

— THE 7 MINUTE GUIDE —

# TO VIDEO MARKETING SUCCESS

---



## **How big of an impact can video have on your sales?**

The answer to this, of course, is a lot. Seriously. No joke. Real story.

If you need proof of this, please pay attention to the recent trend in sales pages on the internet. Do you notice a pattern? More and more sales pages are video sales pages.

In fact, a lot of landing pages that used to have a lot of text and images have been reduced to just one video. This is in keeping with what's going on with the rest of the internet.

Slowly but surely, video is getting a lot more traffic. You only need to look at the traffic trajectory of YouTube as well as the video usage on Facebook to understand what's going on.

Video is no longer an option when it comes to online sales. It has become an absolute necessity.

## **What's So Special About Video Anyway?**

When you use video to sell whatever services or products you are promoting, you get a direct connection with your viewer. You are able to get into his or her head much faster than text or pictures.

Video, when used properly, can guide the viewer through key decision processes that end up with them trusting the option you are promoting. You

step them through knowing about a problem, finding solutions, liking a particular type of solution, and trusting the specific option you offer.

Given the tremendous personal connection possible with video, it is no surprise that branding specialists have been using more of this type of media. Also, if you produce a lot of articles or blog posts, you can easily recycle that content into video format.

Given all of these advantages, it is no surprise that video can easily be spread through many different promotional platforms.

## **Video Enables You to Develop a Brand Faster**

Make no mistake, if you do not have a brand, you have a commodity. I can't even begin to tell you how bad of a problem commodity marketing is.

You have to understand that when you have a commodity, there is really nothing distinguishing whatever it is you're offering with what everybody else is offering. It's all the same in the minds of your target buyer. The only difference, as far as they're concerned, is price.

When you compete in marketing a commodity, the only thing you can do is to compete on price. You probably don't need me to remind you that that is a dead end.

If you think you can come up with a low price, think again. Your competitors can easily undercut you. This is why there is no option when it comes to online marketing. You have to create a brand. When you have a brand, you have a solid gold reason for charging a premium.

Creating a brand means instant trust, which people can rely on again and again. This leads to repeat business. With a commodity, it's anybody's guess whether your previous buyers will come back to you because there are other lower priced sellers on the market.

Make no mistake, videos enable you to build your brand faster. You will be able to come up with a brand sooner rather than later. It also takes less effort down the road to maintain your brand.

Think of video as an ongoing conversation with the needs, concerns and problems of your target customers. With video, you get to put a human face or a human voice in front of them. You are able to create a one to one human connection that involves emotions.

## **Video Enables You to Build a Community Around Your Content**

Another great benefit to video is that since it is so immediate and so personal, it enables you to build communities so much faster. People can read in all sorts of meaning around your brand and your content, thanks to

video. Your video establishes a direction in terms of how people should respond to your content.

Compare this with other types of content. There is no comparison. Because if you can't put a human face on content, then either you can seem generic, flat, lifeless or dull, or worse yet, people may feel that they are free to read in their interpretation.

The last thing that you want to do is to let your target customers define your brand for you. That can lead to all sorts of disasters. Video enables you to maintain some sort of discipline over the brand that you have managed to build up to that point.

## **How to Use Video Most Effectively**

Video must be part of a multi format approach. This is crucial. You have to wrap your mind around this.

Don't for a second think that just because you're using video, that fact alone means your marketing problems are over. I'm sorry to tell you this, but that's not the case. You have to have a multi format approach as far as video is concerned.

Sure, video enables you to convert better. Video enables you to put a human face on your brand. Video also enables you to create an ongoing dialog with your target audience members. These are all well and good, but video forms just part of the big picture.

There are other parts of the puzzle. Don't neglect those other parts. Video must be part of a multi format marketing approach.

This is how you should structure your campaign. There has to be text. This can then be converted to social media content, which can be converted into video, which can produce pictures, diagrams and infographics. It all begins with text.

Believe it or not, the power of your video lives or dies based on your scripts. Mess up your script and you're not going to connect. It's that simple.

You have to speak to the values, the fears, and the concerns and desires of your target customer. It doesn't get any simpler than that. And the best way to do this, of course, is through text.

But with video, you can layer on all sorts of imagery as well as the power of voice-overs, and mood music. All these work together.

The old saying that pictures are worth a thousand words is absolutely correct when it comes to video because with video, you can speak thousands of words worth of messages just with the music alone.

And that is just one element of your video. Can you imagine the kind of messages you can convey without spelling them out by simply playing certain music and showing certain images as somebody speaking to the viewer?

## **Video is that powerful!**

- You are in control.
- You are in the driver's seat.
- You direct the conversation.

A lot of people are thinking that video simply means that there is some sort of one way conversation going on. These people can easily be forgiven for thinking that when you watch a video, it all boils down to content consumption.

After all, the person watching doesn't really write the script. They just sit down, they play the video, and either they get the message or they don't. Either they accept it or they don't.

Well, there's a lot more going on than meets the eye. When you watch a video, you're actually reading into it the meaning that you want. This forms the two way conversation, and that's why it's really important for you to use video marketing to jointly create with your viewers a brand perception that can lead to conversions.

Well-made marketing videos understand that viewers are reading into the video their backgrounds, their prior understanding, their biases, and their expectations. Well-written video scripts enable viewers to “fill in the blanks” in the video’s presentation so as to improve the overall value of the video instead of weakening it.

In fact, great marketing videos make it seem that the product or service they promote are actually the idea of the viewer. That's how awesome these scripts are.

Besides working with the viewer's built-in conceptions and ideas, well-made marketing videos walk the viewer through the trust creation process. Make no mistake, if you want to sell anything, you have to build trust. Trust is what opens the door to sales.

Great marketing videos properly educate the viewer to build credibility. Once the viewer feels she or he knows enough about the solutions to the problem they are trying to fix, they are more likely to like one type of solution compared to the others available.

After this, the viewer is more likely to trust whatever product or service the marketing video is trying to push.

This migration from knowing about a problem's solutions to actively trusting one particular solution doesn't happen at the same pace for all consumers. Some don't need much convincing. Others need a lot more work. Regardless, your marketing video has to walk them through this trust building journey.

