

Why Your Small Business Needs Video Marketing

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Introduction

Videos are extremely popular with today's online users.

People love to watch internet videos on websites like [YouTube](#).

Online viewers will watch just about everything they can find online, including videos that are funny, informative, instructional, opinionated and commercial, including videos that are advertisements.

Online videos have become one of the most popular forms of online entertainment and millions of people watch them every single day.

The rise of the online world of videos has greatly altered the world of small business marketing.

Now even small businesses with low marketing and advertising budgets can market their products and services to millions of people around the world. If you own and operate a small business then you are already familiar with how important marketing is.

In order to make the most out of your small business's marketing campaign you should be incorporating all kinds of marketing strategies- including **organic SEO campaigns, traditional on and off-line advertisement strategies** and **e-mail marketing concepts** into your total marketing plan.

This complete plan should also include video marketing.

If your small business isn't using video marketing strategies then you could really be missing out.

Video marketing allows a small business to reach an extremely large amount of potential viewers for a very small cost and the rewards can be huge.

What is Video Marketing?

Video marketing is not a new concept in the world of small business marketing.

For years small businesses have been using videos to market themselves in the form of TV commercials and advertisements, learning and training videos and engaging promotional content.

In the past, these forms of video marketing were functional and productive, but rather expensive to distribute.

The creation of online video sharing websites such as [YouTube](#) has greatly altered this. Now videos can be created and distributed around the world quickly and cheaply.

Small businesses can now use effective videos to market themselves and their services to millions of potential customers for a fraction of the cost.

Essentially, video marketing means to market a business's products and services through the use of videos and online video distribution channels.

Video marketing can be used in a variety of online mediums, including **video sharing websites, social media networks** and more. Video marketing differs from the other forms of small business marketing available because it relies on images and sounds rather than text. Videos are more engaging for customers than text is. Videos are shorter, more exciting and easier to follow than traditional text.

It truly is the future of small business marketing.

How Will Your Small Business Benefit from Video Marketing?

There are many ways that your small business will benefit from creating a video marketing strategy.

Video marketing practices represent a better way to communicate directly with customers in today's fast-paced online world.

It allows your business to communicate with potential customers by utilizing a medium that dominates their daily lives. Many marketing studies have shown that the majority of people would **rather watch a video** on a subject than they would **read** about it.

Videos are just more engaging and easier to follow than written words are.

This can be especially helpful for businesses that offer complicated and hard to explain services, such as market research services or long-term financial planning services. These companies can create engaging and short videos that explain their products and services in an easy to understand fashion. This may allow them to reach many more potential customers than if they simply wrote out their explanations in text form.

Also, information presented in video form is much more likely to be remembered by the people who watch it.

The majority of people will form better memories based on the images and sounds presented to them in videos. This means that you will have a much better

chance of getting your customers to remember and recall your company name and brand image if you present it to them in video form.

There are many other benefits to small businesses that come from video marketing.

Here are more potential benefits of using a video marketing strategy to promote a small business:

- Videos can work to create and promote **brand awareness**.
- Videos can **directly inform** potential customers about any aspect of a business, their products, their services and their location, plus more.
- Videos can help generate more **leads**.
- Videos can **engage** a large amount of customers instantly.
- Videos can help a business **gather actionable data** based on direct user engagement.
- Videos can help small businesses better **understand** who their interested customer base is and who is less interested in their company.
- Videos can be used to **create a purchase funnel** for products and services.
- Videos can be used as part of a **direct customer engagement plan** where the business can encourage customers to interact directly with the business through specific channels.
- Videos can be used to encourage customers to **share** the business's information and brand with other potential customers.

- Videos can help improve a company's **website traffic** and **store-front traffic**.
- Videos can be used to directly **improve sales** and **revenue**.
- Videos can be used to **reach potential customers** who may otherwise remain outside of the business's marketing reach.
- Videos can vastly **increase a company's commercial distribution reach**.
- Videos can be used as part of a business's **SEO campaign** to increase their website's search engine rankings.
- Videos can help create and distribute **website links**.
- Videos can help a business **encourage** and **record customer participation** and **feedback**.
- Videos can be used to create a **loyal customer base**.
- Videos can **reduce website bounces**.
- Videos promoted online are much **less expensive** than traditional television promoted videos.
- Videos can vastly increase the chance that an online search engine user will **stumble onto your business's website**.
- Videos can be constantly altered, changed and updated to remain **socially relevant advertising content**.
- Videos can be used to **create a specific business niche**.

As you can clearly see, the benefits of a video marketing strategy are great.

This form of business marketing allows a company to reach across many advertisement channels and functions to reach the broadest possible customer base.

It allows a business to be extremely flexible in how it chooses to market itself. It allows a business to market itself in a number of different ways at the same time, making it very easy to utilize a blend of different marketing strategies.

Video marketing lets a company market itself broadly or in a very specific niche- or both at the same time! It is the perfect tool for targeted advertisement.

Video marketing is also relatively inexpensive, especially when compared with other forms of media advertisement.

It can produce large results with less cost to the company. The real cost comes in the production of the video itself, because the price of online video distribution is actually very low. This is the opposite of traditional television advertisement- where it is costly to both produce and distribute a video.

This form of marketing is also a great way to develop customer appreciation and loyalty.

This is because video marketing strategies can encourage customer participation across many fronts, including **social media sites, feedback sites, sharing websites, blog comments** and through the use of major **search engines**.

More customer participation will result in a **larger customer base**, more **customer loyalty** and a higher likelihood of **repeat customers**.

When used in conjunction with other SEO techniques, video marketing can drastically improve the website traffic of a small business as well.

Finally, and perhaps the greatest virtue of video marketing is its popularity with online viewers.

The vast majority of online consumers expect to see videos during their online experiences.

Today's online viewer has come expect, look for and directly engage with videos when they go online.

Video content has quickly gained importance and respect in the eyes of online users. It has also gained important in the eyes of marketers.

In fact, video marketing is now the third most used form of online marketing content behind expert and branding content.

This means that if your small business is not using video marketing techniques it is removing itself from one of the most popular and most used forms of advertising.

In order to keep up with your competitors your small business should be using video marketing tactics to reach more customers.

Recent studies indicate that as much as **75%** of businesses are currently using social media marketing strategies, **50%** of which are video marketing tactics. So if your competition is among these companies, then they are already reaching a vastly larger range of potential customers than your business is.

Odds are that the future of online marketing will see an increase in the relevance and importance of video marketing- meaning your company had better get on board right now!

How video marketing works

So now that you understand just how effective video marketing campaigns can be, you are probably wondering *how it works*.

There is not a set way to use video marketing- it can be used in an almost infinite number of ways.

The most successful video marketing strategies are those that have been uniquely created by the companies using them.

Video marketing presents companies with a way to advertise themselves using engaging, interesting and very fast content. This means that however you want to show your company you can do so with video marketing tactics.

Here is a short rundown of how video marketing actually works.

1. First a company creates a video.

There are many ways that a business can create a video.

They can either have a professional video made using modern video production techniques, or they can make a seemingly 'cheap' video using standard amateur video equipment. Today's modern video production techniques can make the process of creating a professional video cheap and quick.

The hard part isn't actually paying for the production of the video- it is creating the video's content.

The content of a marketing video will be its most important feature, followed by *how* it is distributed. The content has to be good if you want the marketing potential of the video to be realized. *There are many different ways to go about creating great and engaging content for a marketing video.*

2. The company distributes the video onto the online world.

There are many inexpensive and easy ways to distribute marketing videos onto the online world. There are video distribution companies that are designed to make this process easy.

Probably the most popular of these companies is [YouTube](#), which allows anyone to post a video on their massive online video sharing database.

3. The company employs a few techniques to ensure that the most amount of people end up seeing their marketing video.

Companies will have a large selection of tactics to choose from when it comes to getting people to see their video, including **SEO techniques** and **traditional marketing techniques**.

Creating Marketing Videos

Determining the style and content of your marketing videos will play the largest role in whether or not your campaign is successful.

Remember that these videos must be engaging and useful to the viewer, or they will simply click on another video link.

Before your business can choose the style and content of one specific marketing video it must first figure out **what it wants to display to its customers.**

Think about your company's **brand, its message** and **how it wants its customers to think of it.** Then create a video that displays this. Try to avoid traditional 'paid advertisement' or commercial videos and choose something different.

One easy way to get a business's name and brand out there is to create a funny or exciting video that may have little to do with the company itself.

The idea is to create something that people will clamor to watch, and in doing so they will absorb the brand and name of your business.

Another popular technique is to create 'shareable' content that promotes the business's brand, value system, service or product.

The idea behind this technique is to get your customers to help you promote your video's message by sharing it with others. More video marketing ideas can

include promotions, games, contests, give-aways and memorable songs designed to stick in the memories of those who view it.

Some companies choose to make a video displaying their **charity work** or **value policies** with the hopes of winning over the hearts of their customers. You can create a **Frequently Asked Questions** or **FAQ video** to help explain what it is that your company can offer its customers.

You can also create videos that demonstrate **how your service or product works** in an interesting way.

Almost any technique can be used in video marketing content- as long as it captures the attention of the viewer and encourages their engagement.

More types of marketing videos

There are lots of different types of marketing videos that can be used to promote a business. **Each type is specific to the image, brand and message that the company wants to display.**

Here are a few more examples of different types of marketing videos:

- Company profile videos

These are videos that help dispense knowledge about the company. *Such videos can be very helpful for generating brand and company name recognition, trust in the business and any other aspects of the company that you want your customers to know about.*

- Staff profiles

These are profiles of the company's employees that help build customer loyalty and appreciation. They work by allowing your employees to discuss why they do their job and what they are passionate about. *These types of marketing videos help to give your company a personal face.*

- Company tour videos

Again, marketing videos like this help the customer appreciate your company and develop trust with it. *The goal of these videos is to show that your small business is created through the hard work of its employees, who are real people.*

- Funny employee videos

These marketing videos are not designed to market your company's product or service; rather they are designed to promote your business as a whole. Sometimes people want to learn about a business and its employees without being advertised to. *It's all about building loyalty and trust through humor.*

- Virtual spokespersons

These are automated spokespersons who explain to your website's visitors all about the company. *This is a great way to use an auto-play function to engage your website's viewers.*

- Caused-based videos

These are videos that display what community programs or charity work your business is involved in. *Customers generally like companies who "give something back".*

- Testimonials

These types of videos are a great way to directly engage the customer about your product or service without seeming too 'commercial'. *Interview videos with clients, employees and customers are also helpful.*

- Training videos

FAQ, training videos and other useful information help customers out. *These videos are a great way to engage your customers in a way that is not an advertisement but is still very useful to them.*

- Review videos

The review is a time-tested way to build brand recognition. *The video form of the review is simply the newest version of this classic advertising technique.*

- Industry news and commentary

You can use these types of videos to inform your customers and establish your company as an expert in its niche.

- Video e-mails

This is a new take on classic e-mail marketing and is *highly* effective.

- Video promotions

Video promotions generate user interest and can include company announcements, newsletter content and events.

- Product description videos

These videos tell the consumer all about your products and services in a way that is quick, engaging and much more interesting than the traditional text format.

- Vlogs

Vlogs or 'video blogs' allow you to establish communications between your customers and your business. *They help with SEO too.*

Making quality videos

There are millions of videos available for any online viewer to see right this second. *This means that your small businesses video must have something of interest for a viewer if you want them to end up watching it out of the millions of potential choices they have.*

The most important feature of any online marketing video is its content.

Your main objective should be to always create marketing videos with quality content. Without quality content your business's video could end up as just one choice in a million of other choices.

So how do you create a quality video for your online audience that will ensure that they take the time to watch it rather than simply skipping to the next video on the list?

First you make the content engaging, interesting, captivating, attractive, exciting, appealing, remarkable and fascinating.

How you accomplish this will depend on your company's specific marketing strategy and objectives, and the methods you will be using to create the video.

Again, this represents the most difficult part of your video marketing campaign.

Second, you will want to keep your quality video short.

Most online viewers have a very short attention span. Keeping your videos short will ensure that your viewers remain interested for the entire video. A good marketing video will show its intended message within the first **5-15 seconds**. It will then sum up the rest of the message in less than **5 minutes**.

In the world of video marketing videos that 5 minutes in length are considered to be quite long.

Third, a quality video contains more than just the message and information the company wishes to present to its viewers.

It must present this message and information in a specifically engaging manner. Generic visuals and mindless voiceovers will not capture your viewer's attention because they have seen that before.

If they feel like they have seen it before or the video they are watching is not interesting to them, they will simply click the button and make the video disappear.

Human emotions and deep, soulful messages are what people are looking for in an online video.

This message must also be both **truthful** and **accurate**, or it can end up ruining your company's reputation and desired brand image. (This means don't ever lie about your company in your marketing videos!)

Pay attention to your video's message and how that message is being portrayed.

Fourth, a good quality marketing video will have other attributes that will help capture the attention of online viewers.

One good way to add to the message and feel of your business's marketing video is to incorporate sharing devices into it. You can allow people to easily and quickly 'share' your video with others if they like it. You can also allow them to share their thoughts and feelings about your video.

Allowing your viewers to leave both positive and negative feedback will boost viewer engagement and increase your company's reputation in the eyes of your viewers. *(Be sure that your business is ready to accept and deal with any negative feedback that is sure to arise. This means being prepared to counteract such comments in order to show your customers that you care enough to follow-up with them.)*

You can also use this positive and negative feedback to constantly alter and change your marketing videos to make them more attractive to your viewers.

Remember that marketing videos and tactics should never be static.

Other attributes that can be added to a marketing video in order to increase its attractiveness to its viewers include various tools and amendments.

One good example of such a tool is the **auto-play button**, which makes the video automatically begin playing when the viewer arrives on the webpage. This eliminates the need to persuade the viewer to press play and automatically begins getting your message out to them.

Amendments also help keep marketing videos fresh, interesting and engaging to viewers. Constantly adding, removing and changing parts of your marketing videos helps to improve their function.

An effective way to accomplish this is to create a video series that is constantly offering your viewers something new.

It is also helpful for creating a loyal following of your marketing videos.

Marketing video SEO

If you have done any form of marketing for your small business then you are probably well aware of the importance of **SEO**, or **search engine optimization techniques**.

SEO requires the use of several tactics to ensure that major search engines such as [Google](#) and [Bing](#) recognize your website and list it as high as possible on their search engine results page or SERPs.

The vast majority of online search engine users will only click on the **top 10** results that are returned to them.

If your website is given a ranking of **25** or **30** on these **SERPs** odds are no one is going to click on your page.

Aggressive SEO tactics are required to get your website and marketing videos listed in the top 10 SERP rankings, where the majority of online users will find them.

This means that all marketing videos created by your company should be optimized for search engines right from the start.

Combining SEO tactics with marketing videos will have several benefits.

Videos that have been optimized for search engines are more likely to receive a higher **SERP ranking**. Not only will incorporating SEO tactics into your marketing videos raise the likelihood that more viewers will see them, but it will also increase how many people will end up viewing your website.

This goes even further. Search engine users are much more likely to click on a website with a video link than a website with text only. Studies have shown that the average online viewer will click on a website with a video link that is ranked **5th** or **6th** on a **SERP**, over the **1st** or **2nd** ranked text page.

First, your business should incorporate targeted keywords into your video's construction, because targeted keywords are one of the tools search engines use to rank the relevancy of a specific website, image or video.

(Make sure that you take the time to choose the right targeted keywords by doing your specific keyword research.)

Targeted keywords in videos have a distinct advantage over regular text keywords in the eyes of search engines. These keywords should be placed in the video's **name**, its **tag**, its **description**, all **surrounding text** and within its **URL address**.

Indexing a video for SEO purposes is slightly harder than indexing a traditional text-based webpage, but it is certainly possible and highly recommended.

Optimizing a video for SEO means to properly **tag, name** and **identify** it so that it will be picked up by the **search engine's crawlers** and **specific video sharing websites**.

Your video's URL name and address should be easy to recognize and find. So instead of naming a video's URL: www.basketball.com/video/3388762589543, a better name would be: www.basketball.com/video/howtomaketheperfectjumpshot.com.

This name will be a lot easier for an online viewer to find and it contains **targeted keywords** for search engine crawlers to find. It is also important to use the keyword "video" in your **meta information** and **tags**. This will ensure that the search term matches your video's categorization by the search engines.

For example:

If an online user was looking for a video on basketball jump shots they would probably type in something like: "basketball jump shot video". The keyword 'video' will help ensure that the viewer lands on your webpage. You should also choose an engaging **thumbnail image** to accompany your

video on the SERP, as this will encourage more viewers to click on your video.

Another good way to optimize your video is to create a space for viewers to leave feedback or comments on your video.

This not only raises the relevancy ranking for your video in the eyes of search engines, but it also offers the option for more backlinks.

Online viewers who leave comments and feedback are also more likely to take other forms of action, such as sharing your video with others.

These are the exact type of online viewers your business wants to engage.

Another good video SEO technique is to use a video enabling format other than the traditional [Flash](#).

This is because [Flash](#) cannot be read and categorized by search engine crawlers.

Another good SEO trick is to create a video sitemap.

This is a map that makes it easier for online viewers to locate a specific video on your webpage. It is also a great way to showcase your page's other videos, so that viewers may choose to click on them.

More video SEO tactics can include creating keyword filled text transcripts of each video posted on your site, surrounding videos with relevant text, creating a video directory to organize your page's videos and fixing as many inbound links to your video as possible.

Marketing video SEO is almost as important as the content you fill your videos with.

You can produce the most interesting and engaging video content in the world, but few people are going to end up seeing it if it is not SEO optimized.

Making your marketing videos look good

You don't have to spend a great deal of money to produce an effective marketing video.

In fact, depending on your video's message, using high-end professional-level video production may even hurt your cause.

This is because a great deal of [YouTube](#) and video sharing site users want to see videos that are 'real', not ones that have been created by Hollywood.

[YouTube](#) presents its videos in a **640 x 480 setting** anyway, so you don't need to produce extremely high resolution videos to get people to enjoy your stuff.

That being said however, poor quality marketing videos will not be tolerated by most viewers.

There is no excuse for a video that is **grainy in image**, has **poor lighting** and **bad sound**. If your video looks bad then your viewer will just click it away.

Here are some tips to making sure your marketing videos actually look good for your viewers.

- When shooting a marketing video for [YouTube](#) and other video sharing websites aim for these recommended settings:

-Keep your aspect ratio at **4:3** or **16:9**, or the quality of your video will suffer.

-Shoot in **H.262, MPEG-2** or **MPEG-4 formats**

-Aim for a resolution of **640 x480 (SD)** or **1280 x 720 (HD)**

- If you are shooting your own marketing videos be sure to use a high quality video encoder such as [Adobe Movie Pro](#), [iMovie](#), [Windows Movie Maker](#), [Final Cut Pro](#) or [Sony Vegas](#).
- For 'facing the camera' style videos make sure your subject looks directly at the camera, as though they were speaking to the viewers directly.

Start each video with a greeting, the subject's name and the name of the company. Mention your business's name again at the end of the video. *Try to make the flow of the script as natural as is possible.*

- Pay attention to your marketing video's **audio**. *Poor audio will instantly ruin any video.* If you are using a camera with a built-in microphone make sure the subject is a full **3 feet away** so that the audio sounds good.

For best results spend a couple of bucks on additional audio equipment. For interviews it may be best to utilize a lapel-mounted microphone. If you are using a video editing program you can play around with features such as the **equalizer, automated playback features, loudness equalizers** and **compressors**. *Always test your video's audio and make all necessary changes before you upload your videos.* The same goes for adding a musical track to your marketing videos.

- *Poor lighting in your videos will also turn viewers away very quickly.* You don't necessarily have to use professional-grade lighting equipment to make

your videos look good, but you should pay attention to how your videos are lit.

Remember that a camera processes light differently than our eyes do. This means that very bright and very dark lit images will not show up well on camera, even though they look okay in our eyes. Cameras will also show the various colors of light differently than how we see them.

To keep your videos looking good **don't** shoot in direct sunlight, **don't** mix different types of light into a single shot and double check your videos to ensure the lighting looks great before you post them. If possible, try to employ a three-point lighting system into your videos.

Distributing Your Marketing Videos

The way that you distribute your videos around the web is also important to its success as a form of advertisement.

SEO techniques will help ensure that users can locate your video during a search.

There are other ways to market a video as well, including the use of social media.

Social networking sites such as [Facebook](#), [YouTube](#) and [Twitter](#) allow online users to 'share' content with one another, which can vastly increase the amount of traffic a video can receive.

A good quality video can become outrageously popular on these social media sites, sometimes within a few hours!

If one viewer on [Facebook](#) happens to enjoy your video, they can click on the 'like' button and instantly share it with every one of their family and friends. Then these viewers can also share the video if they want to. *The more people 'share' your video the more potential customers will end up seeing it and remembering your business's name.*

Actually distributing your video will take a little bit of time and effort.

It is also important to track your video as it moves through the various online marketing platforms, so that you can determine whether or not what you are doing is working.

Remember that it is necessary to constantly alter and change your video marketing strategy in order to keep up with your audience.

The best marketing plans for videos involve using several social media platforms and directly altering the video's message to ensure that it is successful.

How you plan to distribute your marketing video will also play an important role in how successful your campaign will be.

Getting your marketing video onto sharing websites

One of the best ways to get your marketing video onto the World Wide Web is to use online video sharing websites.

These websites allow just about anyone to upload any kind of video they want, as long as they follow some guidelines. Many of these video sharing sites are either **free** or are **very inexpensive**, which is one of the major reasons why video marketing campaigns are so effective.

Video sharing websites also already have a high relevancy ranking with search engines and are considered to be authority sites. This means your video will automatically receive a higher **SERP ranking** if it is listed on a major video sharing website.

Video sharing websites also receive a large amount of traffic each and every day. One of the most popular and respected of these video sharing websites is **YouTube**. **800 million** people flock to [YouTube's pages](#) every month with the single goal of watching some interesting videos.

This gives marketers like you the ability to reach lots of unsuspecting and open viewers every day.

Video sharing websites can certainly help you reach both your existing customers and potential customers on a medium that they already use and enjoy.

There are thousands of other video sharing websites out there as well and some of these are broadly based, like [YouTube](#), while others are more niche specific. A simple [Google](#) search will help you to locate other video sharing websites.

Smart businesses will upload their marketing videos onto at least **10-12** of these video sharing sites, some on broad based sites and some on niche specific sharing sites. It can take a bit of time and effort to constantly upload a number of different marketing videos onto lots of different sites, which is why some small businesses choose to use services designed specifically for this tasks.

Most of these services are inexpensive and can be a very time-saving and cost-effective way to upload a lot of marketing videos at a time.

Internet video marketing agencies help make the process of creating a marketing video and distributing it across the web easier for many small businesses.

These professional video marketers understand how to create **engaging video content**, how to utilize **SEO techniques** and how to **widely distribute** marketing videos around the web. They can also help small businesses manage and constantly update their marketing video strategy to ensure that it remains relevant and interesting to both online viewers and search engines.

They also have a good understanding what makes a specific internet video a sensation and how to draw in the online crowds.

Why you need a [YouTube](#) page

The more you are able to spread out your marketing video onto various video sharing sites the better the chance that more people will end up seeing it.

You should definitely place all of your marketing videos on [YouTube](#) as well.

[YouTube](#) isn't just a video sharing website- it is also a social network.

This means that it plays a dual role in your video marketing strategy. **Backlinks, blog comments, feedback** and **sharable information** can all be passed from [YouTube](#) to other social media sites such as [Twitter](#) and [Facebook](#). This can vastly increase your video's range.

Also [YouTube](#) is extremely easy to use and is extremely popular with lots of online users.

You can add links to a [YouTube](#) video onto your company's **website**, its **blog**, its **social media sites** and in its **marketing articles** and people will be able to watch them without the need for a special video viewing program like [Windows Media Player](#).

Online users reportedly use [YouTube's video viewing services](#) for **4 billion** hours each month, which means that your company has the ability to reach millions of potential customers. [YouTube](#) also allows you to have your very own customizable channel.

This personalized channel lets your business control what and when your viewers will see and to control the message you want to showcase. It allows you to organize your content and create playlists. It automatically allows you to use a number of content amendments such as **auto-play features, feedback, comments** and **links** to your **website**.

Online viewers can also choose to subscribe to your specific viewer channel, and your business will have the ability to send out e-mails to these subscribers.

Another great feature of [YouTube's personalized channel system](#) is that you will have the ability to curate content from other websites besides your own. If done correctly this is a really good way to generate more traffic to your channel, and therefore your website. It also offers you a number of special features that can help you turn a regular video into an amazing one.

Some of these features include **audioswap, annotations, insight, quick capture** and various **language options**.

The language options alone could help you vastly increase your channel's viewer base.

[YouTube](#) does have some regulations that you will need to follow. You can't just upload a standard commercial onto [YouTube](#), so you have to be creative and subtle.

There is a community aspect of [YouTube](#) that you will want to fit in with too.

Commenting on and contributing to other [YouTube](#) channels and media outlets can increase your presence in this community. Since [Google](#) now owns

[YouTube](#), having a large online presence on [YouTube](#) will also increase your **SERP rankings** with [Google](#).

[YouTube](#) shouldn't represent your business's only video marketing location, but you should definitely have your own company channel.

Tracking your [YouTube](#) video marketing campaign

You will need to know exactly how well your video marketing campaign on [YouTube](#) is going, so it is important that you are able to track your campaign's progress.

You will want to see how many people are watching your videos, if they hate them, if they love them, if they are recommending them to friends and if they are using the videos as a way to reach your website.

By tracking such things you will know what specific strategy changes will need to be made.

[YouTube](#) itself has a number of **tracking tools** that you can use to determine how well your video marketing strategy is going. [Google Analytics](#) lets you determine the activity and status surrounding your specific channel.

You can use this tool to see where your marketing strategy needs improvement, how many mobile views your video is getting and how many people shared your video with others.

There are also other tools available on the internet that can help you track your progress. You can use the [VidStatsX tool](#) to locate an exhaustive amount of information regarding individual videos placed on [YouTube](#).

With this tool you can find out what the top-ranked [YouTube](#) videos are for a specific month, week or day. You can see the top-ranked videos by genre, by comments and by ratings. You can use this information to figure what the majority of viewers on [YouTube](#) and online are looking for a video.

Another helpful **tracking website** is called [SocialBlade](#). This tool breaks down your [YouTube](#) channel figures into categories and 'top' lists.

A third tracking tool is called [ChannelMeter](#). This tool uses easy to read charts and graphs to show you your channel's subscriber numbers, its channel views, its video views and more, for a range of up to **3 months**.

Video Marketing Best Practices

- **Try to create videos that feel 'authentic' and that showcase your specific message.** A good way to accomplish this is with 'behind the scenes' style shoots. Viewers will respond more to videos that feel authentic.
- **Avoid making repetitive videos.** Replicated videos are necessary but don't repeat information, style and content in the same way over and over again- it will only make viewers bored.
- **Keep each video message simple and to the point.** Your video's plot and ideas can be complicated and fancy, but keep your message simple and easy to understand.
- **ALWAYS be original.** Online viewers like original and unique content. NEVER steal, copy or reuse other ideas, unless you are making a parody of some specific idea. For parodies be sure to avoid copyright infringement.
- **Don't be afraid to take risks with your marketing videos.** Create content that will get people talking, sharing and tweeting. **Don't** be afraid to be a little bit risqué. Make your videos fun for your viewers.
- **Create content in several languages.** With YouTube's language tools you can truly market your company internationally.
- **Integrate your videos with all of your social media sites and encourage active viewer participation.**
- **Use targeted marketing- even on [YouTube](#).** Targeting your products towards a specific group of people will help get your company brand into their minds. Targeting specific customers will also help you to create the kind of advertising that will most likely appeal to them.

- **Pay serious attention to the quality of your videos.** Shoot in the proper screen sizes and resolutions to ensure good image quality.
- **Take a look at the video resolution and size recommendations for the various video sharing websites you are uploading your videos onto, so that you can match them to your videos.**
- **If your video quality isn't perfect remove your videos from the site right away.** Poor video quality will give your company a bad name.
- Remember that your online viewers already have their fingers on the mouse and are ready to click your video away in a second's time. **This means your video quality, audio quality and lighting must be great or you will lose your audience.**
- **Pay attention to your video's audio track.** Avoid distracting noises and low quality soundtracks. For interviews and voiceovers use a high quality microphone.
- **Take some time to learn about proper lighting for videos.** Most online viewers will naturally expect their videos to be properly lit and will instantly recognize and avoid videos with poor lighting.

Examples of Successful Video Marketing Campaigns

Here are a few highly successful video marketing campaigns used in the last few years by various companies.

These examples should give your business ideas on how it can use this form of marketing to gain the following of thousands or millions of viewers.

Burger King's Burger Virgin Campaign

Several years ago the fast food giant Burger King created a series of funny online videos that touted the existence of 'burger virgins' or people who had never eaten a Burger King burger before.

Then the company offered a variety of promotions that offered deals and savings for people who gave up their friends as 'burger virgins'. The campaign developed a huge online viewer following and encouraged viewer participation. The marketing campaign worked to increase the fast food giant's revenues.

Dove's Self Esteem Campaign

The soap company Dove created a marketing video campaign that showcased how much work it actually took to make TV models as attractive as they appear. It was used as part of the company's 'self-esteem' campaign that encouraged real women to appreciate their looks.

The video created a large amount of discussion among viewers and it served to create trust and brand loyalty with consumers.

BlendTec's "Will It Blend?" Campaign

Blendtec is a company that sells household blenders. They created a very funny series of online videos called "Will It Blend?" in which they used the company's blender to blend all kinds of things, like hockey pucks, cell phones and even mops.

The videos showcased the blender's power in a funny, engaging and non-repetitive manner.

Old Spice Man's Video Campaign

The deodorant company Old Spice used social media outlets to get their customers to directly interact with the company. First they made a series of funny online videos featuring the Old Spice Man and then they created another set of funny videos that directly responded to the Tweets of viewers. This increased both the company's brand recognition and its customer base.

The Blair Witch Curiosity Campaign

The Blair Witch Project was a horror movie created with a production cost of \$35,000, yet it grossed millions in the box office after its debut.

Part of the success of the movie was based on its video marketing campaign, which only showed a few mysterious clips from the movie at any given time. This generated viewer interest and sparked a great deal of curiosity about the movie.

Conclusion

There is little doubt that a properly managed video marketing campaign is an effective way to market your small business.

Video marketing is not expensive, yet it has the ability to reach millions of potential customers.

The real difficulty in running a successful video marketing campaign is not paying for the videos; it comes with creating high quality video content.

Originality is the hallmark of a truly successful video marketing campaign. If you can come up with a video idea that is interesting to viewers, gathers their attention and makes them want to see more, then your video marketing campaign will quickly begin paying dividends.

The best way to come up with great video marketing content is to spend a little bit of time online.

Watch a number of videos on a social sharing website such as [YouTube](#). Read the comments and reviews section for each video and check out how many hits each one has received. This will help you get an idea of what people are looking for in videos.

Humor is always a good one. People also like heart-warming and inspirational stories. Even something that doesn't have much to do with your company's product or service could be used as an effective marketing tool.

Experimentation and the ability to track your results are necessary for determining the right course of action.

Why Your Small Business Needs Video Marketing

Successful video marketers are flexible and their marketing strategies are always changing.

Your small business could benefit greatly from incorporating video marketing into its overall marketing plans.

Other companies have been able to capture a huge fan base with a cheaply made video, your business could too!