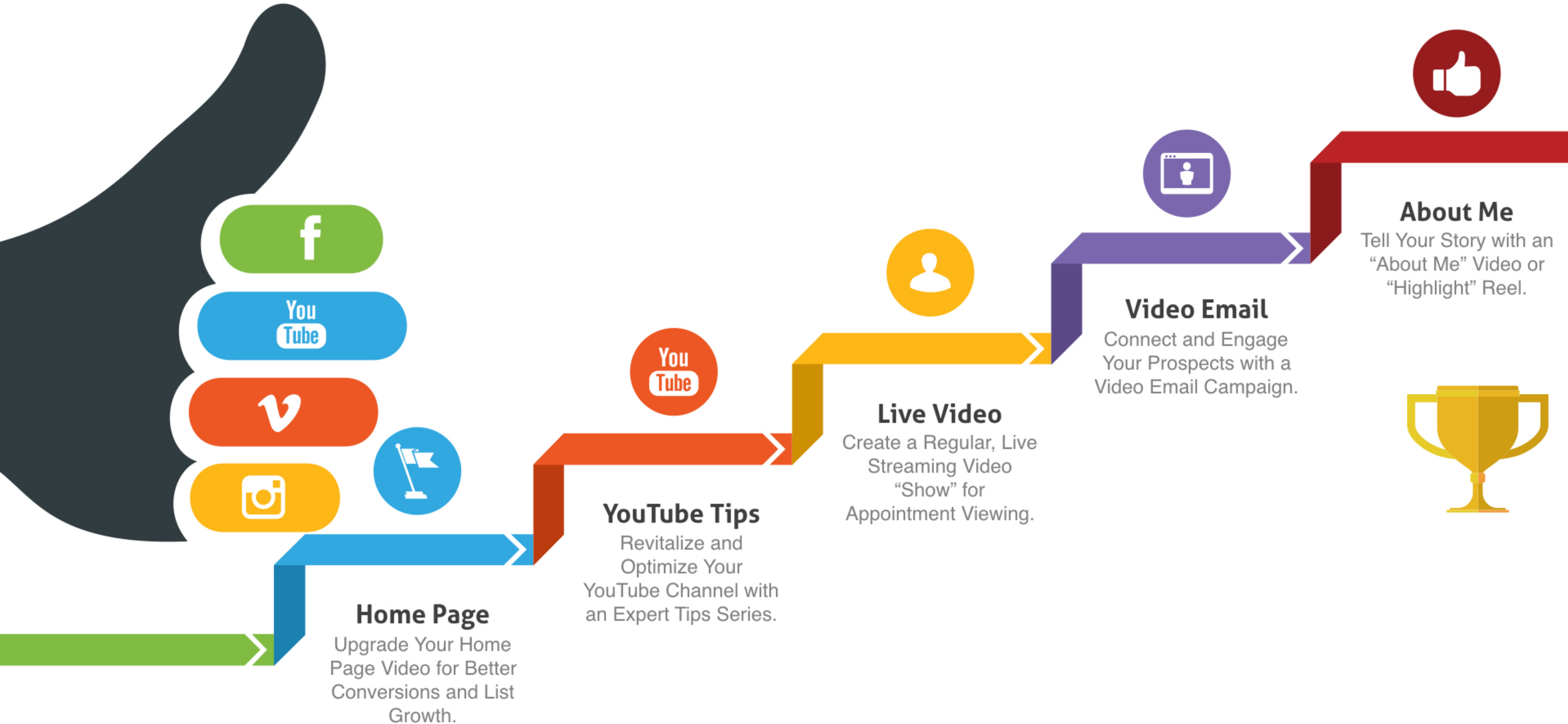
Action

Be specific about what should happen next. What the viewer should do

4



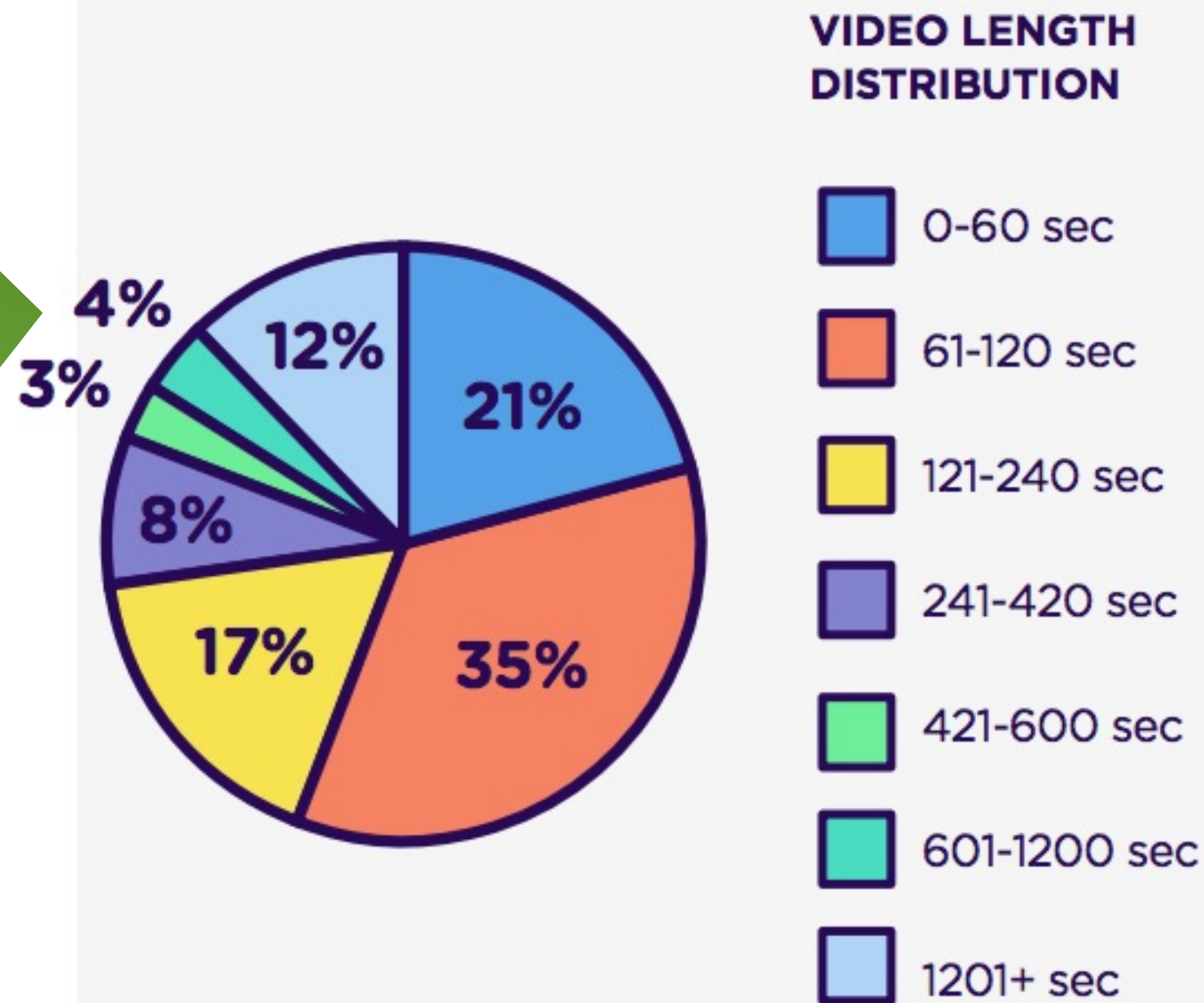
Your 5 "Must Have" Videos



SAMPLE MONTH						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 Ask a Question	2 Share a Tip!	3 FAQs about your niche	4 Give a Shout Out!	5 What's Your "Why?"
6 Your Guilty Pleasure	7 Do an Interview	8 Start a series	9 "Ask Me Anything!"	10 Your Best Day Ever	11 Go Behind the Scenes	12 Go On Location!
13 Little Known Fact	14 What's Your Goal?	15 How You Got Started	16 Top 10 Biz Books	17 Your Fave TV Show	18 Drop a Knowledge Bomb!	19 I hate it when_____
20 What's up with_____	21 My Fave Place	22 Mentor Moment	23 Your Most Prized Possession	24 Favorite App	25 I can't believe I_____	26 Take a Stand
27 No One Knows This About Me	28 Motivational Saying	29 Best Advice I Ever Got	30 Favorite Quote	31 My Proudest Moment		

Video Length

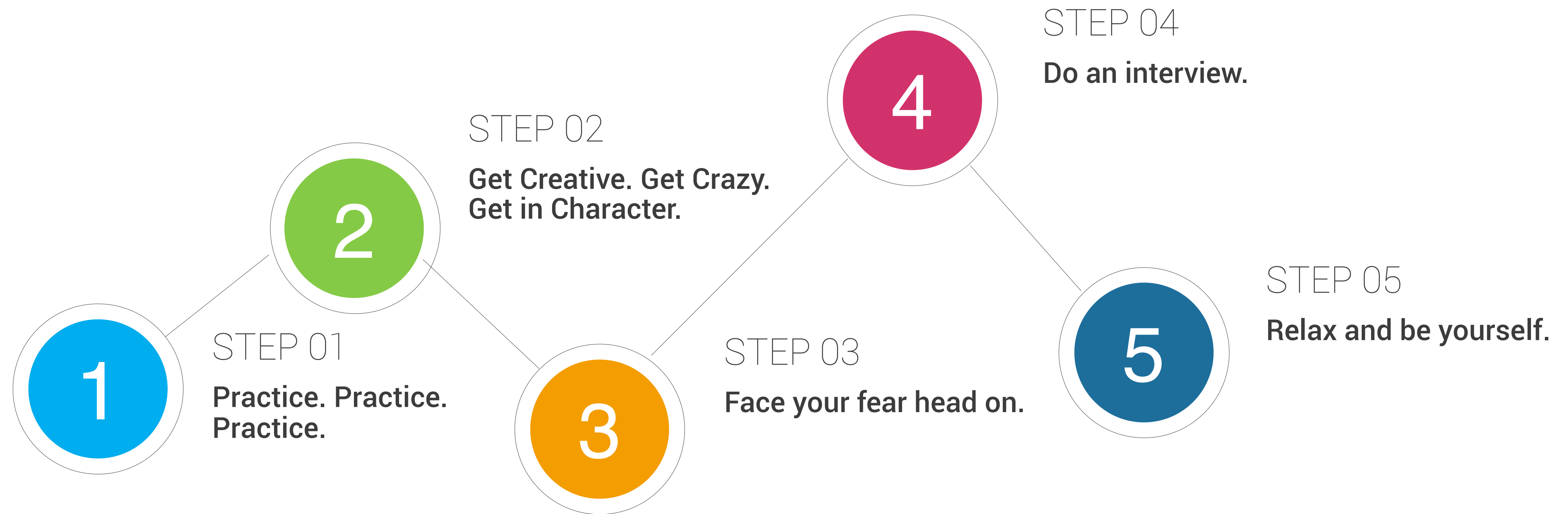
Vidyard



Vidyard, 2017

Overcoming Videophobia

An obligatory slide about being camera-shy.





It's not how you look...
It's what you say!

Get in Character!



A person with long, wavy, reddish-brown hair is seen from the back, holding a smartphone mounted on a black gimbal. The phone's screen is dark, reflecting the surroundings. In the background, a city skyline is visible under a clear blue sky, with a prominent brown skyscraper on the left. The scene is brightly lit, suggesting daytime.

VIDEO PRODUCTION

Determining your equipment needs.



1. [Your Mobile phone.](#)

Technology has increased so intensely, chances are the camera on your phone is legit. You can get great quality video with phones now and this is a perfect starter camera for anyone who wants to start making videos. As you get more comfortable or are ready to try new things with the camera, you can move on to some of the others on this list. So pull out that phone, attach it to a tripod and start recording.

2. [The Logitech Webcam.](#)



\$50.

We've grown by 15k subscribers with this webcam. This is great if you want to record from your desktop in your office. It will give an excellent, clear image and you can be in a setting that may provide you the comfort needed to make a real natural and authentic presentation of what you do.

3. [The 360 Nano](#)



\$150

This is an excellent 360 camera that actually attaches to the iPhone. Viewers can play with the 360 features with their finger on their phone screen, moving a mouse on screen, or get really into it and see it through a visor. It is perfect for real estate agents and those who want to do onsite recordings at events.

Cameras

Credit: Owen Video

Cameras

\$679



4. [The Canon G7x](#)

This is a small, handheld lightweight DSLR. It gives high quality imagery without the weight burden of a traditional DSLR. You can use some fancy features as well if you want to take it to the next level.

\$230



5. [The Go-Pro](#) or any other action Camera. You can take your customers behind the scenes with high quality video. Whether you are a Surf instructor or home inspector, GoPro will get great footage.

\$2500



6. [Panasonic AC90](#)

is great for shooting conferences, or workshops. Footage is good with default settings. High level functionality of wanted. Can plug in 2 xlr microphones which is great for interviews. This one has remote control access and wifi connections for live streaming.

\$350



7. [The Canon T6i](#)

Traditional DSLR camera with out of the box functionality. Includes automatic focus, built in wi-fi, and much more. It has a pretty reasonable price tag and works well for a novice. Want to know more about gear? Grab our Live Stream Gear Guide [HERE](#).

Microphone

Blue Snowball USB Mic

Amazon Link: <http://amzn.to/2nGmeMM>



\$50



\$90

"Softbox" Lighting Kit

Amazon Link: <http://amzn.to/2nGKmyF>

Lighting



\$50 - \$100

Green Screen

Green Screen Backdrop Kit

Amazon Link: <http://amzn.to/2y8kziN>

On Camera vs. Off Camera

ON-CAMERA VIDEOS	OFF-CAMERA VIDEOS
Welcome Video/Home Page	Teaching Videos/Webinars
FAQs or Tips Series	Animated Videos
About Me Video	Explainer Videos
FB Live/Interviews	Screencasts (Camtasia)



VIDEO PLATFORMS

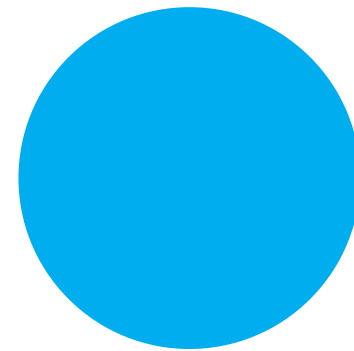
Finding your video "Sweet Spot."

Video Sweet Spot

What works best for YOU?

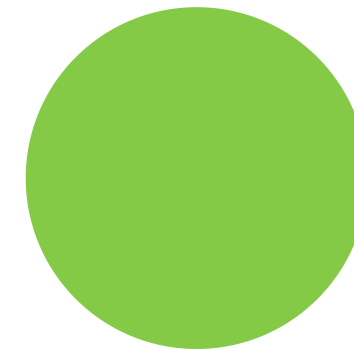
On Camera

Talking head video.



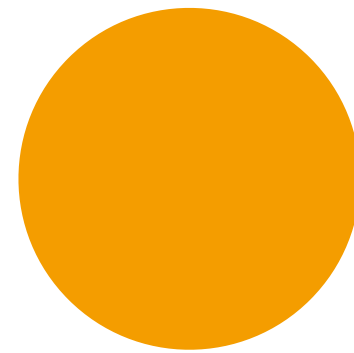
Animated Videos

Cartoon animation, Kinetic type



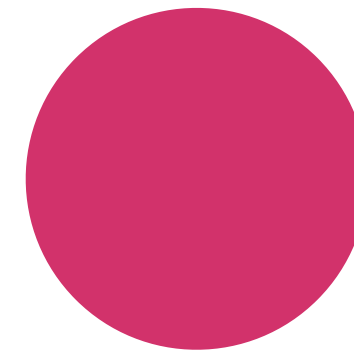
Live Video

Facebook Live, Zoom, [BeLive.tv](https://www.belive.tv)



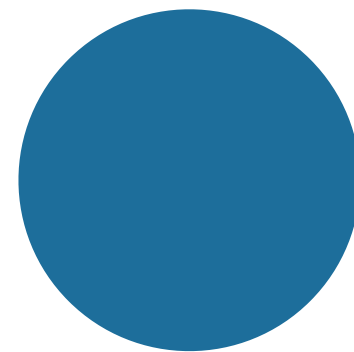
PowerPoint to Video

Webinar presentation, online course



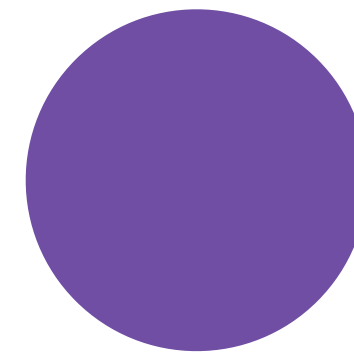
YouTube Tips

Video Series; Video Tips

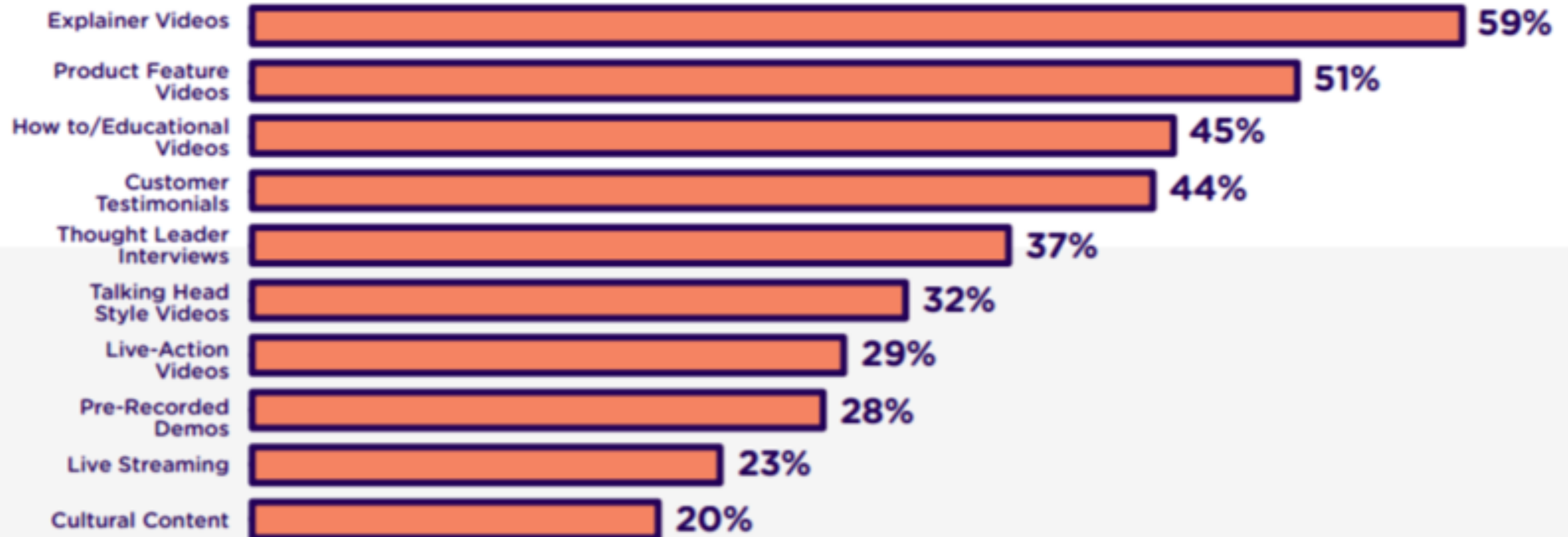


Screen Capture

Screencasts, Camtasia, etc.



Video Types



**TYPES OF VIDEOS
BUSINESSES HAVE
ALREADY INVESTED IN**

Source: Video Content Marketing Benchmark Study Report, November 2016, Demand Metric, sponsored by Vidyad

THE VIDEO TREE

Branching Out With Video Marketing!



OFF CAMERA VIDEO TOOLS



PHOTO/VIDEO MONTAGE
Animato



ANIMATION
Powtoon, GoAnimate



SCREENCASTS
Camtasia, Screenflow (Mac), Jing, Snagit

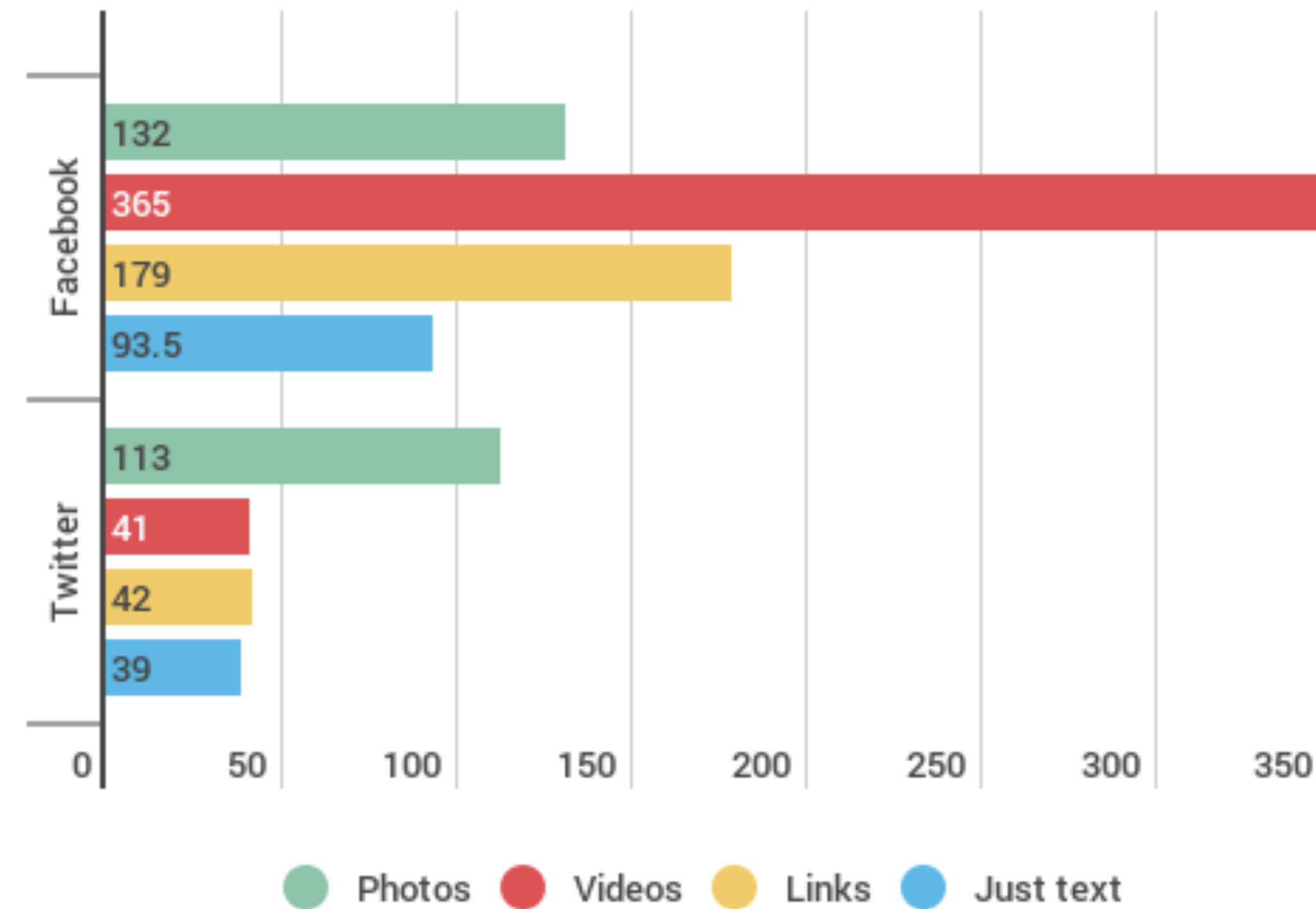


EXPLAINER VIDEOS
VideoMaker FX, VideoScribe, CommonCraft



✉ vip@loubortone.com
🌐 www.loubortone.com

Which Type of Posts Get the Most Engagement for Brands





VIDEO PROMOTION

Sharing and distributing your videos.

Create the
***"I see you
everywhere"***
effect!













VIDEO POWER

Leveraging and repurposing your videos.

REPURPOSE.
REPURPOSE.
REPURPOSE.



Lou Bortone's *Video Blast! 1-6-14 Formula*

	YouTube	Facebook	Twitter	Email	Blog	Instagram
CONTENT						
WRITTEN	✗	✓	✓	✓	✓	✗
VIDEO	✓	✓	✓	✓	✓	✓
GRAPHICS	✗	✓	✓	✗	✓	✓

That's 14 hits, or touchpoints, on 6 different platforms, from 1 piece of content!

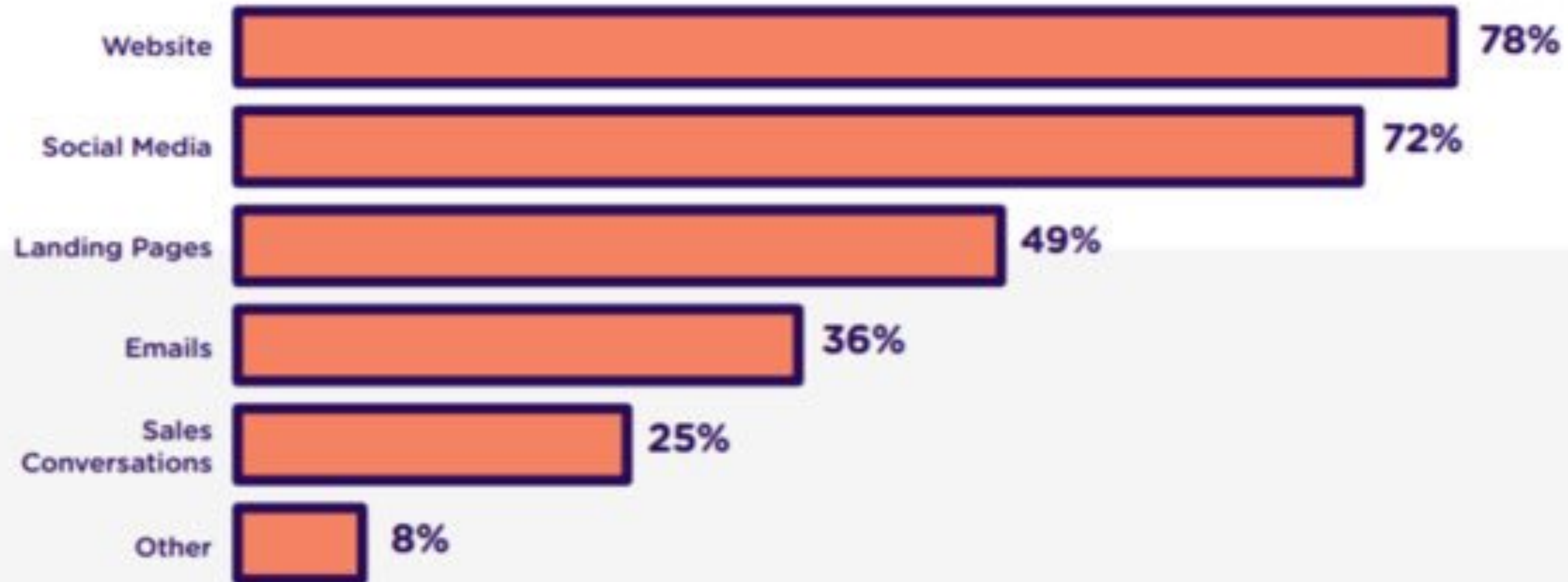


www.loubortone.com



Available at Amazon.com

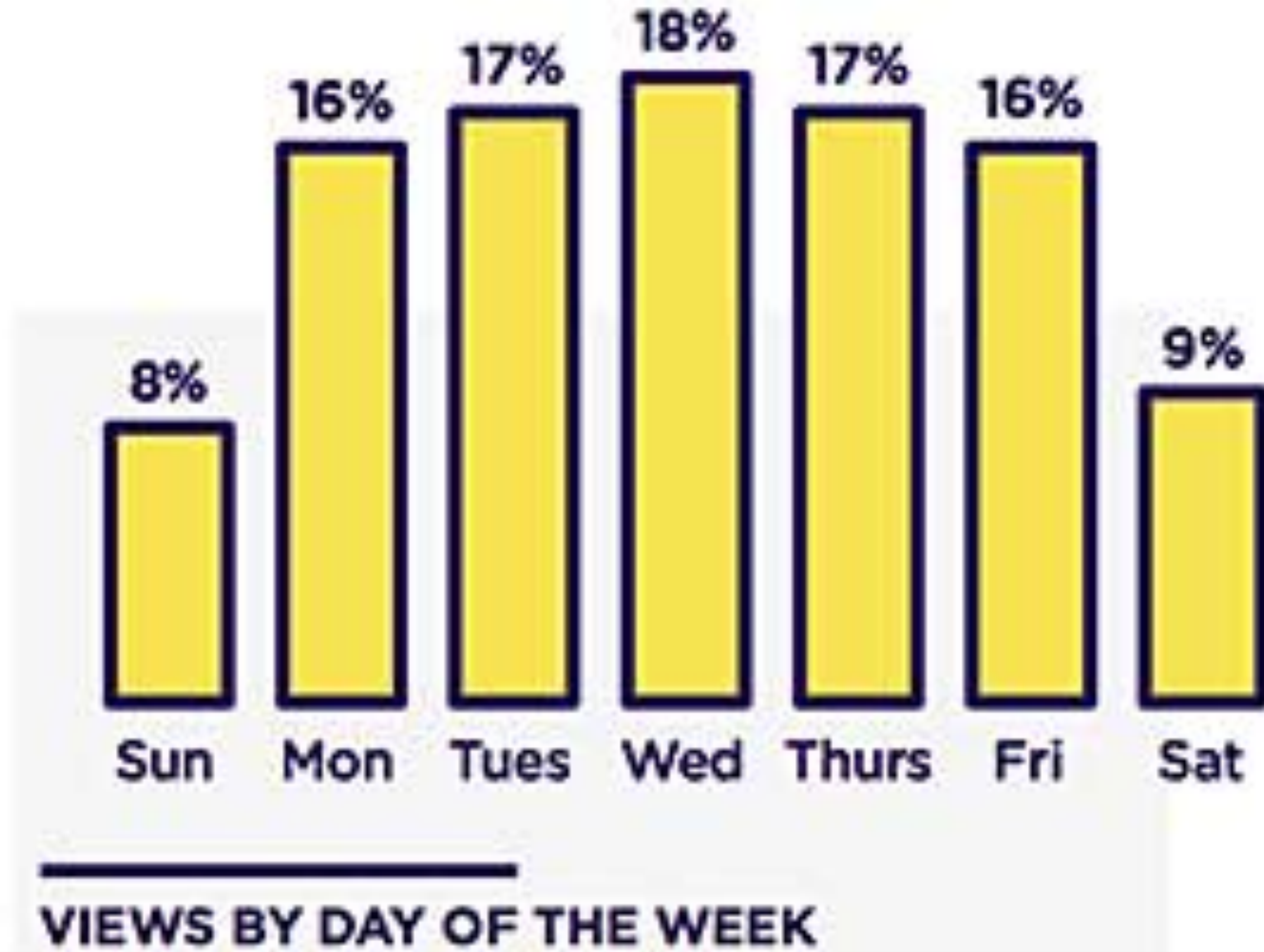
Where to Post

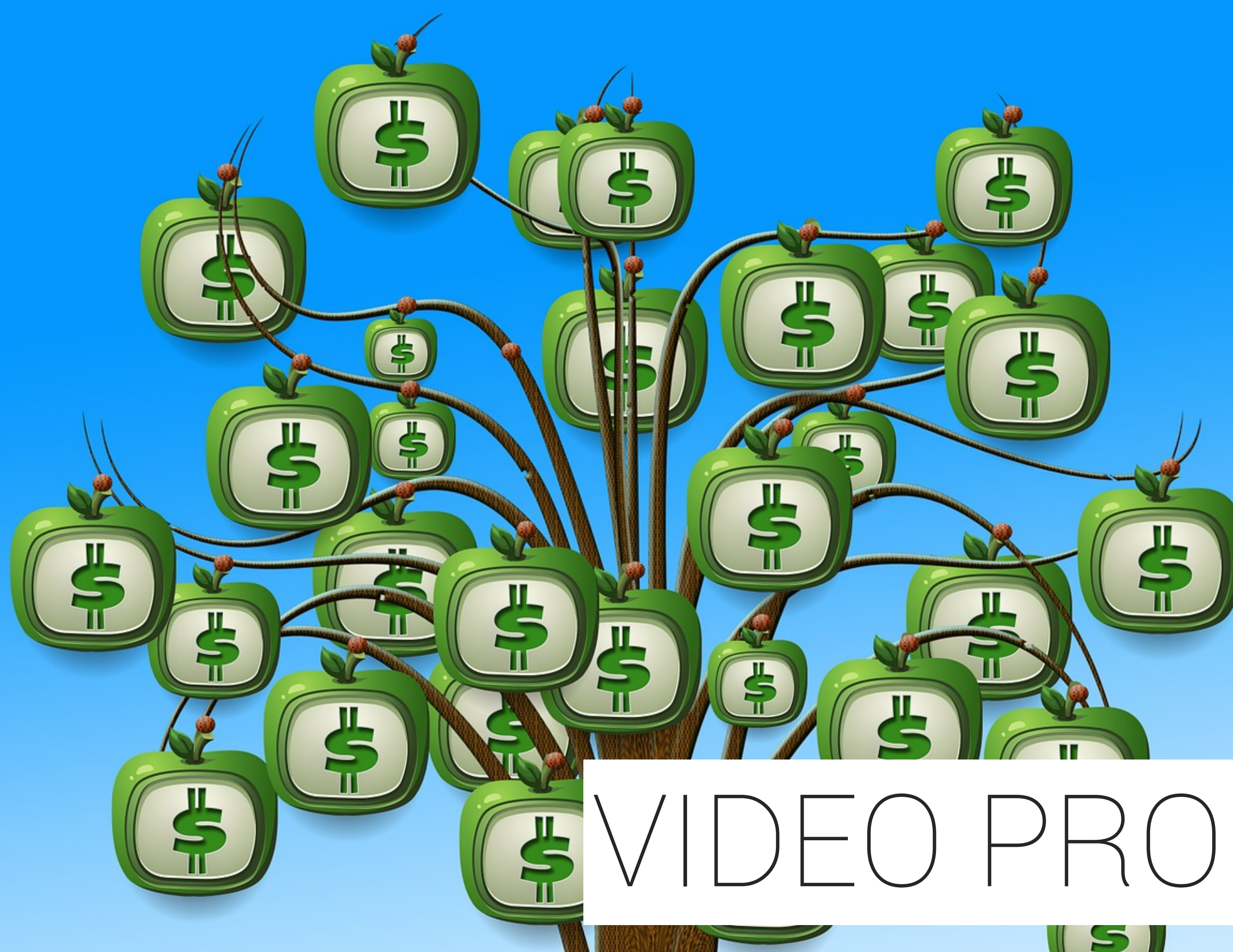


**DISTRIBUTION CHANNELS
WHERE VIDEOS
CONTENT IS USED**

Source: Video Content Marketing Benchmark Study Report,
November 2016, Demand Metric, sponsored by Vidyard

Video Views by Day





VIDEO PROFITS

Monetizing your videos!



VIDEO ACCELERATES
THE SALES PROCESS.

Video Monetization Strategies

- 1 | Video Information Products
- 2 | Video Webinars (for free or for fee!)
- 3 | Video Product Launch
- 4 | Video Content Distribution (Udemy, Teachable)
- 5 | Video Events (Live Webcasts)
- 6 | Video Membership Sites

Business Video: How to Engage Prospects & Create Raving Fans

Discover how to create great video quickly and easily to promote your business and turn video viewers into customers.

★★★★★ 4.9 (16 ratings) 5,062 students enrolled

Created by Lou Bortone Last updated 9/2014 English



Preview This Course

Sale Ends Today!

\$15 ~~\$20~~ 25% off

Enroll Now

Add to Cart

30-Day Money-Back Guarantee

Includes:

- 1.5 hours on-demand video
- 1 Supplemental Resource
- Full lifetime access
- Access on mobile and TV
- Certificate of Completion

Have a coupon?

What Will I Learn?

- ✓ In this course, you will discover how to set video goals and develop a video strategy to achieve your business objectives
- ✓ You'll know exactly what video tools and equipment you will need to create great video.
- ✓ By the end of the course, you'll have a better understanding of how to create dynamic videos that engage and connect with your potential customers.
- ✓ You will learn video visibility techniques to expand and enhance your online presence.
- ✓ You'll learn about the various types of videos you can create, and when to use each type.

[View Curriculum](#)

Students Who Viewed This Course Also Viewed

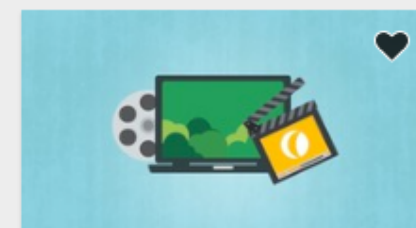


VP1: Creating Quality Videos for Entrepreneurs &

By Louanne Saraga Walters,
Former News Anchor, Udemy...

★★★★★ (10)

\$15 ~~\$45~~



Video Editing Essentials for Instructors and

By Syed Hassan Bukhari,
Internet Marketer and SEO

★★★★★ (1)

\$15 ~~\$200~~



Teach on video, present via Keynote and do a Skype

By Bogdan Vaida, Experiential
Trainer

★★★★★ (18)

\$15 ~~\$95~~

Lou Bortone's Video Profits System[®]



Show Me The Money!

- 1 | Promotional videos to market your products & services
- 2 | Launch videos to build buzz and excitement for new products
- 3 | Content marketing videos for information products
- 4 | Live video events, interviews, video summits
- 5 | Videos to drive webinar registrations and events
- 6 | Video landing pages to grow your list (VSLs)
- 7 | Speaker reels or demos to show off your work

How to work with Lou

A new video every month, plus video coaching & strategy!

**GET QUALITY, CUSTOM
VIDEO CONTENT, EVERY
MONTH, DONE FOR YOU!**

Creating consistent video content shouldn't feel like a full time job! Let us produce your monthly, customized video content that will convert your viewers into buyers!

**DONE FOR YOU
VIDEO
SILVER**

**DONE FOR YOU
VIDEO
GOLD**

**DONE FOR YOU
VIDEO
PLATINUM**

**DONE FOR YOU
VIDEO
BRONZE**

NEW! Video of the Month Club!

<http://www.loubortone.com/club>

Must. Have. Food.

Nearby Lunch Options

Hinterland

4.6 ★★★★★ (41) · \$ · New American Resta...
Celebrity-studded watering hole & eatery for Southern classics such as fried chicken.

2917 Main St
Comfort food · Small plates · Great dessert



Novel Cafe

3.9 ★★★★★ (70) · \$ · Pizza
Relaxed cafe with free WiFi & a menu of tea & espresso, plus egg dishes, sandwiches & salads.

2507 Main St
Comfort food · Breakfast · Outdoor seating



JINYA Ramen Bar

4.5 ★★★★★ (336) · \$ · Ramen
Japanese noodle-soup specialist serves up hot bowls in a bright, casual setting.

2400 Main St
Late-night food · Comfort food · Small plates



Holy Guacamole

4.2 ★★★★★ (161) · \$ · Mexican
Small go-to for big burritos, tacos, tamales & Mexican sodas served till midnight or later.

2906 Main St
Late-night food · Comfort food · Quick bite



Sunny Blue

4.6 ★★★★★ (153) · \$ · Japanese
Eco-conscious setting for quick omusubi (Japanese rice balls) with different fillings & sides.

2728 Main St
Comfort food · Small plates · Quick bite
Closes soon · 7PM



Finn McCool's

4.0 ★★★★★ (237) · \$ · Irish Pub
Pub grub, draft beers & sports on TV offered in a buzzy tavern with a big bar imported from Ireland.

2702 Main St
Happy hour food · Late-night food · Comfort food



Dolcenero Gelato

4.8 ★★★★★ (68) · \$ · Ice Cream Shop
Ice cream made Italian-style and from produce secured at neighboring farmer's markets.

2400 Main St



Basement Tavern

4.3 ★★★★★ (103) · \$ · Bar
Hip cocktail lounge on lower level of an old house providing retro drinks, light bites & live jazz.

2640 Main St
Happy hour food · Happy hour drinks · Dancing



Dhaba Restaurant

3.5 ★★★★★ (58) · \$\$ · Indian
Casual, longstanding eatery with a garden patio & a menu of traditional Indian fare.

0.5 mi · 2104 Main St
Comfort food · Healthy options · Cozy



M Street Kitchen

4.3 ★★★★★ (363) · \$\$ · American
Laid-back, rustic choice for American comfort food & weekend brunch, with a pet-friendly patio.

0.6 mi · 2000 Main St
Happy hour food · Late-night food · Happy hour drinks



Manchego

4.4 ★★★★★ (110) · \$\$ · Spanish
Quaint Spanish restaurant offering wine, tapas & other traditional dishes in a romantic setting.

0.2 mi · 2518 Main St
Comfort food · Small plates · Cozy



Herringbone Santa Monica

4.3 ★★★★★ (178) · \$\$\$ · Seafood
Sceney eatery & bar boasting a market-fresh seafood menu in a garden-chic setting with patios.

0.8 mi · 1755 Ocean Ave
Happy hour food · Happy hour drinks · Small plates





NEW RULES,
NEW TOOLS

TOP 5 VIDEO TRENDS FOR 2018



Five Key Trends

Shaping Video Marketing in 2018

- 1 | "Video First"
- 2 | Augmented Reality/Virtual Reality
- 3 | Live Video
- 4 | Pay to Play
- 5 | Video Personalization





Video First

A term coined by Facebook's Mark Zuckerberg

"Video First" is a term coined by Facebook to indicate that video will be first and foremost the "preferred" way to both consume and distribute content.

Mark Zuckerberg Details Facebook's "Video First" Strategy

1:14 PM PST 2/1/2017 by Natalie Jarvey




Miquel Benitez/Getty Images
Facebook CEO Mark Zuckerberg

Video was a hot topic during the CEO's quarterly earnings call with investors.

Video is going to continue to be an area of focus for Facebook.



Our software makes online advertising easy. Better results in just 20 min a week.

 WordStream.com

[VISIT SITE](#)

"I see video as a megatrend," CEO Mark

Zuckerberg told investors during its fourth quarter earnings Feb. 1. "That's why I'm going to keep putting video first across our family of apps."

Facebook has been dabbling in video since 2014, placing a new emphasis on

"I see video as a megatrend."
- Mark Zuckerberg

Video First

"The preferred way to receive information and to express ourselves is moving from the text to the video." - Cyberclick



Video First

According to Entrepreneur magazine

Entrepreneur

"For 2018, your business should concentrate mainly on creating memorable video content."

"Video content has proven to be the most effective medium when it comes to garnering traffic and engagement, gaining leads and boosting conversions."

"Videos, in fact, are head and shoulders above other media strategies."



It's easy to switch
your business

fios

Forbes **CommunityVoice**™ Connecting expert communities to the Forbes audience. [What is this?](#)

JAN 5, 2018 @ 07:30 AM 952

Five Reasons Why Video Will Be Crucial For PR In 2018



Forbes Communications Council

Communications, PR, public affairs & media relations execs share tips. [FULL BIO](#)

Opinions expressed by Forbes Contributors are their own.

POST WRITTEN BY

Michael Sadowski

Michael is the Public Relations Manager at [Intrepid Group](#) in North America. Intrepid is the world's largest adventure travel company.

 **Michael Sadowski**, Forbes Councils



PUBLISHING ON FACEBOOK

2018 will be a pivotal year for Facebook's video ambitions

JANUARY 2, 2018 by [Sahil Patel](#)



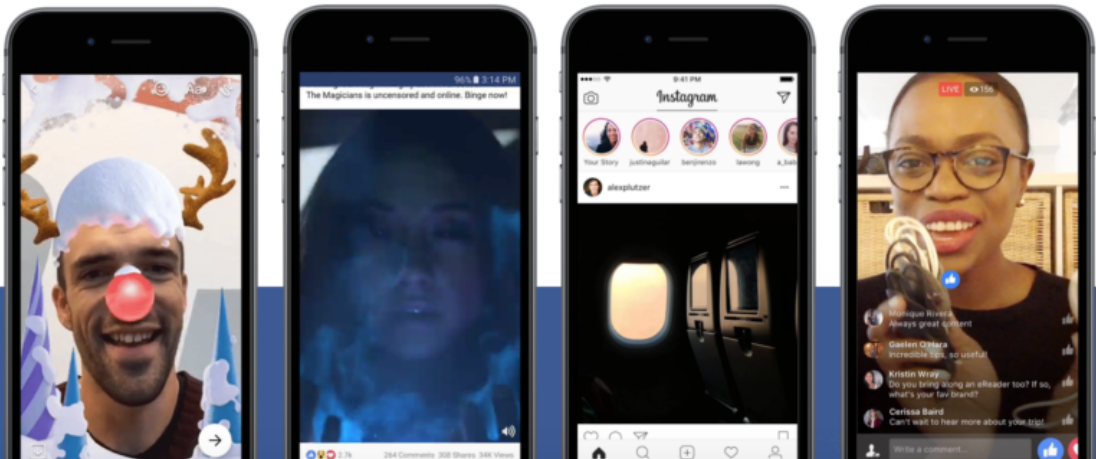
Last February, during an earnings call with investors, Facebook CEO Mark Zuckerberg outlined why his company was making significant investments in video: "I see video as a megatrend," [Zuckerberg said](#). "That's why I'm going to keep putting video first across our family of apps."



By Kelly Pollock | [@kelpollock](#) | Senior Account Manager at Hanapin Marketing

According to Facebook, time spent on video is skyrocketing. In a recent internal study performed by the social giant they predict that 75% of all mobile data will be video by 2020, a 150% increase in video consumption on Instagram is expected in the next six month and currently 100M hours of video are watched everyday on Facebook.

With this type of consumption taking place in the market platforms are trying to get ahead of the trend by making it easier than ever for advertisers to create and share visual content. The **video first strategy** is driving platforms to make experiences more natural and playful. Facebook specifically has four ways to users can create video within their suite of apps.



Focus your marketing efforts on Video First!

Do More Video

Integrate more video into your marketing plans.

1

Repurpose Your IP

Turn your existing Intellectual Property into video content.

2

Buy My Book!

It's all in there.

3

Ask For Help

Outsource your video work or get video marketing coaching.

4





AR

Marketing

Augmented Reality and Virtual Reality will continue to become more mainstream in 2018.



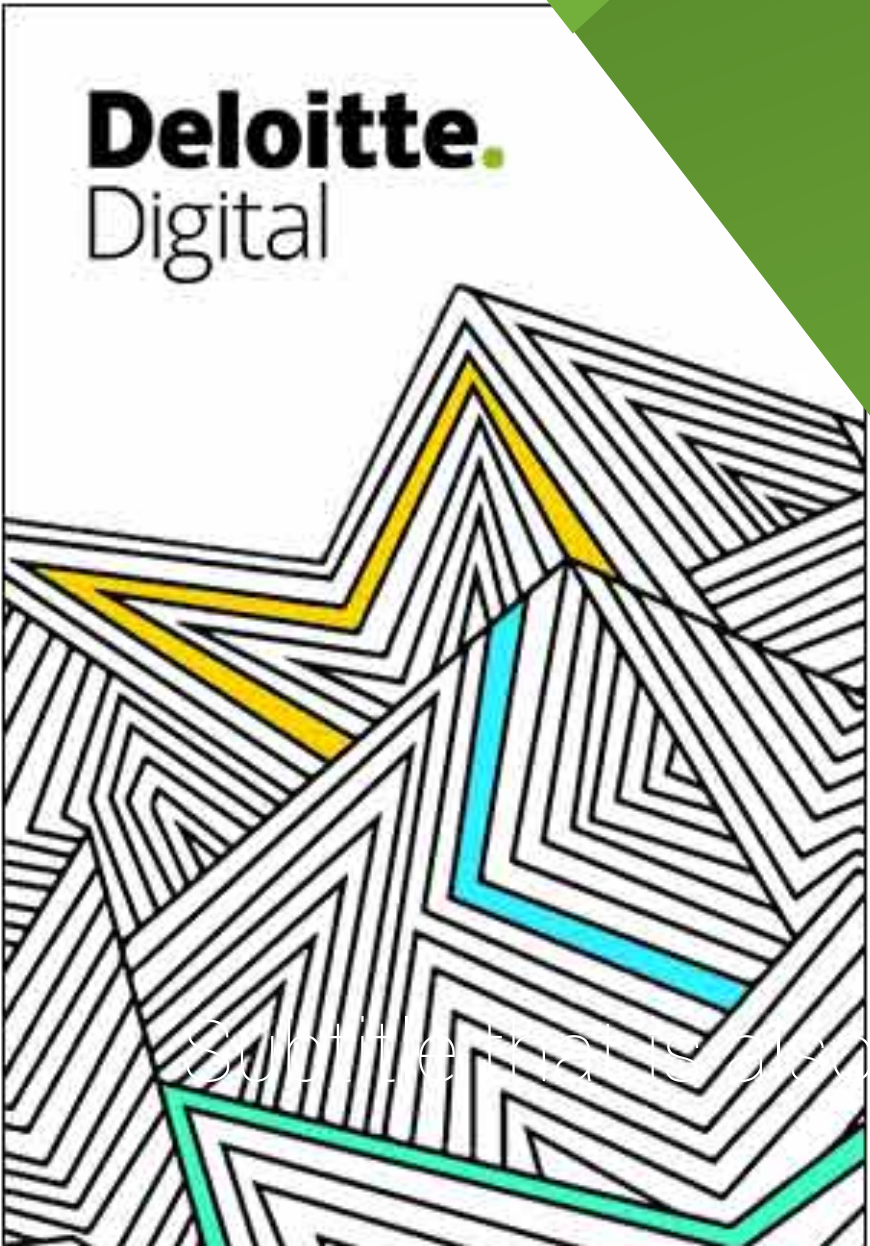


Publishing Partner: **Deloitte.**
Digital

What's this?

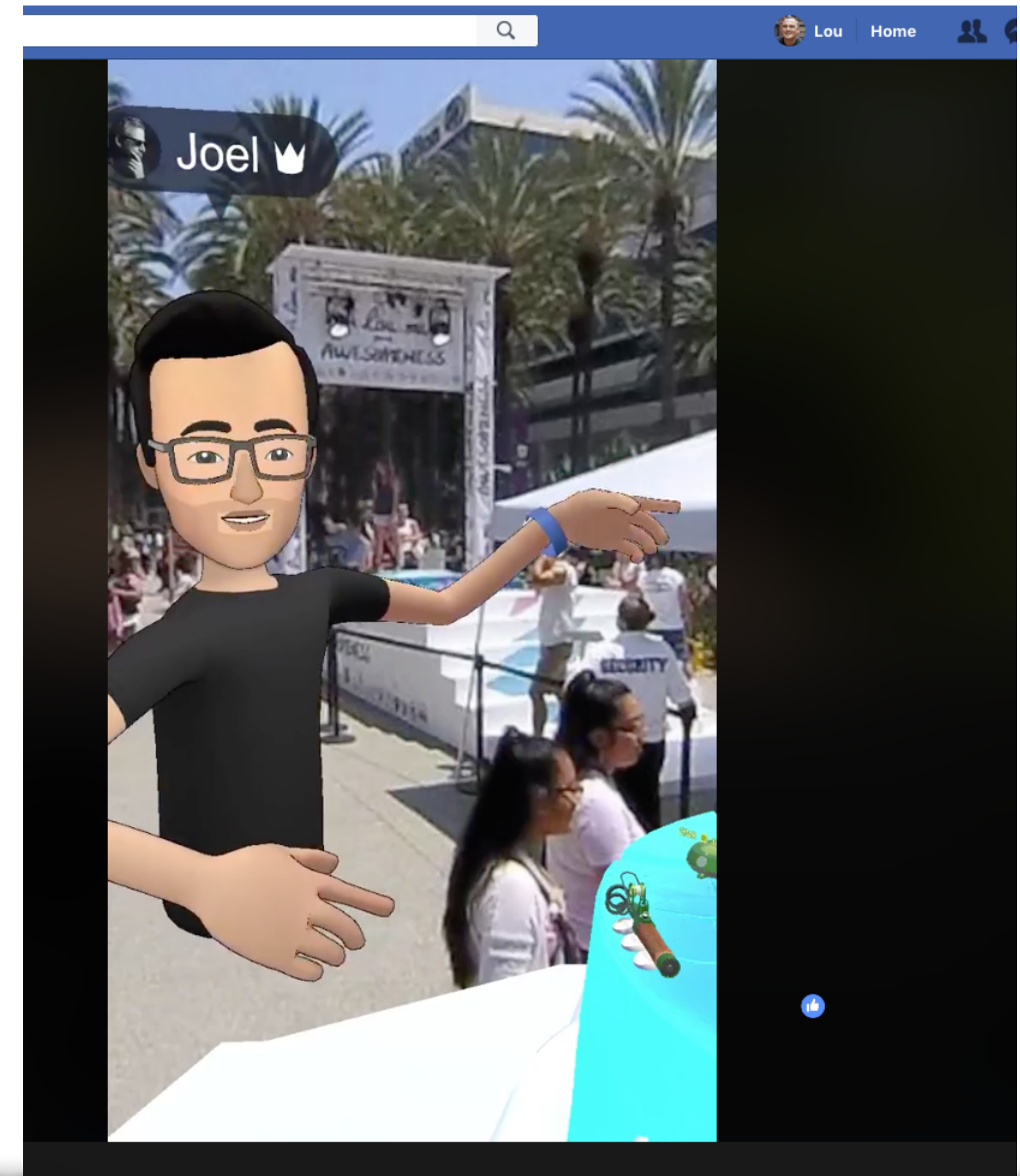
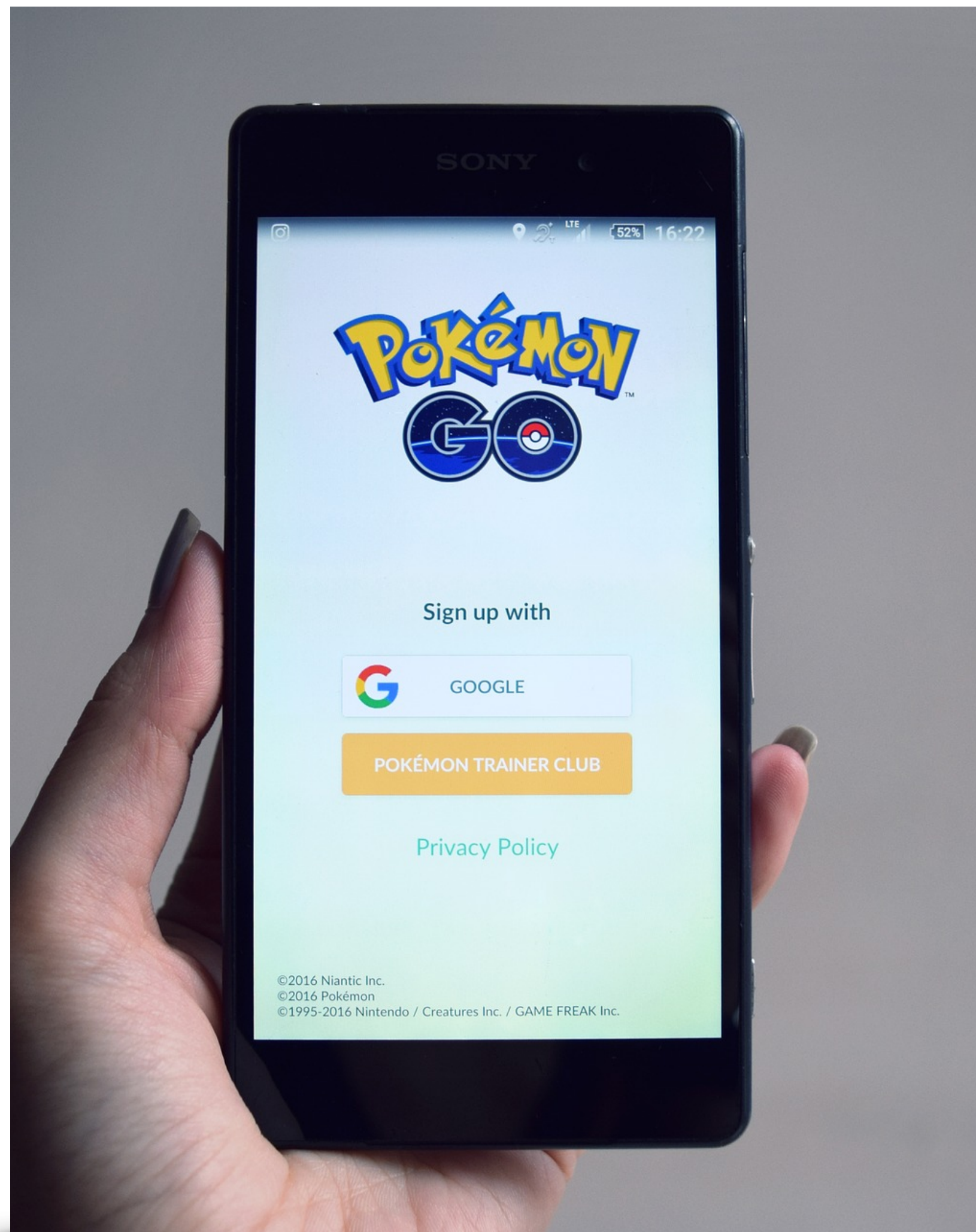
AUGMENTED REALITY: MARKETING'S TRILLION- DOLLAR OPPORTUNITY

By Jay Samit, Independent Vice Chairman, Digital Reality, Deloitte Digital. Published on July 18, 2017.



"A new trillion-dollar industry is
emerging."
AdAge





"As traditional revenues from television advertising are beginning to erode, a new trillion-dollar industry is emerging that mandates brands be omnipresent. Within this decade, augmented reality is going to change the way the always-connected consumer works, shops and plays."

MyVideoCards.com

Turn your print into video!

BRING YOUR BIZ CARD (OR BOOK COVER) TO LIFE WITH VIDEO!

MY VIDEO CARDS

ADD VIDEO TO PRINT MATERIALS

For a sample of "augmented reality" in action, check out MyVideoCards.com and see how your business cards (or book covers) can come to life with video!





Lou Bortone - Granite Planet Pro
was live.

Published by Lou Bortone [?] · 13 mins ·

Facebook Live: Mobile vs. Desktop



Live Video

...should definitely be part of your marketing mix.

Live Video will continue to grow and become more commonplace. While the organic reach of Facebook Lives may decrease, new opportunities will continue to emerge with LinkedIn now adding video, along with Instagram Live and Twitter Live.

Live Video

"Low Hanging Fruit"

"Facebook generates 8 billion video views on average per day."

"Social video generates 1200% more shares than text and images combined."

"Video posts on Facebook have 135% greater organic reach than photo posts."



Facebook Live

What types of Page posts will show higher in News Feed?

"Page posts that generate conversation between people will show higher in News Feed. For example, live videos often lead to discussion among viewers on Facebook – in fact, live videos on average get six times as many interactions as regular videos. Many creators who post videos on Facebook prompt discussion among their followers..."



Go Live Every Day! A Safe Space to Post Your Live Broadcasts

Public Group

About

Discussion

Members

Events

Videos

Photos

Files

Group Insights

Manage Group

Search this group

Shortcuts

EM13 Founders Club

Video Marketing Res...

Go Live Every Day! A S...

Lou Bortone - Gra...

The Video Godfather

Video Marketing Succe...

Tuscany Marketing Ma...

Facebook Live Challenge

Learn With Lou

ShankMinds: Breakt...

14-Day YouTube Chall...

Guerrilla Marketing ...

Shut Up & Shoot Video...

Live Video Guest Exc...

The Video League

Vidtroverts Unite! Vide



Linked Group · Everything Online Video and Lou Bortone - Granite Planet Productions - Video Marketing

Joined www.facebook.com/groups/golivevideo/

Write Post Add Photo/Video Live Video More

Write something...

Photo/Video Poll Feeling/Activ...

RECENT ACTIVITY

Georgia Lee London shared Be Boldly Brilliant's post. 15 hrs

Day 13: Do you ever feel like giving up? And, it's only Day 13...



71 Views

LINKED GROUP BY

Everything Online Video TV Show 16 like this

ADD MEMBERS

Enter name or email address...

MEMBERS

458 Members



You have 4 new members this week. Write a post to welcome them.

Write Post

SUGGESTED MEMBERS

Hide

Friends

Jim Polo Sr

Add Member

Pat Polo

Add Member

Lindsey Wolko

Add Member

See More

DESCRIPTION

Edit

Welcome to the FREE "Go Live Every Day in 2018" Live Video Chall... See More

GROUP TYPE

Events and Plans

www.GoLive.Video



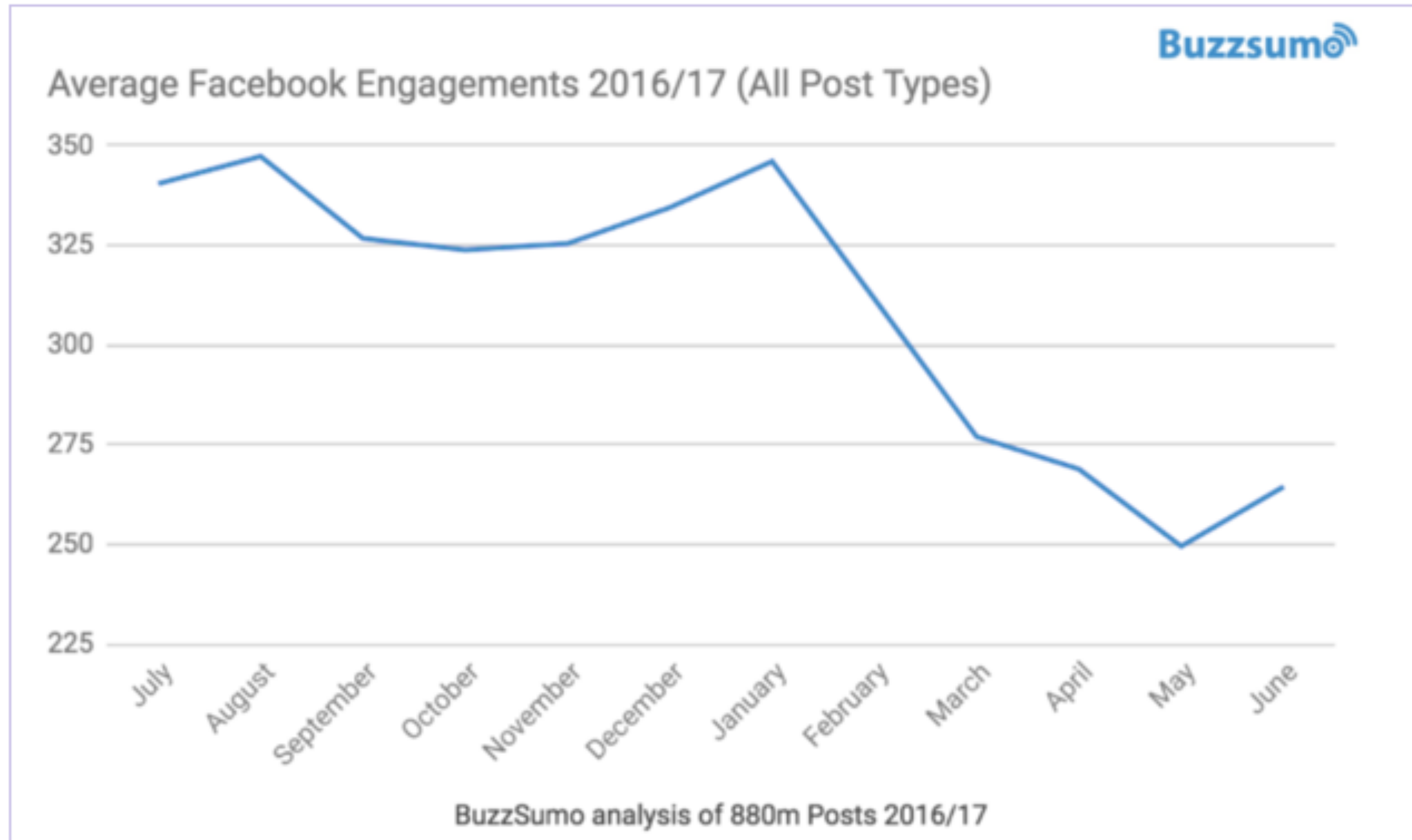


Pay to Play

Paid media becomes a must for audience reach.

As organic reach continues to take a nosedive, the only way to ensure your target audience sees your message is to buy your way on to Facebook.

Facebook Organic Reach Tanks



Pay to Play

Paid media becomes more important.

THINK MOBILE

Over half of video content is viewed on mobile.

THINK SHORT

Videos under a minute far outperform their longer counterparts.

THINK PLATFORM

Stick to YouTube for your in-depth CEO interview, but use Facebook for a fast-paced, 15 second commercial. (FORBES)

THINK VIDEO

Facebook videos now get more reach than any other post on the network.



Facebook
VIDEO AD

—
GET VIDE
SAV —



Video Personalization

"Personalized video is the happy, and very effective, marriage of two of today's hottest marketing trends: personalization and video."

-Marketing Land



Personalization

Make it personal!

"Mentioning a personalized video in the subject line increases the open rate by 272%!"

"The play button is the most compelling call-to-action on the web."
- Andrew Angus

"Marketers who personalize their web experiences see on average a 19% lift in sales."



Personalization

How to use personalized video.

VIDEO EMAIL

Personalize and customize your video emails.

VIDEO FOLLOW UP

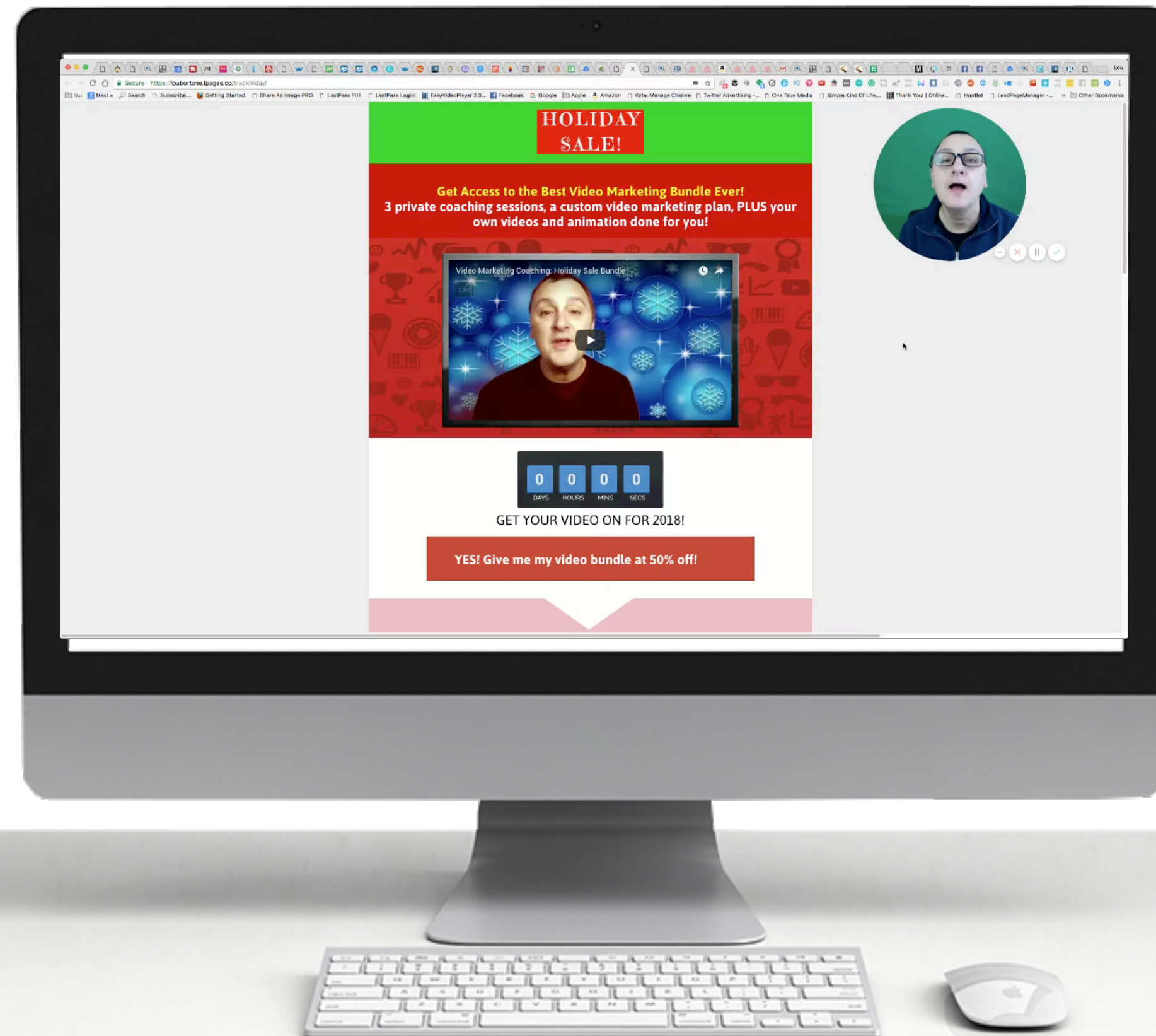
Use Zoom or Loom videos for client follow-up.

VIDEO THANKS

Use video email as personal "thank you" cards.

HOLIDAY GREETINGS

Use video email for personalized holiday greetings.



Video Tools

Zoom

User-friendly video conferencing and screen-sharing tool

1

Loom

Free Video email and recording tool at UseLoom.com

2

Go Video

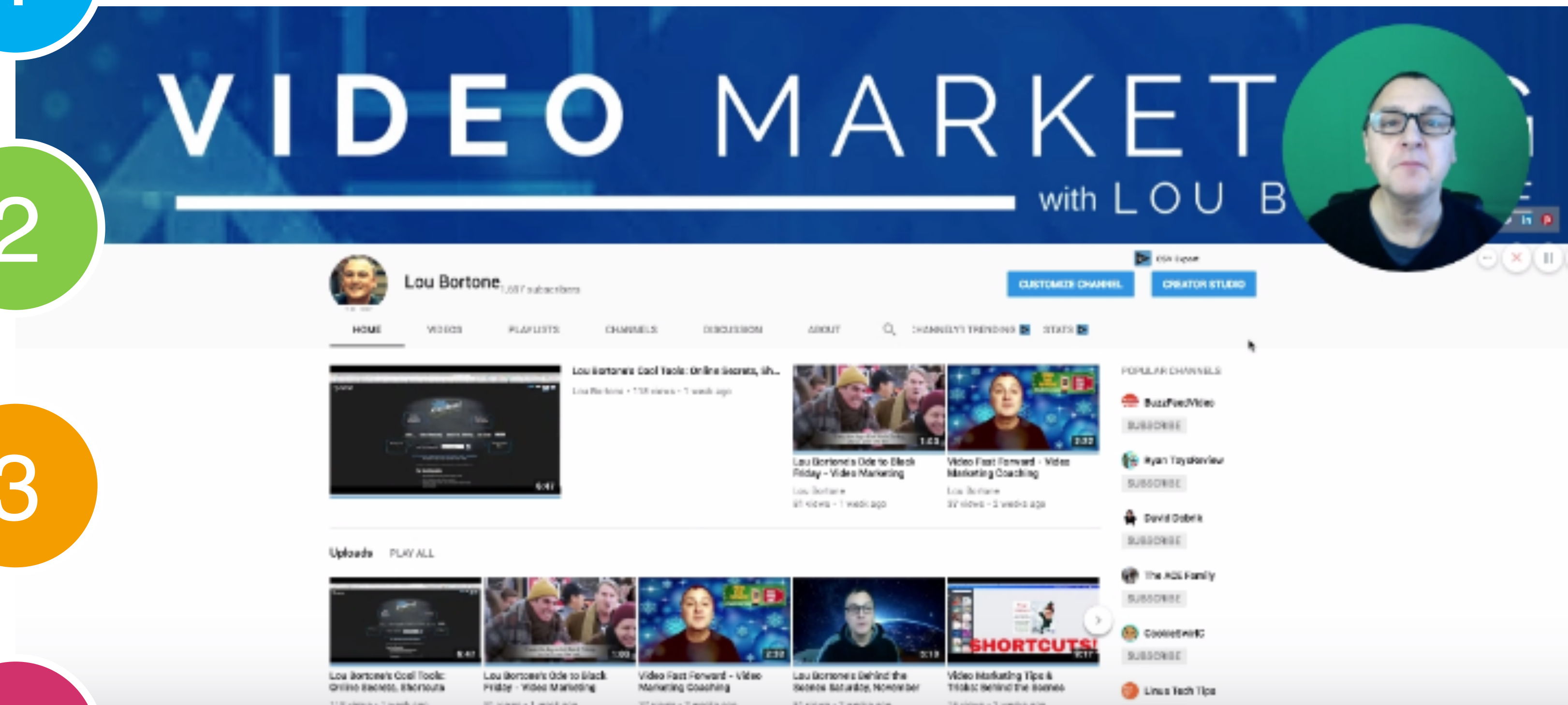
Free video recording and sharing tool from Vidyad

3

Soapbox

Free Chrome extension video tool from Wistia

4



The art of communication is the language of leadership.

— James Humes



Consulting



Customer Success



Education



Information Technology



Leadership



Marketing

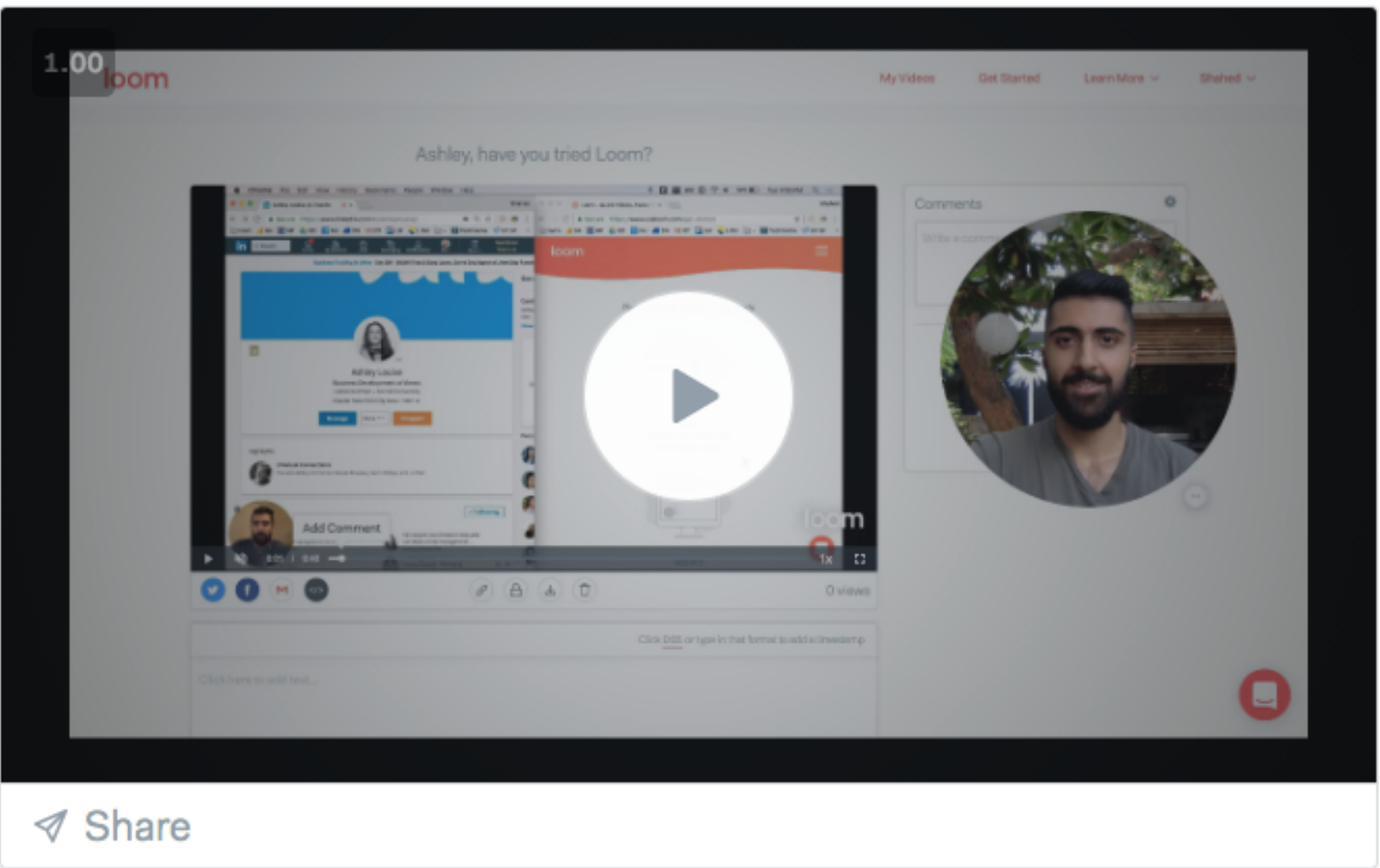


Product

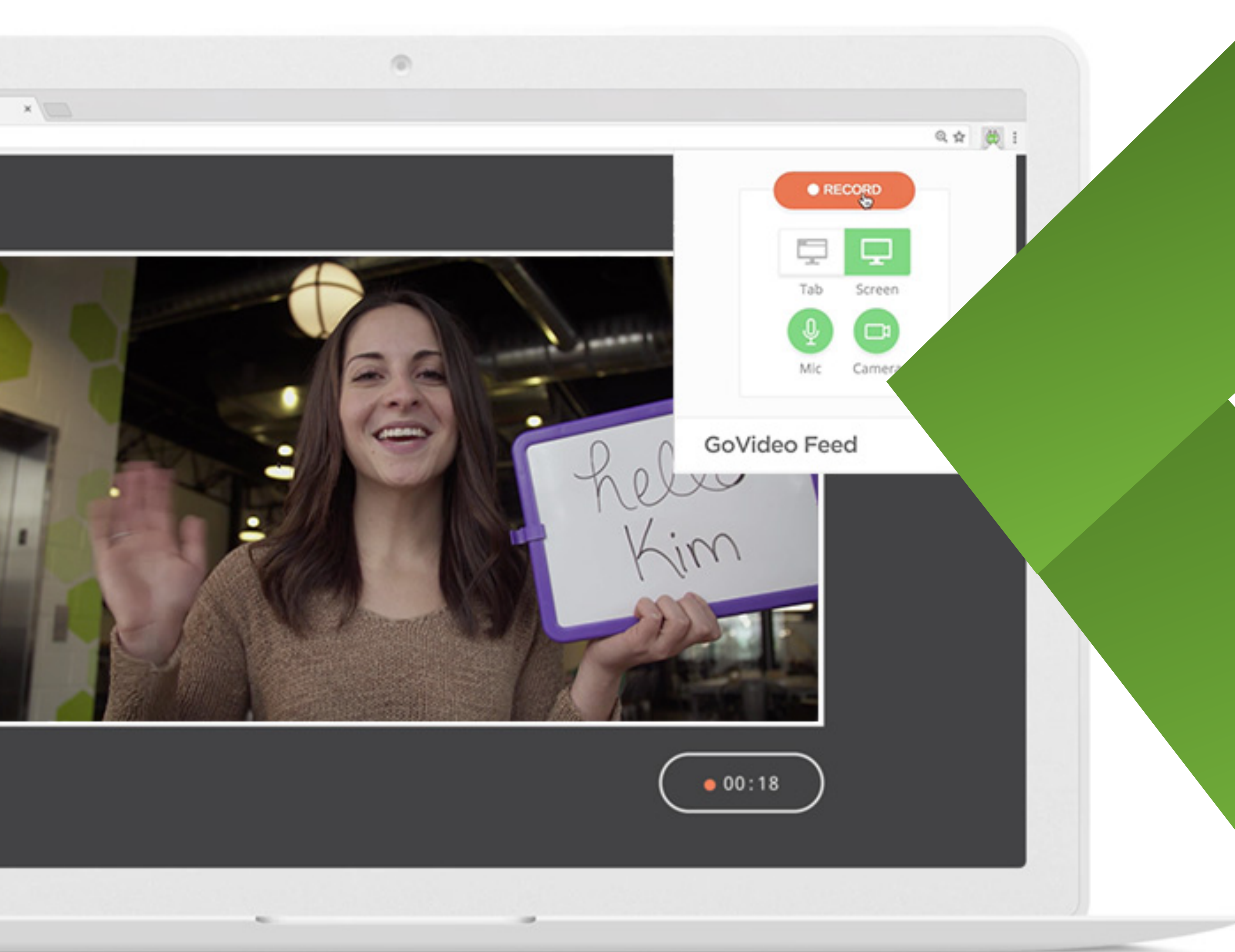


Loom
at [UseLoom.com](https://useloom.com)

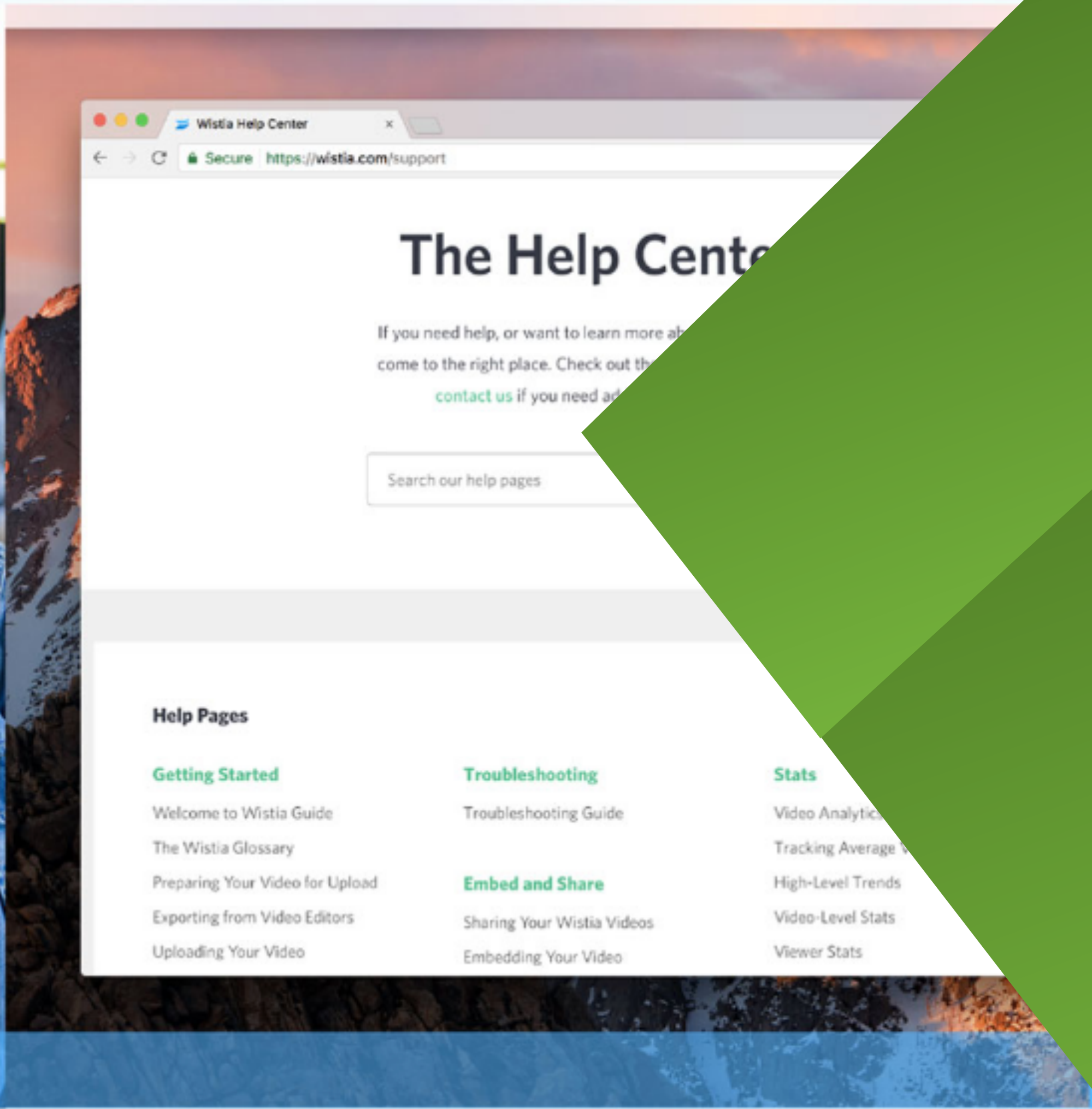
See how you can use use Loom to be a better leader



Close More Deals 💰	WATCHING	1:40
Team Announcements 📢		1:07
Team Training & Wiki 📖		1:20
Walkthrough a Product Demo 🚀		1:02
New Teammate Onboarding 🌟		1:09
Give Product Feedback ⚡		1:14
Send Updates to your Team ❤️		1:38
Deliver Engaging Client Updates 📈		1:06



GoVideo by Vidyard



Soapbox by Wistia





COLLECTION
Online Ads ▾

ASPECT RATIO
Any aspect ratio ▾

COLOR CUSTOMIZABLE
No Preference ▾

ENERGY
Any energy ▾

FEEL
Any feel ▾

MAX LENGTH
No limit ▾

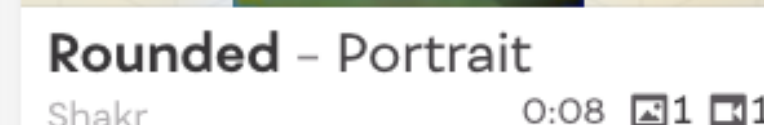
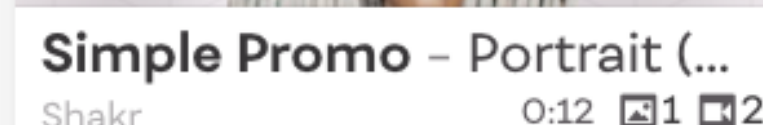
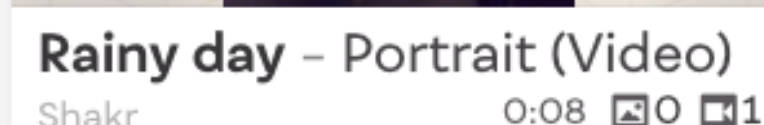
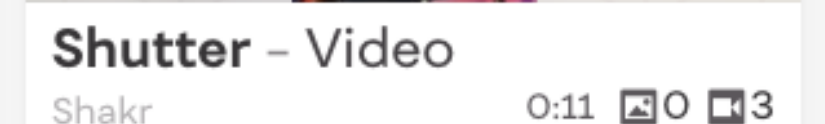
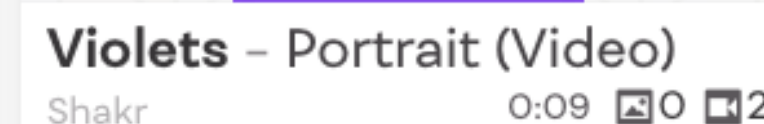
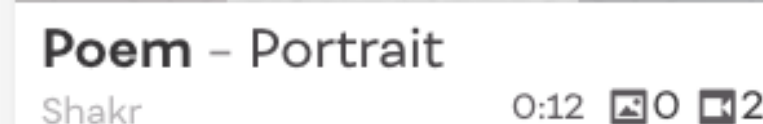
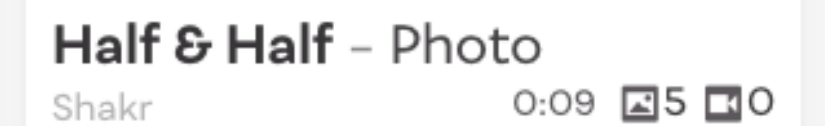
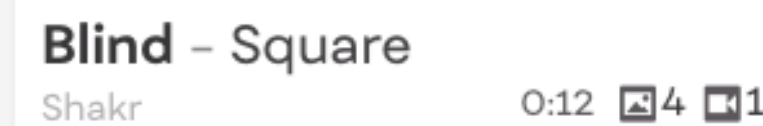
OPTIMIZED FOR
Any media ▾

DESIGN TYPE
Any type ▾

[× Reset Filters](#)

SORT BY **Popularity ↓** Date – Title – Length –

Sorting from most popular to least



Plans start at \$99/mo

Shakr Video Sample



Insert Shameless Plug Here

To secure your spot, put your \$500 deposit down **By Clicking Here!**

MARKETING MASTERMIND UNDER THE TUSCAN SUN!

VIP Marketing Retreat in Cortona, Italy 2018

To apply for your spot,
Pay Your \$500 Deposit Here

2
Reserve Your Room Now! (only 3 left!)

Book Now! More Info



Join Lou Bortone and a select group of 8 lucky colleagues for this incredible, once-in-a-lifetime experience, as we laugh, learn and live la dolce vita at our gorgeous, private Tuscan Villa! There'll be time for both business and pleasure! Meet incredible colleagues and learn new marketing skills.

<https://loubortone.lpages.co/tuscanretreat/>

Adobe Spark


It's FREE! (And Awesome!)

Create on your iPad
...or on your desktop

Spark Video

Make compelling video stories—in minutes


Get started now



Advertisement



Social Cause



Recipe



Portfolio



For Fun

Learn more

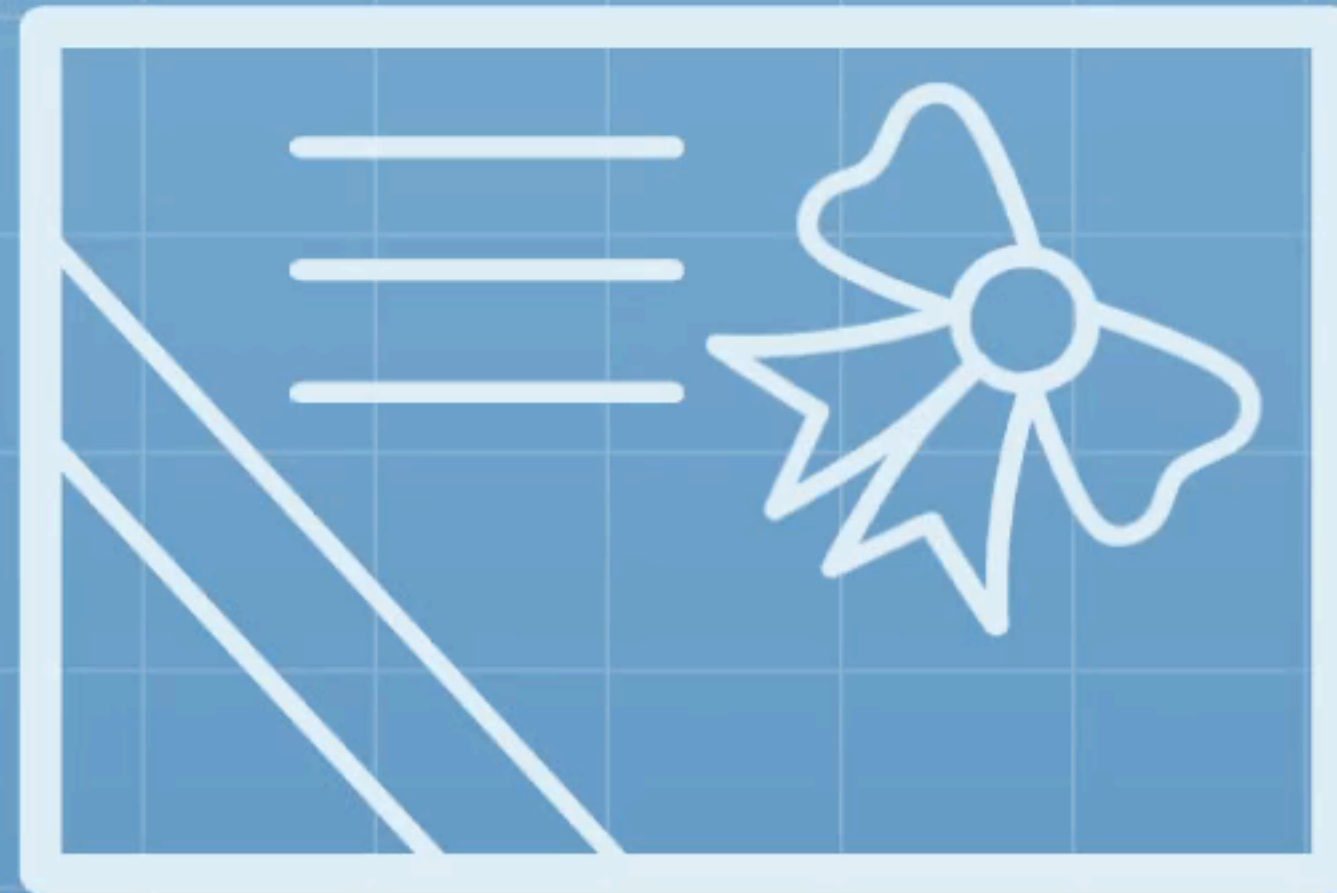
See how you can create with Spark Video

Wow your audience on social

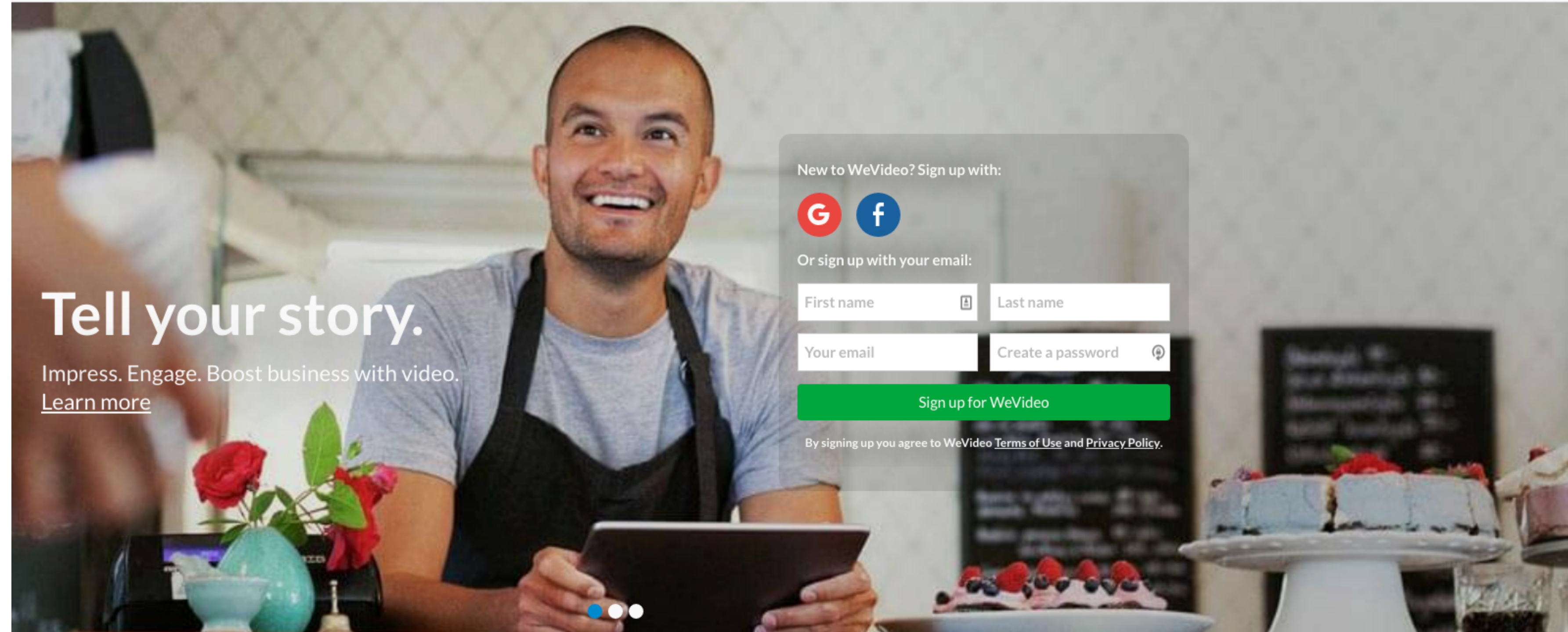
Whether you want to gain a following, launch an idea, grow your business, or support a cause, video is the most engaging way to communicate on social. Create and share compelling videos that extend your reach and inspire your audience to action.



Adobe Spark Sample



Something For You!



Tell your story.

Impress. Engage. Boost business with video.
[Learn more](#)

New to WeVideo? Sign up with:



Or sign up with your email:

Sign up for WeVideo

By signing up you agree to WeVideo [Terms of Use](#) and [Privacy Policy](#).

WeVideo

Easy and intuitive online
video editing platform.

Free version... Or
\$4.99 - \$19.99/month

WeVideo is the online video editor that makes it easy to capture, create, view and share your movies at up to 4K resolution for stunning playback anywhere.



Video creation for all.

Advanced video editing features made easy through a simple interface. You don't need to be a pro to create great movies.



Edit everywhere.

Start projects on one device and pick up where you left off on another. Works on any Mac or PC computer browser, Chromebook, iOS, and Android device.



Full creative control.

Use your imagination, not automation. You're in complete control with text, transitions, motion effects, green screen and much more!

VideoMakerFX Creates **ALL** Of The Top Video Styles!

VideoMakerFX

Tried and true “workhorse”
for video animation.

\$47 - \$67. one-time fee

[www.loubortone.com/
videomaker](http://www.loubortone.com/videomaker) (affil link)



The Trusted
Whiteboard Style



Show Stopping
Explainer Video



Amazing & Captivating
Kinetic Typography



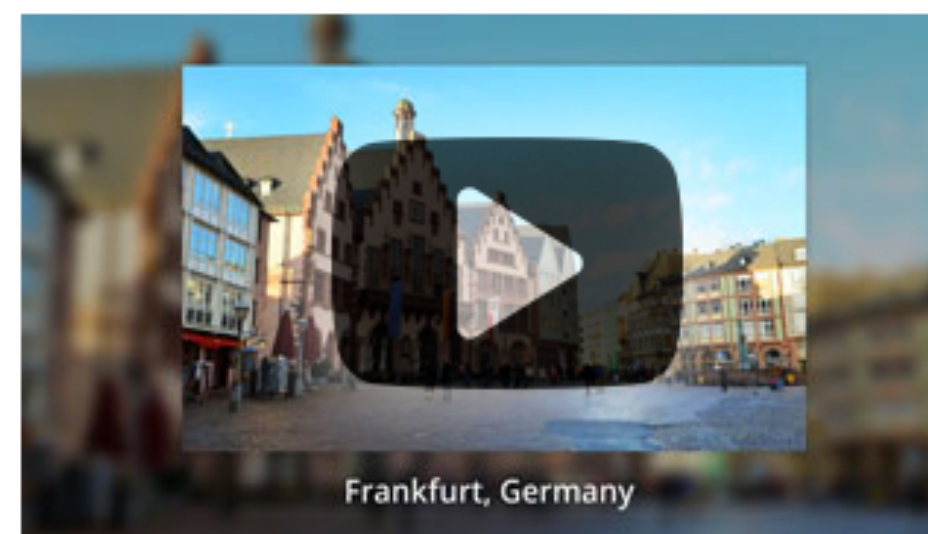
Multi - Purpose
Lower Thirds



Simple, Proven & Fast
EXPRESS Video Sales Letters



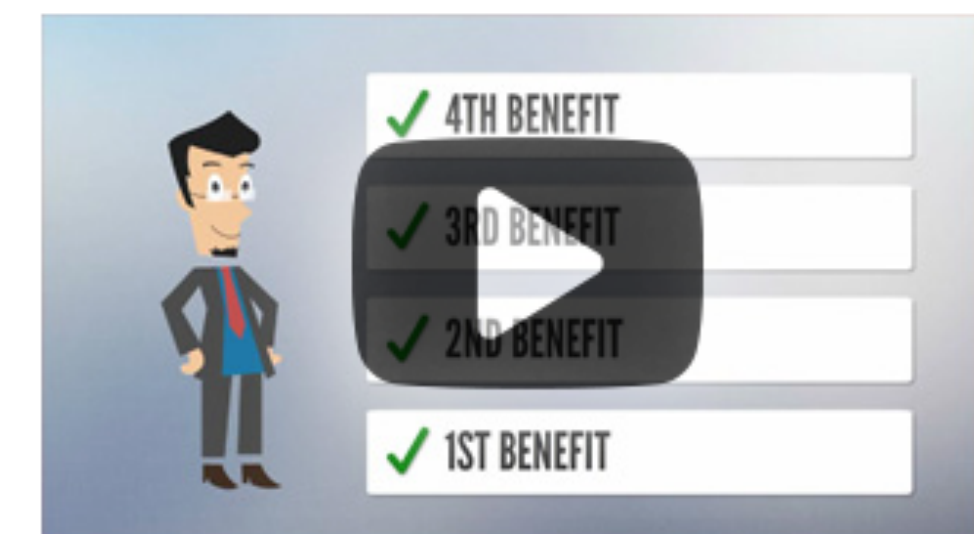
Next Level
Presentations



Come to Life
Photo Slideshows



Show off a
Logo Opener



& So Many
More!

VideoMaker FX Sample



Portent Idea Generator

Random Cool Tool!

www.portent.com/tools/title-maker



Did the Content Idea Generator fail English? That's impossible!
See below for tips on how to make it work better.

For Best Results:

- ✓ Don't capitalize keywords (except proper nouns)
- ✓ Use the singular version of your keyword
- ✓ Revise the result to create your own fantastic (grammatically correct) headline

It's funny when Ralph Wiggum invents his own grammar, but most of us aren't nearly that special.



Social Video

Stuff to consider

- 1 | Shorter video content has greater urgency and better engagement
- 2 | 69% of digital media engagement happens on mobile platforms
- 3 | "It's hip to be square." (video)
- 4 | 35% more reach than horizontal
- 5 | 80% more engagement than horizontal

LinkedIn Video

10-MINUTE LIMIT

Record or upload videos for up to 10 minutes.

UPLOAD NATIVELY

Just like Facebook... Native uploads get **10X more shares!**



VIA PHONE OR DESKTOP

Create your video using your mobile device or your desktop.

INCLUDE TEXTS & LINKS

Add text and links (like comments) to your video.

LinkedIn Video

Infusionsoft Award Winner - 2017 Developer Showcase Award Winner! Learn More & Get a Free 30-day Trial. Ad ...

Lou Bortone

I help savvy business owners get more clients and generate more revenue using video marketing strategies.

92

Who's viewed your profile

11

Views of your post

Access exclusive tools & insights
Start 1 Month Premium Trial

Share an article, photo, video or idea

 Write an article

 Images


 Video

Post

— Sort by: **Top** ▼

Lou, develop the skills you need to advance your career with expert-led courses on [LinkedIn Learning](#).

[See my recommendations](#)

 **Mia Voss**
Luxury Travel Adventurer & Brand Ambassador - Mia On The Go
2d

SO honored to be the Keynote Speaker at the Rise Together Women's Conference on May 15th in Denver. I'll need to be on top of my game with this incredible caliber of speakers ...see more

TOGETHER, WE *rise*



I'M THE KEYNOTE SPEAKER AT THE RISE TOGETHER WOMEN'S CONFERENCE!

SURVIVING, THRIVING, PIVOTING, AND REINVENTING

rise together  MAY 15, 2018
DENVER, CO

WWW.RISETOGETHERDENVER.COM

What people are talking about now ⓘ

- **General Mills buys back into pet food**
10h ago • 1,682 readers
- **H1-B under tougher scrutiny**
21h ago • 10,195 readers
- **Dropbox files for IPO**
20h ago • 3,942 readers
- **Nordstrom prepares to go private**
10h ago • 2,878 readers
- **A poker pro on how to deal with risk**
2h ago

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Ad 


Get the latest jobs and industry news



Lou, explore relevant opportunities with
Unitrends


Follow

Add to your feed




Google AdWords
Company • Marketing
and Advertising

[+ Follow](#)



Digital Marketing
Topic

[+ Follow](#)



Careers
Topic

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LinkedIn Video

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[Me](#)
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[Start 1 Month Premium Trial](#)

Lou Bortone

I help savvy business owners get more clients and generate more revenue using video marketing strategies.

[View full profile](#)

3,666 Followers

[Manage](#)

Private to you

[Your followers](#)
[Your drafts](#)

SIGN UP NOW

LOUBORTONE.COM/LIVELA

1 Like

[Like](#) [Comment](#) [Share](#)

Lou Bortone

I help savvy business owners get more clients and generate more revenue using... 2m

LinkedIn video lets you upload from your phone or desktop...

[See all influencers](#)

Google

6,549,207 followers

✓ Following

Fox Networks...

37,116 followers

✓ Following

Boston College

140,161 followers

✓ Following

[See all companies](#)

Boston College

130,015 followers

✓ Following

Digital Marketing

1,248,862 followers

On Startups - The Community For...

920,269 followers

Future Trends

566,054 followers

[See all groups](#)

[About](#)
[Help Center](#)
[Privacy & Terms](#)

[Advertising](#)
[Business Services](#)

When to Use What?

Video Platforms

- 1 | YouTube for discoverability and SEO. Your “default” upload.
- 2 | Facebook for LIVE video; informal videos; mobile videos.
- 3 | LinkedIn for more your produced and polished videos.
- 4 | Instagram for short, “OTF” (On-the-Fly) Videos. (Under 1 min)
- 5 | Your own website/blog to control the real estate and “environment.”

Maximize the Megatrend of Online Video!

Discover How to Master What **Forbes** calls "the premier communications tool of today."

 PURCHASE NOW

FREE CHAPTER

www.loubortone.com/book



VIDEO SUCCESS PYRAMID

Four Types of Videos You Must Create to Succeed Online



HOME PAGE VIDEO

Your “welcome” video on your website may very well be your single most important video, as it’s often your “first impression!”



LONG FORM VIDEO

Video webinars, screencasts, video demos and “content” or teaching videos are a vital ingredient for ongoing video marketing success.



LIVE VIDEO

Live videos and live streaming videos like those created on Facebook Live or YouTube Live are the next step in your video domination.



YOUTUBE TIPS

A series of short, “quick tips” videos are the foundation of your video visibility and your strategy to be known as the go-to expert in your niche.



Lou Bortone's

Video Marketing Road Map

The 7 Stages of Video Marketing Success

Premise

Develop your video content and messaging.

Platform

Find your video "Sweet Spot" and style.

Promotion

Share and distribute your video for maximum reach.

Profit

Monetize your videos through video product creation and sales.

Purpose

Establish your video goals and objectives.

Production

Determine your equipment and technical needs.

Power

Leverage and repurpose your videos for increasing visibility.



vip@loubortone.com
www.loubortone.com

© 2018 Lou Bortone | Video Marketing Success System

Creating Your Video Plan

- 1 | Video Purpose - What's the goal of your video or videos?
- 2 | Video Premise - What's the key message your want to convey?
- 3 | Video Production - What equipment or resources do you need?
- 4 | Video Platforms - What video style or platform best suits your goal?
- 5 | Video Promotion - How will you share and distribute your video?
- 6 | Video Power - How will you leverage and repurpose your video content?
- 7 | Video Profit - How can you monetize your videos?

How to work with Lou

A new video every month, plus video coaching & strategy!

**GET QUALITY, CUSTOM
VIDEO CONTENT, EVERY
MONTH, DONE FOR YOU!**

Creating consistent video content shouldn't feel like a full time job! Let us produce your monthly, customized video content that will convert your viewers into buyers!

**DONE FOR YOU
VIDEO
SILVER**

**DONE FOR YOU
VIDEO
GOLD**

**DONE FOR YOU
VIDEO
PLATINUM**

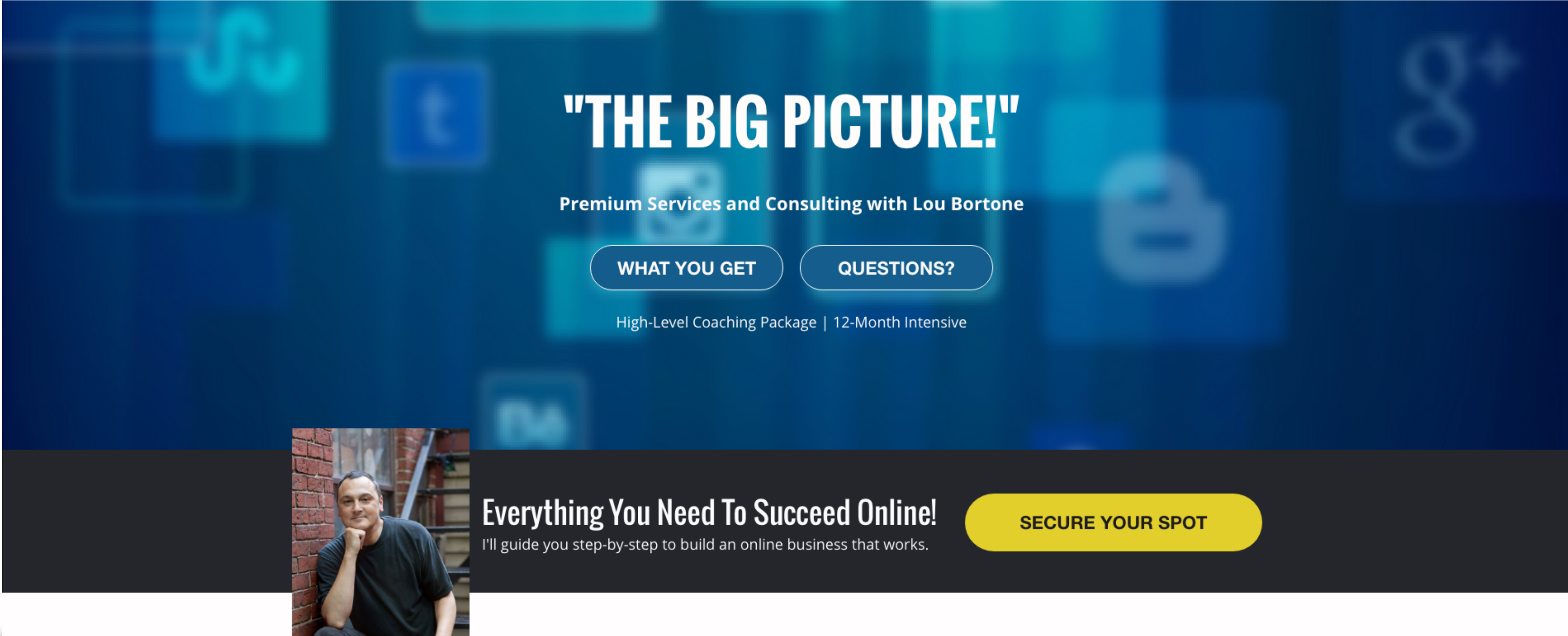
**DONE FOR YOU
VIDEO
BRONZE**

NEW! Video of the Month Club!

<http://www.loubortone.com/club>

How to work with Lou

VIP Marketing Consulting and DFY Creative Services.




"THE BIG PICTURE!"

Premium Services and Consulting with Lou Bortone

[WHAT YOU GET](#) [QUESTIONS?](#)

High-Level Coaching Package | 12-Month Intensive



Everything You Need To Succeed Online!
I'll guide you step-by-step to build an online business that works.

[SECURE YOUR SPOT](#)

Ongoing coaching, plus a full suite of custom “done for you” online marketing and video services!

<http://www.loubortone.com/bigpicture>

OUR CLIENTS

We've worked with some pretty cool peeps!



Michael Port



Mari Smith



Ali Brown



Andrea J. Lee



Dr. KellyAnn



Nick Unsworth



Sue B. Zimmerman



James Roche

<http://www.loubortone.com/bigpicture>

YOUR INVESTMENT

Choose the payment plan that works best for you.

MONTHLY

**\$999 /
Month**

- \$999/month - 12 months
- Ongoing Coaching 2X/mo
- Done For You Services
- Annual Marketing Plan
- Over \$30,000 in services!

SECURE YOUR SPOT

QUARTERLY

**\$2,997 /
Quarter**

- \$2997/per quarter
- Ongoing Coaching 2X/mo
- Done For You Services
- Annual Marketing Plan
- Over \$30,000 in services!

SECURE YOUR SPOT

ANNUAL

**\$9,997
(2 Months Free)**

- \$9997 annual - Save \$2K
- Ongoing Coaching 2X/mo
- Done For You Services
- Annual Marketing Plan
- Over \$30,000 in services!

SECURE YOUR SPOT



[Click Here for Payment Options](#)

<http://www.loubortone.com/bigpicture>

INTRODUCING... THE BIG PICTURE

THE BIG PICTURE

12-Month Intensive Coaching PLUS Done For You Services



Produce Your 5 Must Have Videos

We'll edit and/or update your 5 most important videos: Home page, About/Sizzle, Sales page, YouTube tips series, and video email templates.



Create Quarterly Visual Marketing Plans

Not just a 90-Day Marketing Plan each quarter, but a complete online visual strategy that presents you in the most powerful and profitable way possible!



Provide Ongoing Coaching & Accountability

We'll meet online (Zoom meeting) twice per month to provide coaching, support, continuity and momentum!



Develop & Produce Your Video Course

Together we'll create your ideal "signature" video product or course so you can generate passive income.



Create Your Signature Webinar

We'll also design and produce your sales webinar, so you'll be able to promote and sell your products and services on your own or with JV partners.



Create Your Opt-In, Sales & Lead Pages

From opt-in pages to webinar registration pages to video sales pages, we'll create all your Lead Pages!



Develop & Implement Your Social Media Plan

Discover how to do social media strategically, as we automate and simplify the process of keeping you visible online, 24/7.



Set Up & Optimize Your YouTube/Video Plan

We'll even update and optimize your YouTube Channel as part of our bigger video marketing strategy.

<http://www.loubortone.com/bigpicture>

All today's slides and graphics are here!

things in place to succeed online. web pages, videos, webinars and, of course, products to sell! But you'll save months of time (and thousands of dollars) if you simply have an industry insider do all that stuff for you! (But with your approvals and input!)

What Do You "Do For Me?"

If you've ever wondered how you can possibly get all the moving parts in place, or if you've ever asked "can you just do it for me?" then you're in luck. I'll do all the back-end, "pain in the ass" stuff that you can't or don't want to. Lead Pages, webinars, product creation - We'll get it done so you can focus on what you do best!

How Many Other Clients Will You Have?

As you can imagine, since I really become a true partner in your business, I can only take on a small handful of "Big Picture" clients. The personal attention and support you'll get is part of what makes this so exclusive and limited to just a few clients.

Yes, I'm a video guy, but I'm really an online marketing expert. I've done this successfully for years, and I can help you avoid the common mistakes and pitfalls that plague most businesses. In the long run, you'll save thousands of dollars and hundreds of hours!

Why The Shift From Your "Lou On Demand" Model?

"Lou On Demand" coaching may still work for some clients, but most clients need the accountability (and momentum) that comes from meeting twice a month and having me work closely with you on the crucial implementation of projects. It's how shit gets done!

What Am I Actually Getting Again?

In addition to 2 private coaching sessions every month, you're really getting a complete "business in a box!" Based on your specific needs, we'll create your videos, your signature product, your webinar to sell or upsell your product, and all the necessary web pages that are needed along the way! It's all done for you!

Don't miss this unique opportunity to get my personal guidance and extensive experience with all aspects of dramatically growing your business and your profits!

This is the one and only intensive coaching and "done for you" package that takes care of ALL of your online marketing needs...
Not just strategy and coaching, but actual implementation of videos, social media, web pages, webinars and product creation!
Get access to over \$30,000 worth of coaching and services at a fraction of the cost if purchased separately.

I'M ALL IN!

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Secret Slide Stash Here!

<http://www.loubortone.com/bigpicture>



