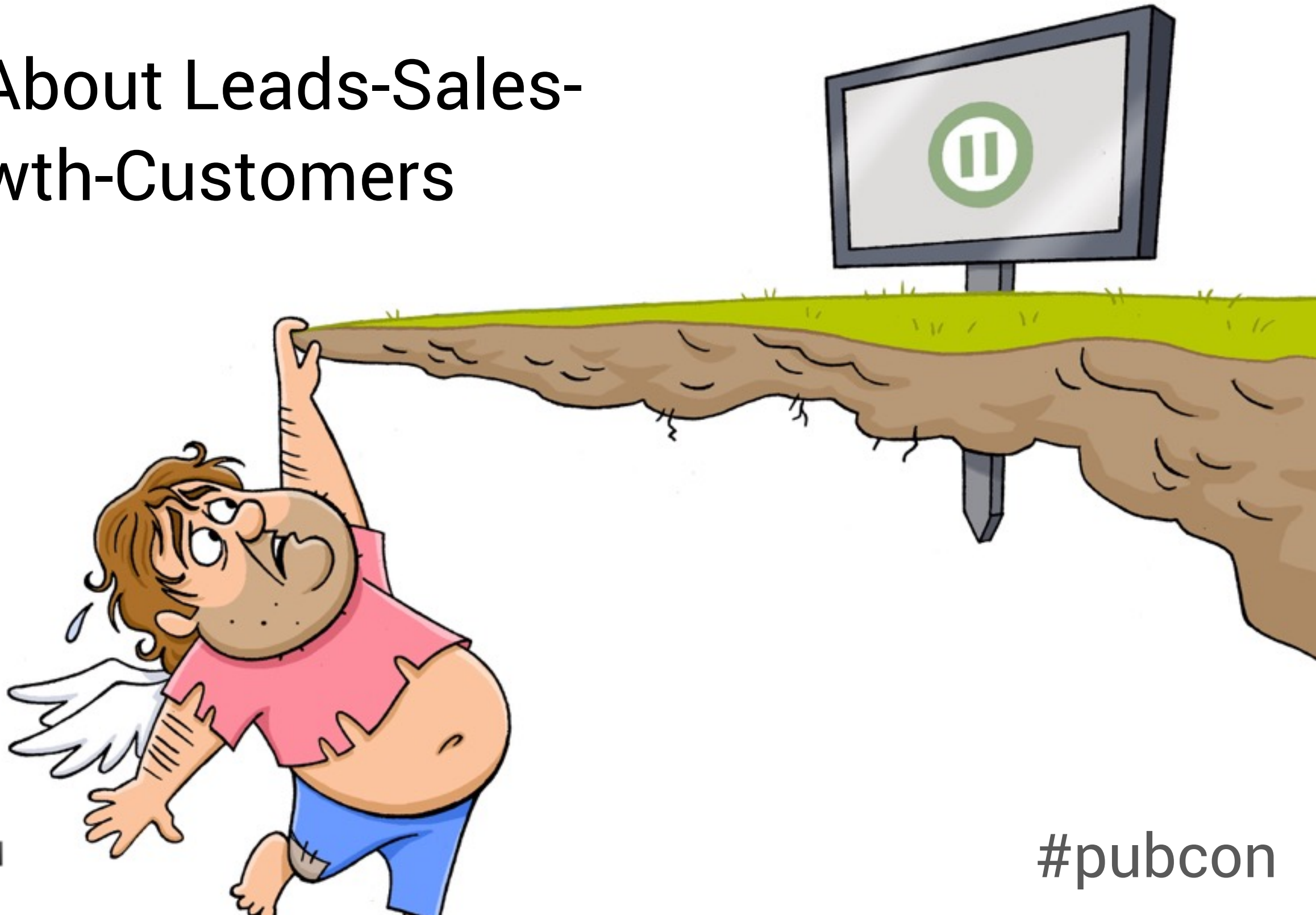


# Video Marketing

---

It's About Leads-Sales-  
Growth-Customers











# MR. B

## Instagram Numbers

12 Campaigns

\$2937

\$15 to \$60 a day

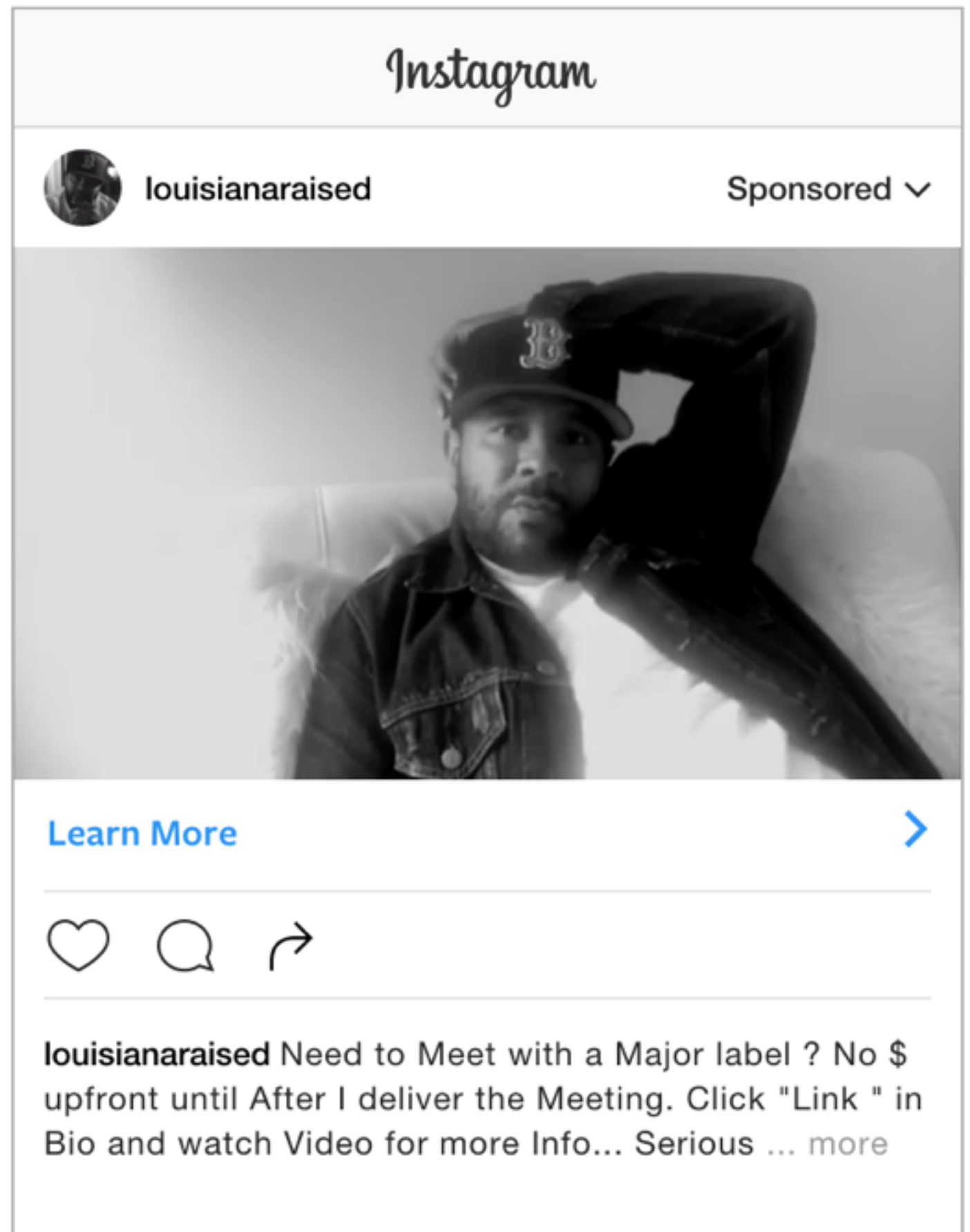
\$.55 a Click to Site

\$4.54 per DM

5-9 Direct Messages

Results...MR. B

Has been in Venice





# BRANDING BEWARE!!!

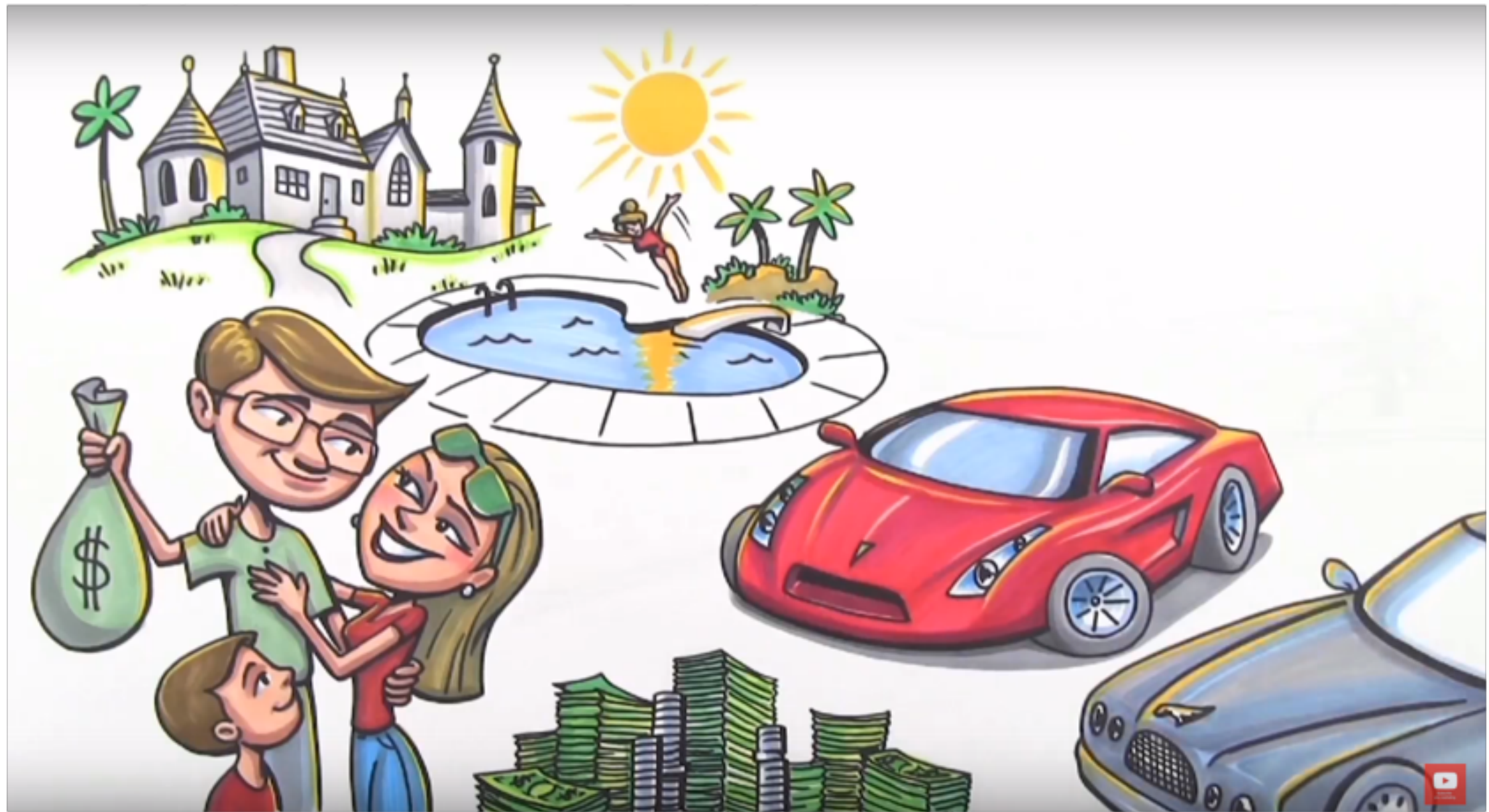


If you Can't Link Video Marketing To Leads, Sales, Customers and Revenue...Your Doing It all Wrong



# 4 Steps To Video Domination

Video Ranking • Ads • Retargeting • Repeat





You want to communicate with an audience that suffers from ADHD. You have five seconds to hook their interest. and 30 seconds until they decide they're done with you. How do you do it?







**Headline • Problem • Solution •  
Guarantee • Social Proof • Call To Action**



es The Raw Egg Test



Speaker 1:	<p>This is where your ice cream comes from. The creamy poop of a mystic unicorn. Totally clean, totally cool, and soft-serve straight from a sphincter. Mmm, <u>they're</u> good at pooping, but you know who sucks at pooping? You do. That's because when you sit on the porcelain throne, this muscle puts a kink in the hose, and stops the Ben and Jerry's from sliding out smoothly.</p> <p>Is that a problem? I don't know, <u>are</u> hemorrhoids a problem? Because sitting at this angle can cause hemorrhoids, bloating, constipation, and a butt load of other crap. Seriously, unicorn hemorrhoids, the glitter gets everywhere.</p> <p>But what happens when you go from a sit to squat? Voila! This muscle relaxes, and that kink goes away faster than Pegasus laying sweet sherbet <u>dookie</u>. Now your colon's open and ready for battle. That's because our bodies were made to poop in a squat, and now there's a product that lets you squat in your own home.</p>	H
		P
	<p><u>Introducing, the Squatty Potty.</u> No, Squatty Potty is not joke, and yes it will give you the best poop of your life, guaranteed. I don't just mean you bloated lords and hemorrhoidal ladies. I mean everyone. Kink, unkink, kink, unkink. <u>It's</u> simple science really.</p>	S
	<p>Can't get the last scoop out of the carton? With the Squatty Potty you get complete elimination. Spend too much time on the chamber pot? The Squatty Potty makes you go twice as fast or your money back. I scream, you scream and plop <u>plop</u> baby.</p>	G
	<p>Maybe <u>you're</u> sore from squeezing out solid globs of Rocky Road. The Squatty Potty gives you a smooth stream of <u>Froyo</u> that glides like a virgin swan. Plus when you're done it tucks neatly out of sight, thanks to its innovative patented design. Truly a footstool fit for a constipated king.</p>	S
	<p>So, if you're a human being who poops from your butt, click here to order your Squatty Potty today at SquattyPotty.com. You'll wish you tried it years ago, and if you don't trust a prince, how about your doctor? Shark Tank, Huff Post, NPR, Men's Health, Howard Stern? He poops from his butt.</p>	CTA
	<p>They're all crazy about the Squatty Potty. Not to mention the 2,000 Amazon users who gave the Squatty Potty five stars. <u>Including the author of this moving haiku.</u></p>	S Proof
Speaker 2:	Oh Squatty Potty, you fill me with endless joy, yet leave me empty.	
Speaker 1:	<p>So order your Squatty Potty today. I'm not saying it will make your poop as soft as this Cookies and Cream, but I'm not saying it won't. Squatty Potty, the stool for better stools. Pooping will never be the same, and neither will ice cream.</p> <p><u>Now that one for you, very good.</u> How does it taste? Is that delicious?</p>	CTA



Speaker 1: What's a super easy way to tell that your bed is awful? The raw egg test. Let me prove it.

H

When it comes to mattresses, you used to only have three choices. Looking for some shoulder pain? Try a hard mattress. It may feel like a rock and put pressure on your hips, but it's a perfect way to tell your partner, "Hey, Baby, want some arthritis?" It just fails the raw egg test.

Then there's the soft mattress. It starts out okay, but collapses over time, like some cheap sneakers, or Anakin Skywalker, and since it comes without back support, you get to try cool, new hobbies, like chronic pain, but it also fails the raw egg test.

Now let me explain the eggs. The raw egg test states that the perfect bed will let you put weight on raw eggs without breaking them because if a bed can cradle raw eggs while supporting all that weight, it'll also cradle your pressure points while supporting your body for maximum comfort.

P

Well, if the hard bed's bad at cradling, and the soft bed's bad at supporting, at least the medium bed is just terrible. It's not firm enough for back support or soft enough for your pressure points, so in the end, it's just a sad middle ground, like limbo or a wussy centaur. It's average. No one wants average.

Now, to get around that, some beds come with \$5,000 remotes so you can choose between hard bed problems or soft bed problems. They're so high tech they fail the raw egg twice.

I don't need a bed that's hard, soft, or average. I need the best of firm and soft without the drawbacks. Introducing purple, the only mattress that cradles your pressure points like a soft bed, while supporting everywhere else like a firm one. Need proof? Let's check. Double check. Triple check. All the checks. I'm really heavy for a little girl from a fairy tale.

S

Yes these eggs are raw, and no, we didn't fake it. How lame would that be? You're lame for thinking that. How can a bed be this comfortable? Maybe because it has 15 patents, was created by an actual rocket scientist, and uses a comfort grid system to distribute weight across any body type, giving you the best sleep you've ever had, guaranteed. Thanks, science.

G

Now, there's a catch. Most high-end mattresses cost \$5,000, but ours is only 1,000. We're sorry about that. We're the best, but you can spend that extra money on, I don't know, an adorable baby bear? Don't let it on the mattress though. It will pee all over it.

P

While you're saving money, you'll save time too because we're shipping purple right to your door for free. Thank you. Now I have two.

S

We're so convinced you'll love purple, if it doesn't change your life in the first 100 nights, we'll take it back for a complete refund. That's the purple no pressure guarantee.

G

I love you.


If you or someone you love sleeps, click here to buy your purple at onpurple.com and say goodbye to the rock-hard prison bed, the saggy swamp bed, the average bed, and the expensive remote. Get yourself into a purple, and Mom and Pop, it's not the 1940s. Share a bed already, and make sure it's a purple, because you guys have been sleeping in garbage.


C  
T  
A

Click now to start your 100 night trial of nocturnal bliss.

No pressure. It's purple.







 lifeonpurple  
Sponsored



CRADLES  
PRESSURE POINTS

Learn More








11,074,256 views

lifeonpurple 20 years of product development went into the creation of the world's first no pressure™ mattress. Better sleep = more focus and energy. Sleep better and do m... more


View all 828 comments


stephan210 @squishy\_pastels what don't you like about it? Debating getting one and have to sell it to my wife





THE MATTRESS


BUY

 Overview


 Science


 Compare


 Sleep Cool

 Reviews

THE WORLD'S FIRST  
NO PRESSURE™  
MATTRESS



 Supports your back like a firm mattress

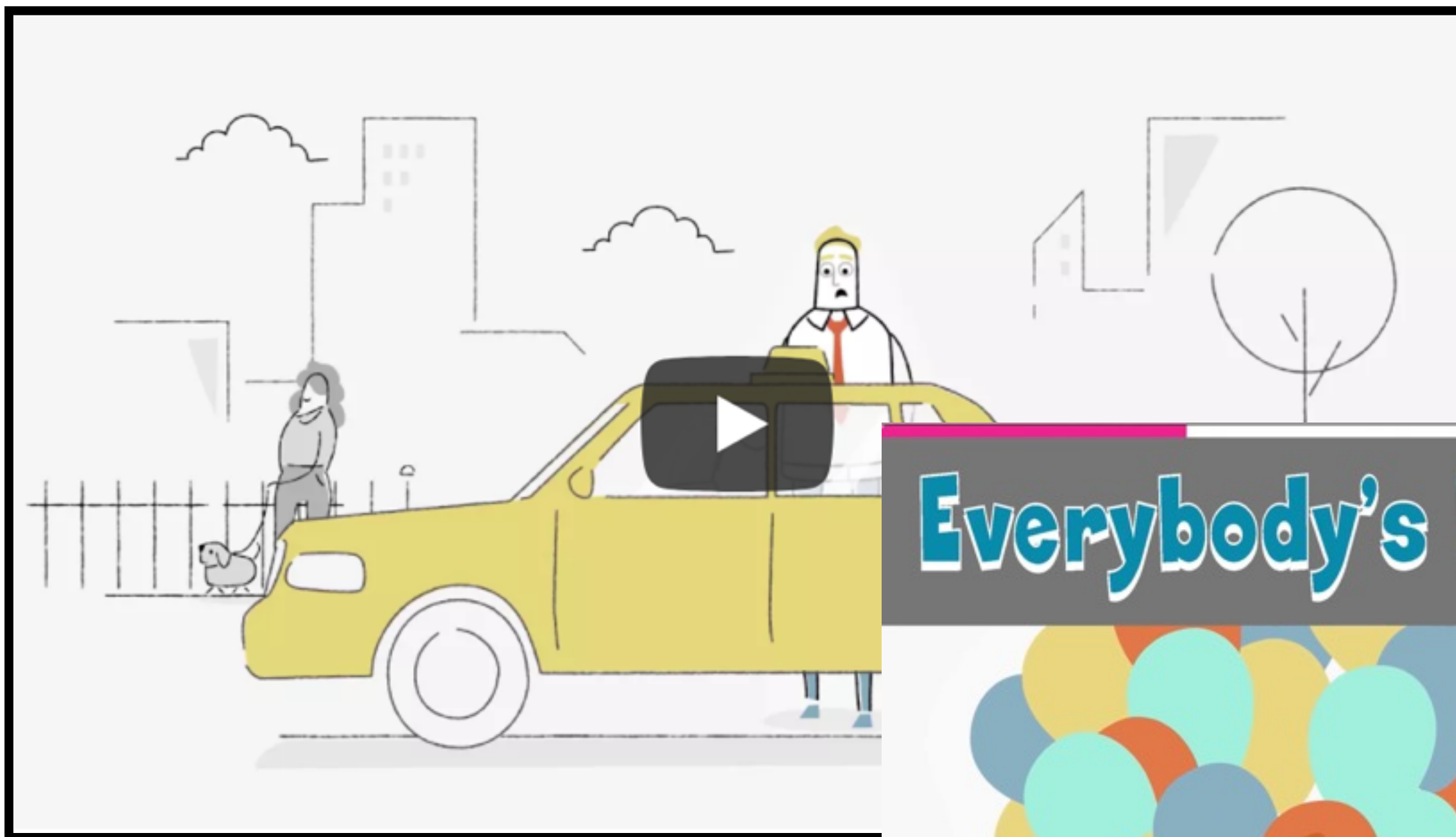
 Cradles hips and shoulders like a soft



# Testimonial Video







## Everybody's Doin' It!



Holy crap! You can't even  
imagine the junk they sent me





Here is a simple way to get a video that will convert and turn into more customers. Take one of your testimonial and turn it into a video.

We did it with our New Video Style (SHALL NOT BE NAMED! ) People are loving it. Get a video from Ydraw.

# Everybody's Doin' It!



Holy crap! You can't even imagine the junk they sent me



## Testimonial Video

Tell your story

[Learn More](#)

UTM TRACKING  
NUMBER \$4.69 - \$12

NEW VIDEO STYLE (SHALL NOT BE NAMED!)  
We really like this style of video. It has been a hit for our customers.

## TESTIMONIALS MAKE GREAT VIDEOS.

Once you have your video, here are ways to push it.

- Facebook Ads
- YouTube Ads
- Email Campaign
- Instagram Ads
- Trade Show
- Testimonial



[Call For Questions 435-772-5002](#)

Our goal is not just to create another video for you.  
Our goal is to get you the results you need from your video.

[Call For Questions 435-772-5002](#)

When Oracle, Verizon, Disney, and Amazon need an amazing  
explainer video, who do you think is on their speed dial?

Microsoft

vmware

amazon

NBC

VIACOM

GM

TechCrunch

TV



Good Morning to our friends at Ydraw,

We just wanted to thank you for the amazing job you did on our video! We truly couldn't be happier with



# 3. Ads



# Different Video Ads

1. Facebook Ads

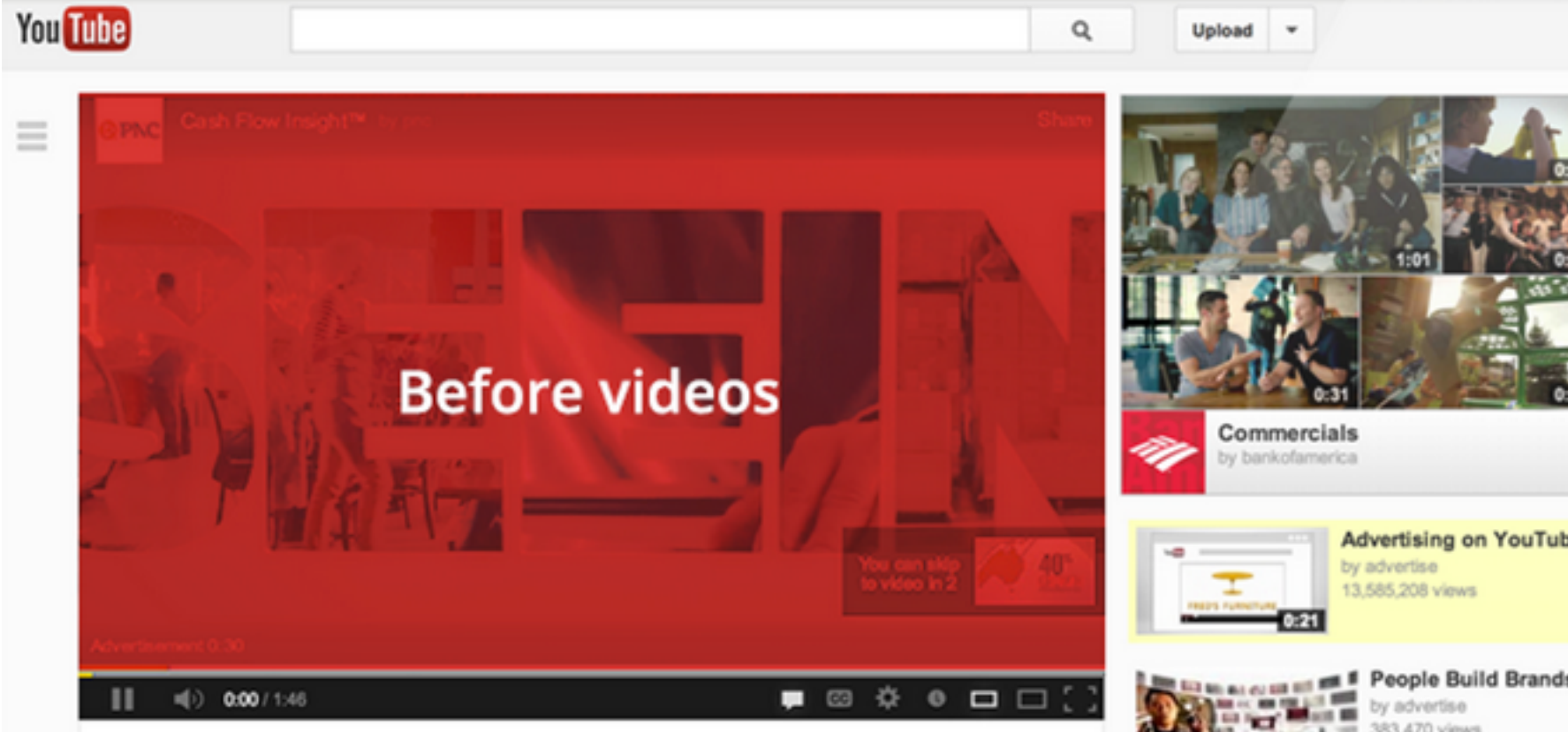
2. Instagram Ads

3. YouTube Ads

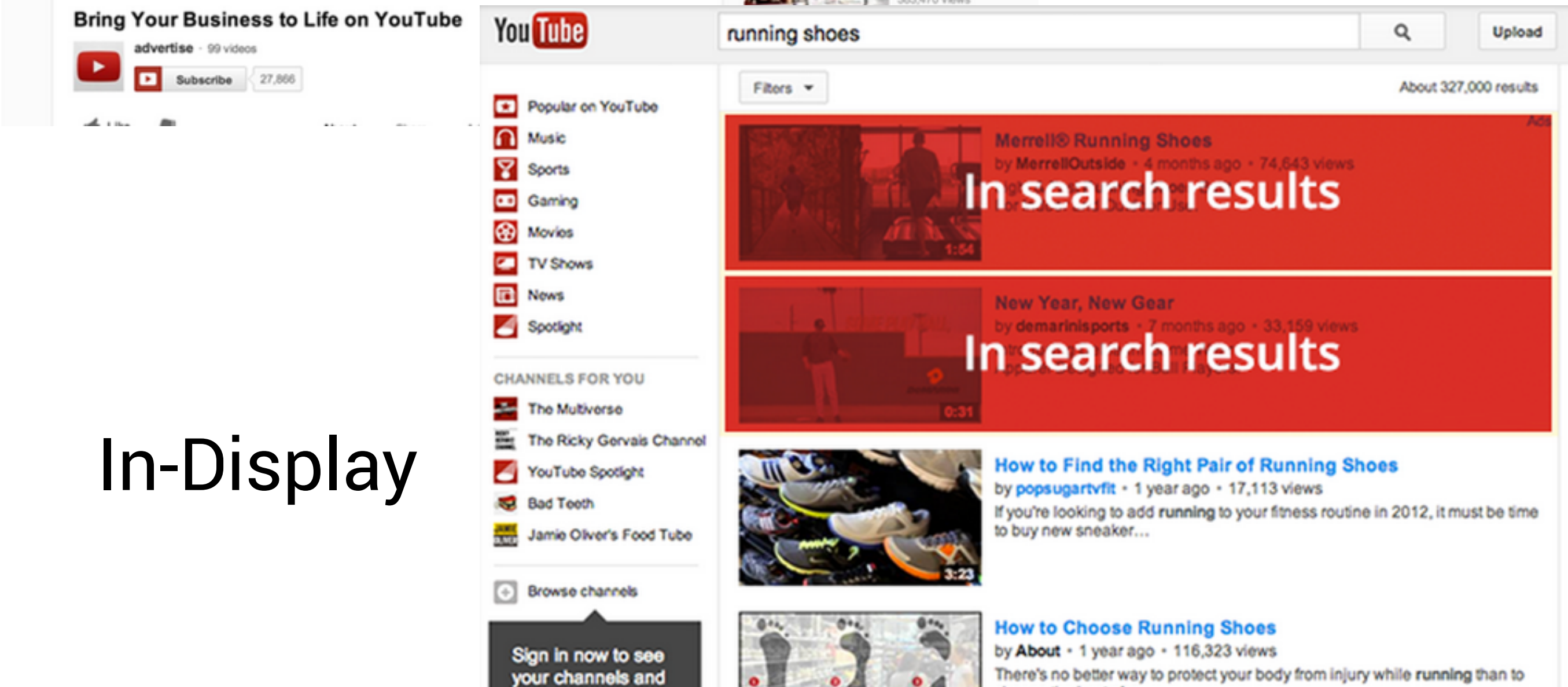
4. Gmail Video ADs

5. Video Remarketing Ads





In-stream




In-Display

# Creating A Campaign

 Type: **Video - Standard**

Campaign name

Type  Video ▾


☒ **Standard** - Ads driving views, awareness and conversions 

☐ **Mobile app installs** - Ads encouraging people to install your mobile app 

☐ **Shopping** - Ads encouraging people to buy products listed in your Google Merchant Center account 

[Learn more about campaign types](#)

or load settings from 

Budget  \$  per day

Daily budget represents your average spend over the month, actual spend on a given day may vary.

 [Delivery method \(advanced\)](#)

Networks 

☒ YouTube Search

☒ YouTube Videos

☒ ~~Video partners on the Display Network~~ 



Locations 

Which locations do you want to target (or exclude) in your campaign?

- ☒ All countries and territories
- ☐ United States, Canada
- ☐ United States
- ☐ Let me choose...

Enter a location to target or exclude.



Advanced search

For example, a country, city, region, or postal code.

Languages 

What languages do your customers speak?

English [Edit](#)

Devices 

Your ads will show on all eligible devices by default (desktop, mobile and tablet).

 [Advanced mobile and tablet options](#)

- All available operating systems
- All available mobile devices
- All available carriers and Wi-Fi

[Edit](#)

Mobile bid adj. 

Increase by ▾

%

Enter a number above to see an example.

## Advanced settings

 [Schedule: start date, end date, ad scheduling](#)

 [Ad delivery](#)

Save and continue

Cancel new campaign

## Type: **Video - Standard**

### Name this ad group

An ad group contains one or more video ads and related targeting. For best results, focus all your ads and targeting within an ad group on one video theme, product, or service. [Learn more about structuring your account.](#)

Ad group name

Ydraw Video

### Video ad

Your YouTube video 



**Explainer Video by Ydraw | Guru Explaine...**

by Ydraw • 79320 views

Explainer video created by Ydraw and Video Scribing ...

Remove video

Video ad format

☒ In-stream ad

☐ In-display ad





## In-stream

Your in-stream video ad plays before another video on either YouTube or the Google Display Network, depending on network settings. Viewers can choose to skip your ad after a few seconds. You pay when a viewer watches 30 seconds of your video (or the duration if it's shorter than 30 seconds) or engages with your video, whichever comes first.

Display URL [?](#)

Final URL [?](#)

Enter the final web page someone sees. Specify redirects (if any) in the Ad URL options.

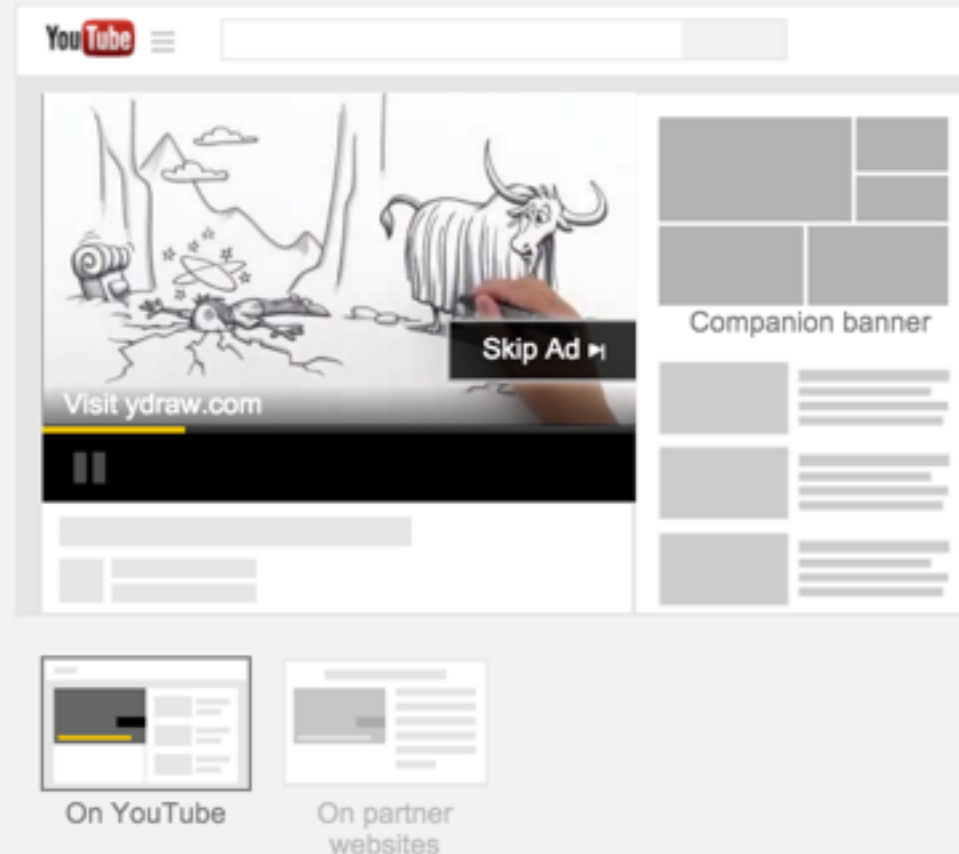
[Ad URL options \(advanced\)](#)

Companion banner [?](#) ☒ Use auto generated image from videos in your channel (recommended)

☐ Upload my own image

Ad name

## Preview in-stream ad



## Bidding [?](#)

Maximum CPV \$  Typical: \$0.07-\$0.29

Maximum CPV is the highest price you are willing to pay for someone to view your video when it is run as an ad.

Popular videos bid adjustment [?](#)  %

Enter a number above to see an example.

## Targeting

By default your ads will show to all viewers. Optionally you can refine your audience.

Demographics [?](#) **Any gender, Any age, Any parental status** [Edit](#)

Interests [?](#) **Any interest** [Edit](#)

**Narrow your targeting (optional)** -

**Save ad group**

**Cancel**

## Targeting

By default your ads will show to all viewers. Optionally you can refine your audience.

Demographics  **Any gender, Any age, Any parental status** [Edit](#)

Interests  **Any interest** [Edit](#)

**Narrow your targeting (optional)** ▼

### Keywords

Target content related to your keywords

### Placements

Target specific videos and websites

### Remarketing

Target people who visit parts of your website

### Topics

Target videos about specific topics

campaign performance. Google disclaims all rights and responsibilities arising from the accuracy of this data and the data, including ensuring that your use of the tools does not violate any applicable laws.

the legal rights to distribute all content (including all video content) in the location(s) in which you have chosen to target.

campaign performance. We reserve the right to disapprove any content that we believe the use of the keywords does not violate any applicable laws. The results provided above are guarantees or predictions of performance.



# Keywords

1. Use The YouTube Search Option To Start
2. In-Display Video
3. “Use Quotes To Start”
4. Watch It Closely

# Placement

1. Manually Find Videos (the yellow line)
2. Use YouTube Suggestions
3. Find Competitor Videos
4. Watch Out For Popular Videos (taylor swift, wheels on the bus)



# Remarketing

Similar to remarketing lists ▾			AdWords remarketing lists ▾		
Search by list name			Search by list name		
Remarketing Lists	Status	List size	Remarketing Lists	Status	List size
video-style-explainer-video-company/			Page depth >=20	Open	0
Similar to New Remarketing Tag	Open	71,000	On Site 30 Seconds +	Open	10,000
2015 All Visitors			Non Converted	Open	120,000
Similar to March 22 InfusionSoft List	Open	Active	New Users Completed A Goal (Jan 12 2016)	Open	5,900
Similar to July 2013 Remarketing List	Open	71,000	New Style Of Video ydraw.com/new-ydraw-explainer-video-style-explainer-video-company/	Open	230
Similar to Infusionsoft Contact June 13th	Open	Active	New Remarketing Tag 2015 All Visitors	Open	140,000
Similar to Infusion Soft Contact Feb 2016	Open	Active	March 22 InfusionSoft List	Open	10,000
Similar to Hit Genius Page	Open	92,000	LinkedIn List October 2015	Open	—
Similar to HireVue Video	Open	0	Infusionsoft Contacts	Open	—
Similar to Google Managed Smart List 45 Days	Open	76,000	Infusionsoft Contact June 13th	Open	10,000
Similar to Explainer Video Landing Page 15 Days	Open	0	Infusion Soft Contact Feb 2016	Open	9,000
Similar to Explainer Video Landing Page	Open	180,000	Hit Genius Page	Open	1,200

# Video Remarketing

Yinc Marketing > [Shared library](#) > [Audiences](#) >  
**New video remarketing list**

List type ?

**Viewed any video from a channel** ▼

YouTube channel

List name

Membership duration

?

Status ?

Initial list size

- ✓ Viewed any video from a channel
- Visited a channel page
- Viewed any video (as an ad) from a channel
- Liked any video from a channel
- Commented on any video from a channel
- Shared any video from a channel
- Subscribed to a channel
- Viewed certain video(s)**
- Viewed certain video(s) as ad(s)

☐ Start with an empty list.

This list will be eligible to run when it contains 100 users.



# GMAIL VIDEO ADS

I love them...You Will Too

Your Marketing Sucks!

Ad ⓘ

Stop Losing Money.



## It's Time To Change

Deep down you know you are not getting the necessary results from your online marketing company.

[Learn More](#)

Watch My Tutorials



# GMAIL ADS

Status ? ↓	Labels ?	% Served ?	Campaign type ?	Campaign subtype	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Avg. Pos. ?	Click conversion rate ?	Conversions ?	Gmail saves ?	Gmail forwards ?	Gmail clicks to website ?
Approved	--	61.45%	Display Network only	All features	26,665	232,297	11.48%	\$0.10	1.0	0.27%	120.00	252	82	1,191
Approved	--	21.17%	Display Network only	All features	8,397	80,013	10.49%	\$0.11	1.0	0.38%	93.00	104	18	367
Approved	--	4.59%	Display Network only	All features	3,493	17,364	20.12%	\$0.11	1.0	0.03%	3.00	28	6	10



# Putting It All Together

## Creep Marketing 101

1. Create Your Video
2. Find Your Audience (exported LinkedIn Contacts)
3. Created The Ads (custom and played on
4. Send Them To A Landing Page
5. Run Video Remarketing and Display Remarketing Campaign To them



# 4. Test, Learn, Repeat

## Time for Questions

Text or Email me your Email

801-592-1026

[jace@ydraw.com](mailto:jace@ydraw.com)

[http://marketinghy.com/  
video-marketing-university/](http://marketinghy.com/video-marketing-university/)



marketing **hy.**  
results driven marketing