

# Video Marketing Warrior

**Taking Your Video Marketing to New Heights!**

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# ESSENTIAL FACTORS TO EFFECTIVE VIDEO MARKETING

It's one thing to decide on including the use of video in your marketing efforts. Most people in business are already doing that, as the number of online video advertisements grew by 64% from 2012 to 2013. But it's another thing entirely to engage in video marketing *effectively*. If you own a small business, you have to make sure that you are getting all the benefits from all the money, time, and effort you invested in video marketing.

So here are some points you need to consider:

1. *Choose the right marketing partner.* If this is your first time to venture in video marketing, try to get a company on board who's already experienced in this area. This can help you from committing easily avoidable mistakes, and you also don't have to reinvent the wheel to get it right. An experienced marketing partner can also help you produce more professional-looking videos, so that your videos (and by extension your business as well) don't look like they were made in your garage.
2. *Remember who you're talking to.* Don't focus on trying to talk about everything and trying to talk to everyone. Limit your scope. If you plan on being successful in your business, then you need to have a very clear idea of who your customers are. What do they like to see? Provide them. What kind of questions do they have about your industry? Answer them. Videos can be used to demonstrate stuff that you can't really explain in pictures and articles. Use the language and the tone that your customers will respond to.
3. *Keep SEO in mind.* Making a video is very much like setting up a website. You can't just post your video on your website or on YouTube and call it a day, just like you don't just set up a website and think your work is done. You have to make sure that your potential customers can find your video easily.

This means that you will also have to apply SEO principles such as using the right keywords. YouTube today is the second most popular search engine after Google itself. And even Google (which owns YouTube) often offers videos as the top results in a Google search.

4. *Don't forget to check out the metrics.* One of the best things about online videos is that you can easily gather pertinent data about how effective they are. You can see how many times it has been clicked, and you know the percentage of the people who watch the entire video to completion. You'll even get an idea as to the precise point of the video where most of your viewers click out. You can include links and calls to action, and see how many viewers responded.

You also need to check out the comments as well. You can read through them to gauge your viewers' reactions, and you can also engage with your viewers directly through the comments section.

Do video marketing right and you can see your profits rise eventually. Do it wrong, and it's just a big waste of time and effort.

# 12 REASONS TO ENGAGE IN VIDEO MARKETING

There was a time when business owners had to be convinced about marketing their products and services online. Now business owners already accept it as a necessary part of doing business. But now business owners also need to realize that *video marketing* is the way to go.

If you still haven't grasped the importance of using videos for your marketing strategy, here are some facts that should convince you to get a move on.

1. YouTube has a billion unique users a month, and it gets 4 billion views per day. About 6 billion hours' worth of videos are seen every month.
2. The typical Internet user is exposed to an average of 32.2 videos in a month. About 78% of the people online watch at least once a week and 55% watch at least one video every day. That's about 100 million people who watch online videos every day.
3. In June 2013, more than 85% of US internet users watched videos online. The total number of videos viewed reached 44 billion.
4. Every day on Facebook, you cannot count the number of hours' worth of videos being shared. That's because in one single day, you'll need 500 *years* to watch the shared videos. On Twitter, in one minute about 700 YouTube videos are being shared.
5. If you get into video marketing, you may catch up with your competition, which are most likely engaged in video marketing already. In 2011, about 70% of senior marketing execs were already using videos on their marketing efforts. By 2012, this figure jumped to more than 81%.
6. About 90% of all shoppers (as reported by a major retailer website) said they find video helpful in making shopping and buying decisions. Retailers are also reporting that the products online which included videos were selling much better.

7. About half of all people who watch a video ad took some action afterward. They may have done more research on the subject of the video, visited the website featured in the ad, visited the actual shop in the real world, or just bought the product outright.
8. In an online retail store, people who watch a video were 64% more likely to buy the item after watching the video.
9. People love to comment on videos. That's where you can gain a lot more knowledge about your viewership and your potential customers. Here is where you can also engage in interaction with the people who saw the video. In addition, you can also easily check how many people saw the videos, and where they logged off.
10. Your videos are essentially permanent. That's the trouble with TV ads—you have to pay each time or else it's taken off the air. But that's not the problem here with online videos.
11. You can reach mobile viewers as well. Online videos account for about half of all Internet traffic on movie devices.
12. You can also use videos for your email marketing. Twice as many people click through to your website when you include a video in your email message.

If a dozen facts like these can't convince you, then perhaps nothing will.

# VIDEO MARKETING RULE #1: THE SHORTER THE BETTER

Many people in the marketing industry have already understood how video marketing is a crucial part of any online marketing effort. After all, YouTube alone has a billion unique users every month and videos are easily shared through Facebook which has billions more users. But quite a few people who have already recognized the immense value of video marketing proceed to screw it up by making their videos too long.

On the face of it, it's a very easy mistake to make. After all, now that you have a potential customer's attention you should make the most of it, right? On TV, longer commercials cost more, and so do larger ads on newspapers. Since you're online it doesn't cost more to post a 10-minute video than to post a 10-second video, so longer videos help you engage with your potential customers for a longer period of time. But the reality is that a longer video can cost you a lot more than you think.

## *How Long Do Viewers Stick Around for Videos?*

The great thing about video marketing is that it's comparatively much easier to gather relevant information regarding viewer activity. And the research on optimum video length is quite informative.

- Those who use iPad to watch videos will watch video for an average of 5 minutes. If you think that's a very short time, keep in mind that iPad users apparently have the longest attention span online for videos.
- Android users allow a video to take an average of 3 minutes of their attention.
- Those who use iPhone only allow 2 minutes and 24 seconds of their time to be taken.



- Desktop users are the most finicky of all, as they don't even last 2 minutes.

As you can see for yourself, a 10-minute video doesn't really make much sense. Most likely, your viewers will see an incomplete message. What's more, their impression of your brand will not be all that positive, since you can't seem to get to the point. People will think that you are a time-waster, and they may think that of your products or services as well.

### *Clicking Out*

You *have* to get the attention of your viewer right away, because many of them click out after they've seen just a few seconds of the video. There's no point in outing in useless fillers at the start.

- About 20% of your viewers will click out in just 10 seconds or less. So put the most important messages in those first 10 seconds.
- By the 30 second mark, 33% will have clicked out already.
- By the 1-minute mark, the quitters will have risen to 45%.
- By the 2-minute mark, you have already lost 60% of your viewers.

### *Going Viral*

Another exciting benefit of online videos is that there is the distinct possibility of going viral. That's when viewers on their own initiative share the videos with their friends online. But viewers on the whole are less apt to share long videos. Videos which are only 15 seconds or less long are 37% more likely to be shared than videos which last from 30 seconds to a minute.

So let's keep it short and sweet, shall we?

# 4 PSYCHOLOGICAL REASONS FOR THE EFFECTIVENESS OF VIDEO MARKETING

To put it plainly, video marketing is simply using videos as a way to promote a product, service, or brand online. In the early days of the Internet, using videos wasn't exactly practical. Not only was it more expensive and time consuming to produce compared to images and text, but transmission rates online via telephone lines simply couldn't allow fast downloads.

But of course, technology progressed as it often does and YouTube showed the viability of having a website devoted to videos. YouTube attracts more than a billion unique users per month, and they watch a total of 6 billion hours of video in that time. In one day, 100 million people online will watch a video

Many of these video watchers are online shoppers, because 90% of online shoppers believe that video helps them in making shopping decisions. More retailers are reporting the fact that the products with video sell a lot more than products without video.

But what makes video so compelling? Essentially, it's because humans are built to respond to videos, especially those with a human component.

1. There is a part of the brain that helps us recognize and makes us pay attention to human faces. This part of the brain is called the fusiform face area. It also helps us gather information about a person's face to judge whether something is believable or not. So when you see a person talking on a video, you are more apt to pay attention and believe than just reading a bunch of text on a page.
2. A person's voice on the video provides a lot of info. The voice acts as an additional stimulus that helps us pay more attention to what we are seeing on screen. It also serves the content in such a way that is more dynamic and much more *alive*, than just a bunch of words on screen. The content becomes a breathing creature, instead of a lifeless husk.

3. The emotions on screen are contagious. Emotions are transmitted very easily. We see someone afraid, and we automatically become afraid too. Someone is smiling and you smile back, and if someone is laughing uncontrollably sometimes you can't help but laugh aloud as well even though you don't know why. Text can rarely do this, because people like us pick up on emotion through actions and body language. The text "a man is laughing" is not as effective as an actual video of a man laughing. It's that simple.
4. We pay more attention to moving things. Our eyes are hardwired to suddenly notice moving parts, while we somehow glaze over things that aren't moving. Text and images are still, but video conveys movement. And that's why we pay so much attention to them.

Marketing, in a sense is trying to effectively communicate with potential customers—and you do that with the language that people understand and respond to. Regardless of whether you use English, Spanish, or Chinese, *video* is a way to command everyone's attention, and is much more effective than mere words or images on screen.

# 5 MOST COMMON VIDEO MARKETING MISTAKES

With so many people online watching and sharing videos, perhaps the most serious mistake you can make is to *not* engage in video marketing. Today, very few people in the marketing industry make this mistake since a vast number of people are already engaged in video marketing. Yet despite this excellent decision, some people are still going about it the wrong way.

Here are a few of the most common mistakes committed in video marketing:

1. *Videos are too long.* This is a very understandable mistake, because so many people simply want to hold forth on their favorite topics. There are a bunch of reasons of reasons why very long videos are a disaster (see the article entitled "Video Marketing Rule #1: The Shorter the Better"), but the basic reasons are simple. Simply put, most people can get bored very easily. And since there are a lot of interesting things to see on the Internet, there's no good reason why people should stick to your really long video.
2. *Videos are boring.* Some people put up text messages to music and call it a video. Well, that's not really much of a video is it? Then there are those who think that a good video is to just film someone talking in front of a seminar, or just film themselves talking. Those are boring too. People make this mistake because these types of videos are very easy to make.
3. *Video makers are making videos without a point.* There are two main reasons why you would want to make a video. One is that you want to entertain your viewer. The other main reason is that you want to inform your viewer. If your video is neither entertaining nor informative, then it is basically pointless. Would *you* want to watch that sort of thing?

So next time, make sure that your video is memorable and emotionally resonant. It can be funny, scary, heart-warming, or controversial, but your viewer must *feel* something. Or you can make a video that demonstrates

your products features, or you can show the proper way to take care or use your product. Videos are much more effective at this sort of thing than mere articles.

4. *Videos don't help your viewers remember your product.* Even the most entertaining and informative videos don't really help you in particular, if the viewer's only remember the video but not your company. The ultimate point of the video is to call attention to your brand, but if you fail at this you may very well be helping out your competitors instead.
5. *There's no call to action in the videos.* Now that you have your viewer's attention, you have the opportunity to make that viewer do something you want. Never let the video end without some sort of suggestion from you as to what they should do next. You can tell them to buy the product, visit your website for more information, to subscribe to your newsletter, or to download a white paper on the topic. What you suggest should also call more attention to your brand and to your product.

Remember, the point in the end is to boost your profits. You can entertain and inform your potential customers, but you can never let them forget who did this public service for them.