

MARKET YOUR BUSINESS WITH VIDEO



VIDEO MARKETING FOR BEGINNERS

Bspoke Marketing

Video Marketing For Beginners

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Video marketing can provide some very high returns on investment. Business owners know that they need to be creating videos around their business to promote their brand. In this guide you will learn exactly what you need to do to get the results that you want from video marketing. We leave no stone unturned.

In this powerful guide you will learn the true benefits of video marketing for your business. You will also learn what you need to do in order to be ready for your video marketing. It is critical that you provide the right types of videos to satisfy the needs of your audience.

You must approach video marketing in the right way to see the best results. It is always best to plan your video content schedule and be consistent with your posting. The guide will show you how to optimise your videos for search and other proven promotional tactics. So, let's get on with it shall we?



Video marketing is a powerful way to obtain more leads and sales for a business. A lot of businesses do not use this marketing method because it takes time and effort to create videos. But they are missing out on a great way to market their business. By following the advice in this powerful guide, you can take full advantage of video marketing.

You can share any message using video and it can be tailored to any audience. No matter what your goal is with video marketing you can achieve it. Use video marketing to: 1. Drive more traffic to your website 2. Obtain more leads for your business 3. Make more sales

Positive Results from Video Marketing Surveys

There have been numerous studies on the impact of video marketing. Internet giant Cisco estimates that online video will account for 82% of all consumer traffic on the Internet by 2022. It was also determined through surveys that viewers will retain as much as 95% of the message in a video. They will only retain around 10% of a message that is text-based.

A survey was conducted of businesses and around 83% of them said that they would use video marketing more if there were no challenges such as the time it takes, the effort required to create high-quality videos and the cost of equipment and other expenses.

Of those that already participate in video marketing, a survey revealed that 89% of them stated that they achieved a good ROI with it. All of the survey results suggest that video marketing is a very effective way for a business to get their message across to their audience.



Video Drives Up Audience Engagement

These days there are many places where you can share your videos and get your message across. The most popular platforms for video are: • YouTube • Facebook • Instagram • Tik Tok • Snapchat • Vimeo • Daily Motion

YouTube is the second largest website in the world and the second largest search engine after Google. Billions of users visit YouTube every day trying to find answers to their questions. If you only use one platform to share your videos on it has to be YouTube. Other video sharing sites such as Vimeo and Daily Motion are very small in comparison.

If you have a Facebook profile (which you should do) then be sure to share your videos there too. Facebook is the third largest website in the world, and videos are by far the most engaging media on the platform.