

# The IM Success Blueprint



# Marketing Blueprint



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# **Chapter 1:** **Video Marketing Blueprint**

Video marketing has become one of the highest rising and most popular traffic generations. You've made the right decision in investing in this course where you'll learn how to get torrents of traffic in just a few easy steps.

Video Marketing Blueprint is the key to your marketing success. With it, you will find out how to grow your mailing list, generate massive traffic to your website, increase the conversion and purchase rate, of course, so much more.

The best part of video marketing is you can achieve all these by broadcasting a short video that is not that hard to produce and get a lot of free traffic from a simple video. I am going to lead you through these amazing traffic-generating techniques throughout this book.

I believe that most of you had the experience of watching a sales video in a sales page, or in other social media platforms. And you know how powerful it is to have videos to do the selling, because nowadays, a 500-word sales letter just doesn't cut it anymore. Now, we use a 1 to 2-minute videos instead.

Here's how powerful videos are as a communication tool:

- YouTube has more than 1 billion users all over the world.
- Every day people watch hundreds of millions of hours on YouTube and generate billions of views.

- The numbers of hours people are watching on YouTube each month is up 50% year over year.
- 300 hours of video are uploaded to YouTube every minute.

Source: <https://www.youtube.com/yt/press/statistics.html>

You can see how powerful it is to have your own videos for marketing purposes. This is the trend now. People are switching from reading to watching instead. Without further ado, let's move on to the course.

### **Why is Video Marketing the Right Way to Go?**

So now we gather that video marketing is hot and it is the ideal time to take advantage of this fast growing advertising medium. But why is video marketing the best option to market your products?

Video is the best approach because the average attention span of a web user today is measured by seconds. As I've mentioned, people nowadays are used to have instant access; they want things to be fast. Visuals always work better than text in this case.

There are tons of information out there on the Internet and many of which cause the users to have an information overload. If you could summarize a 3-page website into a 2-minute video, definitely people would choose to watch it. Why tell when you can show? Users have the tendency to browse and skip through information.

However, if you are able to engage the users and present your information in visual form, then you're a huge step ahead. People would prefer to watch a short video instead of reading a long text.

Furthermore, visuals create an experience to the audience if compared to text. People could actually imagine and realize that what your information is about. For instance, if you were to sell a product online, instead of telling them in words, you can tell them by showing them exactly how the product will be like in the video.

This way, the people wouldn't have to put in much effort in grasping your messages.

## **Video Marketing Starter Tools**

So, now that you already know the reason why you need a video for your marketing. The next step is to prepare the necessary tools. Here's a list of things that you need to prepare.

### **#1: Niche**

This is especially for newbies – find a niche for your business. Choosing a suitable niche is the utmost important task you should do before anything else. Some of you may be in the business long enough, but let us revise a bit on the niche research.

One of the criteria of niche is that it must be an active niche. The reason you need to choose an active one is because the chances that you are going to get active buyers from it is obviously higher when the niche is highly active. Almost every single marketer would tell you that growing a list of active buyers is better than getting a long list of passive subscribers.

Moving on, you must have a targeted niche – more specific niche. It would be a bad idea to get a general niche. There are many reasons for this. One of them is that the market is huge, so you'll face large competitors from all over the world. Another reason is so that you'll know who to target.

You'd want a specific target audience who demand a specific thing. What you can do is find a specific, targeted niche, such as Internet marketing niche. This can be said an evergreen niche that could will remain significant for a long, long time. This way, when you are

creating product for this niche, you can focus on any Internet marketing-related topics.

Now, you may be wondering how to find the suitable niche to start your business, and how to ensure the status of a niche, whether it is an active or a passive niche. You can start with joining the Facebook groups. Search for keywords in Facebook, you can see that some groups show up in the results.

Some of them may be a closed group. Send them a request to join their group. Do not hesitate to join them. These groups will be the key for you to understand and connect with your niche.

One way to build the relationship with them is by demonstrating your value to them, by promoting their launch first. This is how you win their trust and establish credibility. Especially when you are new to the business, always provide value FIRST.

## **#2: AutoResponder**

Next thing you need to prepare is an AutoResponder account. An AutoResponder is basically an online service that manages your mailing list. Instead of mailing out to the subscribers one by one manually, you can do it all at once. The software is a huge time saver that saves you a lot of work and time for other important tasks.

You can simply upload your mailing list to the AutoResponder, and then the emails that you want to mail out to them. It will then take care of the rest for you. Isn't this amazing? If you have a series of emails

lining up to send, you can even schedule the dates you want to mail out to them.

The recommended AutoResponder are *Aweber* and *GetResponse*.

### **#3: Squeeze Page**

After you've created an AutoResponder account, you'll need a squeeze page or landing page now. A squeeze page is basically there to collect the emails of the visitors, and grow your mailing list.

As you already know that building a list is very, very critical to the success of any business, regardless an online or offline one. So, a squeeze page is definitely a must.

A squeeze page must be straight to the point, simple and looks great. The only thing you need to include in the squeeze page is the opt-in form for them to fill in their name and email address, and the features and benefits.

In addition, if you are going to offer them a free product as return of their subscription, you can mention about it in the squeeze page as well. I am going to talk about free products later.

In your squeeze page, do not make them read too much. You should make their focus on the opt-in of their email address. Some squeeze pages require a 2-step opt-in, but from my own experience, a simple opt-in in the main page will bring the same result.

A small reminder here, remember to ensure the opt-in form is connected to your AutoResponder. If you do not link the opt-in form to



the AutoResponder, you will not get the email address from them. Hence, the traffic would be wasted.

#### **#4: Free Report**

As mentioned just now, you can offer a free product in your squeeze page. When you offer a free product, you make them more tempted to subscribe to you. The free report can be in any form, to give them basic information on what your product is.

For instance, if you were to offer them the lead generation course in your one-time offer page later, you can offer them a free report on *20 Reasons To Have Your Own Leads*. This would give them an idea on what it is all about after they've subscribed to your newsletters.

The visitors will get the free report with access to the collection of powerful Internet business tips, updates and articles simply by subscribing to you. Remember, this offer is a free offer. You can't lose.

Your free report could be in any of these forms:

- E-book
- Video courses
- Report or case studies
- Software, or
- PLR products

#### **#5: Download Page**

Right after they've opt-in their email address, you'll lead them to the download page to get their free report. This is really important. You need to be sure that the product gets delivered to them. If you make a

mistake here and create a bad impression, the follow-up emails you'll send to them later will be ineffective.

The download page can be in 3 forms:

- Attach download link in email, send through the first email
- One-time-offer page, which I highly recommend
- Through a Thank You page

If you are choosing the first method, you can send them the link via email. Once they've clicked on the subscribe button, they'll receive an email from you with the attach link to download the product.

The content of the email can be a simple one. It can be just to express appreciation to them for their subscription to your newsletters, and along with a link for them to download their free product.

The second method is a highly recommended way to send them their download link. You are going to offer them another product with special discounts just for the subscribers. Remember, to make the one-time offer irresistible by implementing the scarcity factor, which will create the sense of urgent.

Thirdly, simply direct them to a thank you page with a download link attached in the page. I am going to explain more on this later in another chapter.

## **#6: Generate Traffic with Videos**

This would be the core of the whole course – generating massive traffic through your videos. The higher rank of your video, the higher

chance it can bring you organic traffic. An *organic traffic* is a massive number of free traffic generated through the video itself without you paying a single cent.

Isn't this exciting? Of course, there are many other ways to generate traffic to a website. But in this course, I am going to talk about video marketing only.

In a worst-case scenario where your video couldn't bring much organic traffic to your site, you'll need to spend a little bit money on buying ads from YouTube or Facebook. You'll be shown the steps to create an advertising campaign and set up your budget in their respective websites.

## Types of Videos

Before you start your production, the first thing that you should do is to decide on the type of video that you want to create. There are several types of videos you can consider:

- Screencast / Video screen capture
- PowerPoint / Keynote slides
- Talking Head
- Interviews
- Livestream/ Webcast
- Animation

The first one is **screencast**, or **video screen capture**. It can be used to demonstrate a product or tutorial. You can do this by recording your screen of the product and narrating at the same time about your offer. This is one way you can do with screencast.

Other than introduce and demonstration, you can make it an on-screen tutorial as well, where you walk the audience through a series of videos on how to use a particular product or training. This type of video is very effective for training purpose, because users will be able to watch the video's step-by-step activities on screen.

The recommended software to use for the video screen capture is ***Camtasia***.

Second type of video is ***PowerPoint*** or ***Keynote slides***. Basically you'll deliver your message to your viewers through PowerPoint or Keynote slides as you narrate. This type of videos is extremely effective if you have a really long and extensive topic to share. You can even make it a series of videos to share with them every week or month when the number of followers increases.

With bullet points and guided text, your viewers will be able to follow through your presentation easily.

Moving on, the next one will be ***talking head***. This is a type of video is very good for personal branding, because the audience can see what you look like and how you interact with them.

You may use this method to either share on your tips, advices or invite them to your upcoming launch or webinars.

Besides putting only yourself in the video, you can create a video where you are interviewing someone. This would be the next type of

video – **interviews**. There are 2 ways to conduct the interview, either to interview an expert in your business field to endorse your services or your customers for testimonials as a social proof.

The impact is always greater when someone else endorse your product than talking about it by your own self.

Next, you can choose to put the video on live in the net, which is called **livestream** or **webcast**. Webinar is the trend now to interact with your subscribers or viewers. Unlike a live seminar, you'll be spared the labor of event organizing. To conduct webinars, all you need is a laptop with a decent webcam and dependable Internet access.

Go to LiveStream.com or UStream.tv, and you can record live video of yourself or an interview with expertise online. Viewers can have access to that video with just a click.

Finally, if you are not so keen on appearing in person, you can use **animation** instead. There is plenty of software available online that could make your work easier, such as **Video Maker FX**.

Select the angle of the story that suits your topic, there will be a series of short clips you can use to complete your video. You do not need to have the skill on designing and video filming; all of these are ready-made for you.

Now that you have the general idea of what you're going to do, it's time to jump in to the rest of the course.

## **Chapter 2:**

# **How To Find Profitable Products To Promote**

Your whole marketing campaign including all the details such as the scriptwriting of your video making will base on your niche. So, the first thing you need to do is to find a niche and to have a strong understanding on the market.

In this chapter, we'll take a look at how you're going to find the perfect niche and how to determine whether they're profitable or not. It's a little detour from the main topic which is Video Marketing but this chapter wouldn't be here if it's not important.

### **Specificity Is Key**

When it comes to a niche, you need to be as specific as you can. The market of your choice is huge, competitive, and most likely saturated. It's easier and wiser to have a specialized and focused target rather than being too general.

If you have a specific field that you are interested in, you'll have to break it down and choose a more specific niche. For example, if you want to go through with the "Make Money Online" niche, you can't be too general and just make products about various ways of making money online and sell them to a general niche. Chances are, your sales will be unremarkable.

Be more specific with your niche and product. For example, instead of just going for the “Make Money Online” niche, choose “Affiliate Program” instead. Now, it’s more focused and it will be easier for you to target the market.

Or, if you can go even further, it would be better. Instead of just focusing on affiliate programs, that is still quite general, go even more specific. Perhaps, you can cater to the digital products affiliates. What is important here is that you know who to approach with your product. This is why you need to be as specific as you can.

## **An Active Niche**

Now that you’ve gotten an idea of which niche you want to choose, next, you have to make sure that the niche is active. To find an active niche, you would need to monitor their online activities. There is an easy way to do this, which is through the most accessible social media platform there is, which is Facebook.

On Facebook, you can just do a quick search in the „Groups” search box for your niche. For example, „affiliates program”, then Facebook will show you the search results that are probably by the dozens or, if you’re lucky, by the hundreds. There are two types of groups; one is private and the other is public.

A private group with thousands of members is privatized usually because they don’t want any bot or spam account to join their circle. First, make sure you have a legit Facebook account first before you request for access.

Anyway, this is one of the easiest and accessible ways you can determine whether a niche is active or not. If there are still activities, especially online, that means the niche is definitely viable. But how do we know whether it's profitable?

## **Is The Niche Profitable?**

The only way to find out is by monitoring the products sold to that niche. For example, the affiliate program niche, which is an information product. You can go ahead and find products that are related to this by a search on a marketplace like **WarriorPlus**, **ClickBank**, or **JVZoo**.

These marketplaces have an eclectic collection of products that you can find. They cater to almost all niches you can possibly find.

After you've found these products, you can go on to look for their reviews and ratings. In fact, if you can find them in the marketplace that means there is demand for the products. It's best that you look at the products that are top sellers and sell products on that niche. You can find them in the main pages of all the marketplaces.

Here, in these marketplaces, you can learn a lot about your niche and the products that are related to them. First of all, you can look at the sales pages of these products and read the copy and watch the video, if there are any. Do it with as many products as you can for your niche so that you'll learn how to approach them and „speak their language“, so to speak. This will help you to design your video sales letter or even help you write the video.



## **Pick A Niche That You Like**

In school, you've probably been told by your English teacher to "write what you know". Why do they encourage this? Well, because when you work on something that you're familiar with, or interested in, you'll be motivated to work harder and you're more likely to deliver a better quality work. So, if you're going to invest money, a lot of time, and energy, might as well do it on something that you enjoy.

However, this should come last. The first thing you need to consider is the profitability of the niche. Most of the time, what we like doesn't really bring profit.

## **Understanding Your Audience**

Now that you finally know your niche, it's time for you to a bit deeper and know your target audience. You can't be generic when it comes to target audience. For example, if your niche is affiliate program, it's not enough to just target "people who are interested in affiliate programs". You have to know their gender, age group, nationality, language, and many other specifics.

To do this, it usually takes experience and lots of research. The best kind of research is when your rub shoulders with your target audience. You can do this by joining Facebook groups, forums, and any other type of discussions you can find online. This is how you learn their attitude, their language, and most importantly, their concerns.

Use your online reach to expand your knowledge and understanding on your target market. You will need to interact with them. Not only

that, you can also take the opportunity to network and strengthen your presence in the market.

It's important to know your audience well so that you would know how what kind of approach you should use and what is it that appeals to them. The best way to approach this is by making a customer avatar. A customer avatar is a representation of your customers. You have to personify your whole target audience.

How does this work? It's easy. All you have to do is to imagine a person that represents your customers to be their avatar. So, you'll need to find out their age, gender, average income, lifestyle, etc. From all those information, you create an avatar that represents most of your customers. With a customer avatar created, it will be easier for you to do creative work.

You might think that it is a folly idea but it will really help you in writing promotions and having a deeper understanding of your audience. Besides, it's easier to write for one person than imagining the whole audience. Remember, all the videos and sales you're going to make are all about them.

## **What Is The Most Popular Niche**

If you go through all the marketplaces that have been recommended and you look at all the top selling products tables, you'd notice a pattern in all the ranked products. They are all related to the Make Money Online niche. This has always been one of the most profitable and popular niche you can find.

If you want to start a lucrative business, one of the safest and surest ways to achieve success is by choosing this niche. The competition is, of course, more fierce than other less popular niches, which is why as mentioned earlier in this module that you need to be more specific when choosing a niche.

However, it's still entirely up to you which niche you want to venture in. This is just a recommended niche.

# **Chapter 3:**

## **Crafting your Offer**

### **The Giveaway**

Now that you've found your niche, the next thing you need to do is find an appropriate giveaway item. This will be the item that you offer your prospects for free on your squeeze page, in exchange for their name and email address. We'll talk more about squeeze pages a little later on.

For now, let's focus on finding the right giveaway gift. It's not as simple as just picking up any random item from an online store – especially if you want to get the most out of it.

Firstly, you need to determine which types of content work best for your targeted audience.

Here are some popular choices for giveaway content:

- EBooks
- Audio books
- MP3 downloads
- Blueprint
- PowerPoint slides
- Video Tutorials
- Free Report
- Software
- Mobile app

Ask yourself, what sort of media would appeal more to my visitors? Are they busy, on-the-go businessmen who would prefer an audio file which they can listen to while commuting? Maybe they are motivational speakers or counselors who want to insert slides into a PowerPoint Presentation for their presentations? Would they want to use your content as PDF handouts for a training workshop or seminar?

Once you have a clearer idea of the sort of media which appeals to your audience, you can then move on to finding the right topic to cover.

You've already identified your niche but you need to narrow it down to a more specific topic because you don't want to be giving away an encyclopedia which takes a whole month to read or a 5 hour long video tutorial.

For now, let's say your niche is gardening. What you need to do is discern which gardening topics your visitors would like to learn more about.

One way to find out which topics are in hot demand is by paying attention to the frequently asked questions or comments on gardening sites and Facebook groups. You can then find out which area of gardening is being talked about the most.

Try also going through recent emails that you've received from your leads. Is there a common question which keeps coming up? You can also consider setting up a short survey or poll on your landing page to find out which gardening topics your visitors would like to find out more about.

People love learning and finding ways to improve on their passions. Think about offering content highlighting the “Best Practices” or “Worst practices” of everyday gardeners. These types of content tend to get many downloads, as learning the dos and don’ts help one better hone their craft. Tips and guidelines for beginners and intermediates is also a topic which has proven to be profitable.

Content which is timely or immediately relevant also have the potential to sell very well. If you’re setting up this offer to go live in the late summer, how about offering your visitors an e-book on the best ways to grow produce in the fall? Maybe there’s a popular agricultural festival coming up soon - you can offer them a free report on the best ways to get their booth noticed at the upcoming festival.

You’ve found your niche, you’ve discerned which mediums work best for your target audience and you’ve narrowed down your giveaway content topic. It’s now time to create your giveaway product.

Here are some tips for you to keep in mind when creating content:

**Audiobook or MP3 file -**

- If you are camera shy, but you have a good voice, you can create an audio MP3 file or even an audiobook.
- Remember to script down what you want to say before you start recording so that you can focus on just reading material allows and you won’t have to worry about coming up with things to say on the spot.

- Be sure to also pronounce your words clearly and to try speaking in an even, consistent tone and volume.
- Create a report, shoot a video about it, take out the audio from the video and create a multi format gift. Make it easy for your subscribers to consume it.  
EBook, Blueprint or Free Report -
- Share info which you either have some extensive knowledge on or have done significant research about.
- Make sure the gift you giveaway is closely related to what you are thinking of promoting to your list in the future.
- Have it in PDF! It's easy to work with and accessible across more platforms than Microsoft Word.

### **PowerPoint Slides and Video Tutorials -**

- If you're offering a live action video tutorial, be sure to have enough lighting and a good microphone.
- Keep PowerPoint slides light and easy to read – avoid using animations and make sure your text never takes up more than 80% of any one slide
- Convert your PowerPoint slides into a screen capture video using Camtasia and add audio (more on this later)

Not feeling the creative juices flowing? Not to worry – you don't need to create the products yourself, thanks to PLR content.

PLR stands for Private Label Rights. PLR contents are contents, which, once purchased, you are legally allowed to manipulate and publish as your own. You may even include your own name as the creator or author. That is to say, that when you purchase PLR content,

you then own nearly all of the rights in the work, often including the rights to attribution, resale and so forth.

PLR products are a great option for giveaways, as they don't cost very much to purchase. The price can range anywhere from 1.00 USD to 15.1 , depending on the type of content. You must be careful though to ensure that the item you purchase also comes with the rights to offer the item as a free giveaway. Most PLR websites will usually provide a list of rights, which come along with the purchase of one of their PLR products.

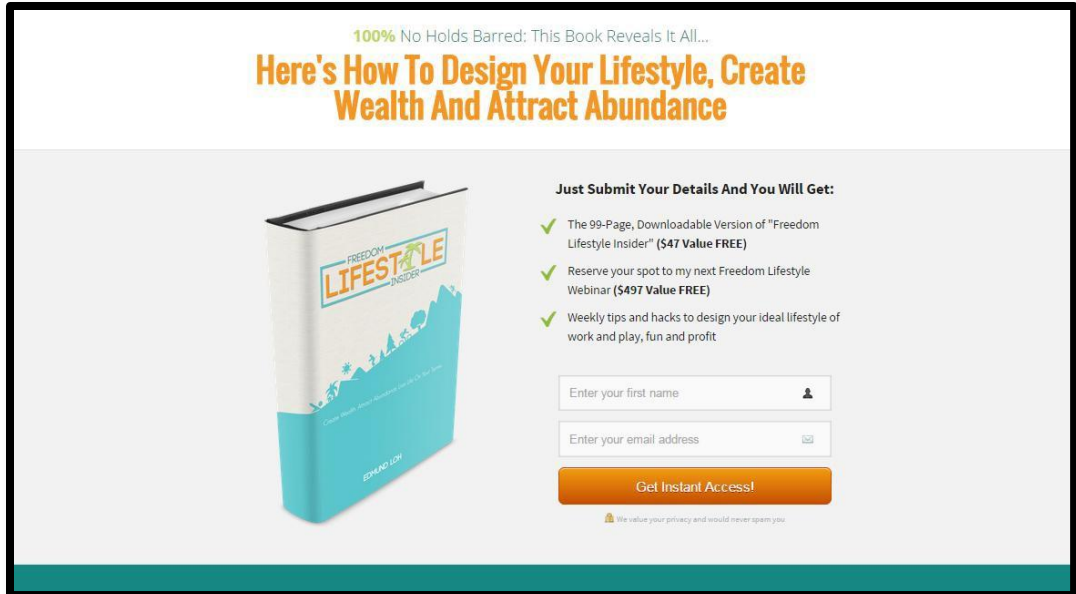
There are loads of online stores from which you can purchase PLR products. Here are some helpful links to start with:

- [UnstoppablePLR.com](http://UnstoppablePLR.com)
- [PLRXtreme.com/products](http://PLRXtreme.com/products)
- [HQPLRStore.com](http://HQPLRStore.com)
- [ThePLRStore.com](http://ThePLRStore.com)

Regardless of where you choose to get your product, be sure to vet through it for quality, before offering it as a giveaway to your visitors. You don't want them to receive a freebie from you which has no real value. In fact, this rule applies whenever you are handing your viewers any product, whether you created it yourself or purchased it from a PLR site.



# The Squeeze Page



*Example of a standalone squeeze page.*

The first part of creating your offer was finding a suitable giveaway item. The second part, which is in no way less important, is building your squeeze page.

A squeeze page is a landing page designed to capture opt-in email addresses from potential subscribers. The goal of a squeeze page is to convince, cajole, or "squeeze" a visitor into providing their email address in exchange for a free product or giveaway. This e-mail address is valuable as it will help you expand your mailing list and, hopefully, score some sales later on.

With minimal to no other clickable links except for the opt-in or submit button, a squeeze page is a kind of ultimatum. Visitors need to make the active decision to either input their details in exchange for receiving your free gift or leave the page completely.

While you can set up a standalone squeeze page such as the one pictured above, there are also two other options – splash pages and pop-up pages.

Pop-up pages are small windows that 'pop up' on top of web pages in your internet browser. These sorts of squeeze pages tend to be not very popular with visitors.

A survey conducted by Jakob Nielsen found that 95% of users found their online experience was negatively or even VERY negatively affected by pop-ups. Equally horrific, it was found in another study that over 50% reported that pop-ups negatively affected their opinion of the advertisers.

These statistics speak for themselves – pop-up squeeze pages are a bad idea! So, unless you've set up a standalone squeeze page, we'd recommend that you use splash pages instead.

Splash pages are custom pages which you redirect your users to when they initially visit your homepage. If you use a splash page, do include a clearly visible button for your visitors to opt out and return immediately to your homepage – it's much better for them to head back to your website than to just close the tab on you and lose interest in your business completely.

Also, make sure the design, copy, and feel correspond with your regular homepage. You don't want users to wonder where they are and to dismiss your splash page as spam. You may also consider

using an internet cookie so that your visitors aren't redirected to your splash page again when they visit your homepage a second time.

Let's now talk about what sort of information you should have on your squeeze page.

Firstly, have an image of the free item that you are offering your visitors. Whether it's an e-book or video tutorial, do ensure that the image you use is one that looks professional. Packaging can be the make or break for you in this case.

Next, create bullet-point copy that highlights not only the features of the product, but how the item can benefit your visitors. People want to know why they should get this item, so make try to make your copy as convincing as possible. Find ways to emphasize how easy your information is to absorb and use.

If you have any testimonials, you may also include some short snippets on your squeeze page. Do limit it to just one or two though as more than that might create too much clutter – which is the last thing you want for a squeeze page.

An Internet users data is extremely important in today's day and age, which is why many people think twice before sharing their email addresses. To counter this, add a link to a page containing your privacy and data policies.

Lastly, have a Name and Email Address field for your visitors to input their details, along with a button for them to submit their information.

Important to note that you should only ask for their Name and Email – asking for more information will cause your visitors to be suspicious and wary.

You may even consider having a two-step opt-in format. Instead of having the name and email address fields for your visitors on your splash page, get them to click on a button which then opens a small pop-up window, for them to insert their name and email address.

This two-step opt-in is a popular choice because it takes minimal effort for someone to click the button on the squeeze page and when the pop-up window appears, a lot of visitors think “Well, I’m already this far in, so I might as well continue”. It’s simple psychology at its best.

For someone who is new to lead generation and list building, it could sound daunting to create a squeeze page from scratch. Thankfully, there are many websites which make creating your squeeze page a piece of cake (for a price).

Here are some, which we would recommend for their easy to use interface:

- [WProfitBuilder.com](http://WProfitBuilder.com)
- [OptimizePress.com](http://OptimizePress.com)
- [InstaBuilder.com](http://InstaBuilder.com)

Another facet to squeeze pages which you might want to consider is setting up an autoresponder to deliver your free giveaway immediately. You can choose to manually send your giveaway content to those who opt-in, but an auto-responder saves you a lot of time and effort.

The way it works is the minute a prospect submits their email address to you, the autoresponder will send them an email from your own email account, with the attached PDF or audio files. This goes without saying but you can, of course, choose the text and contents that go into the automatic emails ahead of time and the auto-responder will take care of the rest.

Some page building websites come with their own auto-responder. You can also check out these links to other popular autoresponder services:

- <http://www.aweber.com/autoresponders.htm>
- <http://www.listwire.com/>
- <http://www.getresponse.com/features/autoresponder.html>

## **Chapter 4:** **Creating Videos The Easy Way**

Making videos, with the proper know-how, can be a real walk in the park. You don't really need to invest, without guarantee of quality and effectiveness, in hiring professionals anymore. Plus, usually when you outsource a video production project, it would take a very long time to be completed. Before you know it, you've wasted a lot of time and money already.

This is why it's best that you make your own video instead. That way, you don't have to wait for the video to complete. You'll have the full control of the video and on top of that, you can ensure its quality. It may seem daunting because it sounds hard, isn't it? But, it's actually not. With the right mindset and determination, anything is possible.

In this module, you are going to learn about making videos in the easiest of ways and, of course, that will bring you big profit. You will be introduced and guided through various dependable and popular video-making tools.

### **What You Need**

So, now, as promised, you're going to learn about making videos yourself using nothing but affordable, accessible tools and resources.

Just a little heads up, for hardware, it's best that you get a good microphone, though. All laptops and desktop computers come with a microphone now but it's best that you find one with a higher quality. If

you're planning to do a Talking Head video, where you appear as a speaker in the video, it's best to get a good camera, as well.

### **Tutorial Videos - Camtasia**

Now, with that out of the way, let's jump into what you need in making a tutorial video. The best video editing program you can use for a tutorial video is **Camtasia**. It's highly recommended and it's very popular.

**Camtasia** allows you to do an on-screen recording. For those who don't know what this is, it's a recording of your computer screen as you go. In other words, it records your screen activity. It's perfect for when you want to give a guided tutorial without going through the hassle of print-screen.

Plus, it records your voice, too. As you go on giving the on-screen tutorial, you can provide comments vocally. With the help of visual and audio, your presentation is more comprehensive than just presentation slides.

It's great for if you're teaching your audience on some hands-on work like, for example, image editing. We all know that image editing can be a real piece of work. It's no walk in the park and teaching people how to use it using only text doesn't really help for most. The audience needs to see how things are done step-by-step so that it'd be easier for them to absorb.

Why is it hard to explain using only text for programs like editing tools? Well, like Photoshop, for example, there's an array of tools to be used

that the user has find in the cluttered interface where vital tools are sometimes hidden. The interface can really be confusing for someone who is new to it.

Speaking of tutorials, **Camtasia** works well for presentation slides, as well. Remember, **Camtasia** allows you to do on-screen recording. If the content of your video is just presentation slides, you can play those slides in full screen while you give a voiceover elaborating your points on top of those slides. Think of it as a live presentation. You have full control on your slides" timing and you can go on your comfortable pace.

It also allows you to perform basic editing on the video. For example, if you want to make adjustments to the sound or cut some scenes, you can do it on **Camtasia** without having to access to other video editing tool.

A lot of tutorial videos are presented this as audience finds it easier to listen than to just read.

### **Sales Videos – VideoMakerFX**

**VideoMakerFX** is an excellent program. With real basic editing skills, you can produce an animated video in literally within minutes.

It provides templates of characters and animations. We all know that sales videos need a little personal touch in order for it to be appealing. What **VideoMakerFX** lets you do is to incorporate animated characters or customer avatars into your video. Not only that, it makes it easy for



you to add animated texts on your videos too. You can also upload the image your company logo in the video.

Most importantly, all of this can be done with just a few clicks. You don't need any intensive training or comprehensive understanding of the program to operate it. All the functions and tools are very direct. All you need is just basic editing knowledge and you're good to go.

Now, these characters that you can choose in **VideoMakerFX** are animated with multiple choices of emotions and actions. One character can be happy, sad, worried, and many others.

Hence, with basic editing knowledge, you can rearrange these sequences to form a complete video. For example:

1. If you're selling a slimming product, you can choose a character that appears to be overweight.
2. This character is animated with emotions, so you can display that they are sad with text appearing on the video, "Meet Emma. She's been trying to lose weight."
3. Next, you can display your product along with its logo.
4. Then you can choose a thinner version of the same character to visualize your product's effectiveness.

There's a wide range of choices of characters you can choose from. You can cater to whatever niche you want as there are a number of avatars. There are avatars of construction workers, professional-looking man and woman, an average Joe and average Jane, and many more.

Not only you can animate the characters and texts, you can also animate the background. If you're planning to make a video that is solely texts, having an animated background is great to make it less bland.

It is also highly customizable. You can choose fonts, colors, and size for your text. There's also a wide range of options for you to choose the background art, color, and animation.

The best part is that **VideoMakerFX** it is not high-priced. It's definitely way cheaper than other programs like MoviePlus and Pinnacle Studios.

### **Talking Head Videos**

For those who have not heard of the term *Talking Head video*, it is actually where the speaker (usually the product vendor) appears in the video in person.

When it comes to adding a personal touch to a sales video, there's nothing more personal than a talking head video. This kind of videos really helps businesses where personality and credibility play a crucial role, for example, coaching programs and webinars.

For this kind of video, there's no way to make production easier with programs like **VideoMakerFX**. Instead, it depends heavily on you, the presenter, to be charismatic enough to sell. A talking head video needs a strong script and topnotch equipment. Lacking one of those would be a big problem to make sales.

The editing programs for a talking head video would be basic tools because it's not as complex as using animation like **VideoMakerFX**. In fact, if you record using a phone, you can edit directly from it. However, if you're after some more complex editing, you can go for programs like **Final Cut Pro**, **iMovie**, or **Sony Vegas**. Any of these programs is fine.

### **Outsourcing Your Work**

If you don't have the time or completely have no knowledge in the technicalities of video editing, you can go ahead and outsource the work.

There are two popular websites where you can easily find and hire freelancers, which are **Fiverr.com** and **UpWork.com**.

On these websites, you can find freelancers from all professional fields like writing, editing, designing, voice acting, and many more.

### **Post-Editing**

Now, we're going to talk about what you have to do after you've completed shooting the video.

In every video production including films, there are three stages that a project goes through, which are:

## **1. Pre-Production**

This is the preparation stage. This is where you plan your video that encompasses all aspect of the video including writing the script, drawing storyboards, budgets (if you have any) and all that is similar.

## **2. Production**

This is where you actually record the video, the filming stage.

## **3. Post-Production**

This is where you put together all the footages shot into your final product. In other words, this is the editing.

What we're going to talk about now is the post-editing stage, which is the post-production. Now, we're not going to talk about how you want to arrange sequences for your video as that is entirely up to you.

But we're going to talk more on the branding side of your video. It's still important to have branding in your video just like all of your products. You'll want these to be recognizable so that your presence in the market would be stronger, giving a great boost in sales.

What you should include in your sales videos are texts, images, and videos. All the editing programs that are listed above allow you to do this. Seasoned entrepreneurs know that a sales video does more than just selling the product. It's also about selling your brand. However, it's not a good idea to abuse the feature by bombarding your video with logos, texts, and images of your brand.

For the **VideoMakerFX** program, you can do this rather easily. The whole video is about inserting text. Putting text is so easy in it; it's just a matter of a few clicks. It also allows you to upload images of your brand logo.

The most basic element you can include in your video to strengthen your brand is a **watermark**. It's not really a tough task to do and it doesn't seem like it's of great importance. In fact, some may forgo the idea. But, as mentioned, it's just something to make it your brand more recognizable.

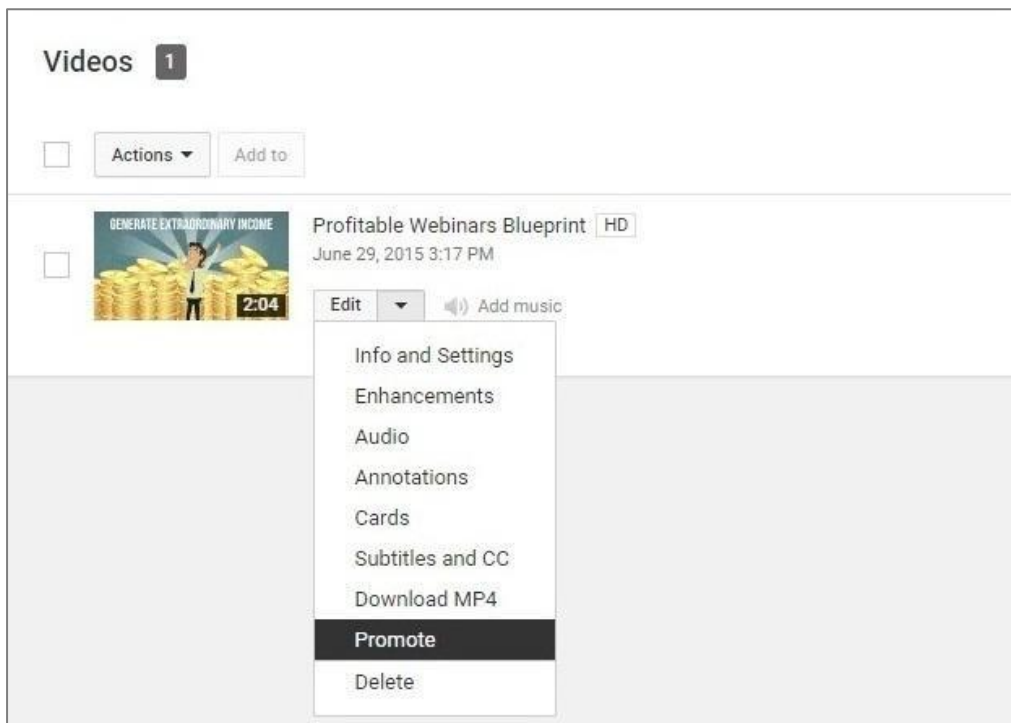
# Chapter 5:

## Marketing Your Video Part 1

We're now going to go into the nitty gritty details of how to run ads for your videos via Youtube. There's a two-step process to this. First you'll need to set up your Ad details on Youtube, then for the second step you will be required to create or sign into a Google AdWords account, as all billing will be facilitated through AdWords. We'll talk more about the AdWords side of things a little later on.

Now, we're going to take a step by step look into how to run your ads with Youtube. These ads will help your videos get more views which can translate into more contacts to add to your list. For the purpose of clarity, we've include some photos to guide you.

To get started, go to your Youtube channel where your video has been pre-uploaded and click on the "Video Manager" button. Find the video



you want to promote, click the “Edit” tab and then select “Promote”. This will then bring you to a Welcome page, introducing you to promoting your videos. Click on the „Create a campaign” button, which will then bring up the following page.

The screenshot shows the 'Promote your video' interface. At the top, there's a progress bar with three steps: 'Budget' (highlighted in green), 'Design', and 'Final steps'. Below the title, a section titled 'How much would you like to spend?' explains that the amount determines how many times the video ad is shown. It includes a 'Budget' dropdown set to 'Campaign budget', a currency dropdown set to 'US Dollar (USD \$)', and a 'Your budget' input field. A note states that ads will likely begin showing on Jul 1, 2015. Under 'Audience', the 'Let me choose who sees my ad (Advanced)' option is selected. On the right, there are sections for 'ESTIMATED VIEWS' and 'CAMPAIGN BUDGET', both showing a red minus sign. Below that is a 'PREVIEW YOUR ADS' section with tabs for 'In-stream ad' and 'In-display ad'. The 'In-stream ad' preview shows a video player with a play button and a stack of gold coins, with a red question mark icon. Text below the preview explains that TrueView in-stream video ads play before other videos and can be skipped after a few seconds. A note at the bottom states that the campaign also includes in-display ads.

This is where you can specify your budget. You have an option to set a daily budget or an overall campaign budget. If this is your first time promoting videos, we’d recommend that you start first with a daily budget, as it gives you a little more flexibility.

After selecting your choice of currency, input the amount of money you are willing to spend per day on ads in the “Your budget” field. This amount can be anywhere from a dollar to a thousand but we’d recommend you start small. 5 US Dollars a day is a good, safe amount you can start with. It might seem like 5 Dollars a day for a whole month is quite a bit, but remember that the point of these ads is to build your list – you will make up for the money spent on advertising via the sales you acquire through list-building, so it all works out.

Try running the campaign at 5 dollars a day and after a week or so, check to see if your list has grown, or if any of your backend products have been purchased. Once you start gaining significantly more sales, you can then consider upping your daily budget.

For setting your audience, you can choose either of the options provided. For now, just selecting “Everyone” will do. You can refine your target audience Demographic, Interests, Keywords later on in Google Adwords. Once you’re done, click on the blue button to move on to the next step.

The screenshot shows the 'Promote your video' design interface in Google Ads. At the top, there are three progress indicators: 'Budget', 'Design' (which is active), and 'Final steps'. The main section is titled 'Design your ad' and includes a brief instruction: 'Enter a brief description of your video. The preview on the right shows you where this text appears on YouTube.' Below this, there are four input fields: 'Headline' with the text 'Profitable Webinars', 'Description line 1' with 'Learn how to maximize your profits', and 'Description line 2' with 'through online seminars!'. The 'Thumbnail' section displays four preview options for the video thumbnail, each featuring a person standing next to stacks of gold coins. The first two options have the text 'GENERATE EXTRAORDINARY INCOME' at the top. The third option lists bullet points: 'Sell high ticket programs', 'Attract premium quality leads', 'As low as \$997', and 'Make a \$10 budget'. The fourth option says 'You seriously need this!'. To the right of the design area, there are two summary boxes: 'ESTIMATED VIEWS <3.5K' with '2,310 ad impressions' below it, and 'CAMPAIGN BUDGET \$5.00'. Below these is a 'PREVIEW YOUR ADS' section with two tabs: 'In-stream ad' and 'In-display ad'. The 'In-display ad' tab is selected, showing a preview of the ad layout with the video thumbnail and the headline 'Profitable Webinars' and description 'Learn how to maximize your profits through online seminars!'. Below the preview, there is a 'TrueView in-display page ad' section with a description: 'Your in-display ad is a thumbnail image and text that appears near similar YouTube videos. You only pay when someone clicks your ad to watch your video.' and a note: 'Your campaign also includes in-stream ads.'

This next step is all about designing your ad to promote your video with.

First and foremost, you need to come up with a suitable headline. Think also about the keywords that are used in this niche and see if

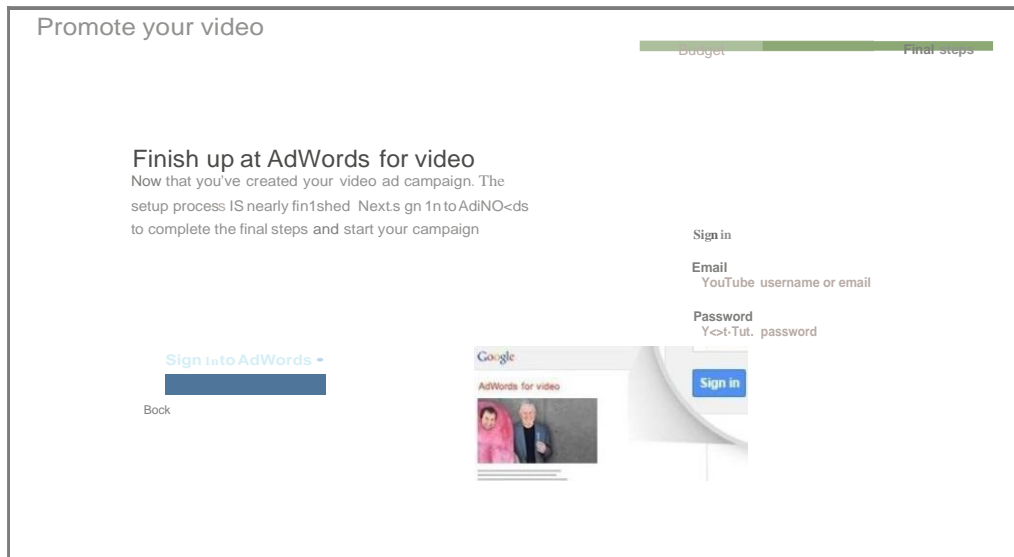


you can include them in your headline – this will increase the likeliness of your video turning up in Youtube searches. You also want something that sounds exciting and relevant to your target market to entice them to click on the ad.

The same can be said about your description lines as well. Only this time, try to explain a bit more about what your video has to offer your viewers.

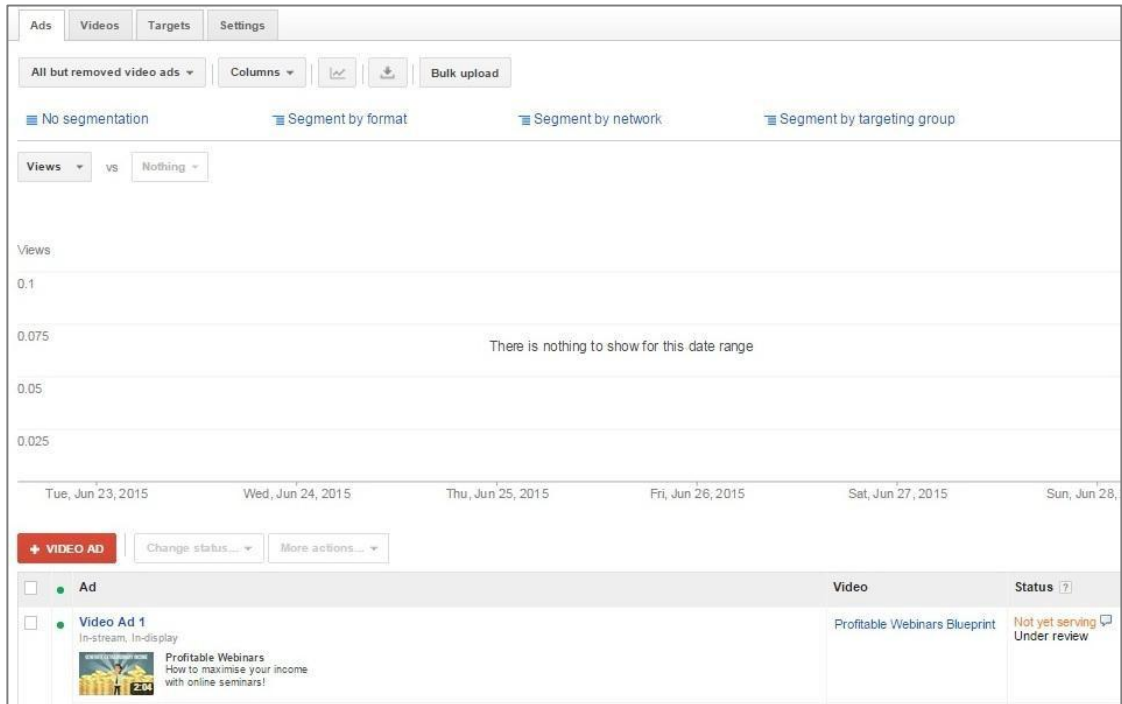
You'll also need to choose a video thumbnail. Youtube will have narrowed down some options, so you'll not need to spend too much time on this. We'd recommend choosing a thumbnail image which isn't too text heavy. Visual work better than copy, unless you have something very powerful to say which can also be digested in the 3 seconds it takes someone to skim over your ad.

The column on your left will show you an estimate of the amount of people who will see your ad and the estimated number of views your video will gain from it. Beneath that, there's a preview of how your ad will look like to viewers. Once you're happy with the design of your ad, click the blue button to proceed to the next step.



This page will prompt you to sign into your Google AdWords account. If you don't have one yet, you will need to create one which will take no more than 5 minutes. Be sure to have your billing information on standby as you will need to link up your credit card before you can launch your campaign.

Once you've completed your AdWords sign up, you will be brought to a review page, where you can then hit the "Create and Launch Campaign" button. You will then be brought to your AdWords Campaign page.



The screenshot shows the Google AdWords interface for a video ad campaign. At the top, there are tabs for 'Ads', 'Videos', 'Targets', and 'Settings'. Below these are filters for 'All but removed video ads', 'Columns', and 'Bulk upload'. There are also segmentation options: 'No segmentation', 'Segment by format', 'Segment by network', and 'Segment by targeting group'. A comparison section shows 'Views' vs 'Nothing'. The main area displays a chart with a y-axis labeled 'Views' ranging from 0.025 to 0.1. The x-axis shows dates from Tuesday, June 23, 2015, to Sunday, June 28, 2015. A message in the center of the chart states 'There is nothing to show for this date range'. Below the chart, there are buttons for '+ VIDEO AD', 'Change status...', and 'More actions...'. At the bottom, there is a table with columns for 'Ad', 'Video', and 'Status'. The table contains one entry: 'Video Ad 1' with a thumbnail for 'Profitable Webinars' and a status of 'Not yet serving Under review'.

Ad	Video	Status
<input type="checkbox"/> Video Ad 1 In-stream, In-display Profitable Webinars How to maximise your income with online seminars!	Profitable Webinars Blueprint	Not yet serving Under review

If you look at the Status column towards the bottom right corner of the page, it will inform you that your ad has not yet gone live and that it is currently under review. It shouldn't take more than a full business day for AdWords to approve your ad, unless you have gone against some of their advertising policies.

The main thing we want to do with AdWords is sharpening our audience targeting group. However, we can also use it to send viewers to our squeeze page. Hover over your video ad to bring up the pen icon, which will bring you to the edit page.

**In-stream**

Your in-stream video ad plays before another video on either the YouTube Videos or Google Display Network, depending on network settings. Viewers can choose to skip your ad after a few seconds. You pay only if a viewer watches for 30 seconds or to the end of the ad, whichever comes first.

Display URL ?

Final URL ?

Enter the final web page someone sees. Specify redirects (if any) in the Ad URL options.

[Ad URL options \(advanced\)](#)

Companion banner ?  Use auto generated image from videos in your channel (recommended)  
 Upload my own image

**Preview in-stream ad**

In the in stream section, insert your homepage or company website in the display URL field - this will create a link in your in-stream ad which people can click on. In the final URL field just below it, insert the link to your squeeze page. This way, whenever someone clicks on the link displayed, it will send them to your squeeze page which can help you grow your list. This is a really basic marketing tool, but it can greatly help with driving traffic to your squeeze page.

Once, you've done this, you can start targeting your ad, so that it reaches all the right people. Start by clicking on the Settings tab so that we can refine the countries and states you would like to target. Targeting locations is especially handy if your business only ships to certain countries or if you're offering a face-to-face consultation in your home state.

● Enabled Budget: \$5.00 Edit Targeting: English Edit All countries and territories Edit

Ads Videos Targets Settings

All settings Locations Ad schedule Devices

### Campaign settings

Campaign name **Profitable Webinars** Edit

Budget ? **\$5.00** Edit

Delivery method ? **Standard** Edit

Networks ? **All networks** Edit

Locations ?

Which locations do you want to target (or exclude) in your campaign?

All countries and territories

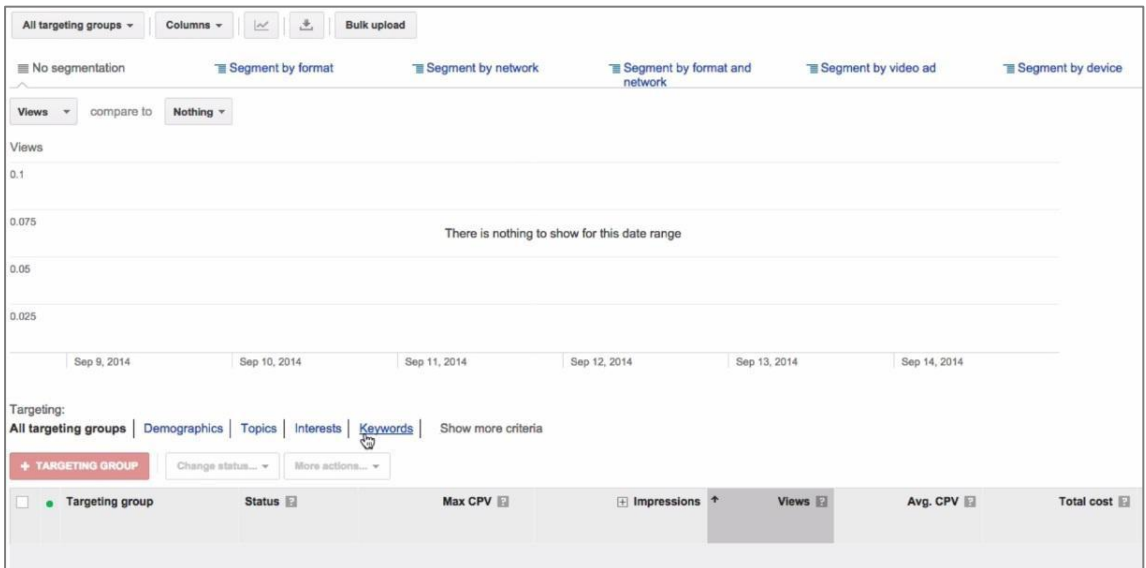
Malaysia

Let me choose...

For example, a country, city, region, or postal code.

In the settings page, look for the section on locations. Click on the edit button. Next, select the “Let Me Choose” option and start typing countries or states you’d like to target your ads to. When you type in a country or state, you will be given the option to either “add” or “exclude” this country from your targeting group. This can help you filter out countries which you don’t want to advertise to.

We can further narrow down who we would like to see our ads, using the “Targets” tab. This is one of the most important tools when it comes to successfully advertising your video. To get started, click on the “tab.

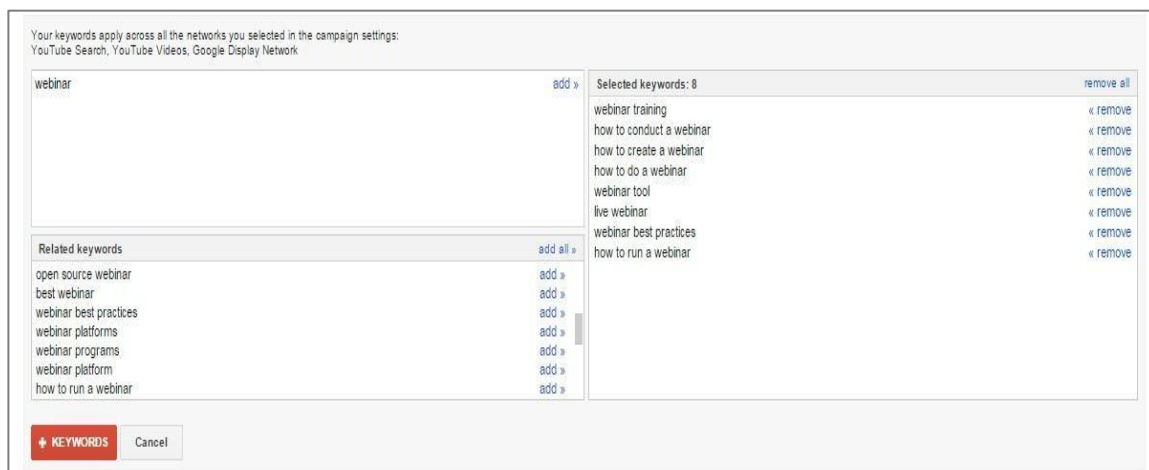


Google AdWords has provided four main criteria which you can determine when it comes to setting your targeting group, aside from location.

Under the Demographics section, you will find variations for age groups, gender and parental status. Check the details with correspond with your target market. Once you're satisfied, click the red "+ Demographic" button.

For Interests and Topics, you can also find variations which Google AdWords has prepared for you. It works similar to the Demographics section except instead of check boxes, the variations are presented to

you in the form of lists. Go through the list and select the topics and interests which are related to your video.



When it comes to targeting Keywords, the mechanism works slightly different. Start by typing out a keyword which is relevant to your video. AdWords will then suggest other related keywords based off the keyword you just typed out. Go through the suggestions and add the ones you want to add to your campaign. Be sure to only pick key words which are related to your video to get the most out of this feature.

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Once you've narrowed down your targets, your video should show up in all the right searches to guarantee you more views. It'll also help you save on marketing, as you won't be wasting your money advertising to people who have little to no interest in the sort of content you are providing.

This is just the tip of the iceberg when it comes to what Google AdWords can lend to your video marketing efforts. In the next chapter, we will give you a broader understanding of how AdWords works and

explain more about the functions which you can customize to maximize your marketing potential.



# **Chapter 6:**

## **Marketing Your Video Part 2**

I hope you already get the concept of video marketing. You already know what are the tools that you need to prepare to get your videos up to the platform, and you know what a squeeze page is and how to make an irresistible offer by give away free product in your squeeze page.

Now, here we continue to cover the core of the course – traffic generation.

In this chapter, you will learn how to generate enormous number of traffic through Google Adwords. This is one of the techniques used by most of the marketers. Besides getting organic traffic from the video alone, they pay to get traffic to their site as well.

### **Google Adwords**

If you are new to the Internet marketing, you might be wondering what this Google Adwords is. For another group of people that already have some exposure in buying adverts from Google, you may have the rough idea on what Google Adwords is all about. But, let us revise the idea of Adwords before we go any further.

Google Adwords is a keyword planner. You will choose your own keyword in the title of your video and bid on it with the purpose of moving your site to the first page by significance or even top of the search result page in YouTube. This would be extremely essential especially newbies, because it gives you the idea on what kind of keyword will be best in your niche.

Once you've created the campaign with Google Adwords, your video will appear as an advertisement depends on the types of advertisement you choose when you are setting up the campaign.

However, you must know that bidding isn't the only factor that determines where your site will appear. The placement of the site, whether on top, bottom or side will be determined by Google based on the relevancy of the search request. This is why researching on keywords is important to get higher rank in Google Adwords.

Google Adwords is a recognized paid advertising platform and it's not like getting free organic traffic. With the huge number of users, Google can be said to be the most significant search engine in the world.

For your information, Google has 86% of the market in search engine, far more ahead from the other search engines. More than three-quarter of the people in this world use Google search engine in their daily life. You can imagine how much traffic Google can actually drive to your site. Not only the chances that your advertisement posting with Google Adwords can be seen are higher, the traffic to your site can be doubled or even tripled.

Moreover, Google Adwords advertise with SEO, the search engine optimization. To further understand the concept of SEO, you need to study more about the keywords in your niches in order to get a good result for SEO. However, I will not talk much about SEO in this book because it is a whole different ballgame from the video marketing technique.

You may be wondering how much you will need to pay for Google to advertise for you. Do not worry about it; the flexibility of setting up your budget with Google Adwords enables you to have full control on the budget you are going to spend for the advertising campaign. You get to set your own daily budget or campaign budget for the whole campaign, which I will talk about this further in details later in the chapter.

So, how exactly the advertisement campaign works? When your site has met all the requirements set by Google, your video will stand out in the search results. Hence, boosting the exposure of your video to your targeted group based on the keyword searched by the users.

The competition with Google Adwords is going to be tough, because you are competing with millions of webmasters to fight for the ranking. Therefore, you need to be careful not to choose highly competitive keywords.

Now that you know how effective it is to use Google Adwords to bring massive traffic to your video, and, of course, you know that good things will never come for free. You need to pay a price based on your bid to Google based on how many views they managed to send to your video, which is called the cost-per-view.

This linked back to the daily budget I've mentioned about just now. For instance, if you've set the daily budget in \$5.00, and cost-per-click is 10 cents, Google will stop sending traffic to your video after 50 views on that particular day.

Other than appearing on top of the search result page, Google do advertising in other people's video page as well. You can choose the type of advertisement, in-stream or in-display, to advertise in other people's page. You need not to worry about getting permission from the site owner; Google already did that for you.

This is how Google Adwords works in a nutshell. I hope you already get the concept of Google Adwords by now. The next thing you will learn is to create an Adwords campaign for your videos in YouTube. Without further ado, let's move on to the steps on how to create the campaign.

# 5 Simple Steps to Create Google Adwords Campaign

To start the advertising campaign with Google Adwords, you just need to follow 5 simple steps.

## **Step 1: Create Adwords Account**

Create your own Adwords account will be the first thing to do. No worries, creating this account is free. In addition, it is extremely easy to create the account. Google had made the sign up process as easy where you only need to key in your email address and your password. Google will automatically fill in the other fields for you if you are already a Gmail user.

Even if you are not a Gmail user, all you need is to fill in the other fields and click on submit button. Within a few minutes, you are now in for the competition.

## **Step 2: Choose Video Campaign**

For some of you who are already in the business for long enough, you'll know that Google Adwords is not only a platform to advertise your video, it can be a platform to advertise your websites as well. So, the second step after you've created your account would be switching it to create a video campaign instead of website campaign.

A website campaign and video campaign would be a total different ballgame. You can refer the previous chapter.

### **Step 3: Select Daily Budget**

After you've selected on video campaign, you'll be directed to another page where you get to select your budget for the video campaign. You can set your daily budget or campaign budget based on your financial plan.

You can do it in 2 ways. First is by expecting the views that you are going to get from Google and set your budget, and second is by setting up the maximum daily budget without expecting how much traffic Google can drive to your video site.

To make things clear, here's an example for each of the situation. For the first situation, you'll bid for 100 views per day, and the cost-per-view is 10 cents on average. Your daily budget will be 10 cents times 100; it sums up to \$10 a day.

For the second situation, you'll set your maximum daily budget. Let say the maximum you can put is \$20, the maximum traffic Google is going to send will be 200 views a day. You do not expect how many views you want it to be in this situation.

Of course, after some time of testing over the traffic, you can then change your daily budget from Google Adwords anytime to increase the views to your video. There's no limitation on changing your daily budget for the campaign.

### **Step 4: Choose Delivery Method**

You can choose the delivery method. There are 3 methods:

- YouTube Search Page,

- YouTube Videos Advertisement,
- Video on Google Partner sites, apps, and display network.

You choose this based on what your target audiences are in your niche. However, if you do not know which one would bring the best result, you can choose all of them.

Under the same page to choose the delivery method, you can choose the locations you want your video ad to be shown as well as the languages your target audiences speak. This is a simpler version of setting up your audience definition.

Under the advanced settings, you can schedule your start date, end date, and ad scheduling. It is advisable to have an end date for it, just in case if you forgotten to end the campaign and charged extra from the campaign.

### **Step 5: Choose the Type of Advertisement**

As mentioned, you'll get to choose what type of advertisement you are going to use for your video. There are 2 types of ads:

- In-stream, and
- In-display.

The in-stream video ad plays before another video on YouTube videos. Viewers can choose to skip your ad after a few seconds. You are going to pay only if a viewer watches for 30 seconds or to the end of the ad, whichever comes first.

On the other hand, if you choose the in-display video ad, it includes an image and some text. This ad will show differently, depending on where on YouTube it appears. Either in the search results page, YouTube related videos, as a YouTube overlay, or on partner websites. You pay only when someone clicks your ad to view your video.



## **Ad Rank in Google Adwords**

The ultimate goal of doing all the bidding with the keyword is to move your video to the top of the Ad Rank. This is the competition in Adwords. The higher your rank is the better exposure of your site.

Ad Rank is decided by Google. You might be wondering on how this actually works. You will see later on.

For Google to determine the placement of your ads, it depends on a few factors. One of them is, obviously, the auction for views, which is how much you bid on the maximum cost-per-view. Every user gets to choose how much to bid. However, it is not only based on how much you've bid, as mentioned.

Now, you may be asking how to get a higher rank for this, is it the highest bidder gets the highest rank. This is indeed the biggest myth with using Google Adwords. This is not true. Google wants to show only pertaining videos to their users, and avoid advertisers to simply buy over and fill the ad space with irrelevant ads.

### **The Ad Rank Formula**

So, here's how you can move your video up to the top in ad rank if you follow this ad rank formula, which consist of 3 elements. If you manage to master the skill to balance up all these 3 elements, you are going to get yourself up to the top of the rank.

## **#1: Bid**

This is the bid of your maximum cost-per-view. As you already know by now, you are at the same time competing with millions of advertisers all around the world, so make sure you do the calculation of your own financial budget before you put in the price for it.

For instance, if your ideal cost-per-view is 20 cents, you can set 20 cents as your maximum CPV. Hence, you'll pay a maximum of 20 cents when someone watches your video. I hope that you already have a clear idea on what bidding on maximum cost-per-view is.

## **#2: Relevancy of Video**

Google analyze the relevancy of the video by reading the language in the site. This is related to the headline and text you are going to put under your video. Once again, this proves how important it is to choose your keyword wisely according to your niche.

It is really important to do the keyword research beforehand, because this will determine whether how well your video will be rank.

Here are some tips for you when you are doing the keyword research.

In general, Google tends to use video results for the types of keywords:

- How-to keywords
- Reviews
- Tutorials
- Fitness or sports related
- Funny videos

These are some of the usual keywords that will rank high in the results page.

### **#3: Performance Factor**

Final element to rank high in the search results page is the performance factor, such as view rates. Google will evaluate your videos with the keywords you've set and calculate the expected view rates of your video.

This is really unpredictable by us, because it is determined by Google based on their own prediction on how many views they expected can be sent to your video. Google does not simply evaluate your video. They conduct surveys to their users every once in a while to collect data for the evaluation.

**Conclusion:** All these elements will sum up the „quality score“ of your video advertisement. The higher the quality scores for your campaign, the higher your ad rank will be.

### **Google Adwords Dimension Tab**

There are many amazing features in Google Adwords that enables you to check on the conversion rates, click-through rates, and the other statistics for your campaign. Among all those, I would highly recommend you to use the ***dimension tab*** in Google Adwords.

The main function of dimension tab is to analyze, from the account level up to the campaign level. It analyzes everything that is related to your advertising campaign. It consists of 3 parts:

- Time Analysis
- Geographic Analysis
- Search Terms

### **#1: Time Analysis**

The first element that dimension tab analyze is the time. To further refine the performance of your ads, the time analysis tab enables you to see when the best time to put the ads on is. From hour of day up to year, they analyze and will present you the data.

Do you remember the advanced setting that allows you to schedule your ad? You are able to know exactly what time is the time that most users are active through the statistic. This way, you can schedule your ad time ahead. For instance, the result shows that Saturday has the lowest performance, you may pause your ads on weekends.

### **#2: Geographic Analysis**

While time analysis is vital for the refinement of your ad performance, geographic analysis is as important especially for businesses that sell across the world. You can check on the geographic analysis tab and know in which area of the world your ad performs the best.

When you know where your video performs the best, you can then target your advertisement to be shown in that particular area when you are setting up your target audience in the future.

### **#3: Search Terms**

The last feature in dimension tab is the search terms. The search terms analysis allows you to know all the other search terms that

triggered your ads from multiple views. It is so important to mention once again here, choose your keywords wisely. It is vital in your ad rank as well as the impression to your audience.

At this point here in the search terms analysis chart, you may see what kind of keyword the users usually search in the search engine that will lead to your site. You may find some useful keywords here for future use as well.

Besides, if you happen to find some irrelevant terms, you can negate it right away. This way, your video will not simply appear in the search results with irrelevant keywords. It is better to be accurate and create great impression than high exposure with bad impression because of the irrelevant search terms.

# **Chapter 7:**

## **How To Increase Your Sales**

Now that your audience has received a free gift that you provided, went through the one-time offer page and now you have their emails in your list, what's next?

You now have a list of subscribers. Your list is your asset and it's actually a yardstick for your success as an Internet marketer. But the list shouldn't be left to be cold. You need to have email activity so that you don't have all those subscribers for naught. There is a way for you to monetize your list of subscribers.

This chapter will focus on how you're going to make the best out of the list you've grown and also a little bit about affiliate programs or the important bits of it. This will be a great way to get income while you wait for any future products.

### **Content of Follow-Up Emails**

For those who are not familiar with follow-up emails, they are a series of emails that are sent to the subscribers. You've probably received them after making a purchase online or when you subscribe to a website.

The contents of these emails can be anything from a newsletter, blog posts, articles, to offers. The purpose of these emails is so that the subscribers don't subscribe for nothing. You have to give them something in return and you need to constantly be engaging with them.

Another reason to send follow-up emails is so that the subscribers don't forget who you are. They are your subscribers, which means they are most likely interested in any product you are going to sell in the future. But you can't be quiet and suddenly pop up one day with an offer. You have to keep in touch with them.

What you should do is to have content ready for the series of emails. As mentioned, they can be anything from a newsletter or blog posts. They can be anything that is related to your niche. For the content, you can choose to write your own. Perhaps if you have insights, opinions, or tips, you can share them with the subscribers.

However, if you have trouble coming up with content, there is an alternative. You can always purchase Public Label Rights (PLR) from [thePLRstore.com](http://thePLRstore.com) or any other PLR that you might find.

There are various products of PLR you can find including eBooks. However, when you're looking for content for your follow-up emails, you should go for articles. There are articles sold as PLR in bulk. For articles, they don't cost as much as an eBook.

When you find a PLR package, it usually contains 10 to 15 articles about a certain topic. For example, if your niche is „fly-fishing“ you can search for PLR articles on [PLRstore.com](http://PLRstore.com). You'll be able to find articles that are related to fly-fishing in no time. What you should look for is a package with the most articles.

Why choose a package with the most articles? This is so that you have abundant content to share with your list. Let's say you purchase one with 15 articles about fly-fishing and you email your list twice every week, you have at least 7 weeks' worth of emails already. Easy, isn't it? All you need to do is just purchase the PLR product. It sure beats coming up with your own content.

**A little word of caution here:** Even though you have ownership and rights on your PLR, it's still a good idea to read and peruse through any terms and conditions and legal notice from the provider. You do not want to transgress any copyright law because there will be legal ramifications.

Once you've made sure you're in the clear to use the PLR product however you want it, it's time to send them to your list.

There are various ways to send them the content. One way is that you can just send them as newsletters. This way, the subscribers get the articles instantly, which makes it more likely for the customers to read them. One extra thing you can do in your newsletters is to include a link to your Facebook page or group that they can „like“. If you have them on Facebook too, you've made your reach even wider.

Another way is that you can post the articles on your blog on your website and share the link to that blog through the follow-up emails. This is a great way to maintain traffic coming in to your website. The customers will get familiarize with your website if they visit it often and this indirectly builds trust. Trust leads to sales.



## **Affiliate Offers**

Now, we're going to divert from the main topic, which is video marketing, in case you've forgotten amidst the excitement of learning about follow-up emails, a little bit further.

From this list that you have, there is a way to monetize it without having to wait and work on a new product. When you don't have any product to sell, you can participate in an affiliate program.

For those who do not know what an affiliate program is, it is a sales program where an affiliate sells products online for commission. Anyone can apply to be an affiliate and it's just a matter of approval from the vendor before you can get down to business.

To apply to be an affiliate, you can go through these marketplaces:

- [JVZoo.com](http://JVZoo.com)
- [WarriorPlus.com](http://WarriorPlus.com)
- [ClickBank.com](http://ClickBank.com)

Of course, you would want to sell to your subscribers the products that are related to your niche. To find those products, just go on any of the marketplaces listed above and do a quick search. You will definitely find the products there.

Depending on the niche you're doing, look for products that are related. It can be anything from tutorial videos, documentaries, or even membership sites where users can gain access to exclusive content.

You can participate in affiliate programs for physical products however, it's better that you just go with digital products as they prove to be more profitable than physical products on the Internet.

Once you've found the product you want to sell, you'll have to apply to be an affiliate and wait for the vendor to approve your request. When your request is approved, you'll be given a unique affiliate link. You'll want your customers to click through that link so that when they make a purchase, the commission goes to you.

What happens after that? You start selling.

In previous pages, we've talk about follow-up emails. Now that you have a product to sell, you can include the product offer in between the follow-up emails. For example, after two follow-up emails of articles, post the offer after that before going back to posting articles. Establish a pattern that you find most suitable for your subscribers.

There are various ways to get your subscribers to click through your affiliate link. If your follow-up emails are the PLR articles you've purchased, you can just send include the link in the article itself.

Or if your follow-up emails follow the nature of a newsletter, you can advertise the link of the product directly there. This makes the product you're selling more visible than just a link.

If your follow-up emails are instead linked to your blog and website, you can instead advertise your product there. There are many ways to

get your subscribers to click through your affiliate link. It doesn't matter which way you choose to do as long as you get them to click through.

With all the follow-up emails and articles ready, and with products to sell, you're pretty much taken care of. You don't have to worry about your list of subscribers being left cold.