Your Video Marketing Cheat Sheet

How to Create Professional Visits That Generate Conversions and Build Trust

Made Incredibly Simple…

The Key to Successful Videos…

Creating videos to market your business can be incredibly effective as long as you choose the right type of video and as long as they have a professional sheen to them. This will put you head and shoulders above of the competition and will really grab attention for your brand.

Choose Your Style

The first step is to choose the correct type of video. This should match the tone of your business and be fitting for the industry. Note too though that you should also choose a video style that you're comfortable working with. Don't want to go in-front of the camera or hire an actor? Then make a slideshow, animation or montage.

Creating High Quality Videos

If you create an animated video then you need to make sure you're using the right tools. If you create a slideshow, then you should create your images with software like Adobe Illustrator.

If you're going in front of the camera make sure the camera is high quality. A phone camera or GoPro will do the trick. Make sure to choose the environment carefully by setting up a space in your home/office or by creating a cheap white backdrop with a bed-sheet.

Make sure you look the part. Speak slowly and clearly and edit your video into lots of short chunks. The more you condense your footage the more professional it will likely seem.

Add the finishing touches with a video opener, music and a logo.

Edit with Premier.

Find the Right Platform

Choose the right platform to share your videos. You should almost always make use of YouTube but make sure you are also embedding your video on your web pages and landing pages, sharing on Vimeo and Vine and using alongside social media.

Videos can also form part of an online advertising campaign if you have the available budget.

Increase Exposure

To increase your exposure there are a few things you can do.

- Perform basic SEO for your YouTube account – make sure you spend time writing on your channel and in your descriptions
- Partner up with other YouTubers and feature each other's content to expand your audiences
- Keep your videos short to increase their chances of going viral. Make sure that your videos appeal to the emotions that encourage shares – they should be unique, funny or they should facilitate conversation.
- Synergize your video marketing with other marketing strategies

Monitor Your Stats

Your first video isn't going to be a hit. Use YouTube Analytics and Google Analytics to see how your videos are performing and learn from this data in order to hone your skills and increase your conversions.

Use Persuasive Language

Use persuasive language in your videos to increase sales. Remember the value of your 'value proposition' which needs to appeal to your audience on an emotional level.

Keep Trying and Improving

If at first you don't succeed… keep trying! Split testing and analytics can only improve your effectiveness so don't give up.