

# 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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