

5 Tools of Video Marketing

yinc
marketing

Welcome and thanks for requesting this simple report. I'm not sure if you are just getting started with Video marketing or if you are an advance genius.

Either way...we are going to start with the basics. I want to keep things very simple so that you can immediately start using these 5 Tools. I have other guides and more material that will be provided later on.

The Goal? To help you run a Video Marketing campaign that will drive you leads, customer and revenue. So lets get started...

Coming in at number one.

1. YouTube Account

Youtube is the world's most effective marketing platform. It allows agencies and media professionals to target specific demographics for their clients with a level of precision that no television can buy or ad network can match.

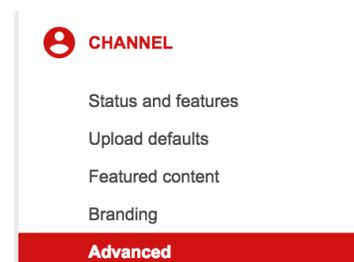
“43 SuperBowls Happen Every Day on YouTube”

You can't just set up any YouTube account, it needs to have a couple of things. First go check out Yinc Marketings YouTube Account.

<http://youtube.com/user/yincmarketing>.

You will notice that my YouTube channel is set up to drive people back to my offers and website. You need to have the following in place:

1. Cover photo (have a benefit in the heading)
2. Website - needs to be connected to your channel
3. Link up your Adwords account
4. Use annotations and drive people to Landing pages. (see some of our videos for examples)



Yinc has created some YouTube guides that you will receive later on, so don't get too worried if you can't do everything now.

2. Adwords Account

If you want to run YouTube video ads you need to set up an Adwords account and attach the account to your YouTube account.

This can be found under the Advanced Channel Setting

Go set one up.

This is going to allow us to run ads on our competitors videos. We will also choose our target audience.

3. Video and a Demographic

Yes this sounds obvious, but you would be surprised at how many people start a video marketing campaign without a video. This can not be done.

You need to create live videos or animation videos. Make sure they have a strong headline and a good Call To Action. This makes a big difference. Since Yinc is part of [Ydraw](#) we have the ability to create a lot of videos.

If you do not have a budget or the resources to create a video, I suggest using a service like “Video Hive.”

Sophisticated hyper-targeting is a key to YouTube campaign success. When we create Video ads we will get to select our target audience.

Ads on YouTube can be targeted by:

- Demographics
- Topics
- Interests
- Keywords
- Placements
- Remarketing Lists

4. Ultimate Video SEO Plugin

You will need to go here to get the Ultimate Video SEO plugin.

<http://codecanyon.net/item/ultimate-video-seo-plugin/5582148>

This plugin will help you rank videos that you place on your Website. If you do not have a Wordpress Site, you will not be able to get this plugin.

5. Time, Effort, and Money

As a Video Marketing Expert, I know firsthand how difficult it can be to convince others of the viability of a new format, idea, or platform. You either have to set aside Time to create rank videos or you need to set aside money so you can run ads to your videos.

It's best if you have both.

We are not talking about thousands of dollars. You can start running ads to your videos for \$10 a day. If you don't have that, you better go get a job... :)

Video marketing does not happen on it's own. It takes time, effort, and money.

Numbers to Consider

265...Number of videos per month the average American Internet user watches

40...Percent of YouTube traffic that comes from Mobile device

100...Number of top global brands using YouTube for marketing

180...Average duration in seconds of the most-viewed videos on YouTube

8...Consecutive quarters that TV viewing among 18-24 year olds have dropped.

Conclusion

So there you have it my friends. So get out there and start your video marketing campaigns, reach the right audience and measure your success.

Don't forget to keep testing and monitor your account for the first couple of weeks.

Once you dial in the ROI and get consistent leads, you are able to check in on your campaign every couple weeks.

If you have questions you can contact me or my team

Thanks

Jace Vernon





Do You Need Help With With Your Video Marketing?

Are you struggling to get the traffic or revenue necessary to grow your business? We have a limited number of spots open for future clients. If you can not implement this strategy, we would love to do it for you. Everything we do is based off of ROI and will help your business. Sign Up and we will get you started right away. We will manager your Video Ads Campaigns, Email Campaigns and Autocomplete Services. They Work and we use them. Sign Up and see if we are a good fit. We may not be...but it's worth seeing. This could change your business.

get started today

yinc
marketing