



**the best
video marketing**



Tools and Resources

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The Best **Video Marketing** Tools and Resources

I'm going to show you the best tools and resources available for creating and editing marketing videos! You've probably heard of some – but I'll bet some of these tools are ones you never heard of until now.

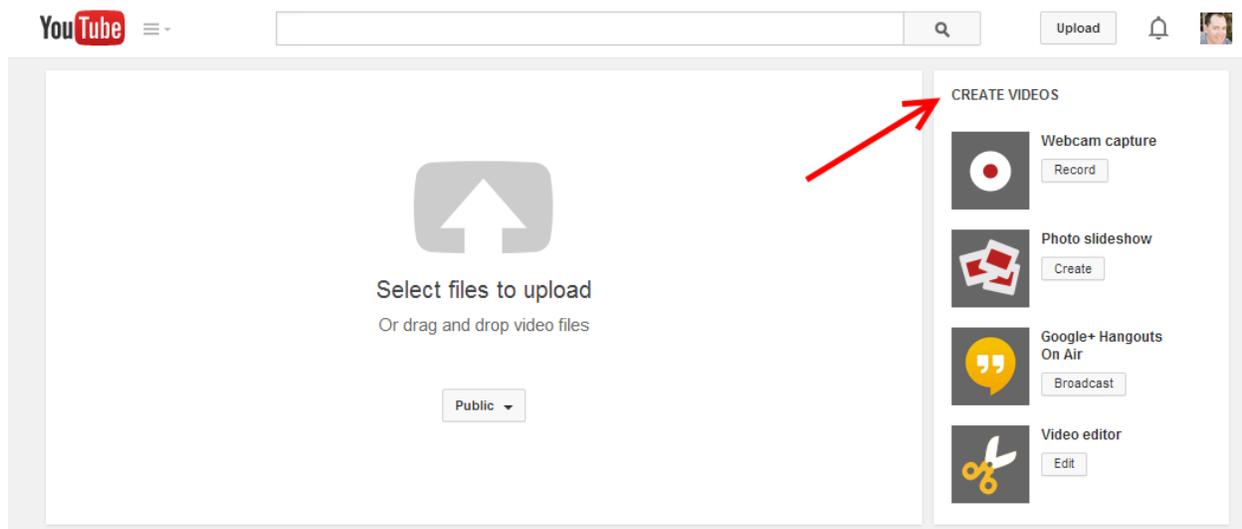
And amazingly, many of these tools are free or relatively low cost.

By no means do you need all of what I list below. That would be overkill.

Okay, here's the list...

Video Creation and Editing Tools

[YouTube's own video creation](#). You can record from your webcam, create slide shows, or curate from Creative Commons shared videos. Simply login to YouTube (you'll have to have a Gmail account for this) and then click the Upload button to get this screen below...



[Google Hangouts On Air](#) – Google Hangouts allows you to record from your webcam, record your desktop, or both and interact with others on a call. Think of it like a webinar. You don't need attendees to hold a Hangout. You can go on live and give your presentation. The video will be recorded and available as a Hangout (which people can watch later) or as a YouTube video.



Live-stream with Hangouts On Air

Go live from your laptop

Have a topic you want to share with the world? Go live in front of a global audience directly from your computer in only a few clicks. You can stream a conference keynote, host a worldwide concert or moderate a panel discussion with international experts. [Learn more](#)

Download Hangouts:

[Google Play](#) | [iTunes App Store](#) | [For your computer](#)



Share your recording after you're On Air

Once your Hangout On Air is over, it's easy to keep the conversation going. The recording will be publicly available on Google+ and on your YouTube channel, ready to be shared.

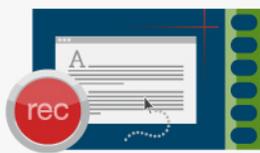


Tune in to upcoming Hangouts On Air

Check the schedule of upcoming Hangouts On Air and find a diverse list of interesting broadcasts to add to your calendar. [See schedule](#)

[Camtasia](#) (PC) Camtasia is the best screen recording tool out there. It also has advanced video editing features that make it possible to produce professional videos without much trouble. I use Camtasia on my Mac, but it is not as good as the PC version. I hear Screenflow is the better choice for Mac users.

Camtasia gives you the tools to...



Record It All

Use Camtasia's powerful screen recorder to capture anything on your screen. Or, import camera video, music, photos, and more to truly customize your videos.



Create Powerful Videos

Edit and enhance your videos with Camtasia's powerful editor, ready-to-use themes, animated backgrounds, graphics, callouts, and more.



Engage Your Audience

Produce interactive videos with clickable links, tables of contents, search, and more. Then, easily share videos that your viewers can watch anywhere, anytime.

[Screenflow](#) (Mac). Like Camtasia, Screenflow is for high-quality screen recording and editing videos. You can also record from a webcam.



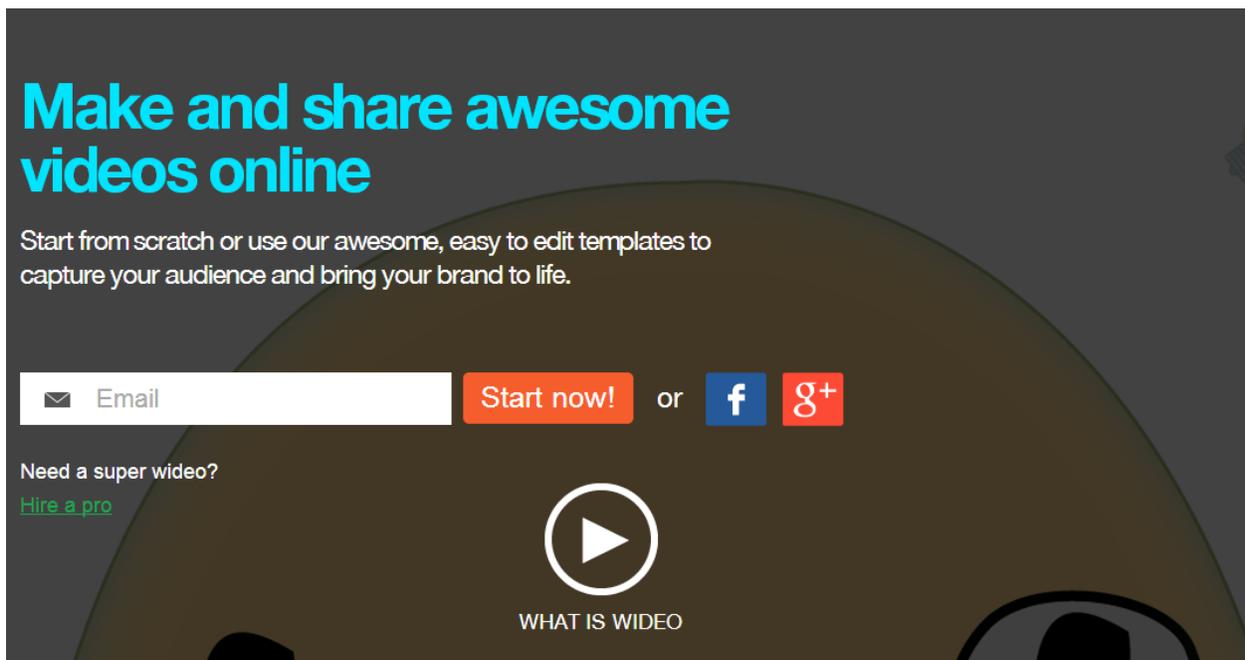
[ScreenFlow](#) | [What's New](#) | [Features](#) | [Options](#) | [Stories](#) | [Resources](#) | [Specs](#) | [Upgrade](#)

ScreenFlow. Everything you need to create the perfect screencast.

Screen recording and video editing software for creating high-quality software demos, video tutorials, video training, and presentations.

[Jing](#) - a free recording tool offered by the makers of Camtasia. It has some limitations on editing and recording time – but many online marketers use it for recording short videos or even sharing desktops.

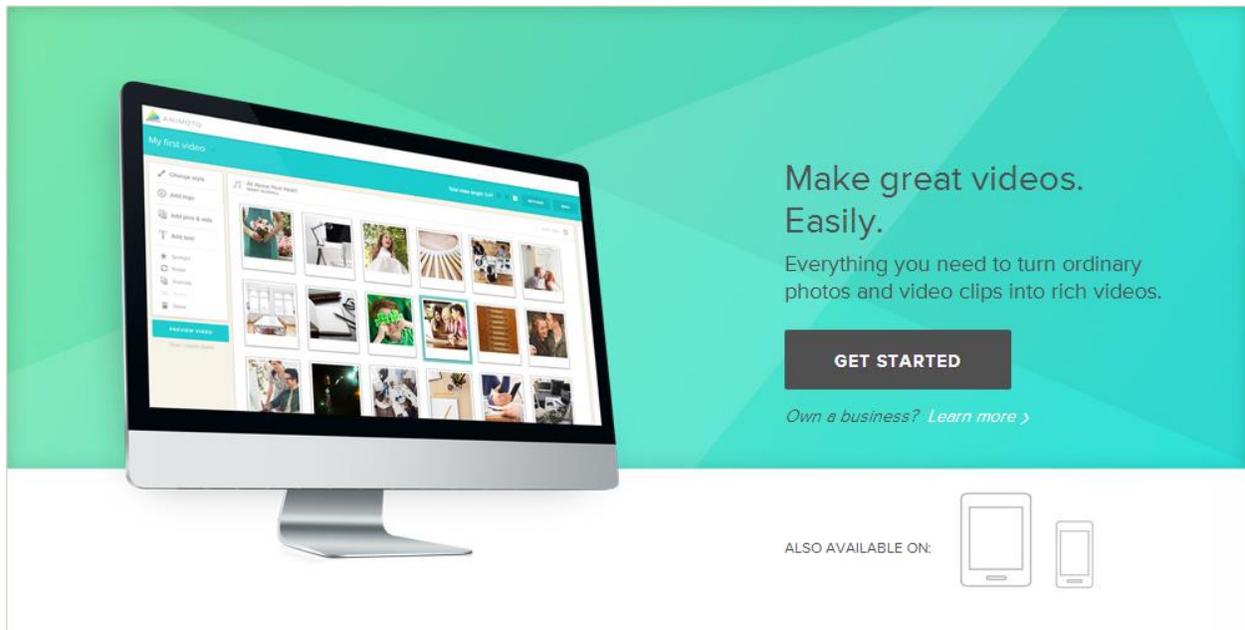
[Wideo](#) – one-off animated video creation. With Wideo you can create your own animated videos or have someone else do it for you.



[GoAnimate](#) – Really GoAnimate is the go-to site for creating animated videos and as they say “...Animated video lets you tell your story out loud! You're not passively capturing events with a camera. You're making emphatic points, clearly and without constraints.”



[Animoto](#) - premium video solution - gives you tools to create professional slide presentation type videos from photos, images, and your own video clips.



VideoMakerFX – Relative newcomer to video-making but they provide a useful and affordable option for making slide-type videos. They offer several templates which make it easy to get a sales video done quickly.



Easy to Use & Master

What Video Creation Software Doesn't Take Weeks Or Months To Master? Master It In Hours With VideoMakerFX!



Make AWESOME Videos

Make Awesome Videos In Minutes Using VideoMakerFX. Watch Some Of The Samples Below!



No Restrictions. Ever.

No More Limits! No Watermarks! Create Unlimited Videos & Have Full Rights To Everything Made!



Grow Your Sales

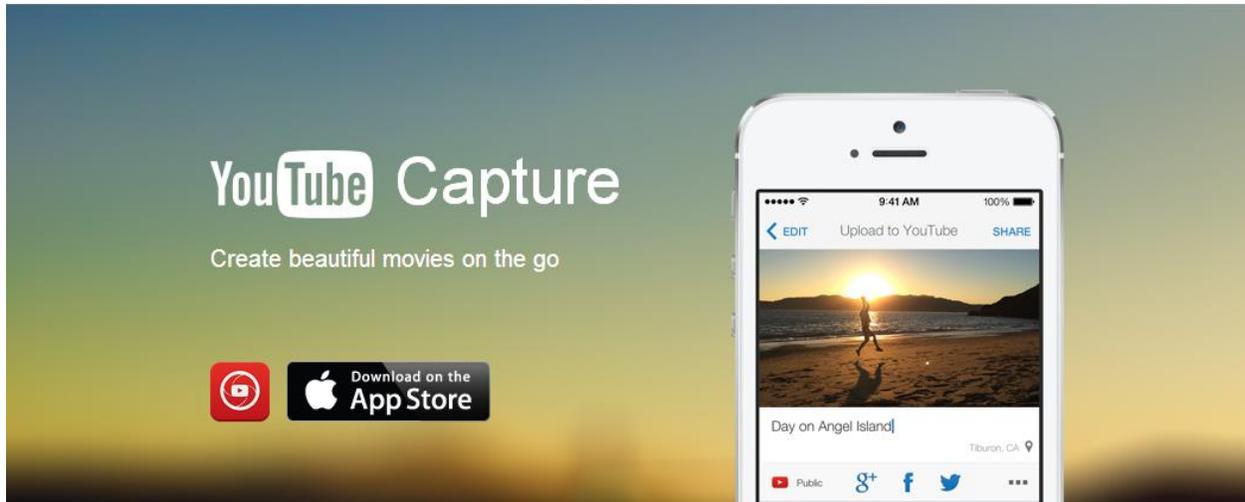
Captivate & Engage Your Audience. Make Easy Videos For Just About Anything!

Cameras

From DSLR's to high-quality digital recording cameras you will find a variety of options are available. I am not a camera expert – the tools I list below are what I personally use in my business. I simply made the choice to NOT list other cameras here because I have no personal experience with them.

Smartphone with a camera / video recording. Many viral videos were simple recordings from a smartphone. With a little practice you will get the hang of creating great videos from your phone or [if you want a more formal training check this out.](#)

YouTube Capture app – YouTube Capture let's you record, edit, and load video straight to YouTube, Facebook, etc. This tool is very handy for recordings “out in the field”. You'll find many similar options – I've only used Capture thus far and it works fine for me.



[Logitech c920 HD Pro Webcam](#) – this is the camera I use for my on-screen recordings. Excellent quality camera and it compresses the 1080p recordings at the camera so you don't have these massive files to move around and edit. It works on Mac or PC. And it works with tripods.



Logitech HD Pro Webcam C920, 1080p Widescreen Video Calling and Recording

by Logitech

★★★★★ 1,754 customer reviews | 575 answered questions

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Secondary Tools and Resources:

[A presentation maker](#) like Microsoft Powerpoint, KeyNote, or one of the open source options. Let's quickly go over why you might need a slide presentation tool like Powerpoint. If you buy / use Camtasia or Screenflow to create videos, then you can record presentation style videos you make in Powerpoint too.

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If all you plan to do are presentation type videos, you may benefit from tools like GoAnimate or Animoto where you can easily make beautiful slide-type videos. This saves the time of “styling” your Powerpoint or Keynote slides and getting the aspect ratio right etc.

A written script / outline of what you plan to talk about. If you plan to talk on the video, do every viewer a favor and make an outline / script. Everyone is busy. They don't want to listen while you ramble off on tangents or forget what you were going to say.

A place to store the videos - YouTube, Vimeo, Amazon AWS (somewhere fast). Compared to articles or images, video files are big. And videos need to be played and stream over the internet. IT IS CRITICAL that your video be stored on one of these so the video loads and plays gracefully. If you prefer to keep the video more private, then use Amazon AWS (and plan to install a video player on your website).

A video player - YouTube, Vimeo, Simple Video Pro, Windows Media Player, Quicktime. YouTube and Vimeo are the biggest, most widely recognized, highest traffic video player websites. Once you load your video to their site(s), you can “embed” a link to your video back on your own website or on social media sites. Putting your video on YouTube or Vimeo is FREE (some strings attached for commercial videos on Vimeo). More about Simple Video Pro later.

Windows Media Player or QuickTime are good for watching videos locally on your computer (without the internet).

Freeimages.com – You will have a constant need for images in your presentations. Of course, you can buy them from stock photo sites. But I like to find free options if I can. When you need an image, try Freeimages.com. They are connected with iStockphoto.

Auphonic - if the audio on your video doesn't sound quite good enough, upload it to Auphonic and just let them do their thing with it. It's free to use. Auphonic basically re-masters the audio from your video (or audio file).

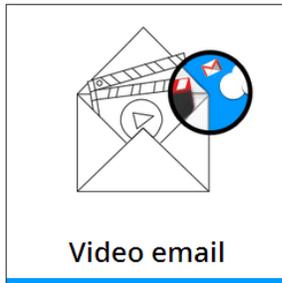


Audio post production web service and software for broadcasters, podcasts, radio shows, movies, screencasts and more

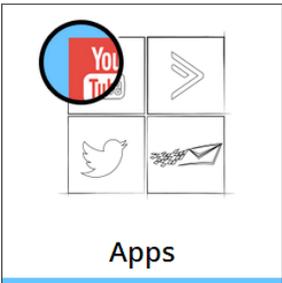
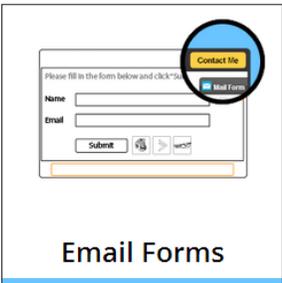
Nice-to-Have Resources (very important as you get more into video):

[Magic YouTube Xtractor](#) – this handy tool lets you generate a list of keywords from the Google Keyword Planner (or paste in your own list of keywords) and then it will go and tell you how many videos on YouTube are targeting the keywords. Awesome! (YouTube is the Internet’s second largest search engine – so finding keyword phrases with no videos is a gold mine!) Plus you can dig through the results and see other important details about the videos that do exist!

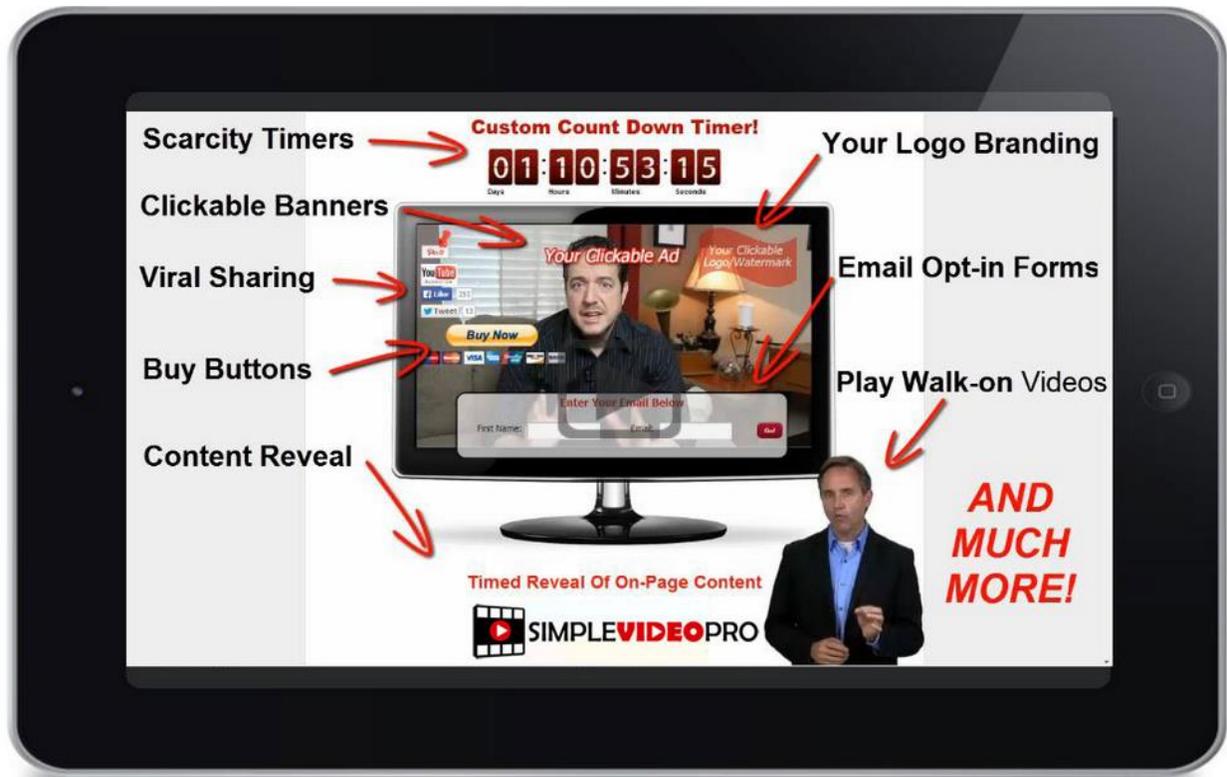
[Viewbix](#) - adds lead generating capabilities to the surface of your video - which is proven to increase shares, purchases, registrations etc. Viewers don’t always understand what to do next when they watch your video – with Viewbix, you can basically put your call-to-action right there in front of them.



Get a complete **video marketing** platform that lets you add lead generation tools to your videos. Increase your click-through rates by up to 400%!



Simple Video Pro – Simple Video Pro is for serious marketers who want videos that have the same marketing features as web pages. With it you can add email optin forms to your video, you can make it so your video looks like it is playing on a computer monitor (or a variety of other “skins”), it has a countdown timer, and social sharing right from the video.



[TubeAssist](#) – Ever wonder how some people have seemingly endless energy to engage and build community? Granted, some marketers are naturals at it, but some use software to help. TubeAssist basically works to help build the popularity of your YouTube Channel by engaging with other channels and viewers for you.

MORE REAL VIEWS & SUBSCRIBERS - GUARANTEED.

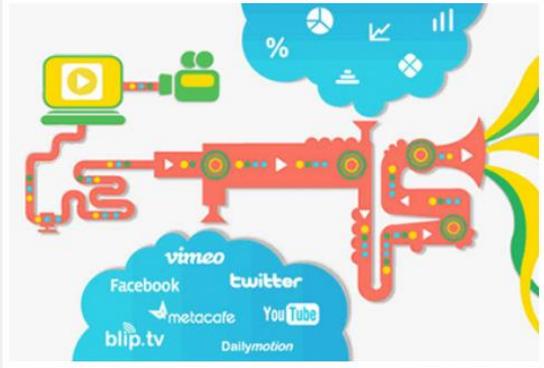
Automate your YouTube™ Marketing

Use our powerful automation tools to effortlessly drive targeted traffic to your YouTube channel & videos.

It's so easy that you can have your first campaign up and running in *minutes* seconds.

[Create an Account Now](#)

[Oneload](#) – Oneload is a service that makes it easy to syndicate your videos to a variety of video platforms. Most of us only think of YouTube or Vimeo for video, but there are many other popular video sites where you can gain visibility for your business. With Oneload, you upload your video to their service and they distribute it to a list of platforms that accept video.



The banner features a central illustration of a red video player with a play button, connected by colorful lines to various social media and video platform logos including Vimeo, Facebook, Twitter, Metacafe, YouTube, Blip.tv, and Dailymotion. Above the player are icons for analytics like a pie chart, percentage sign, and bar chart.

Video Distribution Simplified.

OneLoad is the leading solution for online video creators and advertisers to seed videos to the top video and social destinations.

Upload once. Distribute anywhere.

Free Sign Up

Wrapping Up

I want to point out a couple of things for those who are totally new to making videos...

If you want to record training videos, how-to type videos, or record yourself speaking on camera, then Camtasia / Screenflow are the best. These tools are for creating videos where the viewer gets to “look over your shoulder” while you do stuff. (You can use these to create slide type presentations as well).

If, on the other hand, you only plan to record slide presentations, then start with YouTube’s video creation, Jing, Wideo, GoAnimate, [VideoMakerFX](#), or Animoto. The premium options give you a more professional looking presentation but they cost more and have more of a learning curve.

As far as camera’s go, a smartphone works fine. Even video marketing pro’s like [James Wedmore](#) use an iPhone for regular video production. There’s no reason to commit the cost of a big time video camera or a high cost video production company for most of your marketing videos.

I've shown you a lot of software, tools, and resources here. It can be a little overwhelming.

Here is my advice: take action.

Go create 10 videos over the next week or two. Upload them on YouTube. From your experience you can decide what tools you want to further explore!

Thanks,

Jim Shirley

P.S. Would you like to learn how I use videos to get a steady stream of visitors to my website each day? If so, schedule a free consultation with me where I'll explain exactly how I use videos in my business and how you can too...

+1 720-663-7621.