



VIDEO MARKETING

At the end of the day, video is the perfect platform to tell your story.

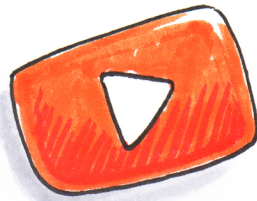
We live in a world where one good video can lead to massive business success.



1

START WITH A VIDEO

- Headline
- Problem
- Solution
- Call to action



▶ Your video needs to both ENTERTAIN and INFORM. You have 5 seconds to grab attention, Don't waste it.

2

CREATE A YOUTUBE, FACEBOOK & INSTAGRAM ACCOUNT

- Brand your social media accounts
- Upload your video to each platform
- Optimize them for rankings & ads
- Share them

▶ Social media accounts should be an extension of your website and branding. Keep the same look, feel and message.

3

CREATE THE VIDEO CAMPAIGNS

YouTube In-stream & In-display ads :

- Pick the exact video you want to run your ads on
- Run video ads in front of your competitor's videos.
- Make adjustments & keep testing



▶ Don't blow your budget by running your ads on the wrong types of videos. BE SELECTIVE.

FACEBOOK / INSTAGRAM VIDEO AD -

- Create 4 types of audiences:
 - Target audiences
 - look alike audiences
 - Conversion audiences
 - Website visitors
- Run the video ad campaign
 - Test & monitor the results