The Beginner’s Guide to Video Marketing

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Chapter 1: An Intro to Video Marketing

It’s no secret that video content is really popular online right now. Just look at your Facebook feed, and you’ll see it filling up with videos.

Or take a look at YouTube, where an hour of video is uploaded to the site every second of the day.

Of course a lot of these videos are about funny cats and all those other topics we love to pass around to our friends. But take a closer look, and you’ll find that many of the videos you enjoy -- including those funny animal videos -- are actually promotional videos.

See those links at the end? Yep, that’s because the video wasn’t created solely for your entertainment. It was created because the video marketer wanted you to take some specific action when you finished watching the video.

Here’s the good news...

Video marketing is no longer reserved for those with five-figure production budgets or their own in-home video studios. Chances are, you have almost everything you need to start putting video marketing to work for you.

And that’s exactly what you’ll find out how to do in crash course in video marketing. Over the next several lessons you’ll discover:

• How to choose a product to promote.
• The best format to use to engage viewers.
• How to craft a compelling call to action that gets you plenty of clicks.
• How to distribute your video to rack up a ton of views.

And much more. By the time you’ve consumed all these lessons, you’ll be ready to roll out your own promotional video!

Now, there are plenty of ways you can use video marketing to grow your business. Examples include:

• Growing your list. You can offer a free “how to” video that is useful yet incomplete. Then you’d present a link at the end of the video to your lead page, where viewers can get more information by joining your mailing list.

• Driving traffic to your site. The idea here is to create a viral video, such as something entertaining, humorous, inspirational or even controversial to drive traffic back to your site, to your Facebook Fan Page or anywhere else.

• Building your brand. A series of highly useful informational videos work well to build your brand, or you can build brand recognition with a well-done viral video that gets hundreds of thousands or even millions of views.

• Selling products or services. You can sell your own products and services as well as affiliate products or services.

The key to good video marketing is to know your goal before you start creating a video. For the purposes of this course, we’re going to focus on how to create videos that presell products and services.
Naturally, the next step is for you to choose what you’re going to promote in the video. There is a key to this step that will make or break your video.

What is that key?

Find out in the next chapter...
Chapter 2: Here’s the key to picking a product for your promo video…

There are different ways you can use video marketing to grow your business. While much of this course will give you strategies that work no matter what kind of video you’re creating, we’re going to focus on video marketing that promotes products.

And that means our next step is to pick a product to promote…

Maybe you have your own products, in which case you’re good to go.

However, for this lesson I’m going to assume that you don’t yet have a product to promote. You have a niche, but you’re not sure which affiliate product would be a good subject for your video.

So here’s the key to picking a good product to promote: you need to choose something that your market is ALREADY buying.

To figure this out, just visit online marketplaces such as ClickBank.com, Amazon.com and JVZoo.com to uncover the bestselling products in your niche.

*(If you need a “product” to promote, the easiest one is to start with for-you” business, then check out [www.cbpactiveincome.com](http://www.cbpactiveincome.com)).*

For example, if you go to any of those sites and enter a general keyword such as “weight loss,” you’ll likely find that there are several products created for:

- People who want great abs.
• People who want to lose weight using a low-carb diet.

Not only are there info products on these topics, but you’ll also find physical products to promote such as exercise equipment and diet supplements.

Point is, the easiest way to sell a product is by choosing something that your market is already buying.

Of course you shouldn’t just nab the first popular product you see and start promoting it. You still need to do your due diligence. This means you should read, watch or otherwise use the product. If this is a product you’d be proud to recommend to your mom or your best friend, then it’s a good choice for promoting to your prospects too.

Secondly, you’ll want to run through the sales process to be sure there aren’t any commission leaks. Check for the following:

• See if there is a well-written, persuasive sales page.
• Be sure you get credit for all payment options on the page.
• Check that you get credit for the sale if the customer chooses upsell options.
• Look for commission leaks, such as unnecessary links on a sales page (such as links to other offers for which you won’t get credit).

You’ll also want to make a stop at Google.com and run the product name and the product creator’s name through a search.

What you’re looking for is any evidence of problems, such as a vendor with poor customer service, one who doesn’t pay affiliate commissions,
or one who doesn’t honor refunds. Steer clear of any vendor with a history of these sorts of complaints.

Once you’ve completed the steps mentioned above, then you should have a product in your hands that possesses these characteristics:

- High quality product that solves a problem.
- In-demand product that your market is willing and eager to buy.
- High-converting sales page.

Go ahead and complete these steps as soon as possible so that you have a product to promote before heading to Chapter 3...
Chapter 3: What’s the best format for your promo video

Now in this chapter, you’ll learn about the different video formats you can use to create your video.

Basically, there are three main types of videos for you to consider. This isn’t an exhaustive list of video formats, but these three tend to work well for promo videos. Take a look:

1. Talking head video.
2. Slide-show presentation.
3. Demo video.

Let’s look at each of these separately...

**Talking-Head Video**

As the name implies, this is where you sit in front of the camera and talk. Generally, you just need a nice backdrop and decent lighting for this video. This format works well for many different types of videos, including product reviews, “how to” videos, tips videos and so on.

*TIP: Here’s a good example of a talking head video: TED talks. These videos generally just show the person talking on a stage without any other visual aids or props. Of course you don’t have to film yourself on a stage – just sitting in your office will do – but nonetheless, these are good videos to watch in order to learn about how to engage people on an emotional level.*

Next up...
Slide Show Video

These videos are basically Power Point style presentations. The various slides may show graphics as well as the most important text.

Take note: sometimes you see these slide-show videos with music, which requires the viewer to get the information by reading all the slides.

Don’t do that.

Instead, narrate the video. This keeps the viewer engaged and interested in your video, and then your text slides only need to highlight a few of the key points.

Next...

Demo Video

This is where you narrate the video, but you don’t show yourself nor do you show slides. Instead, you show the product. For example:

- Screen-share video. This works well when you’re reviewing digital products such as ebooks and software. For example, you can take viewers through a tour of the software by showing them the dashboard, its features, and how it works.

- Product-demo video. If you have a physical product, you can show how to use this physical product. An example is
showing how a blender works or showing the various features on a laptop.

• Strategy-demo video. If you’re selling an info product (like an ebook), you can demonstrate tips, tricks and strategies from the book. For example, if it’s a weight loss book, you can give a demonstration of one of the exercises.

And now for the question of the day...

**Which format should you choose?**

The answer to this depends on what you’re selling. In most cases, combining formats and including a demo component is your best option. In other words, you can do a slide-share and demo video, or you can do a talking-head and demo video.

In other words, pick the option that works best for your needs (either slide share or talking head), and then plan how to work a demo component into your video.
Chapter 4: What’s your video about

You’ve got a product to promote, and you’ve got a format in mind. Now you need to decide what your video is going to be about, and how you’ll present this content.

There are two approaches to take:

• Direct promotion approach. This is a sales video. You might demo the product, you might review it, or you might just directly promote it by sharing all the benefits of the product. (E.G., create a mini sales letter.) You can even share case studies or testimonials in the video.

• Soft sell approach. This is where you share information, such as tips or even a step-by-step guide, and then recommend the product to viewers. The idea is that your video is useful yet incomplete. It solves part of the viewer’s problem, but they need to purchase the recommended product in order to get the rest of the solution.

For example, if you had a video teaching people how to set up a mailing list, you might recommend an email service provider such as Aweber.com and provide your affiliate link.

Another example: perhaps you share seven dieting tips in your video, and then at the end of the video you recommend your viewers buy a particular book to get a complete diet plan.

Which one should you use?
The answer is both. You should incorporate both soft-sell and directly promotional videos into your video marketing. At times, you may even create a series of three to five videos that incorporate both approaches.

Let me give you a specific example. Let’s continue with the example where you’re selling a diet book. You might create three videos that look like this:

- A video sharing three to ten dieting tips with a pitch for the book at the end.
- A case study showing the weight-loss results someone achieved using the diet. This case study should include before and after photos, measurements and weight.
- A demo video where you show some part of the diet strategy. For example, your video might demonstrate some of the exercises. Alternatively, you might show how easy it is to prepare the recipes in the diet book.

The point is, people don’t often buy a product the first time they hear about it. That’s why it’s a good idea to reach out to your prospects multiple times to show them why the product would be a good fit for their needs.

For now, let’s start with one video. Let me give you a few examples of how to promote different products using different video styles.

Example 1: You’re selling a blogging guide. Your screen-share video could give step by step instructions for setting up a blog with a pitch for the course at the end.
Example 2: You’re selling whey protein. Your slide-share video could cover three bodybuilding diet tips. One of these tips would be about getting the right amount of protein, which naturally leads to you recommending a protein supplement.

Example 3: You’re selling spark plugs for a 1960’s Corvette. You do a demo video showing viewers how to change a classic Corvette’s spark plugs, being sure to provide an affiliate link to the spark plugs (and tools!) you’re using in the video.

Example 4: You’re selling a meal-planning app. You take viewers on a tour of the app and give them tips on how to use it to lose weight. Naturally, the video would include a pitch for the app.

What you need to do now is pick the format that best matches the product you’re selling.
Chapter 5: How To Create A Video

Now it’s time to get down to the nitty gritty of creating your video.

In this lesson we’ll go over some of the technical details for your video. Then in the next lesson we’ll get into the secrets of creating a video that hooks your viewers and keeps them glued to the screen.

So let’s start with the technical aspects.

Here’s the good news...

You don’t need to be a technical whiz in order to create a good video – you just need a couple good tools. Let’s take a look at these tools, although keep in mind you may not need all of these items (depending on what type of video you’re creating)...

**Microphone**

Whether you’re doing a talking-head video or a slide-share style video, you’ll need a good microphone for the narration.

If you’re doing a talking-head video, a good option is a microphone attached to a headset, otherwise your narration may be muffled if you’re too far from the mic.

For slide-share narration, choose a good microphone that seeks to eliminate extraneous noise. The brand Audio Technica is a good choice for high-quality audio.
Digital Video Recorder

Chances are, you already have this piece of equipment. That’s because most digital cameras and even some smart phones and tablets provide high-quality video. It’s best if your equipment films in high-definition, but it’s not an absolute requirement. In other words, as long as it provides high-quality film, it doesn’t necessarily need to be high-definition.

Slide Presentation Software

If you’re doing a slide-presentation video, then you need software to create and present these slides. Check your computer’s hard drive, as you might already have PowerPoint or Keynote (for Apple) installed. If not, check out one of these alternatives:

- Powtoon.com
- Prezi.com

_TIP: Don’t see any options you like? For more options, search Google for “PowerPoint alternatives” or “presentation software.”_

Screen Recording Software

A good choice for recording your screen (such as when you’re doing a slide share presentation or a software demo) is Camtasia, which you can find at [https://www.techsmith.com/camtasia.html](https://www.techsmith.com/camtasia.html). Best of all, it has all the editing tools included, so you don’t need a separate video editor.
Video Editing Software

As mentioned above, Camtasia (https://www.techsmith.com/camtasia.html) provides video editing tools. You can even use these tools if you’re not doing screen recordings, as Camtasia lets you import videos from other sources and devices.


Lighting and Backdrop

If you’re doing a talking-head or demo video, then you need to present a professional background. This doesn’t mean you need to run out and buy $1000 worth of backdrops and studio lighting. Instead, just follow these tips:

- Provide bright, even lighting. Do some test runs with different lighting to be sure you or your subject matter don’t look washed out from too much light, too dark from inadequate lighting, or have shadows from improper lighting angles.

- Create a “clean,” professional environment. For example, if you’re doing a talking-head video, sitting in front of a tidy bookcase adds some visual appeal without being distracting.
So there you have it – that’s all you need in order to start creating high-quality videos. Now as to whether you’ll be able to engage your viewers?

That’s what you’ll find out how to do in the next chapter...
Chapter 6: The Secret of Creating Engaging Videos

Doesn’t it almost seem like people have developed a social media form of attention deficit disorder?

They check Facebook, they check their emails, they look for text messages, they browse videos on YouTube, they read a blog post. Their attention is constantly jumping from one thing to another, and trying to get them to sit still long enough to watch your video is like trying to herd a cat.

It’s difficult... but not impossible.

So what’s the key to creating an engaging video?

This: you need to edutain your viewers.

As you’ve probably already figured out, “edutain” combines “educate” with “entertain.” If you want to see edutaining content, consider these examples:

• Morning news programs (like The Today Show on NBC). These provide the top headlines and weather, along with entertaining features, guests and bantering between the hosts.

• “Wait, Wait Don’t Tell Me” on NPR. This is an audio program, but edutaining nonetheless. This program quizzes famous people on weekly news headlines, with plenty of humor mixed in.
So how do you create edutaining content for your video viewers? Follow these tips...

**Present In a Conversational Tone**

Don’t be a “Ben Stein” with a monotone delivery. Instead, aim for a light, conversational and friendly tone. A good way to approach it is to talk to your viewers like you’d talk to a good friend.

**Create Short Videos**

Aim for something under five minutes long. That’s because people have short attention spans, and they know it. In fact, if they see your video is longer than five minutes long, they probably won’t even bother starting it. But if they see it’s just three minutes long, they figure they can risk investing those few minutes.

*TIP: Once you’ve established a name for yourself in your niche, then you can create longer videos. Your strong brand and reputation will compel people to watch them even if they are on the long side. Naturally, you should test various video lengths to find out what your viewers prefer.*

Next up...

**Keep Things Moving**

Don’t get stuck talking about one idea or showing one slide or view for too long, otherwise you’re likely to bore viewers. Keep the video visually interesting. For example:
• Instead of showing static text slides, you might show animated text slides or even a “doodle-style” video. Mix in various graphics with the text to keep the presentation interesting.

• If you’re doing a talking-head video, break up the presentation by showing you at different angles and/or focusing on the product (if it’s a demo video) for a few frames. Be sure to also talk in an entertaining, energetic way.

Add Spit and Polish

Most people don’t even realize how much they say “uh” or space out when they’re doing a video. Do some practice runs first to get your presentation style down. Then run through the presentation multiple times while recording, so that you can edit out anything that’s unprofessional (like the dog barking in the background, someone sneezing, you saying “uh” too often, etc).

Connect Emotionally

Finally, one good way to get your viewer’s attention is to connect with him on an emotional level. And one really good way to do this is by telling a story.

For example, if you’re selling a blogging course, you can tell an inspirational true story about how someone used this course to make enough money that they were finally able to quit their job so they could watch their kids grow up. If the market is likely to have children, then you can bet that sort of story will really touch them emotionally and keep them engaged.
Chapter 7: How To Get Your Viewers Clicking On Your Links

In the last chapter, you received some great tips and tricks for creating an edutaining video that keeps viewers glued to your video.

Keeping your viewers engaged is important, which is why we devoted an entire lesson to it. This gets your viewers hanging on your every word, right through to the very end of your video. And that’s because the end of your video should include a strong call to action.

Think of it this way...

Your whole video exists as a way to get people to view (and follow) your call to action. So while engaging your viewers and teaching them something useful is a big part of a successful video, you also need to get them to click on your links.

Now, some video marketers get a little lazy here. They flash a link on the screen and expect their viewers will trip all over themselves to click on it.

Guess what?

Some will, but the majority won’t. You can increase the odds of someone clicking on those links by creating a call to action, which is where you specifically tell them to click on a link.

For example: “Click the link below this video to download this report now – you’ll be glad you did!”
Here are four tips for getting more clicks on your links...

**Give People a Reason to Click**

It’s not enough to simply tell people to click on a link. You’ll do much better if you give viewers a reason to click.

Example 1: “Click now so you can drop a dress size by next month!”

Example 2: “Click now before the price jump!”

**Use a Redirect Link**

If you’re promoting affiliate products and you’re sending viewers straight from the video to the sales page, don’t link to the page using your affiliate link. Instead, use a redirect link, such as one routed through your own domain name.

The reason for doing this is because if the affiliate link ever changes, you won’t get left with tons of videos floating around in cyberspace that have dead links that go to nowhere. This could happen if the vendor closes the affiliate program, changes the affiliate platform, retires the product, etc.

In other cases, you may simply decide that you don’t want to promote a particular product anymore. For example, maybe you decide that a new product is much better than the one you’ve been promoting, so you drop the old one in favor of the new one.

Same problem here: if you use direct affiliate links in a video, then you’re stuck promoting the old product.
But if you use redirect links, then you can change the destination URL at any time.

**TIP:** If you don’t have a website yet, then you can use a service like TinyUrl.com, but keep in mind that this service could disappear one day... which would leave you with dead links. So it’s best to redirect them through your own domain name as soon as possible.

Which brings us to the next point...

**Be Vague About Product Titles**

Obviously, if you’re doing a video about a specific product, such as when you do a product review or other direct promotion, you need to be specific about titles. However, if you’re doing an informational video, you can use product descriptions without titles, which allows you to easily change the redirect links at a later date.

For example, “Here’s a link to a good whey protein.”

**Make the Link Easily Accessible**

Finally, embed links into your videos whenever possible, such as when you’re uploading a YouTube video. (Use YouTube’s “annotations” feature to achieve this.)

In all other cases, put the link directly below the video and let viewers know where they can find it. For example, “Click the link below this video...”
Chapter 8: How To Get Targeted Viewers in Front of Your Videos

You can have the most awesome video in the world, but you won’t make a single dime if you can’t get targeted people watching it.

Notice the keyword “targeted.”

Forget about some of those offers you’ve seen where you can pay to get YouTube “views.”

Those are just bots, non-targeted people who are only watching your video because they’re getting paid, and other false views.

What you want is breathing humans who are part of your target market. You want people who have problems that your video can solve. And you want folks who’re willing to take out a credit card to solve these problems.

How do you get these folks in front of your videos? There are quite a few ways to do it, which is why we’re going to take this lesson and the next to cover some of the best ways to get viewers.

For this email, let’s start with the correct way to upload your video to YouTube.com.

Some video marketers simply upload the video, and then they promote it like crazy on other platforms.
However, there is plenty of internal traffic you can get from YouTube itself, if you follow these tips:

**Pick a Good Thumbnail Image**

Sometimes people who’re browsing videos on YouTube are going to make a decision about whether to watch your video just based on the thumbnail image. That’s why you want to make sure your first frame, middle frame or the last frame of your video are visually appealing.

**Craft a Good Title**

Your title can make or break your video. What you want to do is craft a title that not only presents a benefit, but it should also arouse curiosity whenever possible.

Need some real-life examples of good titles? Just check out [www.upworthy.com](http://www.upworthy.com), which is known for creating “click bait” titles for videos. Here are a few examples of benefit-driven, curiosity-arousing titles:

- Shocking New Study Reveals The BEST Time to Drink Coffee
- Five Things Parents Must Know About the Insidious Mutant Head Lice
- What Every Dieter Ought to Know About Fat Loss

**Choose Your Keywords Carefully**

It’s a good idea to grab a keyword tool (like WordTracker.com or MarketSamurai.com) to find out what people are searching for in your
niche, and then include these keywords in your video title, video
description and tags. Not only will this help people find your video
when they’re on YouTube, it will also help them find your video when
they’re searching Google and other search engines.

*TIP: Check what similar popular videos in your niche are using for
keywords, and then try to use the same keywords (in addition to
the keywords your research uncovers).*

So that’s how you get traffic internally on YouTube, as well as picking
up some traffic from the search engines. However, this is just the tip of
the viewer iceberg – keep an eye out on your inbox, because next time
you’ll get a crash course in traffic generation!

If you think your video has the potential to go viral, then don’t miss the
final chapter below...
Chapter 9: How The Top Video Marketers Get Lots of Traffic

Now this time you’re going to find out the top ways to drive still more targeted traffic to your video. Take a look...

Tell Your Network

When you launch a video, your first step is to reach out across all your platforms to inform your existing customers, prospects, subscribers, followers and visitors about your new video. This includes:

- Blogging about your new video.
- Telling your newsletter subscribers about it.
- Posting about it on social media (Facebook, Twitter, LinkedIn, Google+, etc).
- Sharing the link in any groups or forums you own.
- Sharing the link in your signature file when you comment on other peoples’ forums, blogs Facebook groups and other platforms.

In other words, start by sharing the link with all your own followers and visitors first.

Next...

Do Guest Blogging

Search for blogs in your niche that are related to the video you just released. What you’re looking for are blogs that accept guest authors. You can find these by running a search that includes your niche
keywords (such as “organic gardening” or “golf”) alongside words such as:

- Guest author
- Guest article
- Guest blog
- Guest blogging
- Guest blogging submission
- Guest article submission
- Article submission
- Submit an article
- Guest article submission guidelines
- Guest author submission guidelines
- Article submission guidelines

For example, you might go to Google and search for: “dog training guest article.” (Without the quotes.)

Follow these two tips:

- Read and follow all submission guidelines. Popular blogs get a lot of submissions, so the owners tend to trash any emails that don’t follow the submission guidelines.

- Submit an exclusive article. Blog owners prefer unique content, so give them a high-quality exclusive article that matches the general flavor of other articles already published on the site.

Now let’s take a look at another way to get targeted visitors in front of your video...
Ask JV Partners to Promote

If you have existing joint venture partners, then ask them to share your video on their blogs, social media platforms and with their newsletter subscribers. You can even propose a co-endorsement, where you share your partner’s video with your followers, and he or she returns the favor.

TIP: If you’re promoting your own product or service in the video, then give this video to your affiliates and joint venture partners to use in their marketing efforts. Just be sure the video only mentions your product name without mentioning the link. Your video should tell people to “look below” for the link. That way, your marketing partners can include their affiliate link below the video.

Finally...

Buy Advertising

Check the popular sites in your niche to see if they accept advertising on their site, newsletter or on their Facebook Page. If they do accept ads, start small to test the ad venue, and then invest more money into those venues where you get results.

Another good option is to test out Facebook advertising, which gives you the ability to laser-targeted your audience by a wide variety of demographics and behaviors. Again, start small and test as you go until you’ve discovered the best ad, graphics and audience for the highest conversions.

So that’s it for this time, and that concludes our crash course in video marketing. As you’ve discovered, the keys include:
• Picking in-demand products to promote.
• Creating an engaging video.
• Distributing the video widely to get as many targeted viewers as possible.

Now that you know the nuts and bolts of this strategy, the rest is up to you. Go ahead and start working on your video right away. Because the sooner you do, the sooner you’ll be able to use video marketing to drive traffic to your site, build your list, and/or get new customers!

To your success!

RESOURCE:

CB Passive Income: To help you start your ClickBank affiliate marketing business with a done-for-you system.