

The 10 Most Powerful Video Marketing Tips

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In internet marketing right now video is hot! You probably already know that YouTube is the largest video site on the internet, but did you know that YouTube is second only to Google in total daily search volume? Video is so big right now because it allows you to convey so much more of who you are or what your business is all about in a more direct and personal way. Did I already say video is huge?! So with that in mind, here are the 10 most powerful tips for creating good videos:

1. USE THE RIGHT EQUIPMENT

This does not mean that it has to be terribly expensive. You just need a camera that can record quality video and audio. There are many quality webcams for \$60 or less that will do a fine job for you. The Flip Cam is also a great option that is small enough to take anywhere and runs \$130 to \$230 depending on the model.

2. GOOD LIGHTING

Lighting is critically important. Again, it does not have to be very expensive. You don't need to go buy professional light boxes. Just have a good quality lamp aiming at your face or video subject and it will help illuminate the video and make it look much more professional.

3. POWERFUL TITLE

Use the keyword you are targeting in your title. Titles need to be catchy and interesting. It must grab your viewer's attention immediately. If possible, state the benefit of the video right in the title. There is a lot of noise on the internet and you want your video to be the one that your viewer clicks on instead of the many others competing for attention.

4. OUTLINE YOUR KEY POINTS

Unless you are doing a professional production for a product sales pitch you don't need to write out an entire script or use a teleprompter. However, winging it is not a good idea either. You do want to have a basic outline of what you are going to cover in your video so that it stays on topic, flows smoothly, and sounds natural.

5. YOU HAVE 15 SECONDS TO REALLY ATTRACT YOUR VIEWERS ATTENTION

State the main benefit of watching the video in the first 15 seconds. With so many other sites on the internet competing for your viewers attention, you really need to grab it within the first few seconds. Give them the best you've got right up front to convince them to watch the entire video.

6. LOOK DIRECTLY INTO THE CAMERA THE WHOLE TIME

The camera represents the eyes of your viewers. If you are not looking right at the camera you are not looking into the eyes of the viewer. People trust other people who can look them in the eye. Otherwise you come across as untrustworthy or hiding something. It takes a bit of getting used to at first, but you must practice and train yourself to look directly into the camera the whole time.

7. BE YOURSELF ON VIDEO

You don't have to put on an act. In fact, the more you can just be you, the better. If you are naturally a funny person always telling jokes, then do that in front of the camera. If you are story-teller, then tell stories. Just be you.

8. HAVE A CLEAR CALL TO ACTION

This is one of the most important things you can do. You need to tell people exactly what you want them to do as a result of watching your video. Do you want them to go to your blog or website, click on a link, share your video on Twitter or Facebook, leave a comment? Your call to action needs to be clear so the viewer knows exactly what they are supposed to do. Without a clear call to action you may have entertained your viewer for a few minutes, but nothing is going to happen as a result.

9. EDIT YOUR VIDEO

Simple is generally better. It is possible to really go crazy with the editing. Resist that temptation and just keep it simple. Windows Movie Maker or I-Movie for the Mac are both sufficient video editors. There are many other programs you can purchase that have a lot more capability, but you don't need to be too dramatic. Also, make sure you include your call to action as a written credit at the end of your video.

Upload your video to YouTube. It is the number 1 video site on the internet, so it is definitely the place to be. Also, don't forget to upload your video to your blog or website. That is where you are creating your brand, so be sure to put it there.

10. GET YOUR VIDEO BLASTED ALL OVER THE INTERNET

Your goal is to have your content syndicated all over the internet. You can do this yourself, but it is incredibly time consuming, or you can use other sites to do this for you. Traffic Geyser, www.trafficgeyser.com, is one of the better ones and will automatically upload your video to about 40 different video and social media sites for you. This option does require a subscription fee. If that is not in your budget right now then www.tubemobile.com is a much scaled down free version that will get you started.

Getting your video all over the internet allows it to continue to work for you 24 hours a day for as long as it stays on the internet.

There you go: the 10 most powerful video marketing tips to get you going. Now get out there in front of your camera and start rolling!