

# **Video Marketer's Cheat Sheet**



# **12**

## **Great Ways to Reach Your Customers with Video**

**Including 3 That Will Surprise You**

# The Video Marketer's Cheat Sheet

## 12 Great Ways to Reach Your Niche

1. **Websites** (*landing page, sales page, thank you page, product launch sequence, membership site*)
2. **Video Sharing Websites** and **Distribution Platforms**  
(*YouTube, Vimeo, Facebook, Instagram*)
3. **USBs** (*product promotions or training*)
4. **Broadcast Television**
5. **PowerPoint or Keynote Presentations**
6. **e-Newsletters**
7. **In-Store Displays**
8. **Trade Show Booth Displays**
9. **Social Media Ads** (*YouTube, Facebook an LinkedIn Ads*)
10. **Out-of-Home Displays** (*elevators, lobbies, waiting rooms*)
11. **iTunes Video Podcasts**
12. **Webinars** (*livecasting with Facebook, Zoom, Join.me*)

**The Video Marketers Cheat Sheet** represents the 12 best ways video can be used to reach your audience. Some of them are designed to reach huge audiences, others laser target a niche market.

Choosing the right method doesn't have to be difficult. If your website needs a boost, then start there. If you have an upcoming trade show or promotional event, then start there.

Although there are no wrong choices, your video should be versioned to make the most of the situation it's presented in. This **Context Aware** approach to video production is not new but it's often overlooked and can make all the difference as to whether your message is consumed or ignored. In each of the brief descriptions that follow, you'll find some Context Aware suggestions.

Additionally, you may also need to create metadata for your video if you plan to use it on the Internet. YouTube, for example, uses metadata to determine who will see your video and when it will be seen.

The topics of metadata and video optimization are too large for this Cheat Sheet but if you'd like to learn more, my e-book entitled, *YouTube Marketing Mechanics*, is a great value. In it you'll find out exactly how to get your video on page one of YouTube in your market and your niche.



[Click here to get your copy.](#)

That's enough of shameless self-promotion for now. Let's look at your distribution choices.

# 1. Websites

Although videos on websites may seem commonplace these days, their strategic placement can increase lead generation substantially.

The ***Sales Triad*** is an extremely effective application of website video. It consists of:

- an opt-in or teaser video
- a sales page video and,
- a thank-you video.

The opt-in or teaser is used to pique visitors' interest in your product and its only real purpose is encourage your website visitors to fill in an opt-in form so that you can collect their email address.

The sales video is what visitors see after they've opted in. Here's a Sales Video Template download you can use to get the process started.

[Sales Video Template](#)

The last member of the ***Sales Triad*** is the thank-you video. This is an often overlooked or underestimated sales tool.

At the very least it assures your customer that they have made a good choice in doing business with you and it's also a great place to introduce additional products or services you may have to offer your customers.

## 2. Video-Sharing Sites and Distribution Platforms

The leader of video-sharing sites is, of course, [www.YouTube.com](http://www.YouTube.com) so it's important that you make YouTube marketing a part of all your video marketing campaigns.

The great news about video sharing communities like YouTube, Vimeo and others is that all of them are video hot spots filled with new visitors every hour of the day. A well-crafted and well-optimized video can attract a great deal of attention on these sites.

Uploading a video to an online video channel is really pretty easy but you'll need to create an account for each video site before you can upload your video.

Also keep in mind that many of these video channels will manually review and approve your video before it's published, so it might take a few hours or days before your video is online.

YouTube may be the world's largest video-sharing site but that doesn't mean you should ignore all the others. More than likely, there is a video-sharing site that's a near-perfect fit for your industry with a ready-made audience for your product or service. An up-to-date list of video-sharing sites is at the end of this cheat sheet.

In addition to uploading your video for free is the option of paid advertising on a video-sharing site. YouTube for example offers Display Ads (banners), Overlay (in-video ads), TrueView (in-stream or pre-roll ads) and Non-skippable in-stream ads.

## **Video Distribution Platforms**

Unlike video sharing site, distribution platforms like LemonLight and Adroll offer extensive and targeted distribution of video advertising.

These services aren't cheap but if you need to reach a narrow target market on a regional or national scale, online ad networks can reach the audience you need at costs much lower than broadcast television.

One of the big benefits of this approach is the extensive tracking and reporting that lets you know what's working and what's not. And because you're advertising on the Internet, prospective customers can be taken right to your website or landing page.

Another option is private video hosting. Amazon S3, WISTA and Bright Cove are three of the top options in this category. They offer privacy and extensive viewer metrics, which is great for enterprise level businesses.

### 3. USB Flash Drives

A great way to laser target your market is to make your video USB thumb drive and mail it directly to your customers. Believe it or not, this 'lumpy mail' tactic can be very effective because 'snail mail' open rates far exceed those of email and open rates on lumpy mail are better again.

Mailing a USB may seem like an outdated method but consider the fact Google uses direct mail to advertise its services and that two of North America's most successful marketers, Russell Brunson and Mike Koenigs, use mailed USBs as part of their marketing mix.

To take advantage of this distribution method, simply contact a USB duplicator or an online distributor for pricing. You'll discover it's very reasonable.

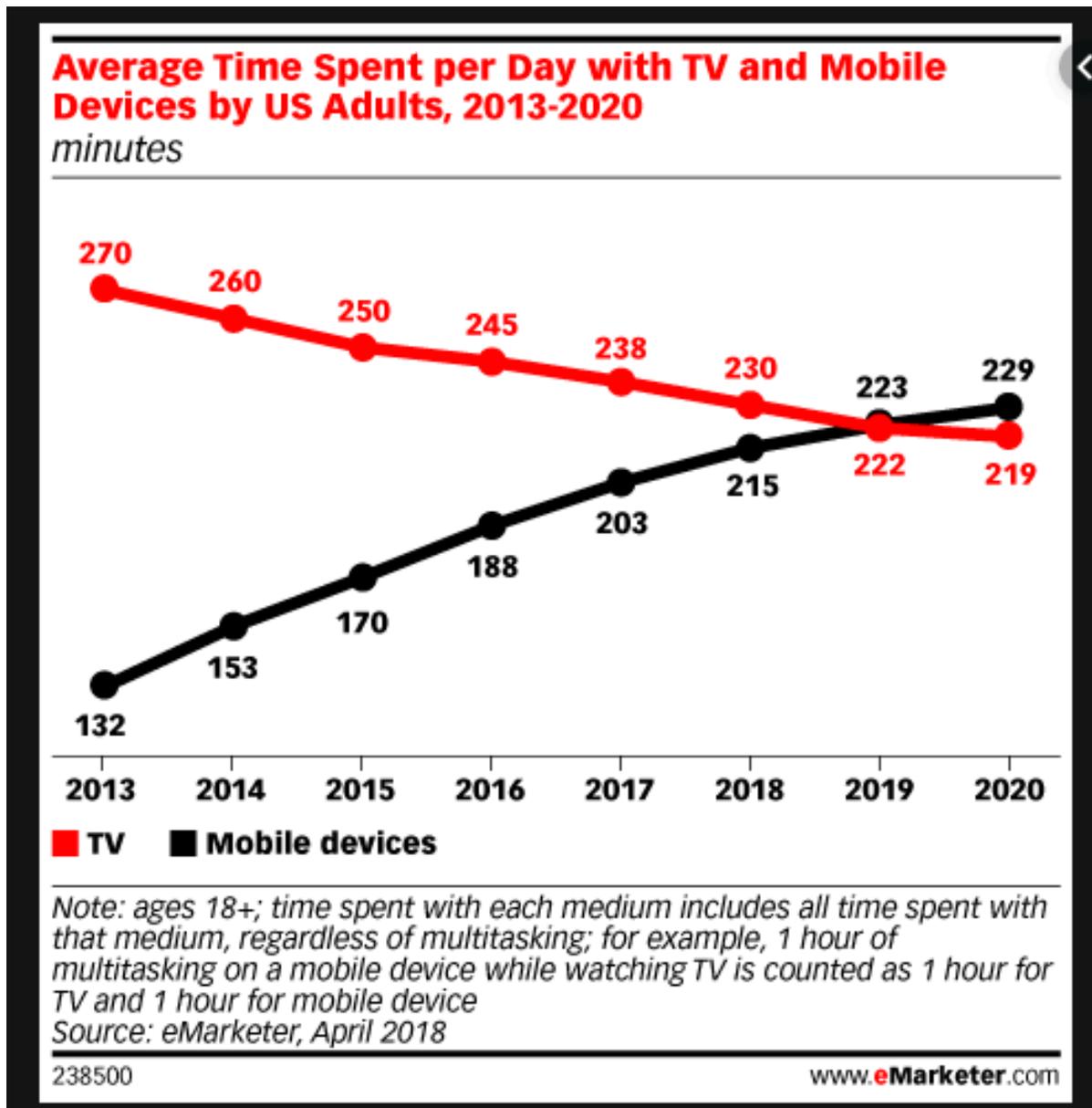
USB thumb drives are welcomed by prospective customers because they are easier to use and can be re-used. Again, your local USB duplicator or online service provider will have all the packaging and pricing details.

My favourite is <http://microforum.ca/>

Another option is <http://www.kinwood.com>

## 4. Broadcast Television

Purchasing Broadcast TV airtime can be expensive and as of 2019 it is no longer the single most popular media source according to eMarketer.com

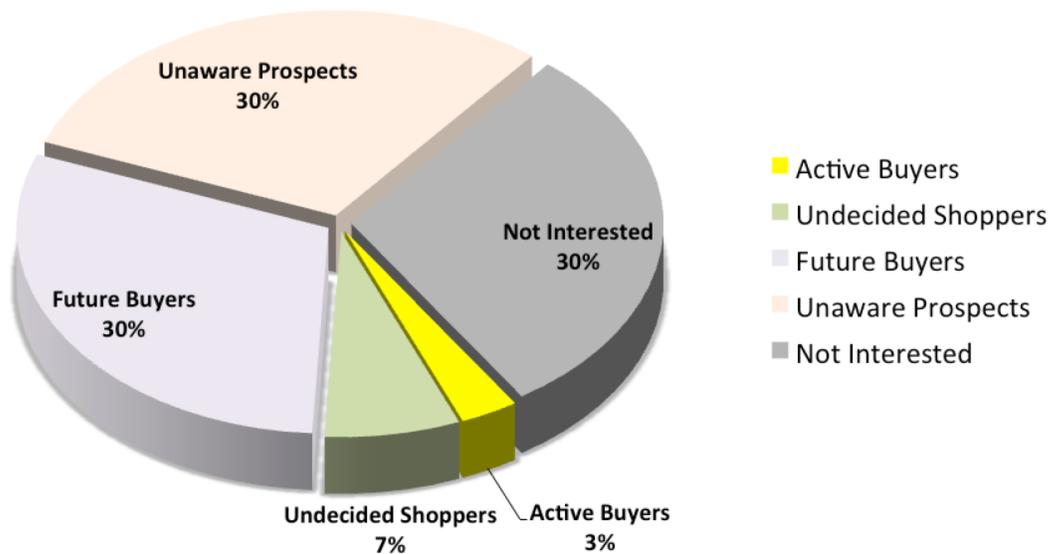


The two biggest problems with broadcast TV are expense and limited targeting not to mention the fact that DVRs let people skip commercials.

Despite these issues, TV can be a very effective method of distribution, assuming two things are true:

1. Your brand is well known, and
2. Those who see your video are in the market for what you have to offer—now.

Studies have determined that, generally speaking, only 3% of any potential customer group are active buyers. In order to impact future buyers and unaware prospects, (those who don't *know* they have problem you can solve) you need to advertise consistently, which is a very expensive proposition on TV.



## 5. PowerPoint or Keynote Presentation



Embedded video in your PowerPoint or KeyNote presentation can be used to add humour, illustrate an important point, or automate a portion of your presentation. The secret to success is to ensure your video has been encoded to make PowerPoint or KeyNote friendly. Generally this means reducing the file size to about 1,000 pixels wide and by using the Windows Media or QuickTime H264 video encoding format. It goes without saying that you need to be actively making presentations to ensure your video is seen.

## 6. E-newsletters and Press Releases



This is one of those little-used opportunities. The trick is, don't put the video in your newsletter or Press Release. Instead, use a picture that links to a video.

The image should look like a video, with a play button and player controls so that reader knows you have a video to show them. Be sure that the hyperlink to your video is set up to open a new window, so that when the video is finished your newsletter is still visible.

YouTube works well as a place to store your newsletter video but it does have its drawbacks. The YouTube environment is full of distractions from advertising to related video designed to keep your viewer on YouTube rather than staying on your website. Instead, employing a private video-streaming service like Amazon S3 gives you complete control over how your video will be displayed without all the usual distractions found on YouTube.

When it comes to press releases or press kits they must conform to industry standards if you want them to be widely accepted. My best advice is to hire a professional to ensure it's done right the first time.

The good news is that video is a very welcome addition to a press release and can 'jump you to the front of the line'.

Press release videos cannot contain blatant advertising but they can be used to draw attention to the accomplishments your business is making or important social issues your business is helping to address.

## 7. In-Store Displays (Digital Advertising)



Tommy Hilfiger <http://bit.ly/1sfHYde> 1

From expensive, multi-screen displays to single, low-cost screens, in-store video has proven to be extremely effective for product demonstration and brand reinforcement. This is where a Context Aware Approach to video production can be very important.

For example, the use of audio is virtually useless in a retail setting and so are long videos. In this instance, your images have to do all the work and your message should be delivered in a series of bite-size chunks that can be consumed and easily and quickly.



## 8. Trade Show Booth Displays

This is an application we're all very familiar with and we know a trade show booth without video is like cake without ice cream. Even a simple PowerPoint can do wonders to draw attention in this busy environment. Again, the images must do all the work because audio is virtually useless at a trade show.

Believe me, I speak from experience. Much like in-store displays, your message should be delivered in a series of bite-size pieces that can be consumed quickly. This is where USBs can be used as giveaways. The secret is to not use the USBs as a medium to just advertise your product. Consider two DVDs: one for your message and another that contains free software, pictures, an e-book or a truly useful instruction video related to your business.



## 9. Social Media Video Marketing Campaigns

The sheer number of options that YouTube, Facebook and LinkedIn offer video marketers can be mind-boggling. But if you're patient and can afford the time, there are plenty of great training programs that detail exactly how to get the biggest bang for your marketing buck.

Here's are links for three great places to start.

[How Facebook Ads Work](#)

[Get Started with YouTube Video Ads](#)

[LinkedIn Video Ads](#)

## 10. Out-of-Home Video Displays

From airports to elevators, private-network video displays are everywhere. Most shopping malls, office towers, pubs and doctors offices boast some kind of video display these days. Advertising in these targeted, out-of-home locations can be surprisingly inexpensive. They're a great way to get your message in front of a captive audience. But once again, the pictures and graphics have to do the heavy lifting because audio is rarely used in these settings.

## **11. iTunes Video Podcasts**

iTunes Podcast is an often overlooked distribution channel. What you may not know is that a Podcast can be audio, video or both. And since iTunes has the 2<sup>nd</sup> largest customer database (Amazon is #1) with credit cards locked and loaded, it really deserves your attention. This is especially true if you're an information marketer.

It does take a little effort to setup an iTunes Podcast channel but the results can be very rewarding. More and more commuters watch and listen to Podcasts instead of radio on their way to and from work. This is largely due to increased smart phone use and updated car audio technology, not to mention the boom in the self-help niche.

## **12. Webinars**

Without question webinars are one of the most powerful online video format available today. This is because they combine video with interactivity. As a presenter you can get immediate feedback from your audience and as a result adjust your presentation to better meet your audiences needs. And because webinars are also 'livecasts' you have all the immediacy and power of live television. Thanks to software like Zoom and WebinarJam Studio anyone can output live interactive video to use for their business or not-for-profit group.

Webinars are quickly replacing traditional infomercials and TV ads because they're so inexpensive compared to any form of traditional TV product. And when you combine a webinar with a strategically targeted online ad campaign you have a winning combination for success. If you haven't attended a live webinar it's time you did. Anyone who is serious about video marketing should take the time to become more familiar with this medium.

This **Video Marketers' Cheat Sheet** was designed to give you a starting point and shouldn't be considered a comprehensive guide on the subject.

For one-to-one coaching or training regarding video distribution and video marketing, feel free to contact me by phone or email.

I can be reached at 902.429.8000 or by email [info@quickstartvideomarketing.com](mailto:info@quickstartvideomarketing.com)

And don't forget to check that very last page for an extensive list of video sharing sites. So many channels, so little time.

## As promised, here is a list of Video Sharing Sites

(By the time you read this some of these platforms may have disappeared. It's the nature of the beast.)

- [56.com](#)
- [Amazon Instant Video](#)
- [Arte Boutique](#)
- [BBC iPlayer](#)
- [Blinkbox](#)
- [Blip](#)
- [Blockbuster On Demand](#)
- [Break.com](#)
- [Brightcove](#)
- [Canalplay](#)
- [CinemaNow](#)
- [Cloudy](#)
- [Crackle](#)
- [Crunchyroll](#)
- [Dailymotion](#)
- [DramaFever](#)
- [Fandor](#)
- [Fearnet](#)
- [Flixster](#)
- [Fox Sports Go](#)
- [France TV Pluzz](#)
- [GOG.com](#)
- [Google Play](#)
- [Hoopla](#)
- [Hulu](#)
- [iTunes Store](#)
- [Joost](#)
- [LiveLeak](#)
- [Megavideo](#)
- [Metacafe](#)
- [MUZU.TV](#)
- [MyTF1 VOD](#)
- [Netflix](#)
- [The NewsMarket](#)
- [OverDrive, Inc.](#)
- [PlayStation Store](#)
- [Popcornflix](#)
- [Quickflix](#)
- [Redbox Instant by Verizon](#)
- [RTÉ player](#)
- [Rutube](#)
- [SchoolTube](#)
- [Shomi](#)
- [SVT Play](#)
- [thePlatform](#)
- [Tudou](#)
- [TVCatchup](#)
- [Twitch](#)
- [Vbox7](#)
- [Veoh](#)
- [Vevo](#)
- [Video Unlimited](#)
- [VideoJug](#)
- [Vidoosh](#)
- [Vimeo](#)
- [Voddler](#)
- [Vudu](#)
- [Vzaar](#)
- [Warner Archive Instant](#)
- [WatchESPN](#)
- [Wistia](#)
- [Xbox Video](#)
- [Xfinity Streampix](#)
- [Youku](#)
- [YouTube](#)
- [Zattoo](#)