



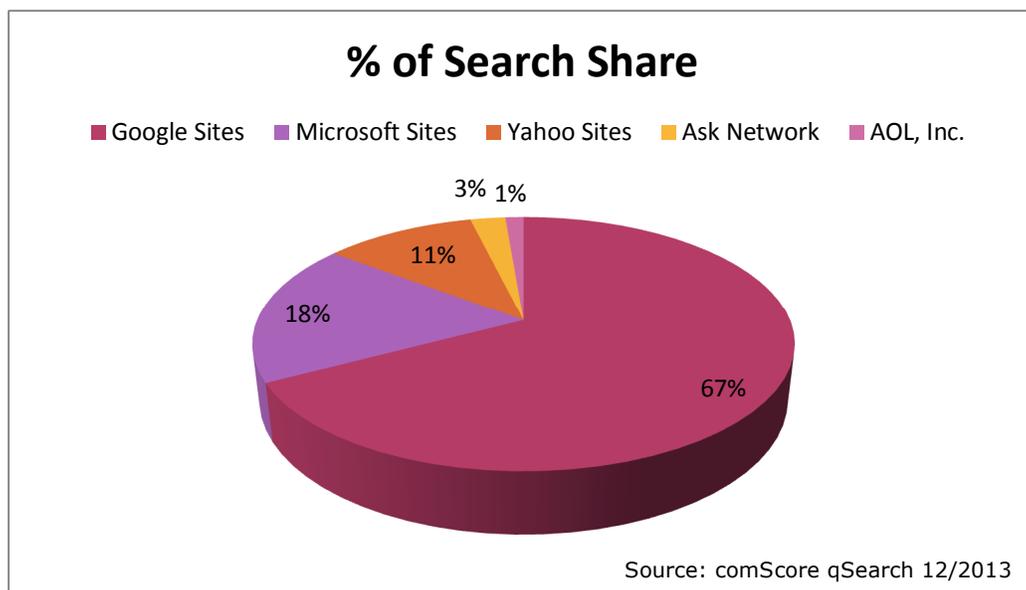
**Why — and How — You Should
Be Using YouTube and
Online Video to Market Your
Products and Services**

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Why — and How — You Should Be Using YouTube and Online Video to Market Your Products and Services

Let's look at a few facts:

- ▶ *There are more than a billion unique YouTube visits each month, that's nearly one out of every two people on the Internet.*
- ▶ *Over 6 billion hours of video are watched each month on YouTube.*
- ▶ *YouTube is available on hundreds of millions of devices.*
- ▶ *YouTube has become the second largest search engine with 3 Billion searches each month (bigger than Bing, Yahoo, ASK and AOL combined). The largest, of course, is Google at 100 Billion searches.*



If one out of every two people on the Internet visit YouTube each month, chances are good that your clients, customers, and prospects do, too.

And if that's where they are, you should be there with them.

Right?

It's pretty simple to create a YouTube channel for your business, and you'll need one to establish a presence on this platform. (If you find you need help doing this, YouTube has excellent "Help" videos and instructions.)

And you can leave your credit card in your wallet, because establishing a YouTube channel is free!

Video is an incredibly powerful medium.

Video engages your senses and captures more of your active attention than simple words on a page. It gives emotion to your message, and it makes the conversation feel more real ...

It literally brings your message to life.

Video helps your clients, customers, and prospects connect with you and your brand quickly. We humans like to feel connected, and this makes video a powerful marketing tool for businesses ...



Video makes your business and your brand more human.

And because video is so inherently social, it can be promoted and shared across multiple other platforms ... vastly extending your reach.

All good results ... Agree?

People — your clients, customers, and prospects — LIKE the multimedia experience of video. The combination of audio and visual is mesmerizing.

It simply works!

Online video isn't limited to YouTube.

Once you upload videos to YouTube, you can embed them on your website, share them on other social media platforms ... even use them in your email marketing in a newsletter or other relationship building email series.

Offline, you can use a QR code or a simple URL to generate traffic from printed materials like direct response postcards, brochures, and one-sheets.

Once you've created a video, it's ready to be multi-purposed like any other piece of online marketing content.

But YouTube remains the best place for that video to *live* online. Because, let's face it, with the number of people active there, YouTube represents your greatest possible exposure.

Video production doesn't have to be expensive.

You can upload a simple video from a camcorder or even your phone. Want to add elements or perform simple editing? YouTube has a free video editor built-in to the platform for its users.

Sure, a professionally produced video can be stunning if you have the budget for it. But don't let a small production budget get in your way.

In fact, some tests and studies have shown that simpler videos convert far better than flashy ones. And let's get real here ... would you rather have more conversions — more sales — or bragging rights to a "pretty" video?

A good video script is vital to your success.

Remember, ***good marketing is a conversation*** between you and your clients, customers, and prospects. So your online video script needs to be conversational ... and yet it must also serve its marketing purpose at the same time.

After all, the point of social content marketing — including online video — is to give your audience the information they need to be able to say "yes" to your products and services, which will increase sales and ultimately boost your bottom line.

You're working here, not just hanging out at the virtual bar with your buddies.

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Your script must take your audience on a journey that ends with them being ready to take whatever next step you're asking them to take ... whether that's "buy now," "call for an appointment," or whatever your specific call to action may be.

Answer common questions about your products or services.

We've established that the goal of online video marketing is to prime your audience to say "yes" to your products and services. How do you do that?

By answering common questions you encounter about your products or services.

Those common questions tend to be the objections you have to overcome in order to close the deal. By getting them out in the open and addressing them, you diffuse them right away. You make it easy for your clients, customers, and prospects to rationalize their emotional buying decision.

If you yourself don't have a lot of direct contact with your customers, ask your sales people and your customer service staff what they hear. Ask about complaints as well as about positive feedback from clients and customers.

Imagine a single person who has all these questions about what you offer. The questions are your topics of conversation. Speak directly to that person.

There are 3 basic styles of Online Video to choose from ...

You've probably seen the three basic styles of online video. They are:

-  Live Action
-  Animation
-  Presentation

Each has pros and cons and should be evaluated based on both your audience and your message.

Live Action videos are what most people think of first when the subject of video comes up. These feature live people on camera — either talking

directly to the audience (a “talking head”) or interacting with other people in the “scene” with them.

Here’s an example of a “talking head” video screen shot:



Talking head videos simulate a one-to-one conversation between you (or your company spokesperson) and your clients, customers, or prospects. They’re effective in giving your brand a personal identity — a true face and voice.

This style also is commonly used for testimonials. Video testimonials often are perceived to be more credible because a “real” person delivers them.

Of course, you’re not limited to just one person in online videos to market your products and services. Some ideas for using multiple people in a live action video include:

- ▶ conducting expert interviews,
- ▶ acting out a common scenario that tells a story,
- ▶ giving a behind-the-scenes glimpse into your business, or
- ▶ demonstrating how to use your product.

You can get very creative with video, but remember why you’re doing it in the first place ... to sell more of your products or services.

By the way, you also can use online video to provide instruction and customer service. It's a powerful and effective tool for that, too. This report, though, is about using it for sales and marketing.

Animation is another type of online video. And don't worry, you don't have to be a cartoonist to create one of these.

There are many options available — everything from do-it-yourself sites, applications, and software, to outsourcing to a professional. I suggest an online search for "how to create an animated online video" to get started.

Presentation videos are probably the easiest of these three types to create, and they've been proven to be highly effective. If you've got a "face for radio," then you'll be very comfortable with this type of online video.

Presentation videos are essentially PowerPoint slide shows with a "voice-over" narration.

Here's an example of a presentation video screen shot:



This is what's known as a Video Sales Letter, and most online marketers are using them because they're so effective at capturing and holding your audience's attention.

Effective Video Sales Letters follow a specific sequence designed to maximize viewer response. Watch a few of them, and you should be able to discern a pattern.

Test and monitor to find out what type of video *your* audience responds best to

The best type of online video for *your* business is the one that your clients, customers, and prospects respond to. So create a few different types, and then monitor the results.

Check your YouTube Analytics reports for details on audience, views, and engagement, because the more you know your audience, the better you can communicate with them.

And the better you can communicate with your clients, customers, and prospects, the more successful your business will be.

Let's recap ...

-  With a billion unique visits each month (one of out of every two people on the Internet), YouTube is where your clients, customers, and prospects are.
-  Online video brings your marketing message to life and makes your business and brand more human.
-  Video production can be affordable, convenient, and (dare I say it?) even easy.
-  Answering common questions/sales objections with video makes it easier for your clients, customers, and prospects to say "yes" to your products and services.
-  YouTube Analytics makes it easy to monitor and track what's working with your online video marketing.

Don't miss out on this incredibly valuable marketing resource. Add online video to your marketing toolkit!

And ... ACTION!

This special report is just one in a series of the Exactly Write Social Content Marketing Library. If you liked this report, please inquire about others like it. Michele@WineCopywriter.com or (559) 286-0106