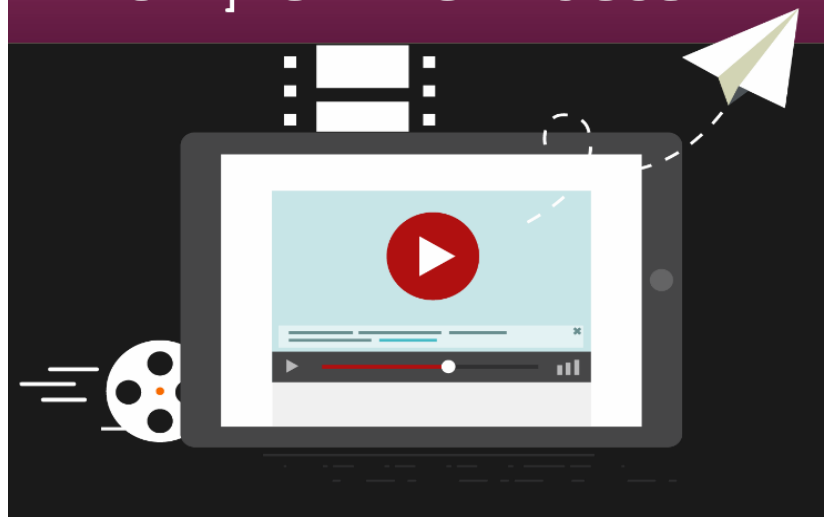


# SMART VIDEO MARKETING

How to Profit from  
Simple Little Videos



# Why Video?

Video is everywhere.

Think of your favourite top brands. How many of them aren't using video? I'll go out on a limb and say zero. Most, if not all, successful businesses are using video in their marketing in some form or other.

Video has, for a very long time, been an excellent tool to help business increase their reach and build their brand. If you aren't currently using video in your business then you are missing out on a great way to not only increase your reach and build relationships, but to also boost your profits.

And if you're just getting started, then don't be put off by thinking that video is something that is out of your reach. You can create short, simple, yet effective videos quickly and easily and I will explain how in this report.

It's true that there is still a lot of text-based information online and there's absolutely room for that (this report, for example!). But these days, video is almost expected. And, with videos being so comparatively easy to create and distribute now more than ever, there's really no reason why you shouldn't be using video in your existing business, or preparing to use it if you're just starting out.

It could even be said that if you aren't using video, you are leaving cash on the table. You see, by making good use of video in your business, you will

be able to reach a much larger share of your marketplace as well as getting yourself noticed a lot easier. This means that you will get more exposure, help you to connect on a whole different level with much more people and, ultimately, get more leads and sales.

Now, I'm not suggesting here that you need to become the next Steven Spielberg or anything like that! While there might sometimes be a need to create more elaborate videos, that certainly isn't necessary in order to help you with your online presence. In fact, to anyone just getting started, I would discourage you from doing that.

We want simple and easy.

Simple and easy is good, right?

In fact, for much of what you might want to do, especially if you're a beginner but even if you're not, making simple, short, bite-sized videos might actually work far better for you.

It's also worth bearing in mind that some social platforms actually limit the length of the videos that you are able to post.

So ultimately, what you should be aiming for is creating videos that are designed to give your marketing efforts a timely boost.

In this report I am going to focus on creating short, 'micro' videos.

Why?

Well, think about the popular videos you see online. No doubt you've seen countless viral videos on places such as YouTube, Facebook, Twitter and Instagram, right? Now, if you think about these video, you'll likely realise something...

Most of them are shorter than five minutes.

In fact, many of the more successful and popular videos might even be less than one minute.

Why is this?

Quite simply, it comes down to our human viewpoint. Shorter videos are usually more popular than longer ones.

Let me give you an example:

Imagine that you want to know how to do a particular thing. So, you head on over to YouTube to see if you can find some information on that subject. You spot two videos, both of which look good and look like they could give you the answer to what you need to know. One is ten minutes long and one is just three minutes long.

Which one are you going to go to first?

There might be reasons why you'd go for the longer one but I'm guessing that, in most cases, you'd go for the three minute one, right?

Why is this?

It's because, quite simply, a three minute video takes less time and thus, requires a smaller commitment. At the base level, it's usually much easier to sit through a short video than a longer one, is it not? And yes, people DO look at the length of a video before deciding whether or not to coming to watching it.

For example, a person is much more likely to watch several short videos in a row than they are to watch one long video, even if the information is the same and the overall time taken is exactly the same. In fact, they will often end up spending even longer in total watching a number of short videos in sequence than they would have done if they'd have had to commit to watching one long video.

I bet you've done that yourself, I know that I certainly have! I can see a video on YouTube that lasts for 45 minutes and I think, "I don't want to be bothered with that one" so will look for something shorter. But then, I end up watching a series of videos that are 5, 10 or 15 minutes long and, when added up, actually took much longer to watch in total than 45 minutes!

Think back again to those viral videos we mentioned earlier and ask yourself when was the last time you saw one that was 45 minutes, 30 minutes or even 10 minutes long?

Okay, it can happen, but it's more the rarity than the norm.

However, all those funny viral videos that you see of cute cats or babies are usually just a few seconds long or perhaps a couple of minutes.

Of course, those videos by their nature are more likely to be short and, of course, it's the content itself that makes them appealing.

But, the reason those videos go viral is because, in addition to being funny/cute/interesting/shocking/unusual/etc., they are short and so 1) are quick and easy to consume and 2) are and easy to share.

What makes all of this much more possible than ever before is the ease of which practically anyone can knock up a quick video, get it online and, potentially, get it in front of millions of eyeballs.

It could be said that we're living in a kind of video equivalent to the Polaroid era. In fact, Instagram, for example, is a social platform that is a bit like a modern, digital equivalent, in that it is designed to post quick, simple content on the move.

Are you starting to see the potential?

Here's just one example of how you could use a short, micro video to boost your marketing:

One of the most important pages on a website is the “About” page. As a marketer, product vendor or service supplier, you want people to do three very important things:

K.L.T.

You want them to Know, Like and Trust you.

When someone lands on your website for the first time, they probably don’t know you yet, let alone like you. They certainly aren’t likely to trust you yet. What’s one of the best ways to get to know someone?

Find out about them.

And that is precisely what your visitors want to do. Again, think about what you do when you visit a website for the first time of someone you don’t know. You probably look at information about them that gives you an idea about them which, in turn, helps you to decide whether you like them or not.

So, on your website, you need to make sure that your “About” page helps your visitors to get to know you in the best way that you can.

You want them to feel a connection with you.

And while it’s certainly possible to do this with the written word, by just adding a short video to introduce yourself and maybe give some information about you, your background, experience and

intentions, you can set yourself apart from your competition.

By simply sharing your story you can go a long way in turning a cold prospect into someone who feels that they know you a little better and maybe even like you.

From there, you will be in a better position to get your prospect to like you even more and then to trust you.

Make sense?

Once your prospect realises that there is a real, genuine person behind the website and not just some faceless company who is only interested in statistics and money, they are more likely to lose some of the inhibitions that they may have to begin with and start to feel more open to whatever it is that you have to offer them.

Once you start to build a relationship with your prospect, it can lead to more interaction with them and this can, in turn, lead to more people doing the same thing based on what they observe that person doing.

Now, imagine having that same effect on every person who visits your site.

Of course, you're not going to resonate with every person, but do you see the difference that this one little addition could make to your marketing efforts?



And that is only one example of the potential that a short video can open up to you.

Hopefully you're getting excited at the possibilities here and you are starting to get some ideas about how you could make use of you own little videos to give your marketing a boost.

## **How to Use Short, Simple Videos**

Don't fall into the trap of thinking that you must create, long, profound, embellished videos to deliver value or to provide help.

Giving your audience short, punchy videos packed with value that can help them learn something or solve a problem is an extremely powerful way to help your audience build up that all-important K.L.T.

These days, more than ever before, people are used to seeing video everywhere they turn. Many times they almost expect it.

We live in such a fast-paced world and people seem to try to cram more and more into their day and are busier than ever. Add in the fact that information comes at us from every angle, it's little wonder that people not only don't have the time to dedicate to certain tasks, but they don't even have the inclination to try.

So, multi-tasking is not only more commonplace today, but it's so easy to do, what with so much available literally at our fingertips in the form of

technology. When something requires that a person spend a little more time focusing on a thing that they may like or be used to, their attention waivers or they become impatient.

The short, micro videos that we've been talking about provide these kinds of people with something bite-sized that they can absorb in small doses.

You can quickly and easily create these little videos and upload them to YouTube, your blog or Facebook and even tie all these and many more platforms together, easily and efficiently repurposing the one piece of content.

So long as your videos are always giving value, you'll be providing something for everyone - the short, bite-sized chunks for people who prefer their information in small doses and if you do this regularly and consistently enough you will have compiled enough for those who want to absorb more information to be able to do so by going through your videos sequentially or simply picking which ones they want to watch by going through your archives.

Hopefully you're starting to see the power in this method and are already getting some ideas about how you can implement this.

## **Working Smart and Standing Out**

As we mentioned earlier, people these days are so busy and easily distracted that they have shorter

attention spans. Obviously this doesn't apply to everyone, but society has become a lot more fast-paced, impatient and used to having information quickly, literally at their fingertips.

Video enables them to digest information quickly and conveniently and they are used to it. People spend hours watching TV, videos on YouTube, playing video games - you could say that people are almost conditioned to respond to video. Many will just click on practically any video link that's in front of them, almost without thinking.

Now, with all this technology that's available to us, it's become so very easy to be able to start up a business online in just a few minutes, armed with nothing more than a computer or smart device and the Internet.

The side-effect of this is that the playing field is enormously level. What this means is, just as you or I have the power to start up an online business in this way, so does practically everyone else on the planet.

What this does is create a flood of information and competition and it can be hard to be heard above the chatter. Not only that, but because we're so used to this seeming bombardment of information and advertising, we develop almost a kind of immunity to it inasmuch as we end up ignoring much of it. You may have heard the expression, "Ad blindness."

This is why it is so important to stand out from the crowd and video is one of the most powerful tools we have to aid us in doing so. When used smartly, it enables us to cut through the clutter, reach more prospects and instantly communicate our message across the globe.

We can use video to build a solid presence and brand in our niche by building our reputation as a leader, a value-giver and an expert.

When we get noticed, we get traffic.

When we get traffic to a well-presented offer, we make sales.

When we make sales, we make money.

Now, notice that I used a very important phrase just then:

“When used smartly.”

At the end of the day, anyone can create a video, but the trick is creating videos that are worth watching and worth sharing. That’s where the real power lies.

Remember that in this report, we’ve been focusing on the importance of creating short, micro videos. Even though this is the case, don’t be mistaken in thinking that you don’t need to think carefully about what you put in them, how and why. Just as with

every aspect of your marketing, you need to deliver value above all else.

Remember, the only videos that will get watched are the ones that are worth watching.

The only videos that will get shared are the ones that are worth sharing.

Yes, you can slap up any old video containing any old content presented in any old fashion, but if that video contains little to no value to your target audience, don't be puzzled when you realise that you aren't getting results.

Your videos might be short and punchy, but they still need to contain value for your target audience. So take the time to think about what you want each video to do. Once you know what the purpose of a given video is, you will be in a better position to know what to put in it and how to boost the value of each one you create.

## **Some 'Techie' Stuff**

One of the big obstacles in creating videos is the technical aspect. However, these days it is easier than ever before. Nearly all smartphones and tablets have built-in cameras and at the touch of a button or tap on a screen you can not only have a video created in a matter of seconds, but you can even upload it straight to YouTube right from the palm of your hand.

Even if you use a computer, if yours doesn't have a webcam built in, you can get a decent one without breaking the bank and there is lots of very powerful, free software that you can use to edit your video if need be. There are even cloud-based video creators that you can use for free to not only create your videos but to store them too.

Add to this the wealth of tutorials on places like YouTube, there should really be no excuse for you to not be getting videos created and online, even if they're just basic. Remember - it's the content that is of paramount importance. So, as long as you deliver great content that's full of value, that is what the majority of people will be most bothered about.

One thing you do need to make sure of is that your audio is of good quality. Most people aren't expecting perfection and will be forgiving about many things, but make a mess of your audio and you will lose your viewer.

Whilst a built-in microphone on your computer may be sufficient to begin with, I would recommend investing in a good quality condenser microphone as soon as possible. Again, you can get a good quality USB microphone without breaking the bank.

Likewise, the microphones on many smart devices just aren't up to par, so I would recommend investing in a suitable, compatible external microphone.

## **Audio Tips**

- Ensure that the microphone settings on your device are set correctly. Remember - your volume and your input/record level are two entirely different and separate things. The volume setting only controls what you hear coming out of your speakers - it does not control the level of the recorded signal. So, make sure that your record level is up. It will depend on your hardware, but you want your record/input level as high as it can go without distorting.
- Make sure that the correct input device is set. Sometimes software will change which input device is set, the record levels, etc. even when you think that you have set them.
- Make sure that you speak clearly and directly into the recording/input device. A phone or tablet will most likely pick up your voice if you are pointing its camera to you, but with a computer-based microphone you ideally want your mic between 6-12 inches away from your mouth at an angle of 45 degrees. Investing a small amount in pop shield would be a good idea so as to filter out what are called "plosives", ie "p", "t", "b" etc. Also, getting a scissor stand for your microphone will minimise 'rumble' that can come through the base of the microphone if you just have it sitting on, say, a desk.
- If you're out and about on your mobile device or, indeed, recording outside using any device, you need to be mindful of background noise, wind,

etc. While you may not be able to eliminate this completely, you just need to be careful not to record when it is likely that your voice will be drowned out or when there is too much noise in the background that could be distracting.

- When you are at home on your computer it is much more easily managed. Ensure that your microphone is set to its unidirectional setting (if your mic has such an option) so as to minimize the amount of ambient noise it might pick up. Try to make sure that there is not going to be any distracting noise in the background, e.g. ringing phones, message tones, slamming doors, lawnmowers, kids, etc.

Again, though, things don't need to be perfect with these micro videos. Our main concern is punching out quick-fire videos that are jam-packed with value and designed to boost your online presence and build K.L.T.

## **Two Vital Points for the Effectiveness of Your Videos**

In this section, we're going to cover some points that will really boost the effectiveness of your videos. These two points are areas that I see so many overlook, yet, in addition to your content, they are the most important parts.

The first one is knowing when/if/how to pitch. Here's the thing: ultimately we're in this to make money, right?



At the end of the day, while we always want to be focused on our prospects primarily and on always giving the best possible value to them, there's going to be no benefit to us if we aren't monetizing our efforts in some way.

You can have the best content in the world, but unless you have a point to it - an end goal - then it isn't going to do you much good.

So, don't be afraid to sell. So long as you have delivered what you promised and have given your viewer plenty of value, they won't mind you pitching to them. As we said before, you won't please everyone and no matter how much value you give you might still find that someone gets upset when you pitch to them. But then that person is likely to not be your target audience, so don't worry.

In fact, let's turn this on its head. If you do your job well enough, you may find that some people get upset if you DON'T pitch them something!

So always deliver your valuable content first and foremost. If you go for the jugular and jump straight in with a pitch in a video that isn't supposed to be a sales video, you're going to scare off a lot of people.

For much of your audience, it could be the first time that they have come across you. So they don't yet know you, they can't like you yet because they don't know you and they certainly don't trust you.

So, to hit them with a pitch right off the bat is a sure-fire way to cause alarm bells to go off and for them to raise their barriers. You've lost them before you've even started!

No, value first, pitch later. And more than that, your content should make up the vast majority of your video and should be good enough to stand on its own. Any pitch should come at the end.

In fact, in some of your videos you may not want to have any kind of pitch at all. For example, if you are creating a sequence of, say, four videos with a common thread, you may want to focus on the content for the first two or three videos and not even so much as hint that there could be a pitch on the way.

This is actually a very good technique for building K.L.T. and increasing commitment from your prospect. The more that you can push them through your marketing sequence or sales funnel, the more likely it will be for them to buy at the end.

And that brings us onto our next critical point - a call-to-action.

As we said earlier, you have to have a point to your videos. While the majority of your video should be focused on giving value to your viewer, at the end of the day you really want them to do something. Even if you're not going to pitch anything to them in a particular video, you should still have some kind of call-to-action, whether that be to opt into your

mailing list, click a link, check out a blog post, watch another video, etc.

Too many times I see people putting out fantastic content on their blogs, social media pages and even making great videos. But they wonder why it is that they're not getting results - clicks, subscribers, sales, etc.

It soon becomes clear where the problem lies - they have not monetization plan and/or are not using calls-to-action. Having great content is all well and good, but on its own it isn't going to do much. A person might end up watching the entire video but then that's it - it ties into nothing else. There is nothing that tells the viewer what to do next.

So always make sure that you are clear on what you want your videos to achieve and structure things accordingly.

You can even do this with off-the-cuff videos. Create you short little video packed with value and tell your visitors that if they found the video useful and would like to check our more of your content, they should subscribe to you on YouTube, follow you on Twitter, subscribe to your list, visit your blog, etc. And on each of those platforms you need to make sure that you have a monetization strategy in place.

## **Exposure**

As with anything, your videos aren't going to be much use unless people see them, right?

So you have to be conscious about getting them in front of people. There are a number of easy ways in which you can do this.

First of all, if you have an existing audience then you already have a head start. It's as simple as letting your mailing list know about your video and giving them the link, posting to social media, posting to your blog, etc.

The point is, you don't want to just put one video online and that's it. You want to repurpose it when possible and get it in front of people.

So, that might mean uploading the same video to multiple platforms - YouTube, Vimeo, Facebook, Instagram, etc.

If you post the video to Instagram, share that post on Facebook and Twitter, as well as letting your list know that it's there.

If you post to YouTube, then let your list know, make a blog post about it, do a quick live video on Facebook and Instagram that just gives a quick taster of what the main video is about and then include a call-to-action to encourage people to check it out.

Not only will this get your video in front of people, but it can also result in people following you on your social media pages, reading your blog and sharing your content, subscribing to your list, etc.

The point is, don't just sit on one piece of content in one place and hope that it will do the job on its own. Get as much exposure to it as possible.

It should go without saying that you should do all of this without being 'spammy', but if you go about it correctly then it shouldn't even be a thought.

And that brings us onto the next point - engagement.

Even if you don't have an existing audience, you can still get eyeballs on your video. Think about where your target audience is hanging out and go hang out with them.

For example, look for videos in your niche on YouTube and get involved in the comments section, giving valuable comments that add to the discussion. You will get a lot of people posting rubbish in the comments section, but you will also get people noticing your genuine, valuable comments and checking out your channel.

Reach out to the channel owner, send them a message, connect with them on their blog or on social media.

Even if you don't have a blog, you can set up a simple page online that showcases your videos, for example, and then you can leave that link in the "website" field when you leave valuable comments on people's blogs.

The point is, you have to be engagement conscious. If you engage with people, you will get noticed and, in turn, so will your content.

## **What to Offer**

There are, of course, all kinds of things that you can offer to your audience. You might already have your own products or perhaps you're promoting affiliate offers. Then again, you might not yet have either of those.

Either way, you want high-converting offers to present to your audience.

Some might say that you want to have the perfect offer.

Well, this is actually what my friend and mentor, Dean Holland, employs in his business. He calls it "The Perfect Offer".

Recently Dean presented a training live on stage in London, UK that taught exactly how he uses The Perfect Offer in his business and has managed to increase his results by around 8 x the industry standard.

Crazy, right?

If you would like to discover just how he does this, then [I want to give you this presentation for free.](#)

When you receive Dean's presentation you will discover how to get a consistent stream of cash-in-hand buyers for ANY offer, even if nobody's ever heard of you!

This is something that you can implement in your existing business, or can apply from day one if starting a business from scratch.

Either way, this powerful method can make a massive difference to the results you get!

To secure your copy of this valuable presentation, [click here now](#).

In the meantime, if there's anything at all that I can help you with, please feel free to [contact me by clicking here](#).

To your success!

PJ Friar