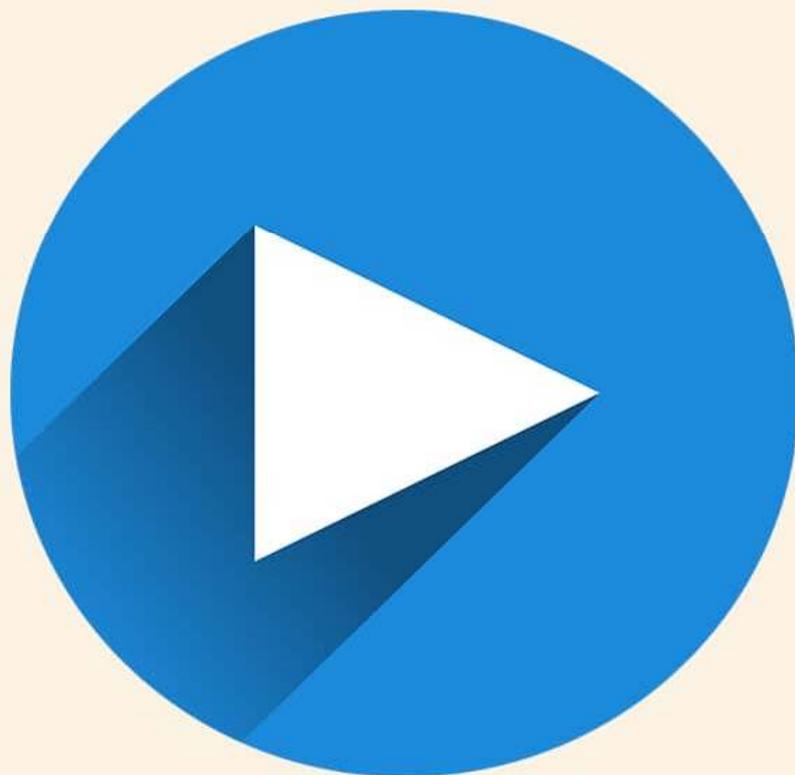


MARKET YOUR BUSINESS WITH VIDEO



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HOW & WHY TO USE VIDEO CONTENT TO BOOST YOUR SALES

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Introduction: Why Video Over Other Types of Content?

You have heard it all before. It seems every year or so, someone tells you that "fill in the blank" marketing is the future of business success on the web. Marketing tactics come and go, and so do their efficiency levels. One approach to building your business that doesn't appear to be trending down anytime soon is video. Take a look at the following staggering video marketing statistics.

- In just the past 30 days, more video content has been uploaded to the Internet than television has seen in the past 30 years.
- 80% of consumers feel a demonstration or how-to video is helpful when they are looking to make a purchase.
- 43% of those polled said they are anxious to see more video content from marketers in the future.
- By the year 2019, video will account for at least 80% of worldwide Internet traffic, and 85% in the United States.
- YouTube has more than 1 billion users, nearly 1/3 of all human beings on the Internet.
- 100 million hours of Facebook video is viewed every single day.
- Snapchat users watch 10 billion videos a day.



- Over 500 million hours of video is viewed every day on YouTube.
- 1.2 hours of video is uploaded to YouTube every single second, 72 hours every minute.
- It is estimated that in the year 2017, video will make up at least 74% of all web traffic.
- Video in your email can lead to a 300% increase in click through rates.
- 92% of mobile video viewers share videos with others.
- According to Forrester Research, content is an incredible 50 times more likely to make it to the first page of Google search results if there is video included.

(The above statistics come from the Content Marketing Institute, Cisco, Buffer, Google, HubSpot, DMB Adobe, YouTube, EyeView, Insivia and other sources for video marketing research and statistics.)

There is no doubt video marketing is not just a wave of the future for business owners, but it is effective here and now. As opposed to just text and/or images, video "speaks" to your audience in a very powerful way. People can see who you are, what you have to say, how your product works, and they are engaged better for video than through a simple blog post or picture.

Static imagery is not how human beings perceive the world most of the time. As you are walking through your life, your first survival mechanism is to visually and audibly take in your surroundings. The "real world" moves and makes sounds. It is not static and stagnant, like the text on a blog post. That is not to say that text-based marketing methods are not successful.

It simply displays exactly how powerful video can be as a marketing tool for your business.

Here are a few more reasons why focusing on video over other types of marketing methods makes a lot of sense as your primary business building activity.

People Trust Marketing Videos

The old saying that "seeing is believing" applies to video marketing. When people see something taking place in a video, it is more believable. If they make a search for a particular topic, they may receive hundreds of thousands or even millions of search results.

What catches their eye immediately in those search results?

When they see a video icon, the eyes light immediately on that search result. With so many text-based results, it is difficult to know which one to trust. However, anyone can tell a good video from a bad one, good audio from poor, and a quality video marketing message. People also understand anyone can write a blog post, but marketers that take time to use video to get their message across are instantly seen as capable and believable because of the extra work video creation takes.

Your Video Content Is Immensely Shareable

Since the first cave-dwelling businessperson was trying to sell goods and services, word-of-mouth advertising has been crucial to success. Even the businesses with the largest marketing budgets can become obsolete if negative information and experiences are shared by their prospects. The above mobile share statistic regarding video shows how powerful word-of-mouth advertising is with this marketing medium.

To repeat, **92% of mobile video viewers share videos with others.** Think about the last time you shared a video. Then think about the last time you shared a blog post or article. An engaging, quality video is infinitely more shareable than an engaging, quality text-based marketing medium.



Video Is Memorable

A quality video with good content and audio and possibly even music can move your audience like no static image or text-based message. There is a scientific reason for this. **Your brain can process video an incredible 60,000 times faster than text.** This is why the most popular and most shared videos (under 60 seconds in length) will always outperform any message that uses just text.

No doubt this is because 2 out of 3 people are visual learners (Social Science Research Network). Add the statistic mentioned earlier that it is 50 times easier to rank on the first page of Google with a piece of content that includes video, and you really don't need any more argument for developing a video marketing focus for your business.

Huge, Important Note: YouTube claims an incredible 78.8% of all multimedia website traffic. If you combine how many people watch videos on Netflix, Hulu, Vimeo, Bing videos, Daily Motion, Apple iPods and iTunes and all other multimedia sites which host video sharing, you don't even have 1/3 of the video traffic YouTube enjoys. Since Google owns more than 75% of all Internet search traffic and Google owns YouTube, you definitely need to beef up your video marketing efforts.

This doesn't mean you can't grow a great business and make a lot of money going elsewhere with your videos.

It just means that if you want the biggest bang for your buck, the greatest return for your hard work and the ability to reach the most people, your videos need to be on YouTube. Because of this, a lot of the focus of this video marketing report will be on how to keep YouTube and Google happy, so they send you lots of free traffic. Don't worry, the tips listed here will work no matter where you post your videos, just be sure to have a presence on YouTube.



Tools You'll Need for Video Marketing

Here is where a lot of marketers get caught up in the process. They worry that since they don't have thousands of dollars of video recording and editing equipment, they should not get started. This is a mistake. The cameras on many smart phones these days are more than acceptable for recording video. You will of course want to upgrade your video marketing tools eventually so you can release the highest quality content. For the time being, just get started.

Listed below you will find free and paid tools which have been successfully used for video marketing. Before you spend a bunch of money building a video creation studio, understand that content is everything. The most professional looking video, with great audio and lighting, engaging music and paid talent, will probably not do much for your business if your content is poor.

The Camera

Here is the starting point for any attempt at creating video. Remember, a lot of mega-successful video marketing campaigns were the product of nothing more than an iPhone or Android phone camera and good content. That having been said, you will probably want to eventually purchase a quality DSLR camera, so let's take a look at some shooters that come highly rated by their users.



DSLRs

Digital Single Lens Reflex (DSLR) cameras are not as cost-prohibitive to the low-budget marketer as they used to be. Still, you're going to have to spend some money on a good DSLR shooter. Forget all the technical jargon on for a minute and just understand this... DSLR still images and videos are head and shoulders in quality above many other cheaper options. They are now versatile and affordable, and you simply have to purchase the correct lens kit to get the effects you are looking for.

- **High End DSLRs**

- Canon EOS 5D Mark III Digital SLR Camera with EF 24-105mm L IS & 70-200mm f/2.8L USM Lens – \$4,200
- Nikon D610 24.3 MP CMOS FX-Format Digital SLR Camera Bundle with 24-85mm and 70-300mm Nikkor VR AF-S Lenses – \$2,500
- Sony A77II Digital SLR Camera with 16-50mm F2.8 Lens – \$1,800

- **Middle-Of-The-Road DSLRs**

- Canon EOS 77D EF-S 18-55 IS STM Kit – \$999
- Nikon D3400 Digital SLR Camera & 18-55mm VR & 70-300mm DX AF-P Lenses – \$670
- Pentax K-50 16MP Digital SLR Camera Kit with DA L 18-55mm WR f3.5-5.6 and 50-200mm WR Lenses – \$540

- **Budget Price, Good Performance DSLRs**

- Canon EOS Rebel SL1 Digital SLR with 18-55mm STM Lens – \$350
- Nikon D3300 24.2 MP CMOS Digital SLR with AF-S DX NIKKOR 18-55mm f/3.5-5.6G VR II Zoom Lens – \$350
- Canon EOS Rebel T1i 15.1 MP CMOS Digital SLR Camera with 3-Inch LCD and EF-S 18-55mm f/3.5-5.6 IS Lens – \$250

- **Top Rated Entry-Level Digital Cameras Under \$200**

- Samsung WB350F 16.3MP 21X Optical Zoom
- Fujifilm Instax Mini 90 Neo Classic Instant
- Nikon Coolpix S7000 16 MP 20x Optical Zoom
- Sony Cyber-Shot DSC-WX220
- Sony DSCW800/B
- Canon PowerShot ELPH 190 IS
- Samsung WB350F

Lighting

If you start out using a low-end camera or your smart phone camera, experiment with the lighting. Much of the time you can use any natural or available lighting to your advantage. Since digital cameras, DSLRs and smart phone cameras provide instant feedback, you can quickly see what available lighting, angles and focus create the best videos. If you want to build a studio where you can consistently benefit from perfect lighting, the following tips will help.

Remember the 3 Point Lighting Technique

The traditional 3-point lighting technique has been used for so long because it produces great results. The key is to get even lighting on your subject, and to remove deep shadows. This means a key light, fill light and backlight.



- **Key Light**

"Key" to good video, this is the main source of illumination. You will find the best results if you position your key light at a 45° angle from your camera.

- **Fill Light**

This fills in shadows created by the key light, and should be at a 45° angle from your camera, on the opposite side of your key light. The light should be a lower intensity than your key light. This lower intensity light than the key light still leaves shadows, but they are natural and normal looking rather than deep and intense.

- **Backlight**

The backlight makes your subject "pop" from the background. The backlight, so named because it comes from the back of your subject area, adds a more realistic, 3 dimensional look. This light should be set off at an angle behind the subject, above the subject and out of the frame. The light is aimed on the subject, and not the camera. This should almost always be a lower intensity than your key light and fill light.

Microphones

Your audience needs to hear you, or your on-camera talent. The following microphones come highly rated by video marketers, webinar hosts and both audio and video podcasters.

- **Lavalier Mics**

These are tiny mics that clip onto your shirt collar. They come as either wireless or wired, and can connect to your smart phone or the most expensive DSLR camera.

- Road SmartLav+
- BOYA BY-M1 Lavalier Microphone
- MAONO Lavalier Microphone
- Sony ECMCS3 Clip style Omnidirectional Stereo Microphone

- **Shotgun Mics**

Shotgun microphones are directional. They can be aimed in a specific direction where they pick up only sound from that area. They're sometimes held at the end of a boom pole just out of camera frame and directed at your subject. The following shotgun microphones do not require a boom pole, and attach directly to many smart phones and DSLR or digital cameras.

- Comic CVM-VS08 Condenser Mini-Shotgun (smart phones)
- Neewer 14.17inch/36cm Uni-Directional Shotgun Mono Microphone (camcorders and DSLR cameras)
- TAKSTAR SGC-598 Interview Microphone (Nikon/Canon camcorders and DSLRs)
- Rode NTG2 Condenser Shotgun Mic (camcorders and DSLR cameras)
- LyxPro CMG-50 (camcorders and DSLRs)
- EACHSHOT CoMica Electrit Super-Cardioid Directional Condenser Shotgun Video Microphone (camcorders and DSLRs)
- Neewer PRO Condenser Microphone (camcorders and DSLRs)
- Shure VP83F LensHopper Camera-Mounted Condenser Microphone (camcorders and DSLRs)

- **Boom Poles**

- Pyle PMKSB06 Shotgun Microphone Fishing Boom Pole, Telescoping/Extending Mic Arm Mount
- LyxPro MPL-20 Professional Boom Pole
- Rode Micro Boom Pole Telescopic Microphone Extension



Additionally, you may need to purchase microphone stands, camera stands and lighting stands. On the beginner's budget you can simply get creative with desks, chairs and physical objects in your recording area.

- **Freestanding Microphones**

These microphones are exactly what their name implies. You can place them on a mic stand or a desk or hold them in your hand and they come in two types, dynamic and condenser. Dynamic mics do not pick up surrounding sound, but they need to be located right next to the mouth of the speaker. They don't require external power. Condenser microphones do require external power, and since they are much more sensitive, they will pick up surroundings sound as well.

- **Entry-Level**

- ATR2100 (condenser)
- Samson Q2U (dynamic)

- **Middle-Of-The-Road**

- Rode Procaster / Podcaster (dynamic)
- MXL990 (condenser)
- Shure SM58 (dynamic)
- Blue Yeti (condenser)

- **High End**

- Heil PR40 (dynamic)
- Shure SM7b (dynamic)

Editing Software

Good video editing software can make a poor to average video look outstanding. It also allows you to edit out any problems with your audio. The following video editing software packages are free and paid, and are used by successful video marketers both big and small.

- **Free**

- LightWorks
- VideoPad Video Editor
- Shotcut
- VSDC Free Video Editor
- Windows Movie Maker (included with Windows 10 operating system)
- iMovie HD (included with Mac OS products)
- Blender (Windows, Linux and Mac compatible)

- **Paid**

- Animoto
- Camtasia
- Pinnacle Studio 20 Ultimate
- Corel VideoStudio Pro (Ultimate) X10
- Adobe Premiere Elements
- Adobe Premiere Pro CC
- VEGS Movie Studio
- AVS Video Editor
- CyberLink PowerDirector 15 Ultra
- Apple Final Cut Pro (Apple operating system only)

The Screen Recording Approach

Did you know it is possible to make pretty good videos without having to purchase a camera, microphone, lighting and anything other than a computer? The following 3 methods allow you to become a video marketer without spending a lot of money on external video recording and editing equipment.

- **Turn Slide-shows Into a Video**

PowerPoint, ProShow Gold, PhotoStage and KeyNote for Mac make creating slide-show presentations of still images simple. You can use the built-in microphone on your computer to record audio.

- **Capture Screenshots**

Jing, Free Screen Video Recorder, Screenflow and Screencast-O-Matic allow you to record what you are doing on your computer monitor. This screen capture video recording method works great for explaining a process or showing how to do something.

The Zero Tools Approach

Hire a video photographer or studio. If you don't want to learn how to use cameras, lighting, microphones and other video marketing tools, you can always hire a local pro to handle your video creation tasks.



Types of Video You Can Create for Your Business

The following are just a few types of videos you can create to grow your business.

- **Testimonials** – Record a customer saying something good about your company, product or service. You could also record yourself reading testimonials you have received online or via email.
- **How-to videos, tutorials** – Consumers say how-to videos which explain a process or product visually help them make purchasing decisions.
- **"Meet Us" videos** – Why not record several videos introducing the different people on your team? People buy from people, not websites.
- **"About Us" videos** – This is sort of like the previous video, but you don't have to record yourself or your team visually. You could pay a professional voice-over talent to talk about your company and combine it with simple screenshot capture.
- **Video buyer's guides, reviews** – This type of video tells buyers how to shop for a particular product or service, or gives in-depth reviews about products you sell, or those you receive an affiliate commission for when someone buys through your link.



- **Unboxing videos** – These work great for affiliate marketers. You purchase a product and then record yourself using that product, including every step through the process including opening the box.
- **Video blog posts** – Video blogs, or vlogs, attach a face and a personality to your text-based content. If you have a lot of current blog posts, you immediately have scripts for videos.
- **Sales videos** – Sales videos work so much better than text-only sales letters most of the time, because they include the power of video and copywriting.

Using Live Video

Using your computer's camcorder and built-in microphone, you can become a video marketer in just a few minutes. The following applications and social media platforms allow you to record a live video presentation, and they are absolutely free to use.

- Facebook Live
- SnapChat Live Stories
- Google Hangouts on Air
- Skype
- YouTube Live
- Blab
- LiveStream
- StreamUp
- YouNow

Once your live video presentation is over, you have a recorded product you can use over and over.

Optimizing & Getting Traffic to Videos

Okay, you have made what you believe to be the most helpful, informative, value packed video ever created on a particular topic. You can't wait to sit back and reap the rewards of all your hard work, watching your brand and wallet grow impressively overnight. Think about this though ...

What if no one watches it?

You need traffic to your videos. The easiest way to get traffic to your videos is to keep the search engines happy. This means speaking to them in a language they understand. Every search engine, Google, YouTube, Bing and others, is nothing more than a bunch of software code. When you know how that software expects you to talk to it, you get higher rankings in web search listings than videos who speak a foreign language to search engines.

Use the following tips for getting relevant traffic to your videos. In most cases, especially with the powerful SEO tips you are about to see, the tools, tactics and software are free to use. I have included a couple of tips for a traffic sources as well.

Write Great Content First

You can use all of the SEO tips I'm about to show you and never see the response you are looking for if your content is not great. Focus on great audio, great video and giving out amazing value and free information in your videos first. Then use the following tips to get found. This combination will get your traffic shared, and your SEO efforts will keep a steady supply of traffic coming.

SEO

Search engine optimization (SEO) may simultaneously be the most important and the most ignored aspect of video marketing. Do you recall those stats from the introduction? A lot of people are realizing the importance of video marketing these days. That means you will have a lot of competition out there.

The easiest way to instantly and dramatically insert yourself higher than your competition in search engine rankings is to do a good job optimizing your video for search engines like Google and Bing. Here are a few tools that help you do exactly that.

- **YTCockpit** – Brian Dean, founder of BackLinko and a noted expert on SEO and link building, highly recommends this tool. He says it, "Shows you more keyword ideas (and keyword data) than any other video keyword research tool on the market".
- **Key Tools Limited keyword tool for YouTube** – It is no late breaking news flash that Google is the largest search engine in the world. Google bought YouTube. YouTube is the largest video search engine in the world. That is why YouTube videos ranks so high on Google. When you use the Key Tools Limited keyword tool for YouTube, you get as many as 750 keyword suggestions absolutely free. The software uses the YouTube auto-complete feature to show you relevant and frequently searched for long-tail keywords about your niche or market.
- **Video SEO for WordPress plug-in by Yoast** – This WP plug-in works behind the scenes to get your videos indexed and ranked by Google.
- **Google AdWords Keyword Tool** – You need to have a Google AdWords account to access this keyword tool. Since Google is the most popular and powerful search engine on the planet, it makes sense to use their keyword tool as a video marketing SEO best practice.
- **Video Sharing Sites Auto-Complete Feature** – Vimeo, Facebook Video, YouTube, DailyMotion and the other video sharing sites are search engines. Type relevant keywords you want to rank for into the search boxes on those sites, and stop before hitting enter. The auto-complete feature in the search engines will show you keywords and searches people often look for in your market.

Driving Traffic with Blog Posts, Social Media

You should use your videos to drive traffic to your website, and blog posts to drive traffic from your website to your videos. The same is true with all of your social media accounts, like Facebook, Twitter and Instagram.

Getting the Most Out Of Your YouTube Character Limits

After you use keyword tools and your own market expertise to see just what short and long-tail keyword phrases you should be targeting, you need to maximize your character limit capabilities. These are the limits allowed by YouTube, the most popular video sharing site in the world. When you use as many characters as YouTube allows, and your competitors do not, you create a simple advantage that speaks the language the YouTube search engine algorithm wants to hear.

- YouTube video title – up to 100 characters long
- YouTube video tags – up to 120 characters long
- YouTube video description – up to 5,000 characters long

This is incredibly powerful information. If you figure the average word is 6 characters long, that means a whopping 833 words in your video description! Now look at the videos that are listed for the YouTube search phrases you want to rank highly for. You will find in most instances that those videos use nowhere near even 100 or 200 words and their descriptions. This means that simply by maxing out your character limit, you do a better job of speaking to YouTube's algorithm, and therefore have a chance to rank for your desired search terms than your competition.



Improving Rankings with YouTube Live Events

YouTube is the 800-pound gorilla in the room where video sharing sites are concerned. Since it is owned by Google, even if another video hosting site eventually gets more traffic than YouTube, YouTube videos will show high in web search rankings as long as Google is the King of the search engine crop.

That means focusing on YouTube Live Events over Facebook Live makes a lot of sense for one very important reason. YouTube live events have a ranking advantage far in excess of Facebook live videos in Google. After you use the video keyword tools mentioned earlier, advertise a YouTube live event on Facebook and your social media channels using those relevant keywords and phrases, and then enjoy a search engine boost from Google for those terms.

Paid Traffic Sources

The following are the top paid traffic sources as far as reliability and effectiveness. Be forewarned that you can spend (waste) a lot of money paying for traffic if you don't know what you're doing. Proceed cautiously.

- Google AdWords
- YouTube Ads
- Bing Ads
- Yahoo Gemini
- Yandex
- 7 Search
- Twitter Ads
- LinkedIn Ads



How to Make More Sales Using Video

The following are just a few of the literally limitless ways you can create sales, income and profits using your videos. Don't stop with just the methods below. Think creatively, and you can combine the compelling and engaging power of video with proven copywriting and psychological techniques that turn your videos into passive income cash machines.

- **Add a call to action** – You should have a call to action in every video you make, and every piece of content you create. You don't want to always ask for a sale, but you do need to suggest a sale with at least a portion of the videos you create.
- **Give away high quality, free content** – If all you did was publish video after video to YouTube, and every one of them was content-rich and answered important questions that your audience has, you might never need to ask for a sale in your videos. This gets people to know, like and trust you, which can lead to sales. Just direct those video viewers back to your website, landing page or sales page.
- **Use videos as bonuses to add value** – This works really well if you sell information products. Including an in-depth series of how-to videos that complements a product or service you sell is a great way to incentivize a purchase.
- **Record customer testimonials** – Social proof is essential for sales. All the advertising in the world cannot create the believability of a few customer testimonials, videos you record where a customer tells about his or her happy experience with your products or services.
- **Make product videos** – These are short and to the point videos that physically show the top benefits of the products you sell. These could be how-tos, walk-throughs or explainer videos.