

## INTRODUCTION: WHAT IS VIDEO MARKETING?

This video series will teach you everything you need to know about video marketing, so let's go ahead and get started by talking about how video marketing works .

There are basically three steps to video marketing:

- 1) Creating a Video
- 2) You Submit Your Video
- 3) You Receive Traffic and Backlinks as Your Video is Distributed and Viewed Across the Internet

This guide will take you through this process, and show you how to get money-making videos up and running as quickly as possible. Let's go ahead and get started!

To hear more about what video marketing is, and see an example in action, please view video #1.

## WHY YOU NEED TO BE DOING VIDEO MARKETING

There are lots of good reasons why you should be doing video marketing as there are many distinct advantages. Here are a few:

### **Video Marketing Advantages**

- **A “viral” video can be unstoppable once set in motion**
- **Over half of the traffic on the internet is now video**
- **Video marketing gives you access to tons of valuable backlinks**
- **You are ahead of “the curve”**

To learn more about these specific advantages, be sure to check out Video #2.

## WAYS TO MONETIZE VIDEOS

Of course we won't be creating these videos just for fun, our focus here is to make money right? There are a lot of ways you can monetize your videos. Here are a few of the most popular methods:

### Monetization Options

- **Promote your own business**
- **Promote your own products**
- **Create branding for your business**
- **Promote affiliate products such as Clickbank**
- **Build a list and promote later**

To hear me talk more specifically about these options, please view video #3.

## COMPONENTS OF A GREAT VIDEO

Before you start cranking out videos, I would like to take a moment to discuss what goes into a great video. Our goal, of course, is to make sure people find our video to be "worth watching". In order to accomplish that, we need to keep a few things in mind: