

YouTube Video Marketing Secrets



By Matt Bush

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CONTENTS

Introduction: What is Video Marketing?	4
Why You Need To Be Doing Video Marketing	5
Ways to Monetize Videos	6
Components of a Great Video	6
Creating a “Script” For Your Slideshow	8
Making a slideshow with OpenOffice Impress	9
Creating Your Video With CamStudio	10
Adding Audio To Your Video With Windows Movie Maker	10
creating A Screen Capture Video With CamStudio	10
Writing Your Video Description	11
Finding The Best Keywords To Target	12
Signing Up For A YouTube Account	13
Signing Up For A YouTube Account	14
Uploading Your Video To YouTube	14
Rating Your Video	14
“Digging” Your Video	14
Additional Social Networking Sites	15
Promoting Your Video On Relevant Forums	16
Embedding Your Video On Your Website	16
Additional Video Websites	16
The Power Of Heyspread	18
The Power Of Traffic Geyser	18
conclusion	20

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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:

Components of a Great Video

- **Interesting and directed towards a target audience**
- **Informative and/or entertaining**
- **Leaves the viewer wanting more**
- **Leaves the viewer feeling a need to come visit your website**
- **Has good potential to be “viral”**
- **Appears professional**

To hear me talk more about what goes into a powerful video, please view video #4.

CREATING A “SCRIPT” FOR YOUR SLIDESHOW

Before you start working on your video, I would suggest creating a script first, so you will know what you will be putting on each slide. I tend to make my slideshows pretty short and to the point (who wants to watch a long boring slideshow?), around a minute or so.

Typically I approach this like I would a Pay Per Click (PPC) ad, or salesletter. I only have a few things that I can say to try to catch the person’s attention, so I want it to be as catchy as possible.

I would also suggest not having too many words on each slide, it can be overwhelming for people to read!

Here’s an example of a script for the video I made to promote this very product (please note, each line is a new slide):

If You Aren’t Using Video Marketing to Promote Your Website...

You are Missing Out on a Huge, Huge, Opportunity!

Introducing: Video Marketing Explosion

It will Show You How to:

- Create professional-looking videos from scratch
Without the need for expensive software
- Where to Submit Your Video
- How to Optimize your Submissions
- How to Use Keyword Research to Dominate The Search Engines
- And More!

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Check it Out Today: www.WebAddress.com

To learn more about making a script for your video, please view video #5.

MAKING A SLIDESHOW WITH OPENOFFICE IMPRESS

Now it is time to create our slideshow. We will want to take our script and break it up over several slides. OpenOffice Impress is a free program that is similar to Microsoft Office Powerpoint. (if you already own Powerpoint, it will probably be easier to use that, but hey, OpenOffice Impress is free!).

You can download OpenOffice here:

<http://openoffice.org>

We will be using this program to create individual pictures, or “slides”, which we will then film with Camstudio (another free program).

Please refer to Video #6 to see me create my slides in OpenOffice Impress.

CREATING YOUR VIDEO WITH CAMSTUDIO

Now it is time to make our slides into an actual show. We are going to use another program for this, called CamStudio. You can download it here:

<http://CamStudio.org>

(Please note, if you have Camtasia, I would suggest using that, as it is superior to CamStudio)

CamStudio is very simple, it is just a matter of hitting a few buttons and you are on your way. The file is then saved on your computer. There are also multiple settings you can play with if you are feeling ambitious.

I suggest that you view video #7, where you will get to see me go through this live.

ADDING AUDIO TO YOUR VIDEO WITH WINDOWS MOVIE MAKER

At this point, you just have video, if you would like to add audio to your video, you will need to make this extra step. Fortunately you can add audio to your video using a free program that you should already have on your windows-based computer.

Adding the audio is simply a matter of opening up your video and audio files, and placing them together.

You will need to make sure you have music that you either own the rights to, or is royalty-free. You can find a wealth of royalty free music by doing a search on Google, or checking some of the internet marketing marketplaces (such as WSO's on the Warrior Forum).

To see me add audio to my video, I suggest you review Video #8.

CREATING A SCREEN CAPTURE VIDEO WITH CAMSTUDIO

CamStudio also allows you to create exciting "screen capture" videos, meaning that it can record both whatever is "live" on your computer screen, as well as

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whatever is said into your microphone. This can be a bit more intimidating, but I assure you, it appears more professional than the slide method I mentioned earlier.

You can pick up a microphone at your local Radio Shack, and before you know it, you just might be recording videos just like the ones you are viewing by me!

To see an example of a screen capture video, please view video #9.

WRITING YOUR VIDEO DESCRIPTION

Creating your video description is a very important step. This is where you get a chance to summarize what your video is about, and also give people a strong reason to follow through to your website. Here are a few key points to keep in mind when writing a description:

Video Description

- **Put your full URL first**
- **Include phrases that will lead the viewer to click on the link**
- **Utilize keywords in the description if possible**

To hear me talk more about the video description, please view video #10.

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FINDING THE BEST KEYWORDS TO TARGET

If you aren't doing proper keyword research before you plan submit your videos, you are taking a stab in the dark at your video becoming popular. Just writing on your niche isn't enough, you need to be spending time researching and discovering the best keywords to target.

The basic premise of keyword research involves finding keywords that have:

1. A reasonable amount of searches per day/month
2. A reasonably low amount of competition on the internet for that specific phrase.

I highly suggest and recommend using Matt's Free Keyword Tool to do your keyword research. You can download it for free here:

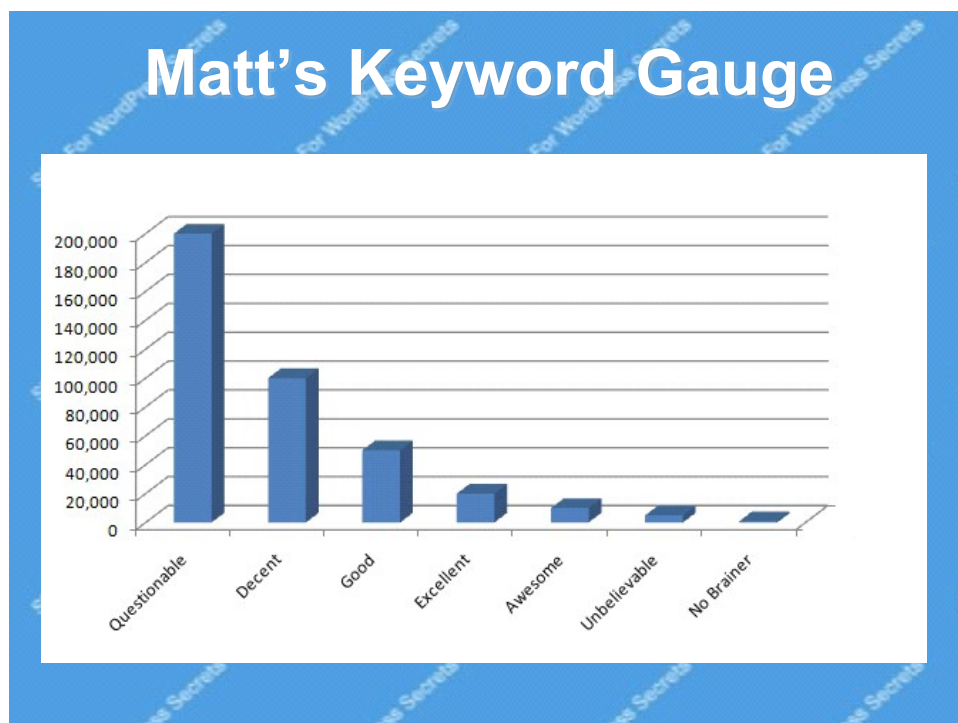
<http://MattsFreeKeywordTool.com>

There is also a free video series that comes with the tool. I am going to highlight the keyword research process for you here.

You basically want to avoid two problematic areas:

1. Keywords with too much competition (you would not be able to rank high enough)
2. Keywords with too little search volume (you may rank high, but still get very little traffic)

The keyword tool will help you find keywords in that "sweet spot", where they are receiving a fair amount of hits per day, and there is little competition. Just how much competition should you aim for?



Please refer to video #11 to hear me talk more about keyword research.

SIGNING UP FOR A YOUTUBE ACCOUNT

Now it is finally time to get your first video live on the internet. We are going to start with the grand-daddy of all video sites, YouTube.

You can sign up for a free YouTube account here:

http://youtube.com/create_account

I suggest you view video #12 to see me sign up for a YouTube account and discuss how you can also customize it.

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UPLOADING YOUR VIDEO TO YOUTUBE

Uploading your video and customizing your listing is pretty straight forward.

I suggest you view video #13 to see me upload an actual video.

RATING YOUR VIDEO

I would like to share a technique with you that I use to help “bump” my video up a bit, and get the ball rolling towards others rating the video. I create a second YouTube account, and rate the video I uploaded. This can be done behind a proxy, or better yet, you can ask a friend to do it for you.

I’ve found that it is a lot more likely that your video will perform better if it has already been rated positively. You don’t need to do this with every video you have, but it certainly doesn’t hurt.

I suggest you view video #14 to see me rate and comment on a video.

“DIGGING” YOUR VIDEO

“Digging” your video is another thing you can easily do to help give your video a bit of a boost. This will help it become more likely that it will rank in the search engines. Digg is a popular social networking site, that can be found here:

<http://Digg.com>

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All you need to do is sign up for a free account, and “digg” it.

I suggest you view video #15 to see me digg my video.

ADDITIONAL SOCIAL NETWORKING SITES

Digg is just the beginning, there are tons of social networking sites that you can utilize to help get your video free backlinks. Here are a few of the more popular ones:

Additional Social Networking Sites

- **StumbleUpon**
- **Del.icio.us**
- **Reddit**
- **Technorati**
- **Kaboodle**
- **Propeller**

I suggest you view video #16 to hear me talk more about additional social networking sites.

PROMOTING YOUR VIDEO ON RELEVANT FORUMS

Once you have your video, you want to create as much buzz as possible about it. One thing that I've had success with was promoting it on relevant forums. For example, if it is a video about dog training, it could be promoted on dog forums (there are plenty!). Basically you want to find your audience, and head there.

You can put it in your signature, or even make a post about it. Just be careful that you don't push too hard, as that could turn people off.

I suggest you view video #17 to learn more about promoting on relevant forums.

EMBEDDING YOUR VIDEO ON YOUR WEBSITE

It is possible (and a great idea) to put your video on your website, if it is relevant and you have one of course. Fortunately this can be done, and whenever the video is viewed, it counts as a view on YouTube.

Pasting it into your website is as simple as grabbing some code directly from YouTube.

I suggest you view video #18 to see grab the required code from YouTube to embed a video.

ADDITIONAL VIDEO WEBSITES

Now that we have gotten our video onto YouTube, it is time to start submitting it to the other top video websites. Similar to article marketing directories, there are tons and tons of video sites that will take your video. I would not suggest submitting it to every single site you can find. I try to focus on the most popular directories, as this will give us the best return for our time.

Here is a list of the directories that I tend to work with:

- YouTube
- Google Video

- Yahoo Video
- Viddler
- Sclipo
- Sumo
- Dailymotion
- Blip
- Metacafe
- Facebook
- Vimeo
- Revver
- Veoh
- Vsocial
- Photobucket
- Putfile
- Bofunk
- HotShare
- Bolt
- LiveVideo
- FlickLife

You might be wondering how in the world I have time to submit to so many sites? In a bit, I will be sharing a few services that can take care of this for you. If you

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are doing this by hand, I would suggest sticking with the biggest, which would include YouTube, Google Video, and Dailymotion.

I suggest you view video #19 to learn more about additional websites to submit your video.

THE POWER OF HEYSPREAD

Uploading videos to YouTube certainly has great benefit, but the best strategy is uploading to multiple sites. Unfortunately this can become quite time consuming. The good news is that there are some services that can help you automate this.

HeySpread is my favorite video distribution tool. It is web based, and also cheap. I can submit my video to 17 sites for about a buck, and there is no minimum purchase!

You simply create a free account, load some money (you can pay through paypal), and start submitting. You only have to upload your video once, and they will then take care of spreading it to the other sites. This allows me to knock out videos pretty quickly. They also keep track of the submissions, and even email you a list of all the url's where your videos are located after they are live.

You can signup for HeySpread here:

<http://heyspread.com>

To learn more about HeySpread, please view video #20.

THE POWER OF TRAFFIC GEYSER

Traffic Geyser is similar to HeySpread, but a bit more advanced. The downside is that it is also pricey (currently \$97 a month). The good news is that they also provide you with a lot of in-depth training and resources to make videos. You also get access to a forum where you can chat with other video marketers. It's pretty cool if you have the money and are serious about video marketing (planning on submitting dozens and dozens of videos a month).

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I would suggest giving it a try, even though it's expensive, I have access to a special where it's only a dollar for the first 30 days. That's more than enough time to make some cash!

You can sign up for Traffic Geyser here:

<http://youtubevideomarketingsecrets.com/traffic-geyser.php>

To hear a bit more about Traffic Geyser, please view video #21.

CONCLUSION

Video marketing is a fantastic way to not only build high quality backlinks to your site, but also to really get the word out about your site. If you are lucky enough to get your video to go viral, you could have more traffic then you know what to do with spring up literally overnight!

You now have the tools to succeed, you just need to get out there and take action.

I want to encourage you to get out there and start experimenting with this today. You won't regret it!

Take care,

Matt Bush

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