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## INTRODUCTION

Marketing is essential to the success of your company. Promoting products and services can be a time-consuming headache if you don't know how to accomplish it. A wide variety of tools is available; however, which tools are right for you? Which promotional method provides you with the most benefits, the greatest market saturation, and the means to grow your brand online?

While any number of combinations can provide some benefits, video marketing is one of the most effective methods to promote your product or service. What is video marketing, you ask? Simply put, it is promotion of your product through the use of video. These videos are hosted online, through a video sharing website, your own website, and even through blogs.

Why does video marketing constitute such an enormous advantage? There are a number of reasons; however, online videos can be used to put your offering in front of millions of people, give them an interactive, dynamic message, and connect with your target base on a unique level.

Standard promotional methods, such as television commercials, print media, and even static online advertising cannot begin to approach the power offered by video marketing. However, to market effectively with this method, you'll need to know how to create the videos, how to host them, and how to begin promoting through them. With a few simple tools, you will be able to increase your online presence, boost your sales and create a much wider target audience.

# CHAPTER 1

## INTRODUCTION TO VIDEO MARKETING

From the inception of the moving picture in the early 20<sup>th</sup> century, advertisers have been using video as an advertising medium. Today, the relentless march of technology has allowed video advertising to spread and flourish in some seemingly unlikely places. While television commercials have long been the most common type of video marketing, a new frontier has opened.

The Internet is the new battleground, with companies dueling for consumers' viewing time and revenue. The explosion of video-capable applications, sharing programs, and advertising formats has made the Internet the future of video marketing. Take a look at websites such as YouTube, MySpace, and Google Video. These came into being primarily for use as a consumer-based sharing model, but, today, serve as a marketing battlefield.

In fact, you can look at almost any webpage, including the main page of Yahoo! and Lycos and find a number of videos promoting companies, search engine services, news, and much more.

Online video advertising is a rapidly expanding field, which can be used to promote goods, services, information, and any other conceivable commodity. As far as what can be advertised, the sky's the limit! Video marketing is eminently suited to use on the Internet, able to be customized in a number of ways, and provides advertisers with an enormous amount of "bang for their buck."

## **HOW MANY PEOPLE ACTUALLY WATCH VIDEOS?**

Usage statistics indicate that a staggering 75% of Internet users have watched at least one video by choice. Almost all Internet users have been inactive participants in video marketing, as well. All it takes is a visit to a social networking website, a search engine, or a news website. Dynamic, interactive videos are popping up on almost every website.

The phenomenon of online video has become so important to companies when developing their web presence that Google paid \$1.65 billion for the powerhouse franchise YouTube.

Millions of people are exposed to online videos on a daily basis. The fact that the Internet has become an integral part of our everyday life means that advertisers have a captive market, even more so than television advertising.

## **WHAT CAN VIDEO MARKETING DO FOR YOU?**

Video marketing offers you a number of benefits. First, it provides you with the means to communicate your message on a number of different levels. Visual imagery, combined with audio and text, offers enormous marketing potential.

The variety of communication methods is vital to the success of video marketing. Different consumers retain information to a greater degree through different learning methods. For instance, some people retain audible information more readily than written material. For others, visual images are the best route. Online videos allow you to combine all of these tools into a single marketing package.

A successful branding and marketing campaign will integrate each of these aspects into unique videos that allow consumers to learn what is offered, how it can benefit them, and how they can attain the goods or services offered.

In addition, video marketing provides you with an incredibly large audience for a modest investment. The ROI for video marketing can be astonishing. According to data gathered by the Interactive Advertising Bureau, more than half of the US population will actively watch online videos within the next year; that's a staggering 152,124,935 people watching videos online – just in the United States! Video marketing gives you the ability to tap into this market.

It seems that almost everyone is trying to capture this enormous market, including John McCain and Barak Obama, as they duel for the popular vote this November. You can find John McCain's channel at <http://www.youtube.com/user/JohnMcCaindotcom>, while Barak's is at <http://www.youtube.com/user/BarackObamadotcom>.

In fact, even Warner Bros. Records, CNN and the BBC have gotten into the act!

CNN: <http://www.youtube.com/cnn>

BBC: <http://uk.youtube.com/bbc>

Warner Bros.: <http://www.youtube.com/user/warnerbrosrecords>

Video marketing also provides a number of other benefits, including:

- The ability to deliver one-on-one communication
- Non-interruptive, as is the case with television advertisements
- Show a service provider or product actually in use or action
- Generate emotional impact through the use of color, action, and music
- Offer three-dimensional product views

However, to enjoy all the benefits of video marketing, you must first attract your viewers. You have to snag their attention and give them high quality, compelling advertising from which they cannot turn away.

That's where this guide comes in. We will walk you step by step through the process of creating, editing, and hosting your videos, showing you everything you need to create, integrate, and market high impact advertising that maximizes the power of dynamic formatting and interactivity.

However, before we get into the technical side of things, let's focus a bit more on ways in which you can use video marketing.

## **WAYS IN WHICH VIDEO MARKETING CAN BE USED**

Video marketing can be applied to a wide variety of purposes. When used correctly, it can work hand-in-hand with traditional marketing techniques to boost sales and increase brand and product awareness in a large subset of consumers. There are several common instances where the use of video marketing is a good idea.

### **► PUBLICIZING AND HIGHLIGHTING A NEW PRODUCT**

Video marketing can be the most powerful weapon in your arsenal when it comes to product launches. It can add dramatic impact to any promotions intended to showcase a new product or service. Video also engages consumers in ways that other promotional methods cannot. Simple video spots placed strategically on company websites and partner sites can yield dramatic benefits.

### ► SHARING UPDATES, NEWS, ETC.

Updates, upgrades, revisions, and improved operation are all aspects of ongoing product support and development. Video marketing can allow new and existing customers to learn about new developments with existing products or services, increasing brand recognition and sales.

### ► PROVIDING CUSTOMER TESTIMONIALS

Few things work as well as actual customer testimonials. Video marketing provides the best means to showcase these testimonials in a high-traffic area. This allows new customers, as well as existing customers, to view feedback from actual consumers. Customer video testimonials can be an incredibly powerful tool, spurring growth and greater conversion rates.

### ► PROVIDING A PERSONAL INTRODUCTION OR WELCOME

Connecting with your target customer base is extremely important. Video marketing gives you the best way to connect with your customers on a personal level. Studies have shown that consumers are much more likely to buy goods and service from a company with a personable "feel"; in short, one that connects with them on a real life basis. In a sense, video marketing allows your company to have a "face" and stand out from the faceless crowd.

### ► ENRICHING YOUR SITE WITH VIDEO CONTENT

Content is the undisputed king of the web. No matter how attractive the packaging of your website is (the graphics, animations and color scheme), if you lack real content, your customers will notice and go elsewhere to spend their

cash. You can add dramatic enrichment and real content to your website with the use of high quality videos.

## **TUTORIALS, REVIEWS, HUMOR AND VIDEO RESPONSES**

Creating video tutorials is a great way to help your customers learn how to use your products or services. You can create a tutorial for anything, from vacuum cleaners to webdesign; simply demonstrate the appropriate actions during your video.

Reviews are much more dynamic with video. Video product reviews have become enormously popular, especially on blogs. However, you do not have to limit yourself to products. You can review movies, books, music, software; anything you can think of can be reviewed and posted.

Humor is one of the best ways to connect with people. Create humorous videos making a point, share funny thoughts or moments or combine humor in your marketing for a unique touch.

Video responses (like those on YouTube) are a great way to respond to popular content. If a video is garnering a large number of views, posting a video response can direct traffic to your channel, blog or website.

## **VIDEOS IN PDF DOCUMENTS**

Yes, you can easily insert videos into PDF documents, adding an extra dimension to your information. No longer do written documents have to be strictly text; you can add a video into a PDF, showcasing product use or for any other reason.

In Acrobat, simply use the Movie Tool, located at Tools>Advanced Editing. Use the tooltip to drag a movie box into the position where you would like the video to

appear. Once done, a dialogue box will appear, asking you to add your content. Locate the movie file on your computer, choose the Embed option, and then choose a poster. The poster is simply the graphic shown when the video is not playing. You can choose any scene from your movie for this, or you can choose another graphic, such as a thumbnail or icon.

If you prefer your video without the border, you can pull up the Multimedia Properties, choose the Appearance tab, and select the Invisible Rectangle option to remove the borders.

### **ANYONE CAN DO IT!**

If you know nothing about creating video, the entire process can seem more than daunting. However, creating high impact, dynamic video marketing campaigns does not have to be frustrating. A few simple steps are all that is required to get a good feel for the process. With the right tools, anyone can create a video marketing campaign that will dramatically boost any marketing or branding campaign.

While the best equipment and software is certainly desirable, you do not have to spend a fortune on high-end video equipment. Simple solutions work quite well for those just embarking on their video campaign. For instance, a number of moderately priced digital camcorders offer high-quality video recording, with almost as many bells and whistles as professional-grade equipment. Once the video has been recorded and edited, uploading it to your site is a simple task.

No other single solution provides the same direct and personal connection as video marketing. Just as the television infomercial swept the marketing world in decades past, today the online video is the force to be reckoned with.

## CHAPTER 2

### VIDEO EQUIPMENT

#### EQUIPMENT YOU WILL NEED

So, now that you understand the advantages provided by video marketing, it's time to get started. The first thing that you will need is equipment. Chances are good that you already own a camera capable of producing video of sufficient quality for your needs. The other equipment that you will need is very affordable, in most cases. You can use something as simple as a \$40 webcam or as sophisticated as lights, camera, and actors!

#### ► CAMERA EQUIPMENT

The most important piece of equipment is the video camera. For starting out, a simple home camcorder can be used with good results. However, if you intend to produce an ongoing series of high-quality videos, you will want to upgrade your camera at some point. More sophisticated videos will require higher-end camera capabilities.

Another option is using your web cam. Built-in webcams are quickly becoming the standard in new laptop computers and flat-panel monitors, and the quality of the video these cameras take has improved drastically over the past few years. There are also several web cams available that you can simply attach to your computer. These will give you more flexibility in terms of what you can shoot than the small camera integrated in the top of your computer. Because the technology on these cameras have improved, you may be surprised to find that you can zoom, create high-definition video and even capture still photography quite easily, without giving up the quality that you get with a digital camcorder.

## ▶ AUDIO EQUIPMENT

High-quality audio is vital to the success of your video marketing. Without audio of sufficient quality, your viewers will quickly lose interest. If you are using a simple camcorder, do not rely on the built-in microphone – you can easily find higher quality audio equipment. You will likely need a variety of audio equipment to suit each type of video you want to record.

A boom mic is suspended on a rod, or arm, which extends slightly above the subject in the video. This allows high quality audio recording, without a visible microphone in the video. Boom mics are generally high in quality and moderately priced.

A clip-on microphone is another popular option. These are small devices capable of being clipped to a lapel, shirt pocket or even a buttonhole on a shirt. While they are certainly in view during the video, their small size makes them unobtrusive.

## LIGHTING

Proper lighting is just as important to your video as the quality of the camera or the audio recording. Dimly lit videos are difficult to watch and will result in your customers going elsewhere. There are two options when it comes to lighting: natural and artificial. If you'll be recording indoors, you'll require sufficient artificial lighting.

If you find yourself on a tight budget, natural lighting can be used with great success. However, you need to ensure that you record outside only when it is overcast. Full sunlight provides greater illumination, but also results in harsh shadows and a lower quality recording.

If you plan to use artificial lighting, there are three types of lighting that you should understand. These are key light, back light and fill light.

A key light adds a great deal of contrast to a scene and is used to illuminate the subject. Ideally, the key light should be positioned just above the eye line of the subject. If the light is too low or too high, distortion, shadowing, and poor illumination can detract from your video.

A back light stands behind the camera and provides illumination for the subject and the background. In addition, a back light can help add additional distinction to the subject, separating it from the background.

Fill light is used to illuminate the background of a scene. This type of lighting is commonly used in conjunction with a key light to provide the right ambience for a scene. If your video requires only the subject to be illuminated, a fill light is not strictly necessary.

Ideally, your lighting should be positioned above or below the subject, as well as behind the camera. Never place lighting behind the subject as this will cause distortions and a dim appearance. If shadows are a problem even with the correct lighting, reflectors can supply the needed light. Translucent cloth, such as silk, works well for this purpose.

Reflectors should be placed out of frame, opposite your light source. Reflectors are particularly useful outdoors, with powerful sunlight as the light source. They can also be used indoors to great effect. Most reflectors come in white, silver and gold colors, though you can find others as well. Gold will give you warmer tones during your production, while white and silver will provide greater illumination, though with a colder tone.

Rigid, aluminum reflectors give you stronger lighting, but they can be difficult to transport and store. Fabric reflectors give a softer, more diffused light and are easily transported, though they move easily, even in the slightest breeze.

## EDITING EQUIPMENT AND SOFTWARE

Editing is a simple fact of life when it comes to video recording. Professional video editors command a high salary, so you can save yourself big bucks when you do it yourself. However, there are a few things you will need to know. Regardless of how much footage you might have on hand, you're going to have to trim it down, insert sound (music or sound effects), and much more.

The simplest and least expensive way to edit your video is to use your computer. If you're using a digital camcorder, you can link directly to your computer using a firewire connection or another line in/out solution. Many computers have basic video editing software installed from the retailer.

Be aware that this is low-end software and offers little real control over the editing process. These programs work well enough for home videos, but a professional, high quality video will require something with a little more muscle. Below, you'll find some popular (and affordable) options:

- iMovie (Free, but with Mac only)
- NERO 8 Ultra (\$99.99 for the full package)
- Media Suite from Pinnacle Systems (\$60.00)
- Final Cut Pro (for Apple)
- Adobe Premiere
- Camtasia
- [Camstudio](#)

Each of these programs features intuitive controls and an impressive array of powerful editing options. iMovie, Nero 8 Ultra, and Media Suite can be purchased on any budget. Final Cut Pro and Adobe Premiere are high-end options that provide enormous power for those who will be creating a number of videos.

To use your computer successfully, you'll need to ensure that you have a video accelerator card with at least 256 MB of built-in RAM, onboard RAM of at least 1 GB (on your motherboard), and a processor of at least 1GHz (dual core processors of less than 1GHz can be used as well). Additionally, you'll need a hard drive with at least 250 GB free, though 500 GB is better.

As a side note, desktops work faster than laptops for video production, though you'll sacrifice portability for power. If you intend to use a desktop, models are available with up to 1 terabyte (1024 GB) of hard drive space for just over \$2,000. If you will be using a laptop, you will have to sacrifice a little hard drive space for the portability (most standard models have a 120 GB hard drive, while new models can top out at 400 GB, though you'll pay for it).

If you are recording to tape, you'll need an editing deck (a VCR-like unit, specific to video editing), though there are solutions you can use to connect taped recordings to your computer (these require a transfer from tape to DVD or other electronic format). Professional editing decks can cost up to \$4,000 or more, so using the computer is a much better choice for the beginner.

## **MISCELLANEOUS EQUIPMENT AND SUPPLIES**

You will also need a few other odds and ends. A tripod is an affordable, though indispensable, tool. The job of the tripod is to steady the camera, while freeing the hands of the camera operator. Using a tripod will also allow you to avoid the amateur look that comes from using a handheld camera (shakes, wobbles, and tilts). Additionally, a tripod allows for a single person operation, holding your camera steady while you record yourself.

You will also need an extra battery for the camera and a battery charger if there is not access to an outlet or your camera cannot use a wall adapter. Keeping a spare battery will ensure that you have the power you'll need to keep filming.

## CHAPTER 3

### PRE-PRODUCTION AND PLANNING YOUR VIDEO

Planning, or a lack thereof, is one of the most common reasons for poor video production. Before you begin shooting, it is imperative that you take the time to plan properly. You should spend time deciding what will be included in your video, as well as your reasons for producing the video in the first place and what results you seek.

#### IDENTIFYING YOUR GOALS

Identifying your goals is vital to attaining a positive outcome from your video. Your goals consist of actions you want the consumer to take, the information you wish to impart, and the impression you desire to make on your target audience.

##### ► WHAT DO YOU WANT TO ACCOMPLISH?

First, determine what you want your video to accomplish. Consider why you are producing the video.

- Are you producing it to launch a new product?
- Are you planning to update customers about something related to your product or brand?
- Do you want to connect with customers?

Whatever your reason for producing the video, it should be the guiding influence throughout the production. Your video requires a specific purpose; it should remain on target, without rambling, venturing down side paths, or becoming diluted through well-intentioned additions.

## ► WHO IS YOUR TARGET AUDIENCE?

Once you have determined your reasons for producing the video, the next step is to consider your target audience. Is your audience an existing clientele, who are already familiar with your company, products or services? Is your goal to reach new customers? Your target audience is one of the most important aspects of quality video production and your plan for the video should reflect that audience.

## ► WHAT ACTION DO YOU REQUIRE FROM YOUR VIEWERS?

This is the ultimate question. You must know what action you desire your customers to take after watching the video. Do you want them to head out and buy your latest and greatest product? Do you want them to sign up for services? Do you want them to help advertise your company by telling friends and family about your products and services? You must know in advance what action you intend for your audience to take.

## PRE-PRODUCTION

Planning your video from start to finish before you touch the camera is the best way to produce a high-quality, compelling video. Planning eliminates a number of common obstacles, such as budget and time overruns. Several areas require consideration during pre-production to ensure that nothing you overlook nothing.

## ► THE SCRIPT

The first thing you need to consider is the script. All successful videos have a script. Without a solid script before you begin shooting, your video's content will wander, leading to a poor-quality video and a loss of interest by your viewers. Quality scripting is vital; you must know what you intend to say, how you intend

to say it, and when you need to say it. Ensure that you have a full script well in advance of the day of shooting. If necessary, have an associate walk through the script with you; this will point out flaws and weak points in your dialogue.

## ► LOCATION AND CAST

The filming location and other cast members are just as important to your finished video as any other ingredient. If this is your first video, you may be planning to use a location such as your office, your backyard or your home. In the future, you may intend to use other locations. For this, you will need to consider several factors, all of which play into proper planning.

Considerations for location include cost of location rental, permits necessary for filming at that location, insurance requirements, and more. The requirements will vary by location, due to local, state and federal laws.

Your cast is also very important. Regardless of whether this is your first video, you must ensure that your cast members are professional and that they have a good understand of the script before the shoot. If you intend to use actors, you will have to account for this in your budget. In addition, you will need to reconcile scheduling actors with the availability of your chosen location.

## ► SCHEDULE

Scheduling is an incredibly important element. Without the right schedule, your video shoot will fail. You must create the optimum schedule based around your budget, the availability of the venue, and the availability of the actors, if applicable. The right schedule will allow you to bring all of these elements together at the opportune time. Remember to build extra time into your schedule if you will be shooting outdoors to account for uncooperative weather.

## ► THE BUDGET

Your budget is possibly the single most important factor in your production. Without an adequate budget, nothing can happen. You will need to create a budget that takes into account all foreseeable expenses (actors, venue, permits, equipment, etc). In addition, building in a buffer for miscellaneous expenses can save you in the end. Creating an optimum budget requires that you know the basic cost of everything involved, item by item.

## THE ELEMENTS OF CREATING A SUCCESSFUL VIDEO

Creating a successful video requires the seamless blending of several different elements. Focusing on only one or two elements will reduce your video's effectiveness. For a successful video creation, you must combine a quality script with accurate descriptions, keywords, thumbnails, and a quality promotion campaign.

## ► CONTENT AND STYLE

The content and style of your video are the determining factors in your video's success, or lack thereof. These elements are what encourage your viewers to watch and to keep watching. A successful combination of quality content with good style results in a watchable video. In addition, there are certain video categories (genres, if you will) that have proven more successful than others. A few of these are:

- **Humor** - One of the reasons that many people watch videos online is for pure entertainment. If you can provide your viewer with a laugh, there is a better chance that your video will be successful.

- **Pets or animals** – People tend to find animals comforting and reassuring. Including a pet (dogs or cats, for instance) can help your audience relate to you, connecting on a deeper level than is sometimes possible.
- **Kids** – Children can also be a huge advantage to your video. Their presence provides benefits much like that of animals, though the connection with your audience can be even stronger.
- **Spoofs** – Spoofs, or parodies, are very popular and can be a great marketing tool when used properly.

Of course, the real key to creating a successful video is creating one that is interesting and communicates your message. The above categories may not be suitable for all businesses or for all products. Highly professional videos, for example, will need appropriate dialogue, use of industry-correct setting and props, and little or no humor. Your job will be to create a video that is interesting, informative and that holds the attention of your audience. This means time spent planning your video, how you will incorporate each element, and wording your message.

A number of other items must be integrated into your planning process as well, in order to ensure the best production. First, of course, you must develop a solid concept. You can combine your message with concepts found in other successful online videos to great effect.

## ▶ LENGTH (DURATION AND FILE SIZE)

The length of your video will affect several things. First, if you intend to create a very long video, you need to break it down into installments. There are a number of reasons that you want to keep your video short, sweet and to the point.

- **Audience Patience** – Generally, online viewers do not have time to watch long videos. If your video will be longer than one minute, consider cutting it in half. Ideally, keep general videos to 30 seconds or less. However, informative videos, that viewers are prepared to watch, can be longer.
- **Loading Time** – The longer your video is, the larger the file size will be. Large files can take a very long time to load. While high-speed Internet connections have made headway, many consumers still use dialup. Breaking your video into manageable chunks will keep your viewers watching and cut down on load time.

## ▶ AVOIDING THE "ADVERTISEMENT FEEL"

While your video is, indeed, an advertisement, it doesn't need to feel that way. Most consumers are turned off by many forms of advertising (such as auto commercials with obnoxious, loud voiced narration). In fact, many of our gadgets today are geared towards helping us avoid commercials (DVR, anyone?).

In short, while your video is most certainly an ad, making it conversational, appealing, and comfortable can take that "sales-y" feeling away and help your audience connect with your message.

## ► METADATA

Metadata, in the form of meta tags, are an important part of successful video distribution. Regardless of the website on which you host your video, correct metadata is vital.

Meta tags offer potential viewers information about the video, as well as provide information to search engine spiders. A correctly tagged and titled video can be found through most quality search engines once it has been indexed. However, without the correct metadata, your video will not be searchable.

While this may sound complicated, it is actually quite simple. The key is to take advantage of meta tags by providing accurate descriptions and an accurate title. Below is an example of a meta tag description.

```
<meta name="keywords" content="Your Keywords Go Here"/>
```

There is much more to correctly using these tags, but you can see from the above example how simple it is to use. One resource you will want to use is the Training Center offered by [Empowerism](#), which offers an entire section on using meta tags to improve your page rank in Internet searches.

## ► THUMBNAILS

Thumbnail images are an incredible tool and a vital part of your video. In essence, a thumbnail is a very small graphic representation of your video (80 to 200 pixels in size). This graphic is hyperlinked directly to the video – when your viewer clicks the thumbnail, the video loads.

Ordinarily, a thumbnail is simply a reduced version of a still from your video (a picture that has been scaled down). Your thumbnails should adequately represent your video, as well as be appealing to view. Several programs can help you create your own thumbnails for easy use. Easy Thumbnails, Thumbshots, and Extreme Thumbnail Generator (ETG) are all popular software options. Below, you'll find an example of a thumbnail image, taken from Raizlabs.com (another thumbnail generator).



## ► PROMOTION

Promotion is the process of marketing your video. As such, it is incredibly important. If you have created accurate meta tag descriptions, you are one step closer to successful promotion.

You can promote your video in numerous ways. Some of these include hosting the video on your own website (see [Empowerism](#) for free monthly web hosting with your subscription), submitting your video to a video sharing site (YouTube, YouAreTV, Twango, etc), hosting through affiliate sites, and more.

Promoting your video will usually mean promoting the site hosting it, so make sure you are comfortable with this.

Additional promotion can come through video sharing, social bookmarking sites, and even user forums. Yahoo! Groups, Google Groups, MySpace, FaceBook and several others can be used to embark on a successful marketing campaign.

## CHAPTER 4

### PRODUCTION AND POST-PRODUCTION

#### SHOOTING YOUR VIDEO

Once you have finished planning, it's time to actually shoot your video. If you have planned successfully, then, where applicable, your schedule has been set, your location chosen, and your actors hired. The actual shoot should not be difficult, depending on the nature of your video.

It is always wise to test your equipment prior to the shoot. Run a simple test shoot, with audio included to make sure that your video and audio equipment operate normally. This is also the best time to try out experimental lighting and shot angles. The day of shooting should be limited to getting the video on tape, only.

Prior to starting the shoot, the camera operator should confirm that the lighting is optimally arranged, the subject is in focus, and that the venue is suitable. This will help you avoid harsh shadowing, unwanted objects, random people (passersby) in the shot, and other pitfalls.

Shooting should actually begin a few seconds before the opening scene. This will help avoid a feeling of abruptness in the video. Additionally, for a smooth, seamless feel, keep the camera rolling a few seconds after the shot. If you have an extra hand, consider having someone with a still camera take a few shots during the shoot for use as thumbnails, media kits, and promotional purposes. If you do not have extra help, many editing programs can pull still images from video footage for this use.

## POST PRODUCTION

Your job is not finished after the shoot. Post-production is just as important as any other part of the project. During post-production, you will edit your video, as well as take the first steps towards promotion. Organization during this stage is the key; without it, your project can deteriorate into chaos.

You should consider setting up a system of folders on your computer to facilitate better organization. For instance, you need one folder for raw video footage (more if there are multiple clips) and folders for edited video. Additionally, you should have file folders for music, thumbnails, raw stills, and other promotional items, such as logos. You should also have subfolders for your video files for related text documents.

## EDITING YOUR VIDEO

Editing can be one of the most frustrating and frightening aspects of video creation. However, it need not be terrifying. Regardless of your editing skills, there are software suites available that can help you get the job done. A number of these are inexpensive, yet capable of producing high quality results.

### ► EDITING SOFTWARE

- **Windows Media Editor** – Free - This is frequently referred to as Windows Movie Maker. (<http://www.microsoft.com/windows/windowsmedia>)
- **Blender** – Free - An open source suite that works with all major operating systems. (<http://www.blender.org/>)

- **Virtual Dub** – Freeware - Includes a number of features including the ability to add audio tracks as well as other features such as splitting and compression. (<http://www.virtualdub.org/>)
- **Avidemux** – Free - This product is designed for simple encoding, filtering and cutting. Works with DVD, AVI, MP4 and MPEG files. (<http://fixounet.free.fr/avidemux/>)
- **iMovie** - Free with Macs - Features a number of advanced video editing features as well as add-ons. (<http://www.apple.com/ilife/imovie/>)
- **Adobe Premiere** - This software is not free and it is relatively expensive. However, if your goal is to produce several videos for use online and you want to create them in the most professional manner possible, then this software is well worth your money and the time spent learning how to use it. (<http://www.adobe.com/products/premiere/>)

## ► VIDEO FORMATS

One critical element you should understand is that of video format. Video format refers to the type of file you create and what media player software is required to view it. Each different format is denoted by a different file extension, such as .avi, .mpg, .mp4, etc. It is a good idea to be familiar with a number of different video formats in order to choose the one that best suits your needs.

A media player is a software program designed to play one or more types of video/audio files. Some media players are proprietary (meaning they play only one format); however, most are capable of playing a number of different types.

Examples of media players include:

- Flash
- Windows Media Player
- QuickTime Player
- RealPlayer
- WinAmp
- iTunes

Examples of file formats include:

- Fla/flv/swf
- Wmv
- Mpg/mpeg
- Avi
- Mp4
- Mov
- Asf
- Rm

Obviously, there are several formats from which to choose. You should choose the format that best fits your video type, length, and intended purpose. Flash is one of the most popular choices today, simply because it integrates seamlessly into an Internet browser. To create a video in Flash, you'll need to purchase and download the program from Adobe; the full version costs \$699, while the upgrade is only \$199 (<http://www.adobe.com/products/flash/>). That said, there are several other popular choices, each with their own benefits.

### **.mpg, mpeg**

This type of format is also well-supported. It can be run using both QuickTime and Media Player. Perhaps the only downside to this format is that it uses a larger file size. In addition, a few features that are included with Flash are not available with this format, such as video loading messages, etc. In addition, you

cannot stream with .mpg (meaning the file must be downloaded and played, rather than streamed live from your server within a few seconds).

### **.asf and .wmv**

Both of these are Microsoft formats. Many people choose not to use these formats because users with a Mac cannot play them without installing additional software.

### **.mov**

This format is geared for QuickTime by Apple. Due to this fact, it works quite well with iMovie and iTunes. Window users are not excluded for viewing videos with .mov, however, as they can download QuickTime.

### **.mp4**

The great advantage of this format is that it creates extremely small files. The problem with it, however, is that Windows users will need to have QuickTime in order to see videos in this format. One option would be to convert this format to Flash.

### **.rm, .rv, .rmvb**

RealPlayer, from Real Media, is another popular file type, which can be used by Mac and PC users. The media player is capable of handling multiple video formats, including .mp4. RealPlayer, while popular, is not as widely used as Flash, iTunes, or even Windows Media Player. As a result, this file extension is not a good choice for many video producers.

## ► CHOOSING A FORMAT

When choosing a format for your video, you will need to consider several factors:

- File size (try to use the smallest format possible)
- Compatibility
- Editing software capable of running on your computer
- Video quality

These considerations contribute to the number of people choosing to use Flash. It provides the smallest file size (shorter load times), as well as the cross-platform compatibility lacking in so many other solutions. Google Video and YouTube each use Flash for these reasons.

If you choose not to use Flash, your next best choice is .mpg. Users with either QuickTime or Windows Media Player can view these files, as can the majority of other media player commonly used.

## ► CONVERTING VIDEO FORMATS

If you find that you must convert your video into another format, you can do this with relative ease. Video converter software is widely available; Media-Convert (<http://www.media-convert.com>) is one of the most popular options available and free of charge, as well.

Media-Convert allows you to convert videos from a wide range of formats into your choice of new format. In addition, the program is web-based, which means there is nothing to install. This program will allow you to convert files on your computer, as well as files found on the Internet.

## ADDING FEATURES AND SPECIAL EFFECTS TO YOUR VIDEOS

During the editing process, you may choose to add certain enhancements and other elements to your video. Popular options are titles and subtitles, additional graphics or images, animations, screenshots, screen transitions, and other special effects.

Your editing software will dictate exactly what sort of enhancements you are able to add; however, even the most rudimentary editing program can add enough to make a video more appealing. Almost all editing software provides a way to add scene transitions (usually in the form of animations or distortions), image fades, and text.

While applying special effects may sound complicated, it is usually a simple matter. The majority of editing programs will allow you to "drag and drop" the effect you want to add into the frame. However, remember that simplicity is still key. Enhancements, special effects, and other additions can seem great, but too much will detract from the quality of your video.

If screenshots are required for your video to be complete, such as for an online tutorial or virtual tour of your website, a software program that comes in very handy is [Camtasia Studio](#). Camtasia can be used to create your entire video or you can add effects to your video by utilizing screen shots in certain parts of your video.

Camtasia works just like any type of editing software, but allows you to record shots on your screen, allows you to edit and enhance them, and then allows you to incorporate those shots into your other video components or utilize the result as a video of its own. The software download comes with a 30-day free trial, and is about \$300 to purchase.

## CHAPTER 5

### USING YOUR VIDEO ON YOUR WEB SITE

If you have a website, or even a blog, integrating a video with it can provide many advantages. Embedded video can increase traffic, but its primary purpose is to allow the video to market your company, goods, or services.

Additionally, you can integrate your video into your own site, as well as other websites. The duplicate content rules that apply to article marketing do not pertain to video marketing. The best way to attain a high level of promotion is to embed your video in multiple websites.

Below you'll find an explanation of how to add your video to third party websites, as well as how to embed it in your own. For more in-depth instruction, you will want to visit the Video Marketing section in the [Empowerism](#) Training Center.

### USING A THIRD PARTY SITE

1. First, you'll need to create an account with a streaming media provider. YouTube, Google Video, and Yahoo! Video are all examples of these.
2. After you have completed the setup, you can begin uploading your video. Each media provider has a slightly different method used to upload member videos, but each one has well-defined rules and guidelines explaining the process.

3. Expect a delay after you have uploaded your video. The media provider must review your submission, ensuring that it meets their submission criteria. This can take several days.
4. Some media providers allow you to set your own limits for video viewing. If you desire your video to be available to the public, ensure that your video is not set for private viewing, alone. Different providers use different terms for this, including embedded, public, or shared.
5. Once you have chosen your settings, the media provider will generate an "embed code" or "video URL." This is the URL you will use to post your video on other sites, as well as through video submission services. Just copy and paste the code into your website, blog, or submission form.

## **APPLYING YOUR VIDEO DIRECTLY TO YOUR WEBSITE**

You can have any number of reasons for choosing not to use third party sites. For example, if you wish to ensure that ads from the media sites are not inserted in your video (their "price" for your free account), directly embedding your video in your own site may be the best option for you. Additionally, you can embed it in affiliate sites, as well.

While it is possible to simply place a link on your website, allowing your visitors to download the video to their computer, streaming video is a better option. This allows your visitor to watch the video directly on your website, with no download required.

To stream video on your website, you must ensure that your webhost recognizes video file types. The majority of webhosts provide this service at no additional charge. It should be noted that the methods listed below work well only for recorded video, as opposed to live streaming video or other forms of live broadcasting.

First, you'll need to convert your file to Flash format and then place it on your website. You will need a Flash video converter – [Alive Video to Flash Converter](#) works well for this purpose. Simply select the videos you wish to convert and follow the onscreen instructions.

After your files have been converted, you'll need to upload them to your website. Any FTP program will work for this, though [CuteFTP](#) is one of the simplest to use and most popular. You will also need the code for embedding your video into your website. [FreeVideoCoding.com](#) can generate code for your use.

## **POSITIONING YOUR VIDEO ON YOUR SITE**

Where you place your video on your website is just as important as the video, itself. A well-designed website can make the difference between popularity and traffic or condemnation to the nether regions of the Web. Placing your video on your website should not interfere with, detract from, or negatively alter your webpage design.

Position your video so that it is at least one click deep. That means you do not have your video set to play automatically when the page loads in your visitor's browser. Your viewers should choose to click the video, rather than being assaulted by video and audio immediately upon entering your website.

Simply adding a play button and giving your visitor the option to choose to watch or not to watch is good form. Many consumers are put off with automatic video or audio on a website, and will either turn the offending video off or leave the site.

In addition, each video that you embed in your webpage should have a unique thumbnail and text caption. Your text caption should describe the video and can be as simple as "Video Part 2." It serves to identify the videos and allow your visitors to navigate the page without becoming frustrated.

## CHAPTER 6

### MARKETING YOUR VIDEO ON VIDEO SITES

In addition to posting your video on your own site or blog, you may choose to post it directly to video sharing sites. Doing both is very beneficial, as mentioned earlier. The more times your video appears on the Internet, the greater exposure it will receive and the larger your marketing base will grow.

#### VIDEO SHARING SITES

Many different video sharing sites will allow you to post your video. Below, you'll find a list of some of the more popular:

- YouTube
- Google Video
- Yahoo Video
- AOL Video
- MySpace
- MSN Video
- Photobucket
- Veoh
- MetaCafe
- Break
- Multiply
- Imeem

- Metacafe
- Esnips
- Buzznet
- Heavy
- LiveVideo
- Spike
- Brightcove
- Blip.tv
- GoFish
- Reever
- PutFile
- Lulu
- Vidmax
- Porkolt
- Crackle
- Vimeo
- VidiLife
- StupidVideos
- GodTube
- Flixya
- Vsocial
- Dotv
- Dropshots

- Phanfare
- ZippyVideos
- MotionBox
- VMIX
- OurMedia.org
- ClipShack
- Sharkle
- Eyespot

YouTube currently holds the title of Most Popular Video Sharing Site. That said, you should not limit yourself to just YouTube. Remember, the greater the market saturation your video enjoys, the better your marketing results will be. As you can see from the above list, there are plenty of places you can post your video; make use of them.

[TubeMogul](#) offers usage tracking statistics and multiple video sharing site submission. In addition, [HeySpread.com](#) also offers automatic video submission to multiple sharing sites. These tools can help you increase your marketing with a single upload.

[Traffic-Geyser](#) is another popular tool. While the software is somewhat basic, it does provide some powerful options. For instance, it allows you to add data to your video, such as SEO tags and other information vital to your viewers finding and watching your videos, which is then passed along to other video sharing sites.

In addition, it supports cross-platform site submission, giving you more marketing power and saving you time. Cross-platform site submission means that you are

able to submit to sharing sites with different setups, through a single upload, taking the hassle out of submission.

Branding your video with your domain and corporate identity is a wise choice when submitting to multiple sharing sites. You can find a number of different solutions that will help you do this; even Windows Movie Maker can help. In addition, [BubblyPly.com](http://BubblyPly.com) will allow you to do this, without the need to download any software or purchase services. BubblyPly.com also allows the addition of text bubbles, animation, and other features to your video.

## **TECHNIQUES FOR DRIVING ATTENTION TO YOUR VIDEO**

You can gain attention for your video in a number of ways. [ViewTubeTrain.com](http://ViewTubeTrain.com) is one of the more popular options. In essence, this video traffic exchange allows you to earn points for watching videos. However, your video's viewing numbers are dependent on you watching other videos. The more videos you watch, the higher your total points. The higher your point total, the more frequently your own video can be viewed. Simply set your video's settings to automatic train and begin watching the videos of others. If you're pressed for time, this may not be the best option.

Once your video is uploaded to a number of different video sharing sites, there are some techniques you can use to generate attention for it. Sharing your video through email (such as an existing client base) can have a large impact, while social networking sites such as MySpace, FaceBook, Squidoo, and PerfSpot can also be used to good result.

Another popular method is to use bulletin boards or user forums. Posting your video on bulletin boards will allow other members to view your video in the thread and pass it along to their friends and family.

## GENERATING TRAFFIC ON YOUTUBE

While YouTube is not the only video sharing site available, it is certainly the most popular, comprising a large majority of all video sharing online. Increasing traffic to your YouTube submission can have dramatic results for your marketing campaign.

YouTube includes many built-in features that you can use to your advantage. For instance, you can create and customize your own unique channel, allowing you to share related videos, video series, and more.

Creating your own channel is not difficult; it is actually generated automatically when you sign up for an account. You receive a number of benefits from growing and enhancing your own channel, including:

- The ability to arrange your videos in one location using your YouTube URL
- The chance to create your own profile for your content and then link the profile to your website
- The opportunity to create a playlist that contains your video content
- The chance to begin building a presence on YouTube

Once your YouTube account and channel are set up and you have uploaded your video, you can start taking advantage of the other tools offered. First, you will need to choose a niche for your account. Niche marketing is a powerful tool, giving you access to a customer base already interested in your product or service.

Niche designation is usually done during account creation and offers a number of options, including:

- **Director** - If you have produced your own video this is an excellent option to choose

- **Comedian account** - For videos that have a comedic element, this can be a good option
- **Guru account** - This is a good option if you are trying to establish yourself as an expert within a specific field

You can change your niche anytime you wish. Why market to a single niche? In addition to marketing to a predisposed consumer base, you can begin singling out your video from a smaller number of other videos. It makes it easier to find your video amongst the others hosted online.

### ► TAGGING, CATEGORIZING AND CHANNEL CREATION

Tagging and categorizing your video is vital. Without the correct tags and category selection, your viewers will not be able to find your video. Tags and category selection provide vital information about what your video is about, what area (industry, focus, services, etc) on which your video is centered, and much more.

In addition, creating your own playlists also provides benefits. Playlists allow you to list your videos (if you have more than one) in an organized way, suggesting to viewers the order in which they should be watched. Additionally, playlists allow viewers to know that you have multiple videos. Creating a series of videos through a play list can add impact to your campaign.

This is an excellent way to deal with longer videos. Breaking your video into segments will help you create an interrelated video series, making viewers watch multiple videos to get the entire message. It also helps cut down on viewers lost

due to long videos. Simply gather the clips you want from the My Videos section and add them to the playlist.

### ► BULLETINS, EMAIL NOTIFICATION, AND GROUPS

As with many other video sharing sites, YouTube also offers some marketing methods for your video. They offer email notification for your address book, as well as email updates and more. YouTube bulletins are a good way to alert members that there has been a new video uploaded, without sending emails to overcrowded in boxes.

Video responses (feedback) can also be highly effective tools. While your viewers can leave you video responses, you can do the same for others, thus gaining better marketing for your own video. When you choose to leave a video response, you are given three options: record a video, choose a video or upload a video.

The obvious option is to choose the "choose a video" option. This allows you to respond with any video that you have already uploaded, giving you more face time on the Internet and increasing the likelihood that others will view your video. "upload a video" gives you the opportunity to respond with a new video from your hard drive, while the "create a video" allows you to custom create a response.

Be warned, though: Do not leave irrelevant messages; that is a quick way to lose credibility. Keep your responses on topic, polite, and highly targeted. In addition, you should attempt to be one of the first people to leave a video response. Much like search engine results, most viewers will not move past the first page or two of responses.

YouTube also gives you access to groups. Groups have become increasingly popular on all social networking sites and represent an excellent means of promotion. Joining existing groups is an excellent way to get started, though you are free to form your own, as well. Existing groups offer the benefit of an

established membership, as opposed to building your own membership, which can be time consuming.

Groups represent another form of niche marketing. For example, a group is formed around a central topic, interest, or idea. Each member of the group is already interested in the topic, giving you immediate access to consumers interested in your offering. Being an active member of groups you join is necessary and will lead to greater recognition and even new subscribers to your channel.

Forming your own group can be beneficial, as well. While it will take time to build up a member base, you have total control over the content of the group.

#### ► CHAT

Another way to gain exposure for your video is to use chat functions. On YouTube, you have the ability to join an existing chat channel or form your own. Chat rooms allow you to discuss your video, concept, services, or industry in real time. This is yet another form of niche marketing, allowing those interested in the topic to join the conversation and explore what you have to offer.

### **BEYOND THE OBVIOUS: OTHER MARKETING TECHNIQUES**

In addition to the sophisticated, hi-tech marketing techniques discussed, you can also benefit from some old fashioned methods, as well. Solid PR is an excellent example. Developing a press release for each video and embedding links to your video in the press release can have good results. Keep in mind that a press release must be newsy, relevant, and concise to be effective.

In addition, print and offline marketing methods have much to offer. You can include a link to your video or website by placing your URL within any printed material, such as flyers, brochures, newsletters and more.

Adding a link to your website or video in your email signature can also help you promote your video without actively engaging in additional marketing methods.

## **SEO TACTICS FOR GETTING YOUR VIDEO NOTICED**

Can you optimize a video for the Web? You most certainly can; it is very similar to any other form of optimization. Search engine optimization of your video is vital to your success. You can add tags directly from the video sharing site; additionally, consider saving the file name as one of your keywords. Below, you'll find a list of easy-to-do things that will help increase your searchability and can be done directly from the upload page on any video sharing site.

First, make sure that the file name of your video includes the keyword or keyword phrase that you desire to target. This is a simple, effective way to generate more traffic.

The title of your video should also include the keyword or phrase, without being redundant. Naturally, your title must be catchy, yet it must also contain the targeted keywords, in order to be effective.

Keyword appearance in your video tags and metadata is also vital. Your tags will determine the audience that sees your video (determined through search results by keyword). Correctly formatted tags will give you access to a highly targeted audience.

In addition to the tags and title, the description of your video is also important. Yes, it must also include those all-important keywords in order to be effective. A good description, with targeted keywords adds an additional layer of optimization.

## **SOCIAL NETWORKING**

As mentioned previously, social networking is incredibly popular. MySpace is obviously one of the most popular, but hardly the only option. Videos and music have become one of the most popular things to share on these sites. That means you have another excellent tool at your disposal.

MySpace has proven influential in the success of many music bands, as well as other promotions including movies, books, and more. Using this tool can help you grow your market share and increase recognition for whatever you might be offering through your video.

FaceBook is another social networking site that provides excellent video sharing resources. Several applications within FaceBook allow video sharing between user pages, which can be easily used to create a viral marketing campaign. FaceBook is also highly regarded because in order to use it, you must have an existing relationship with another user, such as a business relationship. This allows businesses to help promote complimentary services, partner companies, and much more.

You can check out the Excellence magazines published by [Empowerism](#) to learn everything you need to know about Social Networking. The all-inclusive four-part series is published in the January through April 2008 issues.

## **MEASURING YOUR RESULTS**

If you own a website, you understand the importance of measuring your results. Measuring the results of your video promotion is just as important. This can show you what you are doing right, as well as point out areas in need of improvement and can help you determine your next marketing step. Measuring the results of your video can help you determine what should be replicated in the next installment.

Several methods exist to measure the results of your video, including online surveys, percentage of video plays as compared to overall unique hits, number of video plays in total and more. If you used YouTube to host your video, you can take advantage of automatic video tracking. YouTube Insight is a free tool available for all account holders.

YouTube Insight allows you to view detailed statistics and information regarding your videos. You can collect information such as how many times your video has been played in total, peak viewing times, and even geographic regions with specific interest in your video. This is an excellent tool for determining how successful your video is with certain demographics.

This tool will also help you gauge the effectiveness of your marketing methods by determining the length of time it takes for your video to become popular.

By using metrics information, you can determine how well your video has been received, what is working well and what must be changed. This information is vital during the creation of subsequent videos or video series.

## CASE STUDY

### MORNING GLORY INN OF PITTSBURGH, PENNSYLVANIA BOOSTS BOOKING WITH VIDEO AD

This case study provides a view of online video marketing that shows that video marketing not only works, but it works for brick and mortar businesses, as well as online businesses.

#### OVERVIEW

The historic Pittsburgh area is highly competitive when it comes to operating a bed-and-breakfast inn. That's why Dave Eshelman, co-owner of the Morning Glory Inn, turned to the web to increase bookings from recreational and business travelers.

The Morning Glory Inn not only provides a room for travelers, but they also host up to forty receptions and up to fifty business meetings each year. This accounts for approximately five thousand visitors in addition to their overnight guests. However, The Morning Glory Inn's challenge is to increase their bookings with big brand hotels, and sixteen other B&B's are located with just twenty miles of the inn.

For more than ten years, the inn relied only on their web site, the Yellow Pages, and direct mail campaigns to advertise to their customers and bring in new ones. However, they found that this just wasn't cutting it in the highly competitive market in which they are located. Therefore, the Eshelmans turned to CityAds.net in January 2008 to produce a digital video commercial to increase the Inn's online presence.

## **THE CAMPAIGN**

The cost to produce the video was \$300 and the campaign option that the Morning Glory Inn chose was \$300 per month for the next year. The Inn currently spends about \$375 a month, sending out 400-500 direct mail pieces per month. The video shot is longer than your 30-second television commercial spot and provides much more information than a television commercial could provide. The ads at CityAds.net are interactive as well, allowing users to pause and play as well as make real-time purchases.

## **THE RESULTS**

The video that was created and promoted on CityAds.net currently runs 21,000 views per month and is rotated on a web site channel based on the viewers' geographic area, which allows the Morning Glory Inn to target their viewers geographically as well as demographically. CityAds.net also provides clients access to a dashboard that allows them to track views, clicks, and videos watched. Additionally, the Morning Glory Inn was able to place the video on their website's homepage.

The end result is that the video has been a great success, with a 5% increase in bookings over the first three months. This allowed the Inn to dramatically increase bookings in their slowest months of the year, January through March. The Eshelman's are very happy with their video campaign thus far, and their video views continue to grow. Over the first three-month period, the video generated over 70,000 views and 800 click-throughs.

## CONCLUSION

In summary, video marketing is the fastest growing method of promotion on the web. More and more big name companies are finding the dramatic benefits provided by this form of marketing. Not very long ago, it was rare to see a video ad online; today, you can find them everywhere. This is not an accident, but a testament to the enormous power and potential embodied by this advertising medium.

Video marketing provides you with an affordable way to obtain dynamic, interactive and high impact marketing that will help you generate better branding, a larger market share and better company recognition among your target base. In addition, it can be accomplished very easily, even on a shoestring budget, making this the best option for anyone in need of quality promotional tools.

With a few simple tips and a few simple tools, you can begin producing high quality video advertising to boost your marketing, your sales and your profits. Gaining the powerful promotion you need is as simple as using video marketing.

## ADDENDUM

Here is a handy list of tools and websites from the book:

### Editing Software:

- iMovie (Free, but with Mac only)
- NERO 8 Ultra (\$99.99 for the full package)
- Media Suite from Pinnacle Systems (\$60.00)
- Final Cut Pro (for Apple)
- Adobe Premiere
- Camtasia
- Camstudio

### Tools for Recording:

- Recording Device (camcorder, digital camera or other option)
- Audio Recording (mic solution, such as a boom mic, or clip mic)
- Lighting (reflectors, key light, back light and fill light)

### Video Hosts:

- YouTube
- Google Video
- Yahoo Video
- AOL Video
- GodTube
- Flixya
- Vsocial
- Dotv

- MySpace
- MSN Video
- Photobucket
- Veoh
- MetaCafe
- Break
- Multiply
- Imeem
- Metacafe
- Esnips
- Buzznet
- Heavy
- LiveVideo
- Brightcove
- Blip.tv
- GoFish
- Dropshots
- Phanfare
- Sharkle
- Eyespot
- Vimeo
- VidiLife
- StupidVideos
- PutFile
- Lulu
- Vidmax
- Porkolt
- Spike
- Reever Crackle
- ZippyVideos VMIX
- OurMedia.org
- MotionBox
- ClipShack

List of Links:

Editing Software Links:

- Windows Media Editor  
(<http://www.microsoft.com/windows/windowsmedia>)
- Blender (<http://www.blender.org>)
- Virtual Dub (<http://www.virtualdub.org>)

- Avidemux (<http://fixounet.free.fr/avidemux>)
- iMovie (<http://www.apple.com/ilife/imovie>)
- Adobe Premiere (<http://www.adobe.com/products/premiere>)

#### Viewer and Production:

- Flash (<http://www.adobe.com/products/flash/>)
- Media-Convert (<http://www.media-convert.com>)
- Alive Video to Flash Converter (<http://www.alivemedia.net>)
- Camtasia Studio (<http://www.techsmith.com/camtasia.asp>)
- Camstudio (<http://camstudio.org>)

#### Hosting, Traffic and Online Tools:

- Tube Mogul (<http://www.tubemogul.com>)
- Cute FTP (<http://www.cuteftp.com>)
- Free Video Coding (<http://www.freevideocoding.com>)
- Hey Spread (<http://www.heyspread.com>)
- Traffic-Geyser (<http://www.traffic-geyser.biz>)
- Bubble Ply (<http://www.BubblePly.com>)
- View Tube Train (<http://www.viewtubetrain.com>)

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