

5 Video Marketing Strategies to help you get the most out of your videos.

Why video marketing is the the key to growing your business

Left
brain

I am the left brain.
I am a scientist. A mathematician.
Analytical. I compute. I am accurate. Linear.
Analytical. Strategic. I am practical.
I am control. A master of words and language.
I calculate equations and play with numbers.
I am order. I am logic.
I know exactly who I am.

Right
brain

I am the right brain.
I am creativity. I have spirit. I am playful.
Imagining. Socially. I am the sound of roaring tigers.
I am music. The melody of soul beneath my skin.
I am inspiration. I feel others.
I am the urge to paint on an empty canvas.
I am boundless imagination. Art. Poetry. I want. I
I am everything I would be to.

marketing **hy.**
results driven marketing

Video Marketing 101

Most of us should know how important running an effective video marketing campaign is, yet most businesses are not doing it. They either have no idea how to create a video or they do not know how to use it. In this little Video Marketing Guide, we are going to discuss 5 video marketing strategies that will help you get the most out of your videos.

A great marketing campaign starts with a well crafted message. It all starts with scripting. Your video needs to define Unique Selling Proposition in a way that people will take action. You can use our simple video formula:

- ❑ A Strong opening paragraph that shows empathy
- ❑ Identify the problem and turn up the pain
- ❑ Educate them
- ❑ Provide the solution
- ❑ Call them to action with urgency

It does not have to be all fancy and expensive. Videos taken with a phone can be just as effective as a \$40,000 video shoot. It all comes down to the structure and your message.

Let's assume you are a mortgage business and you are looking for first time home buyers.

Here's a good sales script.

We know how confusing and frustrating it can be when buying your first home. You've just found your favorite home and the realtor wants to know if you are actually qualified to buy. You have no idea and you wonder how to get started. We all like the feeling of excitement when buying a home, but we know the dread of trying to qualify.

Most people put off the qualifying until it is too late and they lose their earnest money and cannot get into a home they hoped for. Others think they will qualify for a certain amount only to find out that they don't because the loan officer messed

up on the paper work. But do not worry! We've got a lightning fast approval process and an underwriting process to get you that maximum amount for the lowest cost.

We know you do not want to deal with all the underwriting docs, loans process, and huge amounts of paper work. That is why we are going to do it all for you. We can have you a full approval within a couple of minutes. Plus we can lock in your low rate for 60 days, so you do not run the risk of rising interest rates.

So call us today and get your approval, lock in your rate, and go home shopping with confidence. If you call this month you will get an extra 20% off our fee. Don't wait, give us a call!"

You can use the script above and basically apply it to any industry.

Once your script is done you can move onto shooting your video and sending it out to the mass with our video marketing strategies.

Before we jump into the video strategies, let me explain the structure of this guide. After each step, you will find a link to a live tutorial video. Read the guide all the way through and then go back and watch the tutorial videos.

While watching the tutorial videos, create the ads in real time. Don't worry about getting everything perfect. You can adjust over time.

Get ready because we are not only going to tell you what you should be doing, but we are going to show you exactly how to create a video marketing campaign.

Lets get started.

Video Marketing Strategies

1. Facebook Video Marketing Campaign

We have found Facebook to be an extremely effective way to deliver your message. You can target your exact audience for a very low cost.

We get asked all the time if Facebook will work for B2B. It does. It works great for B2C and B2B.

We have created a video tutorial on how to set up a Facebook video marketing campaign.

[Click Here To Watch Videos](#)

2. Facebook Remarketing Campaign

Most visitors do not buy on their first visit to your website. They need to see you 8 to 12 times before they will take action. There are always exceptions to this rule, but most need multiple touches.

Putting 10% to 20% of your ad budget towards remarketing is a good rule to go by.

Remarketing gives you a chance to educate your visitors and set you apart as an expert.

Do not always show ads that are trying to get your visitors to buy. Give them FREE education and material that will help their business. They get help and you look like an expert. It's a win win.

3. YouTube campaign through Google Adwords

I love YouTube campaigns. By running a YouTube campaign you are able to place your video ad on specific videos like:

Competitor's videos

Videos in your industry
Videos in your same niche

We generate a lot of leads by placing our ads where our target audience is watching. YouTube gives you this luxury.

4. YouTube remarketing Campaign

Like Facebook remarketing, YouTube gives you the ability to tag people who have watched your videos.

Lets assume your browsing on YouTube and you are looking for a Loan. I am a Mortgage broker with a YouTube video to help first time home buyers. If you watch one of my YouTube videos, I am able to tag your browser and show you more of my videos through ads.

Pretty effective.

5. Facebook and YouTube Custom Audience Campaign

Finally we come to step 5 of our Video Marketing Strategy Campaign. All of us should be collecting emails. When you have a list, you are able to upload that list to both Facebook and YouTube.

Once the list is uploaded you can run ads to people who are on your list.

Sound confusing?

Don't worry the video below will show you how to export your LinkedIn contacts, upload your email address and start running them ads.

This can be done with your all your CRM contacts.

Conclusion

Thanks for reading our simple guide: The 5 Video Marketing Strategies to help you get the most out of your videos.

Go to work and use the tactics we have discussed. If you're extremely limited by a budget, start with \$5 a day.

I'm telling you...

When you implement a good video marketing campaign, you will generate business and traffic.

Good luck!

Want us to do all the work for you?

Are you looking for to grow you business with online marketing? We can help.

That's our job!

We're a video marketing company. We create and deliver the right message to the right people so your business can grow.

Ready for a marketing campaign?

GET STARTED