

Using Video Marketing to Explode The Growth of Your Business

Because <http://www.Successimandatorynow.com>

Gregory Burrus Your Automated Business Solutions Coach

Get your video out and across the internet because attraction marketing works well.

Roaming the internet I came across this statement: *Video is a complex, highly multidisciplinary art, and extracting the best out of it is not as simple and clear-cut as writing a news story or a blog post.*

I read this after making a few video and I was like what, that is an old school statement if there ever was one. The reality is when you step away from the guru talk is that video marketing is a simple but extremely effective process for getting your web visitors to listen to you. It may be made to sound difficult but it is one of the very easy to complete marketing mediums even when some folks as evidence by the statement above make it seem more complex.

Why video marketing is good for your business?

Because, today, the average attention span of a web user today is measured in seconds. After your keywords drive them to your Blogsite or website via your favorite search engine, by some of your attraction marketing efforts or by a recommendation link on a review blog, the new web visitor takes a few seconds to decide whether your content, style, look and approach are a good fit for them.

Video marketing allows you to gage their interest right there and then, and offer a fast, highly visual way to let your prospective customer discover your “message in a highly engaging, extremely effective and very much personal manner.

People already know what they want don't they.

Now this is important because those first few vital seconds a web visitor lands on your website, the new web visitor is already thinking about clicking away. Sorry to say but the power of the mouse is just like the TV remote and makes just about everyone a quick clicker. So the opportunity to open up a relationship and possibly a conversation with you about you and your products is small and hence needs to be focused and pre-directed.

But be careful, you can't play many tricks to fool your reader about what you really have to offer... your reader is going to find out in a matter of seconds. In fact you shouldn't even think in terms of making it worthwhile for them to stay, since today's web users already know what they are looking for.

Instead address what they want already before they get to you.

What you really need to address is the desire from the user to get at what he or she is looking for in the least amount of time possible and in the most effective way (from a communication viewpoint). Hence keywords are important to know so you can sprinkle your video description with keywords they are searching for anyway. Develop your video to address a problem related to those keywords.

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My advice, just follow the video marketing steps and before you know it you will be branding yourself all over the internet and like a true attraction marketing hero; your prospective customers will start finding you.

With that said let's get started with what you need to do to succeed with getting your business message out using video marketing.

1. Start posting videos around the web
2. **Use a video formula** storyline (adapted from my buddy [Liz Lynch](#) the Ultimate Smart Video Networker)
 1. Start by saying a nice bright hello and a hi from where ever you are. Build real world presence.
 2. Tell a generic but relevant story (talk to their problem)
 3. Relate the story back to your business in a lesson learned format. (take the problem and show it solved in the real world)
 4. Start closing by mentioning next time or next tip etc (tell them you have much more to offer)
 5. Final close by mentioning business name (brand brand and more brand)
3. **Tools to Use**
 1. **Just Talk** - Keep it simple, the tools you need you have already or they can be purchased easily.
 1. Sitting at your computer than use what you have already.
 1. Newer computers just find your web cam button and turn it on and start talking.
 2. Love those home photos then use your camera. Turn it on, find the video button, make sure you have a great background and start talking.
 3. If you don't have a camera and you need one – the flip camera is a great one and the one I use is a [Nikon Coolpix](#) that I swear by. You can read my review over here.
 4. Another place I highly recommend is if you are one of my [GVO Webhosting](#) customers, you have to just log in and use your easy video producer system. You can record video in 3 steps either directly here with my [success is mandatory](#)

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[multimedia system](#) or using your [GVO platform](#) where the video production is free as part of your hosting account.

2. **Use Avatar or any other Characters.** There are many ways to keep yourself off the big screen and use surrogates to talk for you. Using electronic sales persons in your video marketing program work extremely well and will drive traffic extremely fast.

1. I have two types of programs to recommend you look at here.

1. Get a [talking character](#) and build your video literally from what you write. So turn your articles into video quickly. I use [instant video characters](#) and all you have to do is take your 500 word article or document and it's converted to a talk character. All that's left is upload it and send it on its way. You can learn more about this extremely easy to use system here at <http://www.instantvideoground.info>

2. Get a slew of talking characters and make them do just about anything you want. [SitePal](#) is an easy-to-use service that allows you to create a speaking avatar for your website and empower your online communication. Features Include:

1. Upload your photo
2. Over 250 customizable stock avatars
3. Record your own voice or use built-in
4. Text-To-Speech in multiple languages
5. Unlimited audio & avatar updates
6. Add an image or video background
7. Built-in lead collection, FAQ, AI chat
8. Publish to HTML page, Flash, emails
9. Compatible with all server technologies
10. Programming skills not required
11. API for advanced users

[SitePal](#) is truly a fun and powerful tool. I urge you to check it out today.

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1. **Screen Capture** - Now if you don't want to talk but want to capture what is in your computer than you can use a tool called Camtasia.
 1. Camtasia is a tool that does many, many things and is [better than bullet points so you can start creating engaging e-Learning with powerPoint](#) also. So here is a quick walkthrough of Camtasia capabilities.
 1. It can record your desktop activity in a single click. No need to save and compile all your files because it is recorded right then and there.
 2. Camtasia can easily convert your videos into web pages.
 3. You can then upload your pages. Publish them through blogs, RSS feeds and podcasts. Nothing like being visible in many sites and pages to advertise yourself and get your message through.
 4. Create stunning multimedia presentations that are proven to increase sales because all the senses are engaged. And as mentioned when starting this piece, this also has the tendency to reduce skepticism among hard-to-please customers.
 5. [Camtasia](#) can help you reduce refunds and other customer issues by demonstrating visually how to use your product and how to do it properly. Complaints will also be minimized because all the facts and the presentation are there for the customers to see and hear.
 6. Promote affiliate products and services using visual presentations. And what's cool is this is an effective way of redirecting your viewers straight to your affiliate website after they are finished with the video. Make the most of the presentation by putting your site location in the end and make them go there directly if they want more information.
 7. Enhance your ebay capabilities. Multiple your online auction bids exponentially when you give your readers a feel of what you have to offer. Based on reports, auctions that include pictures increase bidding percentage by 400%. Imagine how much higher it will be if it were videos.
 8. Increase your product value. Publish valuable infoproducts that you can sell for a much higher price. It will be all worth the price because of the full colored graphics menu and templates that you will be using. Minimize miscommunication with your customers.

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9. Instantly showing them what they wanted in the first place is making them understand clearly the essence of your affiliate program. The good thing about multimedia is, nothing much can go wrong. It is there already.

These are just some of the things you can do with [Camtasia](#) that can be very helpful in your chosen video marketing program.

2. **Video Mechanics** – what you need to do to make a decent video. Note I said decent because for video marketing it is more important to get the message out there rather than be perfect. Here's a few basics.
 1. Get business name and website imprinted on video in beginning and closing credits
 2. Be consistent in opening and closing phrases
 3. Keep it short and under two minutes
 4. Blast to many video databases at once to save time.
 5. Don't forget the overall video mechanics from number 1 above.
3. Ok time to Talk about getting your video out there to gain maximum exposure from your video marketing campaign.
 1. **Tube Mogul** - is a free service that provides a single point for deploying uploads to the top video sharing sites, and powerful analytics on who, what, and how videos are being viewed. TubeMogul tracks rich, standardized analytics far beyond "views," including per-second audience dropoff, audience geography and much more. Its nice and does what it says so if strapped for cash you can use this to get some good exposure.>
 2. **VideoSubmitWizard** – is a software service that allows you to submit your videos to over 40 websites. This is a subscription service that will get you wide exposure for a very very affordable price. It is a downloadable software program that you set up . Once it is setup you will submit your video to multiple sites and gain very wide exposure. And as a tool you control you have no limitations on your affiliate promotions in your video marketing efforts. I just load it up and send it on it's way doig what it does best, video submissions. I use it almost daily. Video Submit Wizard is an easy way to do that without spending hours upon hours posting your video by hand.
 3. **Traffic Geyser** - The grand daddy of them all . This cutting-edge traffic generation method allows you to...Get the jump on your competition, so you

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dominate your niche with eyeball-grabbing organic search engine listings in Google, MSN, and Yahoo literally overnight! Zero in on your target market like a smart-bomb... and magnetically attract them to your website, your pitch, and your shopping cart. Drive your sales numbers through the roof... so you can finally enjoy all of the freedom you've desired for so long

Bottom line on these programs are that they work. And [Traffic Geyser](#) while it costs a few pennies will dramatically explode your traffic.