

# Video Marketing Secrets Exposed



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## INTRODUCTION: WHY IS VIDEO MARKETING SO IMPORTANT?

Welcome to Video Marketing Secrets Exposed. I would like to start off by discussing the importance of video marketing. It is becoming more and more important each and every day. If you are not using this as a way to promote your websites, you are really missing out!

Here are just a few of the many reasons why it is so important:

### **Video Marketing Secrets Exposed**

- **Over half of the traffic on the internet is now video**
- **Video marketing gives you access to tons of valuable backlinks**
- **A “viral” video can be unstoppable once in motion**
- **Many people are not doing it yet**
- **It is pretty easy to do**

To learn more about the advantages of video marketing, please refer to video #1.

## HOW VIDEO MARKETING WORKS

Before we go any further, I would like to talk about the basic principles of video marketing, and how it works. It can be summarized in three important steps:

### **1. You Create a Video:**

Before you can distribute a video, you need to have one. Don't worry, this really is not that hard to accomplish! This course will show you how to make one using software you already have. You certainly don't need a video camera or even a microphone.

### **2. You Submit Your Video to Multiple Video Websites:**

This course will show you the best places to be submitting your videos. It will also cover how to optimize your submissions, and automate this process if you wish.

### **3. You Receive Backlinks and Traffic, as Your Video is Distributed Around the Net:**

This last step is automatic. Once you have your videos distributed, just sit back and reap the benefits ;)

To learn more about how video marketing works, be sure to check out Video #2.

## COMPONENTS OF A GREAT VIDEO

Before you start cranking out videos, I would like to take a moment to discuss what goes into a great video. Our goal of course, is to make sure that people find our video to be “worth watching”. Our second goal, is to ensure that after they view the video, they will want to learn more, and will come visit your website (and hopefully buy something!)

### Components of a Great Video

- **Interesting and directed towards a target audience**
- **Informative and/or entertaining**
- **Leaves the viewer wanting more**
- **Leaves the viewer feeling a need to come visit your website**
- **Has good potential to be “viral”**
- **Appears professional**

In the video that accompanies this section, I also discuss that not all videos need to be “spectacular”. I spend time creating both videos that I want to go viral, as well as ones that I am doing purely for Search Engine Optimization (SEO).

Please view Video #3 to learn more about the components of a great video.

## CREATING YOUR VIDEOS (OVERVIEW)

This course will provide you with two different ways for you to create your own videos:

1. **Free Method:** This involves using two programs that you should already have on your computer, Windows Paint and Windows Movie Maker. This isn't the fastest way, but it's free!
2. **Paid Method:** This is how I personally make my videos (I suspect that most people do it this way). It involves using Microsoft Powerpoint and a video screen capture tool called Camtasia.

I wanted to give people the option of being able to make their own videos for free, while still showing what I feel to be the most optimal way to make quality videos fast. If you are just starting out, I would suggest trying the free method. Once you start to see the benefits of video marketing, you may want to “graduate” to the paid method.

Please watch Video #4 to learn more about these two methods.

## CREATING A “SCRIPT” FOR YOUR SLIDESHOW

Before you start working on your video, I would suggest creating a script first, so you will know what you will be putting on each slide. I tend to make my slideshows pretty short and to the point (who wants to watch a long boring slideshow?), around a minute or so.

Typically I approach this like I would a Pay Per Click (PPC) ad, or salesletter. I only have a few things that I can say to try to catch the person’s attention, so I want it to be as catchy as possible.

I would also suggest not having too many words on each slide, it can be overwhelming for people to read!

Here’s an example of a script for the video I made to promote this very product (please note, each line is a new slide):

-----  
If You Aren’t Using Video Marketing to Promote Your Website...

You are Missing Out on a Huge, Huge, Opportunity!

Introducing: Video Marketing Secrets Exposed

It will Show You How to:

- Create professional-looking videos from scratch  
Without the need for expensive software
- Where to Submit Your Video
- How to Optimize your Submissions
- How to Use Keyword Research to Dominate The Search Engines
- And More!

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Check it Out Today: [www.VideoMarketingSecretsUnleashed.com](http://www.VideoMarketingSecretsUnleashed.com)

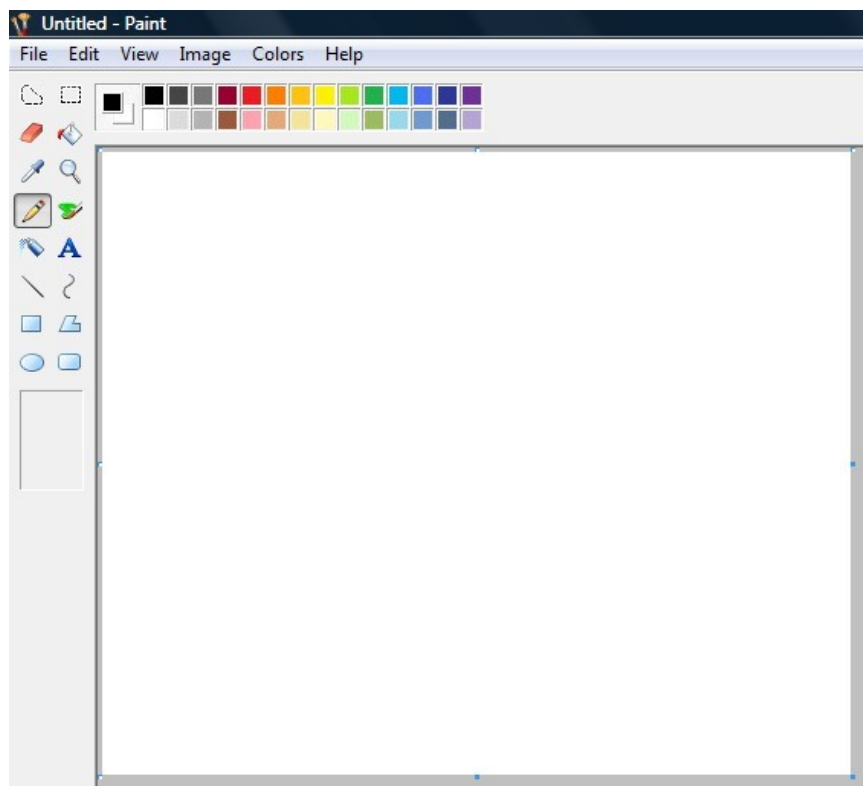
## MAKING A SLIDESHOW WITH WINDOWS PAINT

Now it is time to create our slideshow. We will want to take our script and break it up over several slides. Windows paint is a free program that has been a part of windows for as long as I can remember. It may not be my first choice for making slides, but hey, it's free!

We will be using this program to create individual pictures, or "slides", which we will then insert into windows movie maker (along with background music).

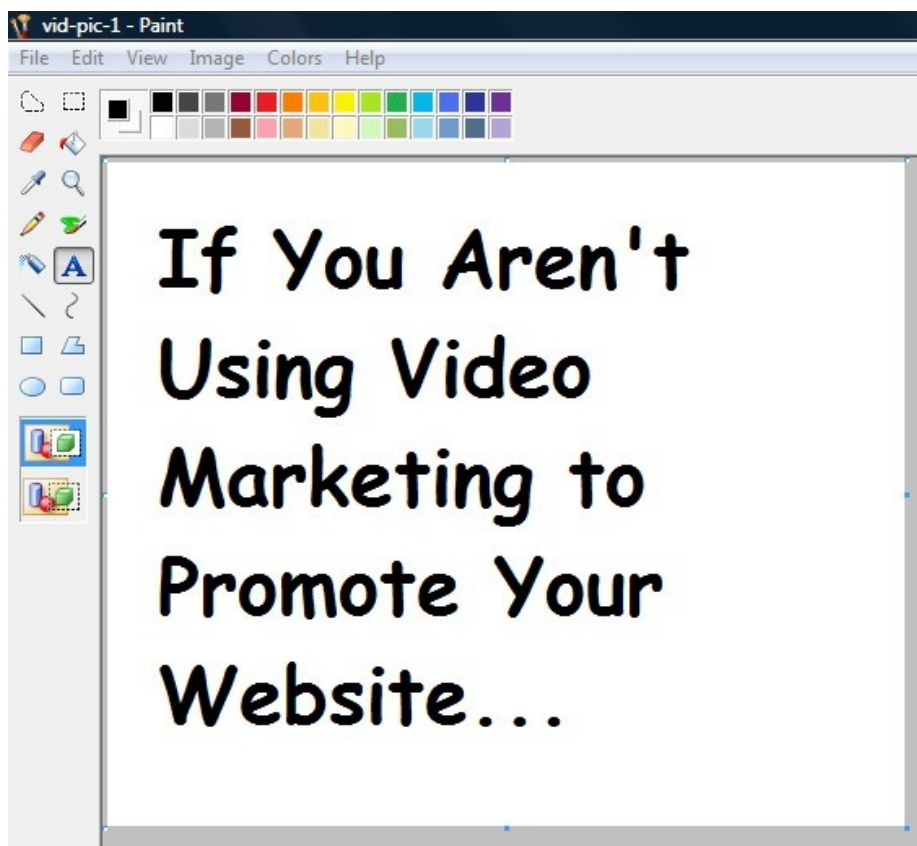
To start off, simply open up the windows paint program (if you prefer, you can use any painting program that you have access to).

You should be looking at a screen that looks something like this:



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Click on the icon that allows you to insert text, and type the words for your first slide. You should have something like this:



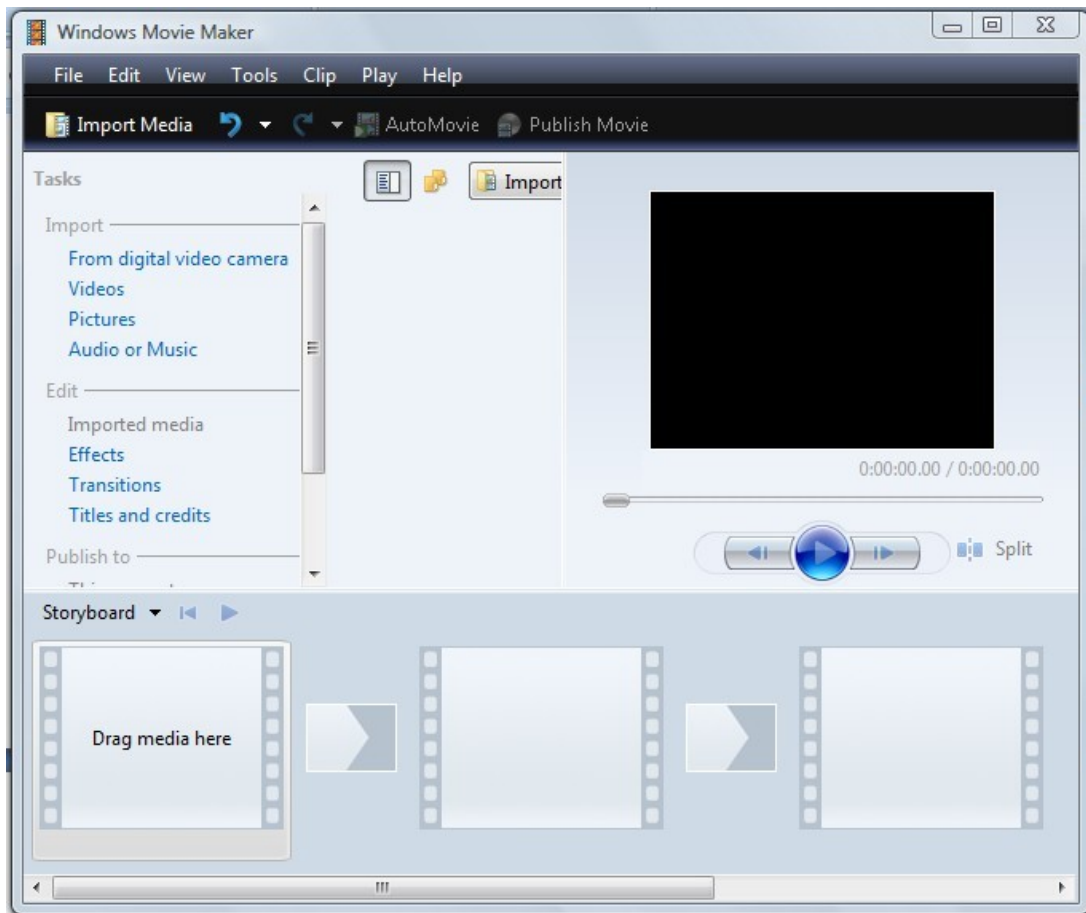
Of course what I am doing here is very, very basic. Please feel free to make your slide look as simple or fancy as you like. When you are done with the first slide, save it as an image file (I use jpg) and move onto the next one. To make life easy, I save each slide sequentially (example: videoslides-1, videoslides-2) so I know where everything goes when it is time to make the slideshow.

Please refer to Video #6 to see me create my slides in Windows Paint.

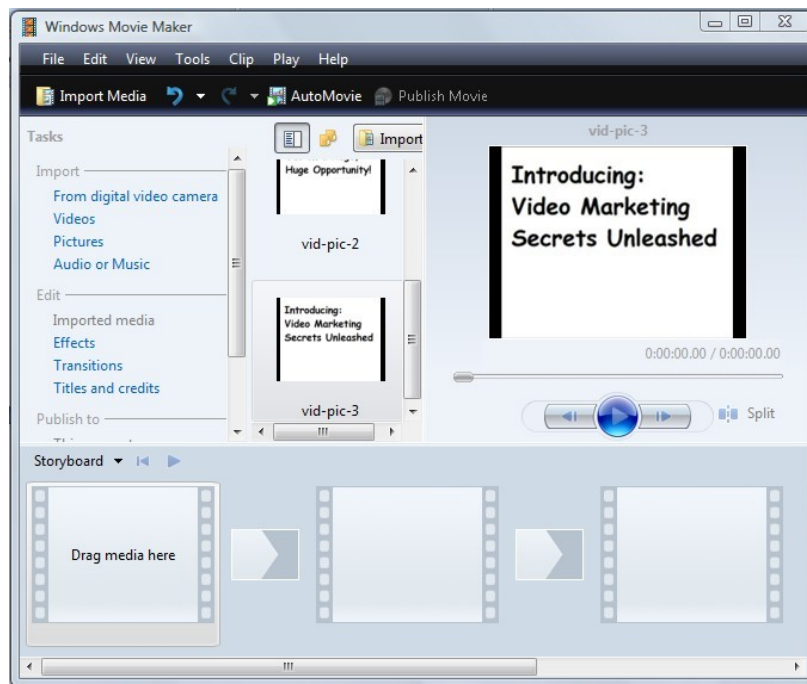
## CREATING YOUR VIDEO WITH WINDOWS MOVIE MAKER

Now it is time to make our slides into an actual show, complete with music. We are going to use a program that currently comes free with windows, called Movie Maker.

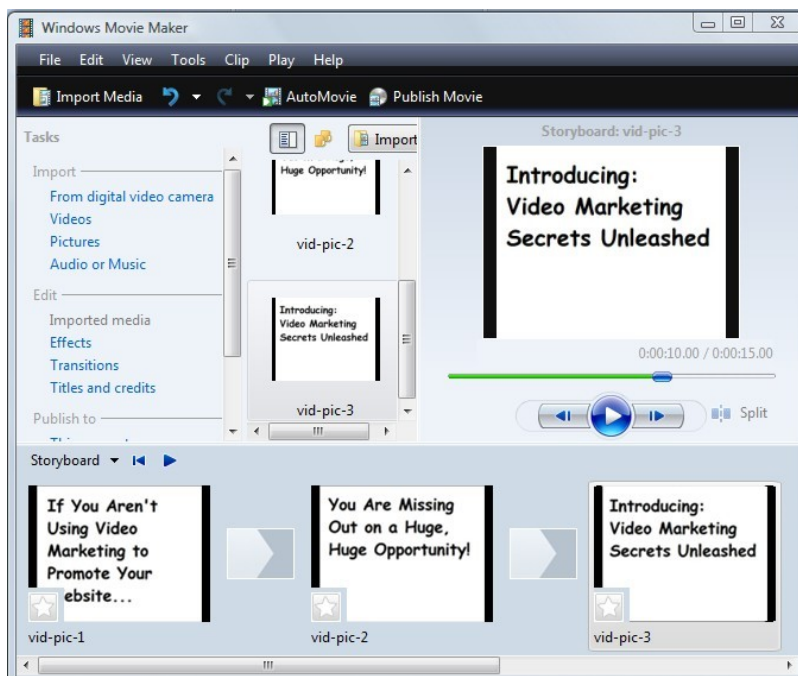
Once you open up the program, you should see a screen that looks like this:



The first thing that I'm going to do is import my jpg "slides" into the program. I just click on "Pictures" under the "Import" menu, and select the slides that I made. You can see that they now appear in the program:



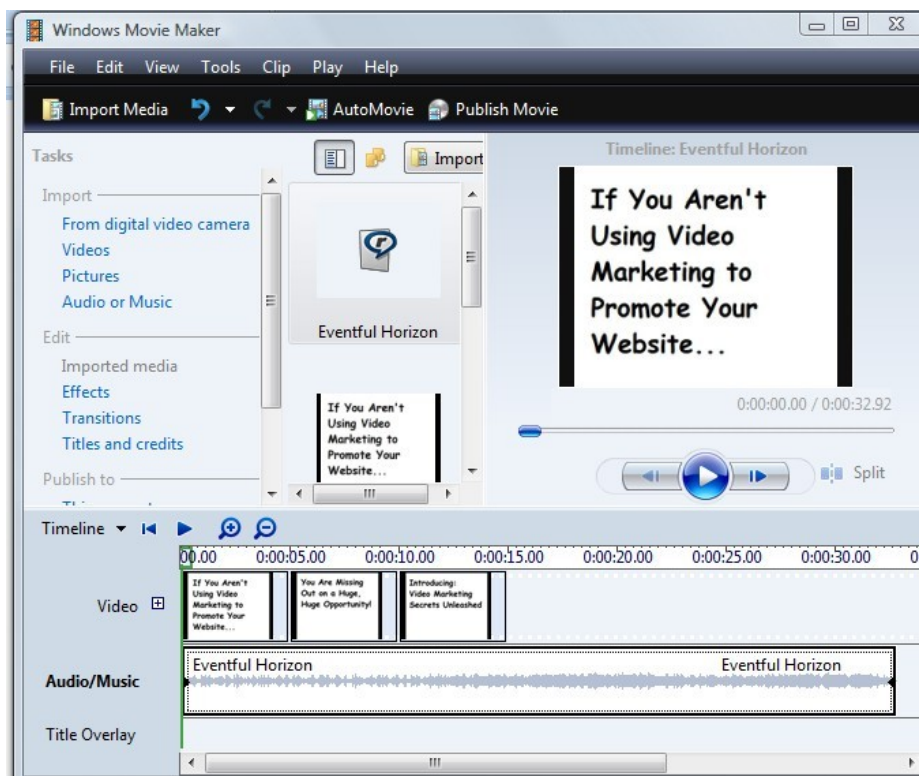
Next, I'll drag and drop each slide onto the storyboard. When I'm done, it will look like this:



Next, I need to find some music for my slideshow. You don't have to, but I like to. If you really want to go the extra mile, you could simply use a microphone and narrate the video.

There are lots of places on the net where you can download royalty free music which can be used in videos. Just plug "royalty free music" into the search engine and start digging. The great thing about getting decent music is that once you have it, you can use it for all of your videos if you want.

Once you have your music, click on the "music" button under the "import" tab, and select your audio track. Next, drag the music down to the storyboard. Your screen should now look something like this:



Now we can play around with the various settings, specifying the time that each slide stays on the screen, adding transition effects (if you want), and so forth. I don't tend to make my videos too flashy (unless I am trying to make the video go viral). I prefer to spend as little time as possible, so I can create more and more videos ;)

Once you have your slideshow set to be how you want, simply click "publish movie" to create a wmv file and you are finished! You now have a video, all ready for upload.

Please feel free to review Video #7, where you will get to see me go through this live.

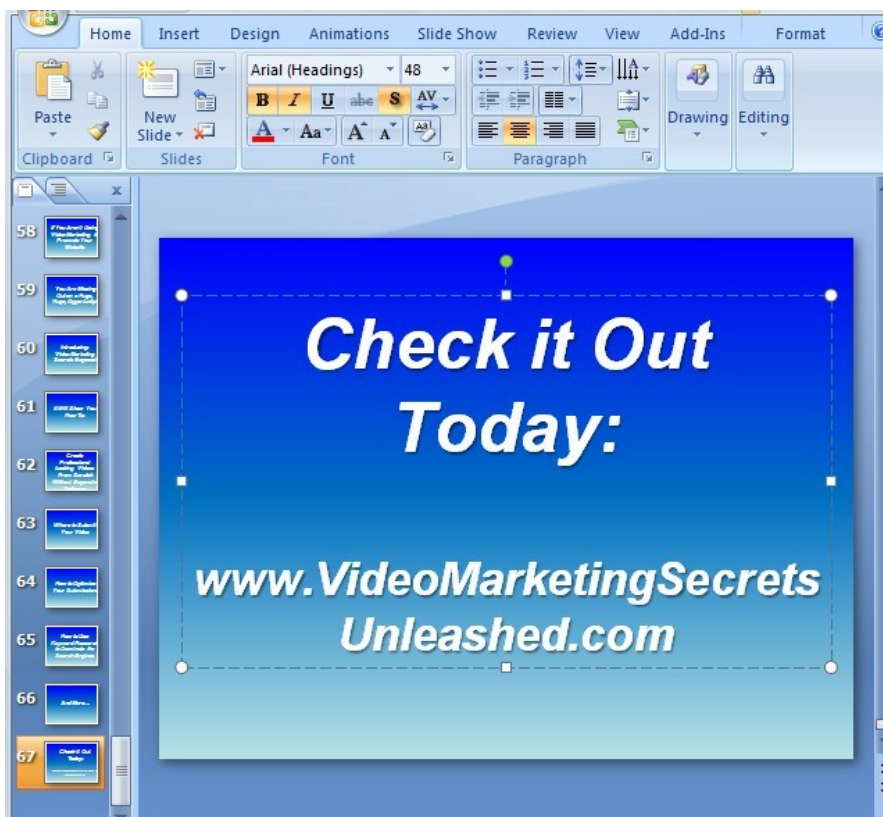
## CREATING A SLIDESHOW WITH MICROSOFT POWERPOINT

Now I would like to share with you a more advanced way to create videos. I will not be covering this technique in as much detail here, as you can see me walk through it in the accompanying video #8.

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Basically all you need to do in this step is create a slideshow using Microsoft Powerpoint. Just take your script and paste it in, one slide at a time. You can see in the video that I like to make sure that I have a nice looking background, and also take care to make sure the text is easy to read.

When you are finished, you should have something that looks like this:



Once you are finished with your slideshow, select “start slideshow” to begin the presentation on your computer. Leave that window open on your computer, and move onto the next step. It’s time to record this baby with Camtasia!

To see me create a slideshow using powerpoint, I suggest you review Video #8.

## CREATING YOUR VIDEO WITH CAMTASIA

Camtasia is a fantastic video screen capture program that I use all of the time. In fact it is how I made all of the videos in this series! If you don’t own Camtasia, you can download a copy with a fully-functional free 30 day trial. This should be more then enough time to mess around with it a bit:

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<http://www.techsmith.com/download/camtasiatrial.asp>

In video #9, you can see me use camtasia to record. Basically I use the default settings and record a video that is 640 x 480 in dimension. I then render it to an avi file. Please refer to the video to see this first-hand.

## PAYING ATTENTION TO KEYWORDS

If you aren't doing proper keyword research before you plan submit your videos, you are taking a stab in the dark at your video becoming popular. Just writing on your niche isn't enough, you need to be spending time researching and discovering the best keywords to target.

The basic premise of keyword research involves finding keywords that have:

1. A reasonable amount of searches per day/month
2. A reasonably low amount of competition on the internet for that specific phrase.

I highly suggest and recommend using Matt's Free Keyword Tool to do your keyword research. You can download it for free here:

<http://MattsFreeKeywordTool.com>

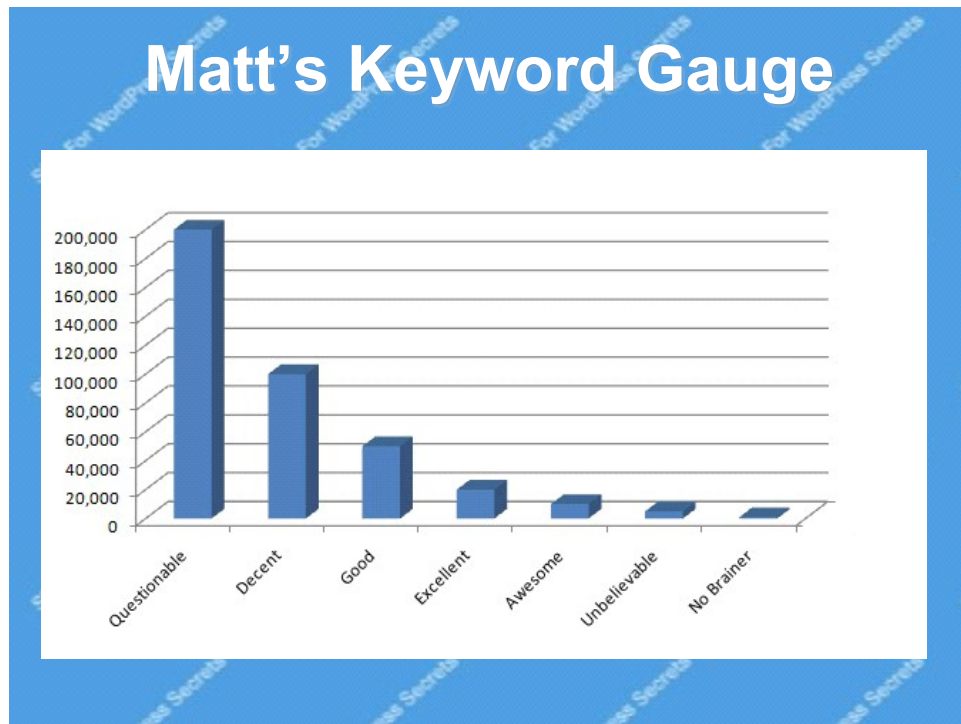
There is also a free video series that comes with the tool. I am going to highlight the keyword research process for you here.

You basically want to avoid two problematic areas:

1. Keywords with too much competition (you would not be able to rank high enough)
2. Keywords with too little search volume (you may rank high, but still get very little traffic)

The keyword tool will help you find keywords in that "sweet spot", where they are receiving a fair amount of hits per day, and there is little competition. Just how much competition should you aim for?

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Please refer to video #10 to see me perform an example of keyword research.

## OVERVIEW OF THE BEST VIDEO MARKETING WEBSITES

Now that you have a completed video, it is time to start submitting it to the top video websites. Similar to article marketing directories, there are tons and tons of video sites that will take your video. I would not suggest submitting it to every single site you can find. I try to focus on the most popular directories, as this will give us the best return for our time.

Here is a list of the directories that I tend to work with:

- YouTube
- Google Video
- Yahoo Video
- Viddler
- Sclipo
- Sumo
- Dailymotion
- Blip
- Metacafe
- Facebook
- Vimeo
- Revver
- Veoh
- Vsocial
- Photobucket

- Putfile
- Bofunk
- HotShare
- Bolt
- LiveVideo
- FlickLife

You might be wondering how in the world I have time to submit to so many sites? In a bit, I will be sharing a few services that can take care of this for you. If you are doing this by hand, I would suggest sticking with the biggest, which would include YouTube, Google Video, and Dailymotion.

## VIDEO SUBMISSION GUIDE

I would like to take you through the process of submitting a video. I am going to pick YouTube since it is currently the most popular video site.

The first thing you need to do is create a user account at YouTube. Don't worry, its free. I would suggest creating a separate email that you use just for your video submissions. This can make keeping track of things a lot easier. I typically create a gmail account for purposes like this.

You can signup for youtube here:

<http://www.youtube.com/signup?next=/>

Once your account is active, just log in and click on the "upload" button to start the submission process. You can also go directly to this url:

[http://www.youtube.com/my\\_videos\\_upload](http://www.youtube.com/my_videos_upload)

The first thing we need to do is come up with a title. This is really important, make sure you give it some thought. You want to make sure that your title is

interesting (so people click on it to watch the video) and also reflects the keywords that you are optimizing for.

Next we put in a description of the video. I start each description with the URL I am promoting. I make it look like this:

<http://videomarketingsecretsunleased.com>

Please note how I have the <http://> in there too, this makes the link clickable. It is absolutely vital that you do this, because this is how you get that all important backlink to your site (plus hopefully some visitors will click on it as well). I fill out the rest of the description by describing what the video is about, and try to make it as interesting as possible.

Next I will choose whatever category is most appropriate. If I am submitting multiple videos for the same site, I will pick a different category for each, to vary where my links are coming from.

The last option to fill out is the tags box. Here I will put the keywords that the video is optimized for, along with a few other relevant keywords.

I leave everything else on default, hit “upload a video”, and then find the file on my computer. After a few minutes, the video is live on YouTube and I’m done!

Please feel free to review Video #12 to see me submit a video to YouTube.

## SERVICES TO AUTOMATE VIDEO SUBMISSIONS

Uploading videos to YouTube certainly has great benefit, but the best strategy is uploading to multiple sites. Unfortunately this can become quite time consuming. The good news is that there are some services that can help you automate this.

### **HeySpread**

HeySpread is my favorite video distribution tool. It is web based, and also cheap. I can submit my video to 17 sites for about a buck, and there is no minimum purchase!

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You simply create a free account, load some money (you can pay through paypal), and start submitting. You only have to upload your video once, and they will then take care of spreading it to the other sites. This allows me to knock out videos pretty quickly. They also keep track of the submissions, and even email you a list of all the url's where your videos are located after they are live.

You can signup for HeySpread here:

<http://heyspread.com>

### **Traffic Geyser**

Traffic Geyser is similar to HeySpread, but a bit more advanced. The downside is that it is also pricey (currently \$97 a month). The good news is that they also provide you with a lot of in-depth training and resources to make videos. You also get access to a forum where you can chat with other video marketers. It's pretty cool if you have the money and are serious about video marketing (planning on submitting dozens and dozens of videos a month).

You can learn more about Traffic Geyser here:

<http://trafficgeyser.com>

### **Video Post Robot**

Video post robot is a software application that runs off your computer. It submits your video to the top video sites. The big advantage here is that you only pay a one time fee of \$197 (or you can opt for the \$20 monthly plan).

I have personally never used this application, though I have heard good things about it. You can learn more about it here:

<http://videopostrobot.com>

To hear a bit more about each of these programs, please fee free to view Video #13.

## CONCLUSION

Video marketing is a fantastic way to not only build high quality backlinks to your site, but also to really get the word out about your site. If you are lucky enough to get your video to go viral, you could have more traffic then you know what to do with spring up literally overnight!

I want to encourage you to get out there and start experimenting with this today. You won't regret it!

Take care,

Rick

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