

# **Creative Video Marketing**



**Beyond YouTube and  
Google+ Hangouts**

# Why Video is Important

- 1. Video Can be Shared More Easily
- 2. Your Audience Can Get to Know You Better
- 3. You'll Stand Out From The Crowd
- 4. Improve the Power of Testimonials



# More Reasons...



- 5. Most People Use Mobile Devices Now
- 6. You Don't Actually Have to Show Your Face
- 7. It's Going to Stay Popular and Likely Get More Popular
- 8. Video is a Great Way to Tap into New Audiences

# It's Easier Than You Think

- 1. You Need a Video Camera
- 2. You Need to Learn About Appropriate Lighting
- 3. Invest in a Good Quality Microphone
- 4. Acquire Sufficient Video Editing Software



# More to Video Than YouTube



- 1. Your Blog
- 2. Facebook
- 3. Google +
- 4. Pinterest
- 5. Twitter
- 6. Vimeo
- 7. Justin.tv

# 4 Fun Apps To Use

- 1. Instagram
- 2. Vine
- 3. SocialCam
- 4. Videolicious



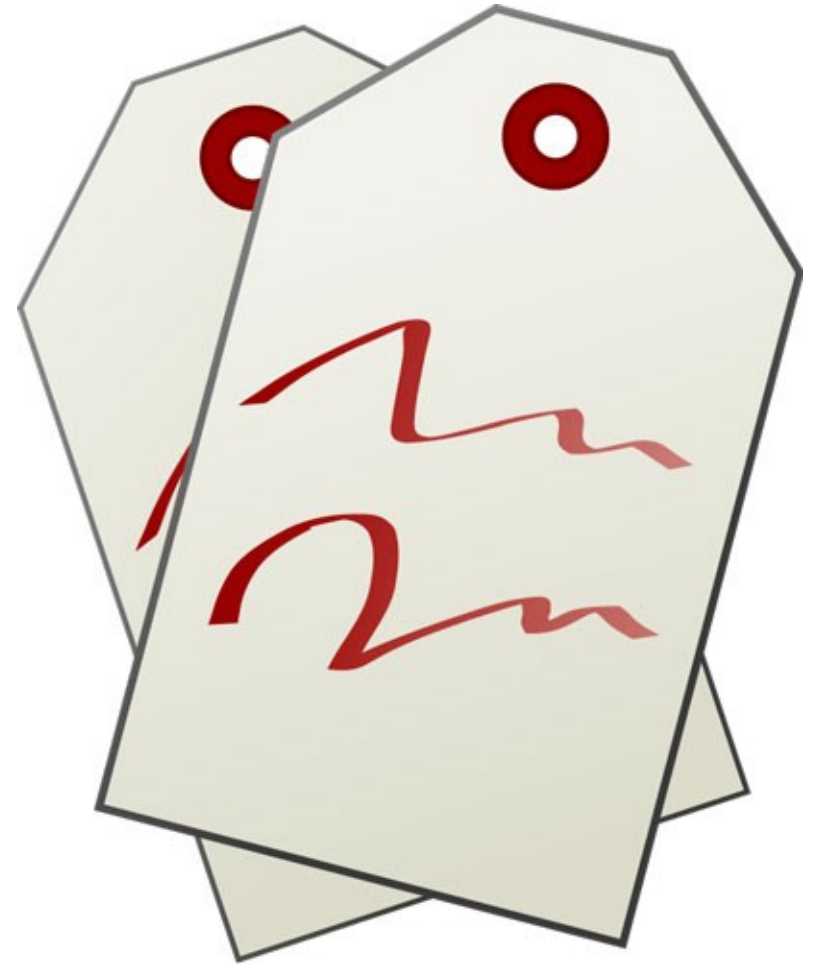
# How to Let Go of Your Insecurity



- Set Goals
- Be the Expert
- Enjoy the Process
- Start Small
- Take Risks

# Creating & Marketing Videos

- Remember SEO
- Use the Right Tags
- Promote Across Social Media Accounts
- Use Automation
- Add To a Playlist
- Choose a Strong Thumbnail





# Ideas for Any Niche

- 1. Repurpose & Reuse
- 2. Branding
- 3. Co-Branding
- 4. Products Descriptions
- 5. Service Descriptions
- 6. Instructional Videos
- 7. How To Videos
- 8. Training Videos



# More Ideas



- 9. Transactional Videos
- 10. Testimonial Videos
- 11. Personal Messages
- 12. Round Table Videos
- 13. Talk About the News
- 14. Question & Answers
- 15. Coaching Minute

# And Even More...

- 16. Series of eCourses
- 17. Record Webinars
- 18. Demonstrations
- 19. Create a Book Trailer
- 20. Product Teasers
- 21. Do Interviews
- 22. Get Personal
- 23. Be Funny



# And finally...



- 24. Make a Music Video
- 25. "Day in the Life"
- 26. Say Thank You
- 27. 3 Tip Videos
- 28. Shout Out Video
- 29. Ask for Contributors
- 30. Be Random

# That's a Wrap

You need to get involved with Video Marketing and make it an integral part of your marketing plan.

Just go for it. Nothing is stopping you but you.



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