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**FRONT COVER:**

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# Foreword

Marketing a product well is the basis of any promotional campaign. As there are many ways of doing this and getting the product to a platform where it's generally recognizable, serious thought must be given to the mode of advertizing utilized. Video may assist with that.

With the growth of the Net and technology, videos have increasingly become a more powerful tool in acquiring more leads and growing one's business.

The commercialization of video editing tools and ease of sharing videos thru video sharing sites like YouTube has made the growth of the video industry explode quickly.

Presently, it doesn't matter if you are a small time marketer or a corporate giant; you stand to gain lots through leveraging videos to grow your business. Get all the info you need here.

## ***Video Vigilante***

Slaying Your Competition With Video Marketing

# Chapter 1:

## *Getting Started With Video*

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### Synopsis

The affect of video presentations as an online promotion strategy is being felt prominently by marketers. Individuals who are promoting their networks online are utilizing these videos to drive their point straight home and make a genuine impression on the visitors that helps in better conversion rates.



## **The Basics**

Videos are simple to make and easier to upload. They may convey a lot more than mere typed words may. This is the reason marketers are going all out to market their stuff through web video marketing.

The technique is straightforward - make an appealing video about the product that gives the viewer some sort of info and put it on a relevant place on the Net which could be on a site or a blog or a social community network. Then the video is advertized in several ways so that it gets a big number of viewers. The brand name of the product or the link of the site or both of these are commonly mentioned in the video. Therefore, individuals who watch the video are more likely to purchase the product than the individuals who merely read the text on a site.

For MLM, the concept of video marketing works great. The following are a few reasons why it does exceptionally well here:-

1. It builds up the credibility of the sponsor because in most cases individuals will be able to see and hear the sponsor in the video. This adds authenticity to the business opportunity itself.
2. It helps explain the concept in a better way. Individuals would like to hear and comprehend than read and understand. Likewise

since the video may contain several illustrations, it might be much simpler to get to know the concept.

3. Facial gestures and motions mean a lot to individuals who are considering spending cash, time and effort on a business opportunity. They may see these in the video. Therefore, the opportunity becomes more real to them and they don't feel too anxious about it. That's why a video helps bring in more individuals into the network.

4. Videos may likewise help in branding. Hearing you speak out the name of your business, it sounds more believable and there's a greater chance that the name will have a recall value. This is a way of branding your product, which is leagues better than merely writing its name down on your site.

In every which way that you look at it, video marketing works exceptionally well for network marketing. Individuals in MLM must take the time out to understand this concept and utilize it for their promotional needs.

Video marketing has been demonstrated time and time again to be among the most useful tools in being able to successfully accomplish the presence the product or service needs in order to be remarkably recognizable.

Video marketing brings life to any marketing campaign as it has the power to transform static and unattractive conventional ad styles into action orientated presentations. In the fast moving and ever evolving world of today, individuals are looking for fresher ways to capture in the attention of the market share of buyers and likewise customers want to be wooed with exciting displays that tickle their minds.

Video marketing likewise has the unique element of being able to connect with the target audience both visually and mentally, taking the audience to an entirely different level of advertising. This then translates into successful sales figures which is what advertising is all about. It likewise motivates and puts the target audience in touch with what is important to them.

Scientific research has as well demonstrated the significant increase in value of anything when it's visually exposed to the target audience. This in a certain way is instantly taken to a whole other level which indirectly produces the perception of value on the products for the viewers.

Video marketing speaks to a person the way no other form of advertising has managed to. Video marketing is able to produce the perceived want and need in the person for something they may not even know about or pay attention to till being exposed to this sort of marketing approach.



# Chapter 2:

## *What Works For Marketing*

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### Synopsis

Each business strategist needs to be aware of the most current, viable and successful way of earning and maintaining optimum business success. Comprehending that marketing has shifted from a one-way broadcast to a multi-point conversation is a great start. Nowadays a huge amount of consumers utilize online searches when looking to research products or services.



## **The Types**

Video marketing is now becoming increasingly popular as a tool to get hold of out to a wider target audience than before. Individuals seek out these forms of marketing and advertising tools to help them discover answers to their questions, show them how to accomplish something or when they would like to read about reviews on a particular product, service or business.

Therefore considering the utilize of video marketing for online or offline businesses will introduce the most potent way of reaching the target audience by way of data provided, education of the product use and advantages, building a community of users and many more. Currently more and more individuals are making a buying decision based on the video marketing tool they've come in contact with.

Several search engines have noted an increased interest in likely buyers seeking the information on services or product through online facilities, one of which is video marketing.

It's true that video marketing is the new wave in online marketing, and particularly for multilevel marketing businesses, but it's likewise true that it has to be done correctly. Simply as in any other technique

of promotion, in video marketing also, it's crucial to tap the right nerves of the watchers so that they consider buying.

The following are the most effective kinds of videos that you may make:-

Videos describing the product are short videos that speak concisely about the product. They're built more like PowerPoint presentations where the features, advantages, etc. are worked in a bullet format so that the viewer may comprehend them easily.

For your business promotion, you may utilize the video to explain the concept of the business telling individuals mostly what they'll have to do and what they'll get in return for that. Likewise, assorted statistical points like individuals who are already progressing with the network and making great incomes may be a part of the presentation videos.

Videos reviewing the product are more elusive videos, but they do work for the business. You may get a third party review your business opportunity in a matter-of-fact manner. These videos have huge impact as the individuals watching the videos think that your business is big enough to merit a review. Reviews always help for branding, whether they're positive or negative. You'll get a brand built up, and naturally, most reviewers will highlight the favorable points. A few entrepreneurs in reality hire individuals to do reviews for them in the form of video presentations.

Videos giving instructions give instructions are designed mostly like tutorial videos. They're helpful to the end user in a lot of ways as they show them how the product works. The instructions need to be simple to follow. Such videos have the greatest possibility of being bookmarked so that individuals who have watched them once will keep watching them again and again.

Headshot videos work for promotion and for adding to your own publicity. You speak about the product and the video basically captures you as you're talking. The effect here is that the viewer knows that you are a real flesh-and-blood person, capable of emotions and expressions and that they may do business with you.

There are assorted kinds of videos being used for promotion. Consider which will be best for your business and go ahead with them.



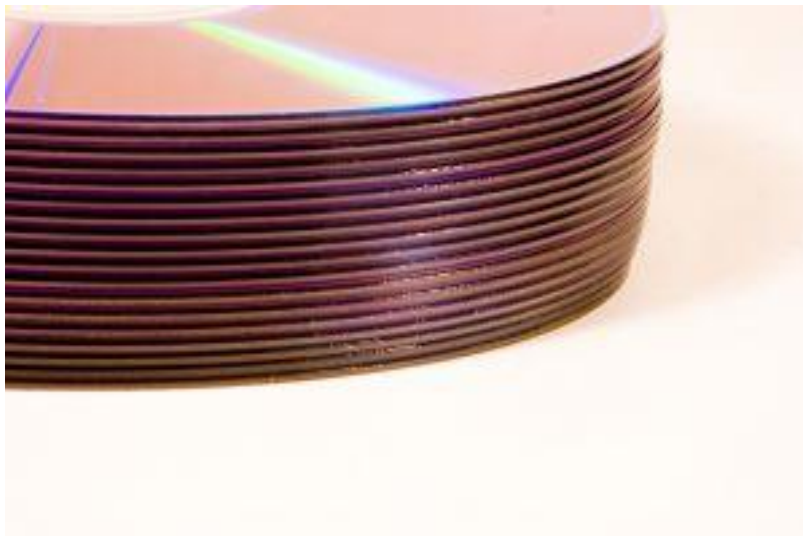
# Chapter 3:

## *Some Beginning Steps*

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### Synopsis

Video marketing is exceptional because it has the power to grow virally. Viral marketing means it spreads as fast and as widely as a biological virus, however in the marketing sense. This may help you reach a wide audience in a short amount of time and at a humble cost.



## **Have A Look**

Individuals love watching videos, so much more because you may incorporate visual and audio elements which may excite emotions and make material interesting. E-books are so yesterday and have a hard time keeping up with videos which have been getting better and better.

Among the most useful sites out there is YouTube - The world's largest video sharing site.

Why are they called video sharing sites? It's because everybody who uploads videos are like a TV channel of their own - You may get subscribers and individuals who watch your videos may freely share it with others through a wide assortment of social media sharing tools available.

The popularity of YouTube has exploded, and businesses, big or small stand a lot to gain by tapping into this phenomenon.

YouTube lets you upload videos for free, and if your videos meet their standards they'll offer you a director's status, where you can post up videos longer than 10 minutes.

One good thing about YouTube, is that you may post descriptions down at the bottom box of your videos. This lets you draw traffic to your site and write descriptions about your videos.

YouTube likewise has that added advantage of being owned by Google, the largest search engine in the world. Because of that, YouTube's videos rank highly on Google, and you may draw tons of traffic by targeting keywords with high search volume and are related to your niche.

Here's how you begin marketing your business utilizing YouTube:

- 1) Produce a video worth of valuable materials related to your niche
- 2) make certain there's a call to action at the end of the video
- 3) Upload your video to YouTube
- 4) Add a description below every video
- 5) make sure to include a link to your site (traffic drawing purposes)
- 6) Share your videos with your target audience

Remember, a really important part of video marketing is the sharing component. Get your subscribers or followers to portion out your videos with others to get more views. The more views you acquire, the higher your video will be ranked.

Videos with higher rank will commonly be featured in YouTube's channel listings and this will further collect you more views.

Let's look into some easy tools for producing videos for marketing purposes. Among my favorite combinations are Microsoft Powerpoint + Camstasia.

Microsoft Powerpoint lets you produce video content through slides, animations and sound effects. Camstasia lets you record a screen capture, so when you play your slides in real time, you may record every single thing that's occurring.

Combined with some cool music, you may make powerful enlightening videos which your client base will like.

Camstasia likewise lets you edit your videos with basic features like audio editing, slide transitions etc. Post video production is followed by uploading to YouTube; all may be done instantly via Camstasia.

Last but not least, you'll need to sign up for a YouTube account before you may begin uploading videos.

In short, these tools will help you produce simple yet powerful videos for acquiring traffic and customers, as long as you have good material that your target market would enjoy.

This preview copy ends here and to get the full product, please go to (the website URL ).