

Making Everything Easier!™

Video Marketing

FOR
DUMMIES®

Learn to:

- Build video into your marketing plan and create a video outline
- Create compelling content that appeals to viewers
- Choose the right sites for your video to reach customers
- Measure the results of your video marketing efforts

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ROARing Video

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Pixability, Inc.



Video Marketing For Dummies®

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Here you will find:

Full Book Table of Contents

Chapter 2: Integrating Video into Your Marketing

Chapter 19: Promoting Your Video with Social Media

Available in print and e-books formats. For more information and where to buy, visit www.wiley.com/buy/9781118188767.

From the authors:

We hope you find value in these 2 free Chapters of Video Marketing For Dummies. In addition to the chapters we have included the full Table of Contents so you can see the rich depth of helpful tools and advice waiting for you in the full edition.

Whether you are looking at a career in Video Marketing or simply looking to boost your business with a robust video marketing program we believe this book will show you all you need to be successful.

Enjoy,

Kevin and Matt
www.RoaringVideo.com

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Chapter 2

Integrating Video into Your Marketing

In This Chapter

- ▶ Answering the viral dilemma
 - ▶ Identifying effective video topics
 - ▶ Creating internal and external efficiencies
 - ▶ Combining video marketing with other tools
-

An exciting marketing tool such as video is often looked at as a panacea for many marketing issues. Though video is an amazing communication tool that's suitable for transmitting tons of information while creating emotional response, it has its best effect when it's integrated throughout your entire marketing arsenal.

Integrating video effectively into your marketing strategy requires planning and an understanding of the task you're trying to accomplish with your message. If you're focused on marketing your message internally, create video that fits with your culture and engages your employees in a positive manner.

Externally focused marketing videos need to be polished (even the ones that intentionally look unpolished). They should create efficiencies for your sales process while inducing prospective customers to buy your product or service. Video for the sake of having video simply wastes your time and that of your prospects. In this chapter, we address the question of whether to attempt to create a viral video, describe how to identify worthy topics for videos both internally and externally, and help you develop a plan to integrate video with your other marketing tools.

Knowing Why Viral Video Isn't Always Virtuous

The first topic that comes to mind for most marketers considering video marketing is videos that “go viral” — many a marketer now dreams of creating videos that tally zillions of hits and draw millions of buyers to their company’s door, resulting in profits and accolades. Though creating this type of video is an admirable goal, first consider these important issues:

✔ **Few business videos go viral.** More than 48 hours’ worth of video is uploaded to the YouTube site every minute, and fewer than 30 percent of these videos garner more than 99 percent of the traffic. Only about 1 million videos have more than 1 million viewers, and fewer than 50 videos have more than 100 million hits. Considering that business videos represent a small percentage of uploads — and that the most viral videos usually involve sex, scandal, or severe shock value — it stands to reason that the truly viral business videos are few and far between.

✔ **Broad-based businesses benefit from viral video.** If your business is local or has a small demographic, it will have difficulty justifying the cost and effort required to make a video purposely go viral.

To a neighborhood store or restaurant, a million views may sound beneficial, but translating that number into physical dollars may not be as effective as waging a direct-mail campaign within your own neighborhood. Likewise, if you’re a financial advisor working only with exclusive clients who make more than \$1 million annually, a viral video is unlikely to reach your most profitable clientele. In fact, you may receive calls and e-mail from people who aren’t your customers — which wastes your time.

✔ **No one can make videos go viral every time.** As with any other marketing approach, creating successful viral videos requires knowledge, creativity, and experimentation. Ad agencies charge millions to produce videos, and they distribute them in ways that they hope will go viral. Most fall short and see greater exposure by way of conventional channels, such as TV. Without a large following, lots of money, and a killer concept, getting a video to go viral requires a perfect storm of luck and timing. When it does, it’s often too late to capitalize by attaching a marketing idea.

If you’re committed to the holy grail of video marketers that is viral video, you need to first understand how it works and the factors at play.

Understanding the Viral Process

Though no perfect formula specifies how to make a video go viral, a recognizable pattern exists. If you truly want to take a shot at viral fame, follow these steps to increase from one viewer to millions:

Diet Coke and Mentos: EepyBird

One of the most successful marketing viral videos of all time originally had nothing to do with the two companies featured in the video. The original concept was not a marketing idea but was a simple experiment by a couple of friends — Fritz Grobe, a juggler, and Stephen Voltz, a former lawyer. They met at an international theater school where, at the suggestion of a friend, they dropped six Mentos candies into a two-liter bottle of Diet Coke, only to witness a geyser-like reaction.

For fun, they shot a video in one take of choreographed fountains using 101 bottles of soda and 524 candy pieces and released it on June 3, 2006. The video, a YouTube sensation, quickly went viral, and its popularity was reported on by mainstream media. The original video, which now has more than 14 million hits on YouTube, may have been seen more than 50 million times. In addition, copycat videos now account for *more* millions of views.

Certainly, this concept was beneficial to Coca-Cola, which saw a 5-percent sales increase, and to Mentos, which saw a 15-percent boost, but neither company had a part in creating the original video. In fact, when the two companies joined forces to sponsor their own EepyBird—the company (at www.eepybird.com) founded by Grobe and Voltz to develop other consumer product experiments and viral videos — video six months later, the result, though successful in driving traffic, paled in comparison with only 1.7 million YouTube views to date.

EepyBird has excelled in leveraging its videos into money for both itself and its clients, but only after the accidental, initial success that built its following. Therein lies the challenge for viral video marketers: How to reach the first 50 million views on purpose?



1. **Create and post a video that has the “WOW! factor.”** Get creative, and make a video so amazing that someone other than you, your family members, and your co-workers are unbelievably impressed.

Make the video shocking and relevant without crossing a line that may offend the customers you want to attract.

2. **Transmit via e-mail and social media to friends and mailing lists.** The larger the lists, the faster your video has the potential to spread. You can also pay for ads on Facebook, Google, and YouTube to boost its presence.

3. **Ask people to repost your video and e-mail it to their friends.** You can hope that people will comply because your video is remarkable, but you can always give them a financial incentive or another type of reward to pass it along anyway.

4. **Identify bloggers and news media who may find your video unique and will promote it even more.** Publicity is the play today to garner attention for a video that already has momentum. Some companies pay bloggers to repost their videos, so prepare to use your wallet if you wander down this path. You can even pay to have sites such as www.unrulymedia.com and www.seedling.com spread the word.

5. **Look for your video to take off on YouTube.** When your video accumulates more than 200,000 hits, YouTube may notice the traffic volume and feature your video on its home page. At that point, you should see the number of hits quickly jump to more than a million, and, you hope, drive business to your website (if you remembered to insert the URL into your video, of course).



The viral nature of the video depends on a combination of its compelling nature combined with fast growth in viewership. Both elements are incredibly difficult to engineer in advance, but high levels of traffic won't likely happen without outstanding content.

Maybe a viral video is right for your company, and maybe not. But you can get financial returns from your videos in plenty of other ways, even if the videos are seen by only a few people whom you already know.

Identifying Communication Chokepoints

Most companies want to confirm that they're receiving identifiable value from the time and money they spend on video marketing. The surest way to recognize return on investment (ROI) from a marketing video is to use it to solve a specific communication problem. It can be as simple as explaining the definition of a term or describing a specific action. Anything that obstructs your sales process from moving forward can be considered a *chokepoint* to be solved with video.

Most chokepoints have these characteristics in common:

- ✓ **Confusion:** Often your prospect doesn't understand a characteristic of your company or product. Perhaps you're selling a technical or complicated service. You may need to break it down into a series of simple ideas, each of which is worthy of a separate video. Because video can pack a lot of information into a short amount of time, videos resolving points of confusion can save you and your company time and money.
- ✓ **Redundancy:** If you have ever had to repeat yourself to a customer, you have experienced a chokepoint of redundancy. The reason you're repeating yourself is that your audience isn't comprehending your meaning the first time, or maybe even the fourth time, or the fourteenth. A powerful video can trigger both understanding and memory.



A humorous video can lock in the brain, as we explain in Chapter 3.

Material that you repeat often is worthy of being included in a video, even if it simply keeps you from sounding like an outdated broken record.

✓ **Inconsistency:** Whenever your managers are saying one thing, your salespeople are saying another thing, and your customer service reps are saying something else — all on the same topic — you're definitely dealing with a chokepoint. Over time, any company's message can become cloudy and inconsistent. And the more people you have in your organization, the more messaging resembles a child's game of telephone, where the message changes slightly every time it's passed along. Video marketing can efficiently provide an exact message with a good story to help everyone remember.

This step-by-step process can help you identify chokepoints in any company. Make someone accountable to involve the appropriate people from the sales and management departments, for example:

1. **Review all marketing materials.** Look for repetition and inconsistencies in your website, training materials, and collateral (the physical materials, such as brochures and cards, that you use for marketing).
2. **Interview your salespeople and customer service reps.** Find out what they're saying and where they're struggling with getting the message across. Assess which parts of their sales training they accomplish easily and where they have difficulty.
3. **Gather your management team in a room, and review the results of your assessments and interviews.** Then hold a brainstorming session with your senior executives that lasts from two to four hours. Schedule this meeting monthly (or at least quarterly) to ensure that you're proactively addressing any communications issues in your process.
4. **List your chokepoint concepts.** Use the first part of the meeting to share every possible chokepoint in the company, both internal and external.

Don't eliminate items or try to use perfect wording on the list at this time — simply put every possibility on paper. You don't need to edit at this point.
5. **Simplify each chokepoint into a single sentence.** If the chokepoint is instead a paragraph, chances are good that it represents more than one chokepoint. Use language that a 10-year-old can understand, and state every chokepoint in a sentence of 15 words or fewer. (This technique not only ensures that you're clear and concise but also saves some much-needed trees.)
6. **Categorize the list.** The best way to address the issues on the list with video choices is to break them into groups. Categories may include Sales, Customer Service, Technology, and Maintenance. By grouping them, you can easily schedule and budget your video needs by department and priority.



Be objective about what's working and where problems exist. If your team experiences dissension over a potential chokepoint, the chokepoint likely needs your explicit attention, and you should consider a video. In the worst case, you add one more excellent video to your portfolio that will eliminate any possibility of confusion.



Chokepoints happen with both internal and external communication, and video can help in both areas. Make sure to include human resource managers as well as your sales and marketing people in the chokepoint discussions.



Avoid trying to solve too many chokepoints in a single video. Combining chokepoints can cloud your message and make your video less effective. Treat every idea independently, and help educate your audience on the specifics of a single idea. If your video is powerful and entertaining, your audience will likely want to watch more videos from you.

Marketing Internally with Video

Video marketing isn't simply a strategy for your sales and marketing divisions — it's also a way to apply powerfully efficient communication to every aspect of selling a message about your company. In fact, companies often spend more time selling internally than externally. Your company may have only a few concepts to convey to its customers. However, your employees may need to retain many hours of material that is continually changing. Video is an inexpensive way to convey messages in a memorable and meaningful manner that can be easily updated as necessary with the latest information.

What is a REIT?

A company in Canada presented ROARing Video with a challenge. The company wanted to communicate the benefits to small investors of participating in a large real estate investment trust (REIT). But most of the company's prospects failed to understand what a REIT is, let alone know how it functions. Kevin and Matt worked with company owners to identify ten different chokepoints in their sales process. After talking with its member service managers, Kevin and

Matt uncovered difficulty in simply defining the term *REIT* itself.

ROARing Video created a series of entertaining 2-minute videos that humorously explain the definition of a REIT, how liquidity is handled, and the meaning of transparency in investing. The series proved popular with prospects and helped the member service managers explain other terms consistently. They often simply sent the videos to prospects, saving time and confusion.

Aligning your team with video

Motivating different types of people to do or say the right things in the right ways consistently is always a challenge. Left to themselves over time, most employees simply find the path of least resistance and develop their own patterns of behavior — which can lead to inconsistency and inefficiency in the workplace. Most companies function more effectively if their teams are aligned with common goals, purposes, and rules.



Video is a useful way to get all team members on the same page. A series of clever videos that intrigue and entertain is likely to be watched and talked about more than any written memo, and is likely to be remembered far longer than any verbal announcement. Address these key areas to achieve full marketing alignment with your team:

- ✓ **Value proposition:** Make sure that everyone in your company understands the pain you relieve for your customers, the solution you provide, and the way you differentiate yourself from competitors. If your video is compelling, your staff will be motivated to say the right things to the right people in the right way at the right time.

For more on communicating a compelling value proposition, check out Kevin's book *ROAR! Get Heard in the Sales and Marketing Jungle* (published by John Wiley & Sons).
- ✓ **Core values:** Lots of companies have core values, but few employees remember them. Video is a useful way to demonstrate the emotional impact of your core values. Brief scenes showing the emotional repercussions of following your organizational “do’s and don’ts” will help your crew remember to do the right thing — and avoid the wrong one.
- ✓ **Workplace rules:** Verne Harnish of www.gazelles.com suggests: “If your company isn’t mocking you [playfully], you aren’t repeating yourself enough.” Why let your voice grow hoarse? The next time you tire of cleaning out the office fridge, make a quick, entertaining video, and let YouTube do the work of repeatedly telling people to take care of their own spoiled goods.
- ✓ **Human-resource issues:** Many companies’ employee manuals are miles thick with all sorts of rules and regulations. In reality, few employees read the manuals, and human-resource managers have little time to police all those rules and regulations. People often feel uncomfortable discussing sensitive issues face-to-face. Video is a useful tool for showing how people should behave, and for describing the consequences when they behave badly. Check out www.HRLarious.com to see a company that creates fun and humorous human-resources videos.
- ✓ **Employee introductions to each other:** Fast-growth companies can add as many as 10 to 20 people per month. Not many people can remember all those names and faces, especially when they work on the other side of the building, across town, or, sometimes, on the other side of the



globe. A video introduction can be a helpful way to familiarize employees with an expanding company, no matter where they're physically located. Simply shoot them introducing themselves, and let them add pieces of personal trivia that will make them memorable.

A simple channel hosted on YouTube, as suggested in Chapter 17, makes for an interesting “rogue’s gallery.”

- ✓ **Compliance:** If you're in a regulated industry, such as banking or the medical field, you must comply with a ton of regulations. The forms alone are enough to make your head spin. Video is an efficient tool for passing along important concepts that can save new employees from having to sift through mounds of pages just to tick the right boxes.
- ✓ **Company and industry news:** Companies often struggle to keep their employees informed of weekly changes and important notices. The bigger the company, the more difficulty it has in disseminating information to everyone.



Produce a simple weekly show featuring fun and exciting two-minute videos with news and stories. Kevin and Matt helped a company with this strategy and posted the show every Friday. By making videos humorous, and thereby making video viewing the highlight of the week, the videos registered 100-percent viewership.



Any good concept can be overdone. If your videos are boring and mediocre, they're also ineffective. Keep them fun and lively, and use an idea such as a news show to incorporate other elements from the list. In this case, you're marketing to your colleagues as your customers, so cater to their needs and interests to keep them engaged.

Maximizing your training technique

If a picture is worth a thousand words, a video must be worth *ten* thousand words of how-to training. Every company has to train employees to use a process. Creating a video library for training saves you time and money and maintains more consistency in your corporate learning than live training can.

Follow this simple step-by-step process to make your training videos powerful and memorable:

1. **Extract knowledge from the experts.** The most important task in training is providing the right information from people “in the know.” The challenge is that the people in the know don't often articulate *what* they know. Find a subject expert, and interview that person to determine the key points to be shown in your video. Spend some time discussing which steps are crucial.



- 2. Separate the process into manageable steps.** Any complex process is easier to learn when it's chunked down into a series of steps. If the steps are long ones, you may need a video for each one.

Plan your training to be taught in chunks of three to five minutes.

- 3. Identify the key interest point in every step.** If all steps are similar, a trainee may have difficulty differentiating them. Identify the one or two most important elements of each step in the process, and make it the focal point of each video.

- 4. Create a memorable saying that differentiates the step from the others.** Any process with many steps is hard to remember, no matter how many times employees watch instructional videos. Make every video stand out on its own by finding a phrase or an action that's specific to the step.



If you attach a song or a joke (even a silly one) to a step, you make the step much more memorable for the trainee. For maximum effect, coordinate the punch line to the action you want.

- 5. Create a uniform look and feel to the series.** Making every video memorable is important, but you also need to tie it all together to distinguish each process.

If your accounts receivable process is based on a horror film theme, for example, and your computer maintenance training series was shot in the style of an educational hygiene film from the 1950s, your employees will categorize the video series in their minds. They can then not only remember the information but also direct other employees.



The best training is meaningful and memorable. If you make the extra effort to create fun and entertaining training videos, you spend less time having to train people yourself or clean up after their mistakes.

Using the video making process to train brevity

The team-building effort of making short videos can be both fun and creative. Companies can also benefit from the way team members are forced to structure the script and storyline. Most people use considerably more than 1,000 words to communicate a simple idea to a co-worker or client. Because the typical video script of one to two minutes consists of fewer than 500 words, however, the video making process forces teams to carefully choose their words and frame their ideas.

Experienced employees working with new co-workers can usually find common language to fit short timeframes. Their effort still has impact, but not without thoughtfulness and intention. Have your teams create two-minute videos describing what they do and how they do it. You'll find that the experience will help them be consistent and more concise.

Marketing Externally with Video

Most people associate video marketing with business development, and for good reason. Video is now cheap to make and easy to distribute to people who have never heard of you. But video marketing isn't only about attracting customers — video resembles any other marketing tool in that it can add efficiency to these linear aspects of the sales process:

- 1. Lead generation:** Gain attention and attract prospects.
- 2. Customer assessment:** Clarify whether this customer is right for you, and reject any prospect who isn't a good match.
- 3. Customer analysis:** Determine a client's wants and needs, which often aren't the same things.
- 4. Prescription (or business model):** Specify what you have that can meet a customer's needs, and offer a price.
- 5. Objection removal (or closing):** Identify whatever is preventing the customer from consummating the deal, and then eliminate the obstacle.
- 6. Transaction:** Address customer *touch points* (the points in your process where you have contact with the customer) by specifically stating how you will deliver your product or service, helping them get benefit, and accept payment.
- 7. Referral:** Encourage your happy customers to send their friends and neighbors to you.
- 8. Repeat business:** Unless you're a surgeon or a bankruptcy attorney, you want customers to return and buy more of your product or service.

Every step in the sales process can be accomplished by your salespeople individually without assistance, but video can make the process easier and more efficient. You can help your sales team become more effective by specifying the task you're trying to accomplish in every area. Kevin has built a list of more than 100 questions to help you segment the specific actions of your sales process at every stage: See www.TheAwesomeExperience.com/100.

Generating leads and attracting buyers

Companies are always looking for new ways to attract customers. Brochures and networking alone are often ineffective, in addition to costly and time consuming. Also, many companies have difficulty getting their salespeople to say the same things (let alone the right things) when prospecting.

A compelling and entertaining video can communicate quickly and consistently the emotions necessary for attracting a customer who is predisposed to buy. If a video resonates with buyers, it acts as an efficient magnet that

can suck needles from a haystack. A powerful video can generate additional brand awareness and clarify what your product does and for whom.



Video works for lead generation only if someone watches it. If your prospect list is small, the video is unlikely to magically end up in people's hands. If the video has amazing shock value that entertains, it may spread like wildfire. More often than not, however, it's your known methods of distribution that support the video's effectiveness for generating leads.

Assessing prospects and analyzing their needs

Salespeople spend a lot of time chasing potential prospects who aren't truly prospects. They like to think that everyone is a prospective buyer, when in reality they want to attract only people who truly need or want their product or service and, more importantly, are willing and able to pay for it. Video can help insert efficiency into the assessment-and-analysis process by compelling people to take action *only* if they're qualified buyers.

Using video to filter potential prospects saves you time and money. If the video clearly articulates the pain and solution of your value proposition (described earlier in this chapter, in the section "Aligning your team with video"), real customers should leap from their chairs to visit your website or call you.



Kevin's book *ROAR! Get Heard in the Sales and Marketing Jungle* (John Wiley & Sons) states a clear formula and provides instructions on how to lay out a compelling value proposition. You can download two chapters for free at www.AwesomeRoar.com.

A video that's clear about your offering should also repel anyone who isn't one of your best potential customers. Clarity saves you the time and effort of speaking to this group of people, because you aren't likely to close them on a purchase anyway. Still, if you make the video entertaining or informative enough, they may consider passing it along to someone who fits your customer profile, or at least sharing it with their social media networks.



The next time you're networking, conveniently forget your business cards. Instead, simply ask for the e-mail addresses of everyone you meet. By handing over their e-mail addresses, they're giving you permission to contact them, which you can do by sending an e-mail with a video link in it. If someone loves the video enough to e-mail you back, you know that you have a true prospect on the line. If no one responds, you can assume that people were simply being polite.

Removing buying objections

Not every customer is ready to buy after becoming aware of your product. Many salespeople have to complete the process of eliminating concerns, and some are better than others at closing customers. Often, salespeople are more adept at listening to themselves talk than at hearing the concerns of prospects. Why leave this crucial part of the sales process to chance? You can make a different video for each objection and let customers review them on your website before a salesperson ever gets involved. Here are some key areas of objection to address:

- ✓ **Inventory and services:** Video is a helpful way to show prospects that you have on hand what they want and what they need. A company selling furniture can create a short video showing every individual product from every angle and in every color. You can also break down a complicated service offering into several steps and create a short video outlining each phase. Not every prospect wants to peruse every single video, but if videos are handily catalogued on your website, basic questions can be answered without having to take up the salesperson's time.
- ✓ **Price:** Price is usually the number-one objection for most prospects — everyone would buy your product if it cost little or nothing. A simple video demonstrating how your product stacks up against competitors or showing how little your service costs per day in comparison to its benefits can help motivate price shoppers to open their wallets.
- ✓ **Value:** Prospects want to know that the product or service they're buying will be worth at least the amount they're paying for it (if not more). You can use video to demonstrate the more difficult segments of your offering and to convey its value faster and more easily than by simply speaking directly to them.



When making a video to remove objections, be sure to address the specific objection in the video. Let viewers know that you acknowledge their concern and are willing to address it. Letting people know that you're aware of their concerns about your product or service goes a long way in helping them lower their defenses against selling.

Good marketing videos incorporate objection removal into every aspect, whether they're specifically designed for that purpose or not. If your videos are on point and entertaining, prospects will want to do business with you and will most likely overcome their fears.



Resist the temptation to address all objections in one video. Trying to do it all often accomplishes nothing in the end. Instead, make a separate, short video for every objection and link them, for example, to a common page on your website where people can read the FAQ (a list of frequently asked questions) to quickly find the video that answers their question. You have the additional benefit of seeing which one is viewed most often, which gives you valuable information about how your customers think.

Building credibility

With the number of competitors now out there, new prospects want to know that they're dealing with honest and forthright people who can deliver what they promise. You must answer the questions in the following three categories to build credibility, and you can use video effectively to answer them:

- ✔ **Knowledge: Do you know enough to solve the prospect's problem?** In a video, you can share tons of content in a short amount of time. A library of videos on your product or service demonstrates your breadth of knowledge, and including subtle nuances shows that you have depth.
- ✔ **Understanding: Will you listen and comprehend the prospect's specific issue?** Simply stating that you're listening to someone is unlikely to make that person trust you. But demonstrating your listening process by presenting detailed stories that demonstrate your openness to your customers may prompt your prospects at least to take the time to give you a try.
- ✔ **Testimonials: Have other people had good experiences with you?** People rarely want to be the first to spend money on trying something new or untested. The testimonial is an important video tool for making people comfortable and letting them know that they aren't alone. Good testimonial videos are brief, and they're often best when you have a particular point to make rather than a general "I like this company" statement. The people giving the testimonials should be credible and have a trustworthy appearance.



Just as video can help build a good reputation, it easily can give a bad impression instead. Any blemishes or misrepresentations will forever be "out there" after you release the video online. Make sure that the video is honest, authentic, and inoffensive to those you're trying to attract, or else you may not be able to control the damage.

Developing a Video Marketing Integration Plan

Good things in business rarely happen by accident. Effective marketing requires a series of carefully constructed steps, integrated and executed with the purpose of moving a buyer to take action. This strategy requires planning and investment and enough time to get it right.

Most importantly, set a plan for your video marketing that incorporates all your other marketing efforts.

You can use the eight elements in this list to combine video with other marketing tools to create more of an impact with your marketing:

✔ **Your website:** Your website should contain your entire library of videos. They should be arranged in a way that makes sense based on the information on every page of your site. Chapter 18 helps you decide what to put where. Video is a key element of search engine optimization (SEO) and search engine marketing (SEM): Internet search engines return results more often from sites with video, and video helps to make your site feel more interactive. You can easily embed or install videos on your website. YouTube has simple tools for embedding, as detailed in Chapter 17.

✔ **Snail mail:** Plenty of direct-mail marketing still takes place. Whether you're sending letters or postcards, you should encourage readers to check out information in your videos online. By using a specific link printed in the mailer, you can easily track direct traffic to the video.

✔ **E-mail:** E-mail marketing continues to be the most effective marketing tool, especially when you consider the minimal cost to mail 1,000 e-mail messages. You can quite easily post a link to a short video in all your e-mail messages. Simply copy the link and paste it in the e-mail — you're ready to go. You can even add a small *thumbnail* (a miniature computer graphic) to the link and increase your click rates significantly.



You can use a URL service such as www.bit.ly to create short, specific URLs for tracking e-mail response. E-mails are easy for people to pass around and share as well. For extra passive exposure, remember to insert a video link in your company signature.

✔ **Social media:** One effective marketing aspect of social media tools such as Twitter and Facebook is the capability to spread video quickly and easily. Most social media tools have a method for simply sharing a video. Their tracking systems are usually already built in, and most can share in just a few keystrokes. (We discuss how to incorporate these systems in Chapter 19.) If your video is truly powerful and strikes a chord, your community can spread the word for you.

✔ **Events:** Video is an excellent event-marketing tool. You can show videos at events that can entertain and create the right mood for those who participate, and a memorable video sent to participants after the event is certainly the gift that keeps on giving. An outstanding video can not only trigger emotional memories but also attract attendees to future iterations of the event. You can even use videos as party favors. Check out the later sidebar “Ship to shore” for an affordable and powerful event video idea.

✔ **Trade shows:** You can incorporate video into trade show marketing programs in many ways: Show a compelling video in the booth to help inform people about specific topics, or provide basic information while they wait for someone to help them. You can also integrate video into the design of the booth to ingrain your visual imagery and message.



Some companies are effectively using videos in advance of shows to excite prospects about visiting their booths. Some get creative with interactivity by requiring attendees to supply information from the preshow video in return for gifts.

- ✔ **Seminars and webinars:** Every seminar you attend physically should become a video that can be broken up into clips, ready for posting on the Web. Many marketers post single-camera webinars and keep them on their sites for future viewers. Find ways to be creative. Talking heads and PowerPoint presentations can grow old fast, though relevant information and sparkling delivery help. The medium of video screams “Show me!” and the use of props and activity can make a webinar truly an event to talk about and ultimately pass around.



The downside of video in seminars and webinars is that it’s all telling. If you speak poorly or you’re careless with wording, you may create video that hurts, rather than helps, you. It’s far better to record the material and edit it afterward if you aren’t ready for prime time live.

- ✔ **Print advertising:** Be sure to integrate the look, feel, and tone of your collateral marketing materials — such as brochures, flyers, and premium items — with your video work. Consistency is a powerful tool in branding and messaging. You can effectively use your printed material to reference important video content by using links and QR codes (special images designed for smartphones), just as you can invite your prospects to ask for literature in your videos. The more you integrate, the more power you have in getting your message across. Check www.dummies.com/go/videomarketing for an example.

After you establish a strategy for combining video with your other marketing tools, budget the amount of money you’re willing to invest in your overall plan. You also need to set a timeline for video releases that fits with the rest of your marketing program. Follow this step-by-step approach to build your integration plan:

- 1. Start with your overall budget.** Video doesn’t happen for free. Though it takes time *and* money, it doesn’t have to be expensive. Borrow a little from every other marketing budget area to create your video budget, because you’ll integrate video into those areas.
- 2. Continually ask the video question.** Whenever you’re discussing any marketing approach, ask your teammates, “How can video help us here?” You may be surprised at the ideas that come up.
- 3. Establish a style guide.** Decide whether you want that YouTube feel or a polished, professional look. Every detail sends a message in marketing, and more polish doesn’t always mean more business.
- 4. Create a master calendar.** The best marketing plans are carefully coordinated for their timing. Video has a lot of moving parts in the production process. Make sure to give yourself ample time to adjust and coordinate with all your other marketing efforts.

- 5. Internally address every detail.** You're responsible for every second that your prospect watches the screen. Someone who reads only 30 percent of your brochure or website still may buy. If the video loses someone somewhere in the middle, that person may not ever come back or even know how to find you.
- 6. Review in a self-critical manner.** People often become excited about making a video and forget that it had a purpose beyond entertaining the people who created it. Make sure your videos are worth watching by their prospects. Save the self-flattery for your home videos.



Boring and irrelevant videos with poor messaging are worse than *no* video, so take the time to do it right rather than race to finish it fast.

Don't make your company memorable for all the wrong reasons. Video production takes time, and effective video marketing can take months to find the right messages and script them well.

Ship to shore

On a lovely October night on the Hudson River, two New York City entrepreneurs arranged a special boat charter for a small group of powerful NYC movers and shakers. Every passenger was instructed to show up as the person they wanted to be three years later and to speak and act as though they had already accomplished their goals. The hope of the hosts was that having everyone discuss their "accomplishments" would encourage them to help each other turn their goals into reality. The hosts wanted participants to remember the evening long after the boat had docked back in Chelsea, so they hired ROARing Video to record the experience.

Rather than simply post typical shots of the boat and mingling people set to music, Matt

and Kevin planned a more creative approach. On arrival, all attendees gave video interviews about their accomplishments and their significance and the obstacles they overcame. Participants were also asked how they would celebrate reaching their goals. After the event, each interview was packaged into a one-minute video with attractive titles, photos of the boat, and inspiring music. The hosts sent every attendee a personal daily-affirmation video as a thank-you gift for participating. For the next three years, attendees can watch the one-minute video every day, grateful for the people who helped inspired them to reach their goals.

Chapter 19

Promoting Your Video with Social Media

In This Chapter

- ▶ Engaging your audience with social media
 - ▶ Using video on Facebook, LinkedIn, and Twitter
 - ▶ Encouraging sharing in all your marketing channels
-

Publishing videos on your website gives you a good start in video marketing, but not all your target customers come to your website. Successful video marketers take their videos to the street — that is, they go where their audience is. Your audience increasingly uses social media sites such as Facebook and Twitter every single day. Social media can truly boost your video's exposure if you persuade others to share your video.

People love to watch online videos because it's a quicker and more entertaining way to solve the problems they're working on. People who watch a video that's truly helpful to them — or that amuses them — are more willing to share it with others. Therefore, thinking carefully about what makes your video content worth sharing *before* you create it saves time and gives you free exposure.

After you have some shareable content, you can use an arsenal of social media tools to share it. For example, Facebook, LinkedIn, Twitter, and even e-mail newsletters can be powerful drivers of video success.

Gaining Visibility with Social Media

A *viral* video is simply a video that lots of people have shared because they liked it or found it remarkable. But you can't plan viral success on the scale of millions of views. Even a larger brand, such as Nike, that can invest a million or more dollars in promoting a video doesn't always hit it out of the park. See Chapter 2 for more details about viral video.

What you *can* plan for and carefully execute is social media success with your target audience. By finding the proper venues, channels, and influencers, you can post your content where interested viewers can see it and then pass it on.

Picking your social media battles

Social media has rapidly become a wide field in which to play. You can share your videos in many different places. Here's a short list of the most important places to post videos or share links:

- ✓ Blogs
- ✓ Industry newsletters and news websites
- ✓ Online forums and communities in your sector
- ✓ Facebook
- ✓ Google+
- ✓ LinkedIn
- ✓ MySpace (still relevant if you're promoting music)
- ✓ Twitter
- ✓ YouTube

Thinking like a journalist

Journalists are trained to tell stories. When planning your sharing strategy, think like a journalist: Determine how your video can become newsworthy, or comment on current news in your industry.

Suppose that your industry has recently experienced a bad environmental scare with toxic lead paint and now everyone is talking about it — industry bloggers are buzzing, and every conference seems to host a panel discussion about the topic.

If your company has been proactive for years in eliminating toxic lead paint throughout the

supply chain, a short video on how lead paint can be eliminated and what your company did to successfully make products without lead paint is instantly newsworthy:

- ✓ Bloggers may want to embed the video into their blogs.
- ✓ Your video can be showcased at your industry's next conference as a successful case study.
- ✓ Influencers may even retweet your video on Twitter.

Pick your battles. Unless you have unlimited time and resources, you can't possibly be an active community member in all these venues at the same time. Find out which channels are most important to get in front of your audience, and determine which are the most effective targets to start with.



You can leverage your social media efforts by posting content in one place and spreading it from there. Specialized social media software can help in this effort. For example, you can use the Pixability Video Marketing Software to automatically post links to your YouTube videos to Twitter, Facebook, LinkedIn, and other social media sites.

Understanding where your audience lives online

Before you start your social media efforts, step back and put your ear to the ground — or simply listen to your best customers. In Chapter 2, we discuss how to analyze your customers' needs and the problems for which they need solutions. Use this knowledge to find out more about your target customers' online habits by asking yourself these questions about them:

- ✔ **How old are my target customers?** Your social media mix is influenced by the age group you're targeting. For example, if your audience is 16-year-old skateboarders, you'll use more YouTube community features. If you're targeting 32-year-old marketing managers instead, a combination of sharing on Twitter and LinkedIn draws more attention to you.
- ✔ **Where do they live?** Depending on whether your business operates nationally or locally, your social media efforts can be targeted locally to your specific town, state, or country by following regional influencers.
- ✔ **Which events do they attend?** Your customers may congregate at important industry events, conferences, or trade shows, and all these events now have an online component, such as Twitter hashtags or coverage by industry bloggers.
- ✔ **Which websites do they visit?** Determine where your customers find their news online, which blogs they read, and where they go for advice online. You can post helpful information in these places for your target customers.
- ✔ **Which books do they read?** Finding the influential authors in your market leads you to discover where those authors publish online. You can then comment on their newest works and thoughts.

After you track down this information, you can start planning your social media strategy. Create a list of the most important places your customers visit online. You should soon discover a pattern and see that some people and places matter more than others — not all online activities and social media are created equal.

Identifying opinion leaders and influential channels

By listing all the places where your audience lives online, you have a useful starting point to identify whom your audience listens to. Every industry has opinion leaders and influential channels.

If you don't know (yet) who matters most in your industry, follow these steps on every online channel you've researched:

- 1. Check the site's web traffic.** Use Compete (www.compete.com) or Alexa (www.alexa.com) to see how many website visitors a site draws per month.
- 2. Verify the number of followers or "likes."** Go to the corresponding Twitter account or Facebook page of the online property you've identified and see how many followers it has relative to others in the space.
- 3. Confirm connections.** See who is behind these sites by identifying the authors, editors, or top management personnel. Calculate how many connections those people have on LinkedIn.
- 4. Identify who is important.** You can use online services such as Klout (klout.com) to see who is important in your space. These services measure social influence and can tell you who has interactions online with whom and whom people look up to. This step can save you a lot of time in finding the second and third tier of influencers.
- 5. Find influential videos.** If your industry has well-known videos, find out who created them and where they're hosted, such as on YouTube, Vimeo, or another public platform. To find influential videos in your industry, brainstorm relevant keywords for your product or service, and use a free service such as Online Video Radar (www.onlinevideoradar.com).

After you know who matters in your space, familiarize yourself with important topics in the field. No real shortcuts are possible in this time-consuming process. Knowing your industry intimately enables you to create helpful video content and have intelligent discussions with your target audience by way of social media.



In all social media channels, you're rewarded if you create content that your audience cares about. Video is a beneficial way to differentiate yourself from all the noise in those channels, though your content must be good. Bad content usually backfires: Even if you create fancy videos, unclear or unstructured content prevents your videos from being shared. Check out Chapter 4 to find out how to send the right message.

Encouraging users to share your videos

After you've found the most relevant online properties and people in your industry, studied all the newest and juiciest industry gossip, and created remarkable videos, people should go out of their way to share your videos, right? Wrong. It's your job to bring your video to your audience's attention and make sharing easy. Follow this step-by-step approach:

1. **Set up your own social media presence.** For example, open accounts for all social media networks that matter for your audience, or start your own blog.
2. **Follow opinion leaders.** After you identify the opinion leaders, follow them on Twitter and Facebook, subscribe to their blogs, and read their columns.
3. **Post comments.** Ask opinion leaders questions, or comment on their newest content. Sign in with your real name and website URL when you comment on blogs or websites.
4. **Engage in conversations.** Monitor the places where you've commented to see whether you receive responses. Thank the responders, and engage in a conversation with them. Link to your videos if they're relevant for the conversation.
5. **Be helpful.** People often use social media as a problem-solving strategy, by posting questions on blogs or via social networks. Respond with helpful information — for example, a video or blog post that addresses the problem.
6. **Ask for feedback.** Ask for feedback on your newest videos. By following these steps, you build relationships with influencers in your target market and can likely learn more from them. If they like what they see, they're likely to share it.



Be bold enough to be controversial. Opinion leaders like to be challenged because they then have the opportunity to show off their knowledge. If your point of view is controversial but justifiable, others will respect you for *your* expertise.

To help viewers easily share your videos, ensure that your blog, your website, and your other social media channels are set up for sharing. Include the Facebook Like button, the Twitter tweet icon, and the Google+ +1 button on your site.

Establishing a Presence on Facebook

An increasing number of businesses are establishing a presence on Facebook. With more than 800 million users around the world at the time this book was written, Facebook has become a daily habit for many people. Not only are consumer brands active there, but business-to-business companies have also increasingly started using Facebook to launch their content.



Online video is among the most popular content on Facebook because users love to watch interesting content even more than they love to read it.

Boosting your business on Facebook

If your customers use Facebook to find solutions to meet their needs, your company has to have a presence on Facebook. You can create a presence in two main ways:

- ✓ Create a business Facebook Page.
- ✓ Use your personal Facebook page.



Create a business Facebook Page because you can customize it to generate customers for your company. In addition, you can support your company's efforts by liking (using the Facebook Like button) and commenting on your company's posts from your personal account.

For more information on how to create effective company Pages and market your business on Facebook, we recommend *Facebook Marketing For Dummies*, by John Haydon, Paul Dunay, and Richard Krueger (John Wiley & Sons).

Sharing video with your friends and fans

Facebook is more than a social network — it's the world's second most popular video sharing site, after YouTube.

To be successful as a business on Facebook, you have to treat your target customers as friends and let your personality shine. Engage your audience in conversations, and show the human side of your company. Video is an easy way to show off your team and let them share their expertise.



Approximately 80 percent of your videos should feature helpful hints, information about your products, and other serious content, and 20 percent should consist of videos showing what you and your team do for fun, showing off a more personal side of your business. For example, Bettina and Andreas' team at Pixability recently organized a flash mob. The Pixability community on Facebook loved the video and watched it thousands of times.

Choosing YouTube or Facebook video

You can use three methods to put video on Facebook:

- ✔ Record video with your webcam.
- ✔ Upload video directly from your drive or mobile device.
- ✔ Post videos on YouTube and publish them on Facebook.

Which variant you choose depends on what you want to do with the videos afterward.

One benefit of recording video with your webcam directly on Facebook is that you save time and money. If you want to send only a quick message to your fans, recording a quick webcam video can save time and effort.

The benefits of uploading directly to Facebook are described in this list. You can

- ✔ **Reuse your videos.** The downside of posting webcam videos on Facebook (next to their limited quality) is that you can't reuse these videos easily anywhere else. Facebook doesn't let you download them.
- ✔ **Link to videos in Facebook ads.** Facebook lets you link its ads to videos that are hosted directly on Facebook. Users can then stay within Facebook to watch your videos, which makes many of them more comfortable and can garner more views.
- ✔ **Use the videos in Sponsored Stories.** If you want your videos to show up in Sponsored Stories, you have to host them on Facebook.

(To understand how video ads and Sponsored Stories work, read the later section "Promoting video with paid campaigns.")

The benefits of using YouTube videos on Facebook are that you can

- ✔ **Accumulate more views on YouTube.** Drawing more views helps your video, search engine optimization efforts. Read more about this topic in Chapter 20.
- ✔ **See how many views your video has.** Facebook doesn't report on the number of views you've generated. YouTube counts all your embedded views, including those on Facebook.
- ✔ **Share more easily.** The Facebook video player makes it difficult to share video outside of Facebook.
- ✔ **Use annotations.** If you use the YouTube annotation function for calls to action, they also work within Facebook. Read more about annotations in Chapter 17.

Recording webcam videos on Facebook

Recording Facebook webcam videos is an easy, no-frills way to add videos to your company's Page. It works like this:

1. **Visit your company's Page.** On your Wall, you see different sharing options at the top. Click the Video icon. You see two options appear: Record a Video and Upload a Video.
2. **Click the Record a Video button.** A dialog box may appear and prompt you to allow the Adobe Player to work. If it does, choose Allow and click the Close button.
3. **Press the red button to begin recording the video.** Turn on the built-in microphone before you start. Press the button (now gray) again to stop the recording.
4. **Review your video.** You can press Play to review your video.
If you don't like the video, press Reset to start over.
5. **Add a message.** After you're happy with the webcam recording, add to the box below it a message describing your video. You also choose with whom you want to share the video. Finally, click the Share button to publish it on your Page.



The webcam recording you've created is stored permanently in the Video section of your Page.



If you're looking for a glossy brand image, avoid using the Facebook webcam recording feature. The quality of Facebook recordings isn't good.



Just because you can quickly add videos by webcam doesn't mean that they will be compelling. Quick videos deserve the same thought, planning, and scripting as any other marketing video. Consult Chapters 3 and 4 to determine the purpose and approach for your webcam videos.

Uploading video to Facebook

To upload video to Facebook, from either your mobile device (such as a phone or a tablet) or your computer, follow these steps:

1. **Visit your company's Page.** On your Wall, you see different sharing options at the top. Click the Video icon. You see two options appear: Record a Video and Upload a Video.
2. **Click Upload a Video.** Select a video file by clicking the Choose File button. You can only upload videos that are no larger than 1024MB and no longer than 20 minutes.



Do not upload videos that you don't have the rights to. You risk them being taken down.

3. **Add a message.** Add a message that describes your video in the box below it. You also choose whom you want to share it with. Finally, click the Share button to publish it on your Page.

Editing and tagging a Facebook video

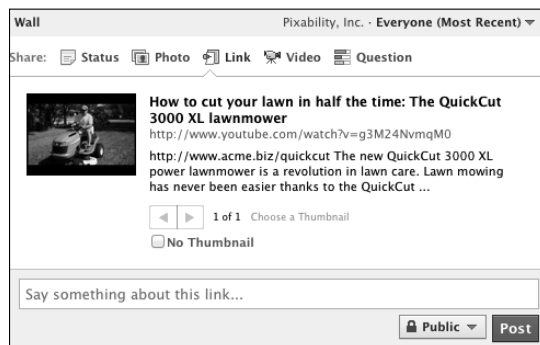
To optimize the exposure of your Facebook videos, go to the Video section of your Page and click the uploaded video. You can now add tags to the video to tell Facebook who's in the video and where it was taken. Even more important, the Edit This Video link lets you add a title and a description and choose a thumbnail. Choose one that looks interesting and action packed. Friendly faces are also good choices.

Posting YouTube videos on Facebook

Embedding YouTube videos in your Facebook posts works like this:

1. **Upload your videos to your YouTube channel.** Follow the instructions in Chapter 17.
2. **Copy the YouTube video's URL.**
3. **Log in to Facebook, and then go to your company's Page.**
4. **Click Link at the top of the Page.** Paste the YouTube URL of your video into the box that appears. Then click the Attach button. Figure 19-1 shows what this looks like on your Page.
5. **Add a message.** Tell your Facebook fans why they should watch this video. To increase your views, mention the word *video* in your post.

Figure 19-1:
How to link
to YouTube
videos
from your
company's
Page.



To automate the posting of YouTube videos on Facebook, use specialized video marketing software that allows you to publish your YouTube videos to your company's Facebook page. If you create video regularly and use more than one social media channel, this can a lot of save time.

To post a YouTube video on Facebook using the Pixability video marketing software, follow these steps:

1. **Log in and choose the video you want to publish.**
2. **Click the Promote button.**
3. **Click the Facebook check box. Write your post, choose to post to your company Page, and then click Send Update.**

Figure 19-2 shows how to send a Facebook update using a YouTube video with the Pixability, video marketing software.

Embedding video in your company Page

After you have video on your Facebook Page, you have to decide what to do next. Unlike your company website, which can remain relatively unchanged for a few months without harm, social media channels need to be continually updated to be effective. By actively managing your social media efforts, you stay in touch with your target audience and regularly win more fans.

Showing up in the Facebook News Feed

You don't always need to use your own videos to show up in your fans' News Feeds. You can include links to YouTube videos in your industry that your target customers will like, too.

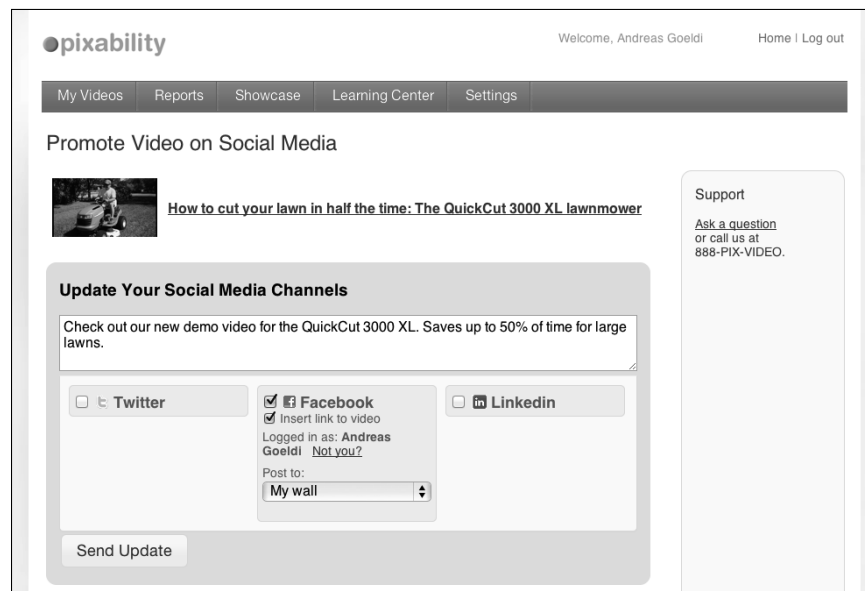


Figure 19-2:
Sending a
Facebook
update
via video
marketing
software.



A clever way to direct traffic back to your YouTube channel is to point your audience to other videos that show your videos in their Related Videos section.

Facebook Page welcome videos

When people who like your Facebook Page stop by for a visit, Facebook automatically brings them to your Wall. For new visitors, though, you can designate a specific tab for them to view. A cool way to increase the number of likes on your page is to let first-time visitors land on a tab that shows a welcome video.



Let viewers know what's in it for them when they visit your Facebook Page. Your welcome video should let first-time visitors know what they can expect as fans of your Page, such as whether they can find discounts, special how-to videos, or invitations to webinars.

When you're ready to start on your video landing tab, you need a special app to make it work. Follow these steps:

1. Install the app to your Page.

Go to your Page and click Edit Page (in the upper-right corner). Click Apps in the navigation on the left, and then click Browse More Applications at the bottom of the page. Search for *iFrameWrapper: best FBML alternative*. Click the app, and scroll down until you find the Add to My Page link on the left. Click it, and choose your Page.

2. Name your video landing tab.

Return to your Page. Your new landing tab appears in the left navigation, titled Welcome (by default). Click Edit Page and then on Apps, and then on iFrameWrapper. Then click the Edit Settings link. Enter whatever name you want in the Custom Tab Name field.

3. Build your landing tab.

Click the landing tab name in the left navigation (Welcome or whatever you chose in Step 2). Then click Settings at the bottom of the tab. You can choose between HTML, CMS, and iFrames, but in order to build a simple landing page with video, stick with HTML. Finally, paste the embed code of your video. If your video is hosted on a public platform such as YouTube, look for a button labeled Share or Embed, and copy the code. Choose a width fewer than 510 pixels.

You can add more content to your landing page; it's similar to a website, so whatever you can think of to do with HTML will likely work. Text, photos, more videos — you can experiment and have fun!



Making your fans the stars can pay high dividends on Facebook. If you can persuade fans to create videos using your product, you can use the videos to draw more fans.

Promoting video with paid campaigns

The power of Facebook lies in not only using your own network of friends and fans but also promoting your content to their friends and fans. If you sign up as a Facebook advertiser, you can run Facebook ads and also Sponsored Stories. It costs money, but it may be a cost-effective way to acquire new customers.

Buying Facebook ads for your videos

After you've created videos that resonate with your target audience on Facebook, you can spread them more widely via ads. Follow these steps to get your videos seen by using ads:

1. Create a Facebook ad at www.facebook.com/ads/create.

2. Select the destination you want to promote.

The destination of your Facebook ad can be your website, a specific landing page, or your company's Facebook Page — depending on where you've decided to place the video.

3. Mention the word *video* in the title or body text of your ad.

This step increases your number of click-throughs.

4. For an image, use an action-oriented thumbnail of your video with a Play button on it.



Choose thumbnails wisely, and avoid using your logo or text in the thumbnail of the video. Facebook users like action-oriented videos, so give them a taste of what they'll see in the thumbnail.



Using Sponsored Stories for videos

A more organic way to spread the word about your videos is to use Sponsored Stories. Your fans and your fans' friends can then discover your videos via the Facebook News Feed and the Sponsored Stories column. People enjoy buying from companies that their friends trust.



Sponsored Stories are stories that are eligible to appear in your Facebook News Feed. They show up in the right column of pages on Facebook. The types of stories that can be surfaced include Page likes, Page posts, Page post likes, check-ins, app shares, domain stories, and apps used and games played. Figure 19-3 shows what a Sponsored Story looks like within your fans' Facebook pages.

To have your video discovered via Sponsored Stories, follow these steps:

1. Create a Facebook ad at www.facebook.com/ads/create.

2. Select the destination you want to promote.

The destination should be your company's Facebook Page.

3. Select the type of stories you want to promote.

Under Type, select Sponsored Stories. Under Story Type, choose Page Post Story (if you want your current fans to see the video) or Page Post Like Story (if you want your fans' friends to see the video).

**4. Select your targeting criteria and budgeting.**

For more information about targeting, visit www.facebook.com/adsmarketing.

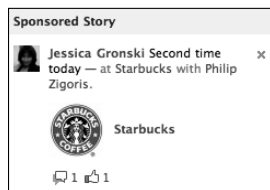
5. Upload your videos to Facebook as described earlier in this chapter.**6. Create page posts including your video as described earlier in this chapter.**

The videos show up in your fans' or their friends' News Feeds.



Videos are shown only to your fans' friends as Sponsored Stories if they liked your video in the past seven days. Keep the video content coming if you want to use this paid strategy successfully.

Figure 19-3:
Sponsored
Stories
appear in the
right column
of pages on
Facebook.



Tweeting videos on Twitter

An active Twitter account has become a must-have item among the social media crowd. Because updates on Twitter can be no longer than 140 characters, brevity is the key. So where does video figure into the mix?

Though you can't upload your videos directly to Twitter, you can actively promote them via links. Follow these steps:

- 1. Log in to your Twitter account via www.twitter.com (or using a Twitter client or video marketing software).**
- 2. Decide where to direct traffic:**
 - To your Facebook page
 - To a YouTube video
 - To a designated landing page on your website where you've embedded the video



3. Write a pithy update.

Including the word *video* has been shown to significantly increase the click-through rate.

4. For extra credit, direct the video link to some of your most influential Twitter followers by including their Twitter handles in the tweet.

You may be rewarded by a retweet to that follower's audience!



If you aren't shy about creating short, impromptu content to take videos on the go, use your cellphone to shoot short videos. Upload them to a service such as Twitpic, Twitvid, or Yfrog directly from your phone and send a tweet. That's instant video marketing!

YouTube is social, too

YouTube has its own social networking community, and you can find much more additional value from it for your business videos if you use its social features. (We describe YouTube in detail in Chapter 17.)

The following list describes the most important ways to engage the YouTube community:

- ✓ **Subscribe to other people's channels.** This strategy keeps you updated about content that may interest you. Best of all, because most people return the favor of subscribing, you can reach them with your videos as well.
- ✓ **Comment on other channels and videos.** Complimenting someone on her videos helps you get noticed and helps interest other people in your own content. Be authentic, though — most people can spot insincere flattery.
- ✓ **Use video responses.** This special form of a YouTube comment lets you use a video to react to somebody else's video. You can either use a video you already have or one you make specifically as a response. Again, be authentic and sincere.



Using aggressively promotional video responses that people may see as spam can cause you to be blocked in no time.

- ✓ **Add as Facebook friends the people whose content you like.** You can "friend" people on their channel pages next to the Subscribe button. It works a lot like Facebook friendships — it's more of a social gesture of appreciation than a real friendship. You then appear on your YouTube friends' channel pages, which is another way to gain more visibility.
- ✓ **Favorite other people's videos.** Favoriting is probably the highest expression of appreciation on YouTube. It adds these videos to the Favorites list on your channel. These favorites are visible to your channel's visitors, so add only other excellent videos that fit your own goals. In a similar way, you can add other people's videos to your own playlists. Check Chapter 17 for more details.

Taking a look at other social marketing channels

Facebook, Twitter, and YouTube are the “big dogs” of social media, but depending on your business, other vehicles can attract as much attention for your videos. The key to successful video marketing is to use your videos in as many of your marketing channels as possible. Consider adding video in these locations:

- ✓ **E-mail footers:** Reference your videos in all e-mail communications. If you include a YouTube link and your recipient uses an e-mail service such as Gmail, he can even play the video directly from his e-mail.
- ✓ **LinkedIn:** Most professionals have a short résumé on LinkedIn. But LinkedIn is a social network as well. Harness the professional groups in your industry to create awareness for your videos.
- ✓ **Press releases:** Press releases that contain videos draw three times as many views as those without them. Services such as PRWeb allow you to upload videos along with your press release.
- ✓ **E-mail marketing:** When sending your company newsletter, remember to include a video thumbnail. It increases your click-throughs significantly.

Using e-mail marketing

Do you have a newsletter mailing list? Making your newsletters more fun and engaging is easy if you add a video into the mix. Research shows that you can easily double the number of clicks by substituting a boring text link with a fancy video thumbnail.

To use e-mail marketing via Constant Contact, one of the most popular e-mail marketing software providers, follow these steps:

1. **Create your e-mail newsletter as usual. Write all the text you want to use first.**
2. **Open your YouTube channel, and copy the link address of the video you want to use.**
3. **In Constant Contact, edit your newsletter, and choose Video Link from the Insert menu on the left.**
4. **Paste your YouTube link into the Video URL field, and click Create Image.**
Constant Contact automatically creates a thumbnail picture that appears in your e-mail newsletter.
5. **Use the slide to adjust the thumbnail picture’s size to fit your newsletter layout.**
6. **Click Insert to insert the video image into your newsletter.**

Your e-mail recipients see the video thumbnail as though it were a real video waiting to be played. But if they click it, they're redirected to your YouTube video.



Do not attach video to outgoing e-mail messages. The file size is usually much too large, and your e-mail messages are often rejected by corporate firewalls or spam filters. Many of your subscribers also have attachment size restrictions and immediately delete messages with large attachments — video or no video.

Linking into LinkedIn

LinkedIn is a popular channel to reach business people. Marketers who sell to other businesses should especially consider an active LinkedIn strategy.

This business network doesn't offer the option to upload video directly, but you can use your YouTube videos to great effect. Follow these steps to write a LinkedIn update with video:

- 1. Log in on LinkedIn.**
- 2. On your LinkedIn home page, write the text of your update in the Share and Update box.**
Don't click the Share button yet.
- 3. Go to the YouTube site, and copy the link address of the video you want to use.**
- 4. Go back to LinkedIn, and click Attach a Link below your update.**
- 5. In the Add URL box that appears, paste your YouTube link. Click Attach.**

LinkedIn now gets your video's title and includes a thumbnail picture as well.

- 6. Click the Share button to post your update.**

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