

## **KILLIN' IT WITH VIDEO MARKETING CHEAT SHEET**

### Benefits Of Video Marketing

- better SEO
- ease of capturing people's attention
- easier for mobile users (a critical audience)
- easier to create emotions in viewers
- easy to convey information
- easy to repurpose into other types of content
- help boost sales and conversion rates
- help build a strong and loyal audience
- help build trust
- high social sharing
- higher viewer information retention
- hugely popular
- people prefer video to text and even images more than 90% of the time
- works great in Facebook Ads

### Benefits Of Live Videos

- can impact the feel or energy of both you and your videos
- get instant feedback from audience
- great for launching a product and interviews
- ongoing interaction with your audience
- very popular to sustain audience interests

### Tips For Professional-Looking Videos

- appropriate and relevant backdrop
- good lighting is important
- include your logo in a corner
- remember shorter lengths can be better
- speak slowly and enunciate
- use a teleprompter (downloadable, if record using your computer)
- when transitioning between takes, switch angles (less jarring)
- write script in advance

## Making Videos Without A Camera

- *makes it okay to be camera shy (for whatever reason)*
- create slideshow with a voice-over (or hire voiceover talent)
- record computer screen while speaking
- whiteboard animation or stop-motion animation

## Using YouTube Channels

- create a channel page
- create series of videos on a particular topic
- create unique titles
- relevant keywords & long-tail keywords in video descriptions
- use a relevant thumbnail
- use SEO tips
- video titles need keywords viewers are likely to search on

## Benefits Of YouTube For Traffic

- can increase engagement on social media
- easy for audience to stay current (subscribes & notifications)
- great way to grow your audience and fan base
- increases chance new posts will be seen

## 7 Tips For Consistent, Increased, Quality Traffic

1. Insert your logo on all video content. Ensure your videos portray your brand.
2. It's important that the content you create is valuable, entertaining and attention sustaining.
3. Do a keyword research in your niche, both on Google and YouTube. Then create awesome videos around the topics you picked.
4. Set up social media accounts on all relevant platforms, along with consistency in your logo and your branding. Remember to add your website's links to your social media profiles.
5. Post and share your videos on your social media accounts. Social media sharing tools like IFTTT and Buffer can help save time, stress and sanity. Also, ask your audience to share.
6. Build relationships and followings on social media, be it forums or social media message boards.
7. Set up CPA-type Facebook Ads to help you draw in more visitors to your videos. Remember, carefully getting the right target audience is critical.