

Using Videos in Marketing

Are you making the most of this powerful tool?



WHY USE VIDEO?

- ☐ Video builds trust, which helps with conversions and authority.
- ☐ It is useful not just for introducing or educating but also for selling and retaining customers.
- ☐ Face-to-camera videos can make your profile more recognizable.
- ☐ Videos build emotion, which elicits a response from people.

WHERE TO GET VIDEO IDEAS

- ☐ Your helpdesk - What are people asking?
- ☐ Live chat transcripts - Look for common topics.
- ☐ Mastermind calls - Address high level questions.
- ☐ Forums - Identify hot thread topics
- ☐ Everyday life - Get ideas from conversations, activities, or in the shower.

MARKETING THE VIDEO

- ☐ Outline your idea. Develop and break it down into logical sections in a document, on a whiteboard, or in Evernote.
- ☐ Record the video. This may be face to camera or a slide presentation with a voiceover.
- ☐ Edit the raw footage. Add an intro and outro, remove unwanted sections, add music. A team can come in handy for this part.

PUBLISHING AND SYNDICATION

- ☐ Embed the video on your website. This can be done with a player like Wistia.
- ☐ Share the video on to networks like Facebook, Twitter, Google+ and Pinterest.
- ☐ Send the video link to your email list.
- ☐ You can put the video on You Tube, but note it may be difficult to get people back to your own site from there.

TESTING

- ☐ Text slides vs. face-to-camera vs. cartoons vs. image slides
- ☐ Black and white vs. color
- ☐ Music vs. no music
- ☐ Autoplay versus click to play

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