

How to use video to market your business.

Incorporate emotionally compelling video into your marketing strategy.



Marketing your Business with Video.

Marketing your business these days can be a little daunting. Well, a LOTTA daunting. You spend time and money getting the perfect website, business cards, mailers, and a Facebook business page. These things are wonderful, but in and of themselves, they will not bring new clients to your business. In fact, those things are only part of your marketing solution.

You have to be smart.

You need to market to people in the way that they are consuming media. And today, that means video. My dad always says to me, “You just have to have a story, and tell that story to as many people as possible.” And what better way to tell a story than through video.

Here, you’ll learn:

- Become clear with your marketing goals
- How to incorporate video into your marketing strategy
- What types of video you should think about producing (for different results)
- And what to do with that video **once it’s made**

Let’s get started.

The What and The Why

Before you begin to think about adding video into your marketing strategy, you first need to figure out what you want the **result of the video marketing to be**.

This is an important step, because without it, you'll waste tons of time and money, with very little return. And did I mention you'll feel frustrated?



What & Why's

Here are a few examples of results you might be after.

1

AWARENESS AND CONNECTION

Maybe you need people to become aware of your new product or service. But more than that, you need them to feel connected to what they are seeing. You need to stimulate their emotions.

2

WIDER REACH

Maybe you are doing well locally, but you are trying to expand into a new market. You'll need people in this new area to hear about what you are offering.

3

SHOW PERSONALITY & BE MORE MEMORABLE

Maybe your product or service is just like a ton of others out there (i.e. wedding photography). What's the best way to separate yourself? By connecting with the viewers! Maybe you have an exceptionally fun personality, when the majority of the others in your field do not. Show it off! Or, you have a unique product, but need to really stand out from the crowd. A great example of standing out would be for the product "Poo-Pourri". If you don't know what it is, check out their ads on YouTube. I guarantee you'll remember it.

4

PEOPLE WANT WHAT OTHER PEOPLE WANT

Have you heard this said? It's totally true. Client testimonials in video form can be one of your most effective tools to get more people to buy from you.

5

DRIVE TRAFFIC TO YOUR WEBSITE

Maybe you need more eyeballs on your website. This is a sister result to "awareness and connection", but here, you're specifically trying to get more people to spend some time on your site.

6

MORE CONVERSIONS

Maybe you have people coming to your website, but they are not actually purchasing anything. Here, you try and connect/entertain/move people into buying what you're selling.

“

OUR JOB IS TO CONNECT TO PEOPLE,
TO INTERACT WITH THEM IN A WAY
THAT LEAVES THEM BETTER THAN WE
FOUND THEM, MORE ABLE TO GET
WHERE THEY'D LIKE TO GO.

SETH GODIN

Professional Videos

Here are types of professionally produced videos that could really help you connect with your ideal clients.

But more importantly, I've also listed the result-area that the video will help bring attention to.

1

SHOWREEL

A showreel is a video featuring you doing your job. It's a way for people to connect to you and why you do what you do.

GREAT FOR: CONNECTION + SHOW PERSONALITY

2

CLIENT TESTIMONIALS

Hearing from real past clients can make a huge impact on someone who is interested in your services, but are on the fence.

GREAT FOR: PEOPLE WANT WHAT OTHERS HAVE

3

PRODUCT/SERVICE DEMO

Want to show how your product or service works, in detail? People want to see things in action. Great example: go to YouTube and look up Blendtec Blenders. "Will it blend? That's the question!"

GREAT FOR: MORE CONVERSIONS, AWARENESS

4

STAFF PROFILE

Not only used so people can get to know your awesome staff, this can also be used as a recruiting tool.

GREAT FOR: DRIVE TRAFFIC TO WEBSITE

5

WEB COMMERCIAL

Used like a TV commercial, these videos have scripts and actors, but are just shown on your website and social media.

GREAT FOR: WIDER REACH, DRIVE TRAFFIC TO WEBSITE

6

FREQUENTLY ASKED QUESTIONS

What a unique way to answer customer questions! They can get a sense of you and your company, and it's very rarely done.

GREAT FOR: MORE CONVERSIONS, SHOW PERSONALITY

7

HOW TO'S

In the same vein as product demos, these videos are more about actually teaching people how to use your product.

GREAT FOR: MORE CONVERSIONS

8

INTERVIEWS

Here is a great way to bring in other experts and cross pollinate between brands! Set up an interview with a person who is in line with what you do. Great example: Maria Forleo.

GREAT FOR: DRIVE TRAFFIC, BE MEMORABLE

9

EMAIL VIDEOS

Instead of just sending out emails full of text, why not add a video instead? Most people like to watch videos instead of read through text.

GREAT FOR: DRIVE TRAFFIC, MORE CONVERSIONS, SHOW PERSONALITY

10

LANDING PAGE VIDEOS

Sending people to a landing page? Talking directly to them in a video can help sell your product or service better than text alone.

GREAT FOR: MORE CONVERSIONS, CONNECTION

11

IN-STORE/ONLINE PROMO

Having a sale in your store or on your website? A quick personal video can be a great way to get people excited about it!

GREAT FOR: AWARENESS, WIDER REACH, MORE CONVERSIONS

12

SOCIAL FUNDING WEBSITE

Are you trying to raise money for your project or business through a site like Kickstarter? A professional video makes a huge difference in how many people decide to give money.

GREAT FOR: CONNECTION, BE MEMORABLE

NON Professional Videos

Even though this guide is all about types of professionally produced videos, not everything has to be super slick.

In fact, sometimes, super slick can send the wrong message.

If you want to be organically authentic, these 4 types of videos can be your friend.

You'd use your phone to shoot and post these to FaceBook or Twitter.

1 **TWITTER OR FACEBOOK SHOUT OUTS**

Used for connecting with clients in a short and meaningful way, you can reply to a post, or just show some love.

GREAT FOR: CONNECTION + SHOW PERSONALITY

2 **CLIENT THANK YOU'S**

Was your client just awesome to work with? Show some real gratitude, and thank them in a quick, personal video thank you.

GREAT FOR: CONNECTION, MORE CONVERSIONS

3 **THOUGHTS**

Have an amazing thought or idea as you're randomly going through your day? Film yourself talking it out, and post it!

GREAT FOR: CONNECTION + SHOW PERSONALITY

4 **BEHIND THE SCENES TOUR**

A visual, real-time tour of your office or workspace is a great tool to show "behind the scenes" of where the magic happens. And we all love seeing behind the scenes.

GREAT FOR: SHOW PERSONALITY, BE MEMORABLE

WHAT'S NEXT

So, you've now got some new, amazing
videos produced for your business!
Hooray!

But, now what?

It's not enough just to have the videos.
You have to have a plan.

Here are some steps to take, and some
places to put them, that will help set you
on the path to getting more business
using video.





CREATE YOUR PLAN

First thing you're going to do is create what I like to call a "marketing calendar". You'll figure out your marketing tasks, day by day: what you'll work on, for how long, and what the result will be.



PUBLISH & WEBSITE

Second, you'll figure out where you want to publish your new videos, and where you'll be putting them on your website.



SOCIAL MEDIA STRATEGY

Third, you'll start to put your plan into action. You'll start putting your videos on social media, either by themselves or within an ad, and you'll create conversations with those videos.



PRESS

This bonus step is for those of you who have created a video that could be used in an electronic press release to help promote your business.

SAMPLE CALENDAR

Let's take an example of a Realtor marketing her business. She already has a simple website, a Facebook business page, a LinkedIn profile, and of course house for-sale signs and business cards. She also has several clients who love her! But none of those things are helping her generate more business as of now. So, she commissioned three types of videos: a showreel, client testimonials, and an landing page video. Here are her next steps:

TASK LIST:

MISC:

- Create business YouTube channel, with designed header, and add all videos (including any non-professional videos you create)
- Update website with Showreel on front page, and client testimonials
- Create blog if you don't already have one
- Write and create sequential emails for email sign up list
- Design landing page with video at top
- Create social media calendar, with publishing dates for the client testimonials, and other fun content
- Write a press release for business, using a unique angle, and include showreel

FACEBOOK

- Design video ad, and set budget
- Update business page with Showreel as a pinned post at top of page
- Join any Facebook groups that correspond to where you'll find your ideal client (i.e. lawyers, business owners, etc.)

LINKEDIN

- Design video ad, and set budget
- Update profile page with Showreel and client testimonials in your Summary section
- Join any LinkedIn groups that correspond to where you'll find your ideal client (i.e. lawyers, business owners, etc.)

Plotting the Plan

Once you have your tasks mapped out, it's time to decide how much time you have to devote to marketing tasks every day. Then, you'll prioritize your list by what needs to come first, second, third, and so on. Then you'll plot them on your calendar, fitting them in to how much time you have. Some things will not get done in a day—rather, one task might be spread over several days.

The key is to stay consistent. It's better to do a little bit every day, than spend tons of time working on a project, just to get burned out and not come back to it for weeks.

Here is a sample of the first 30 days of tasks, to give you an idea of how to plot your plan. Of course, this does not include all of the tasks. Things would still continue on to the next month.

In this example, our Realtor has decided she can spend 45 minutes during her day on marketing tasks.

	1 Create YouTube (YT) business channel and upload all videos	2 Research graphic designer to design YT Channel banner	3 Update website with Showreel on front page	4 Update Facebook page with Showreel only, as a pinned post	5 Update LinkedIn profile with all videos in Summary Section	6
7	8 Research and join Facebook/LinkedIn groups where your ideal client is	9 Create business blog, if you don't have one	10 Research proper press release format, and list of where to send	11 Write unique press release, and include Showreel video	12 Send out electronic press release, become friends with past clients on FB	13
14	15 Record a non-professional video, and upload to YT	16 Publish first client testimonial on FB, and tag clients	17 Spend time replying to comments on FB videos	18 Research Facebook ads	19 Research LinkedIn ads	20
21	22 Create/plan social media ad budget	23 Create Facebook ad using Showreel video, and schedule	24 Create LinkedIn ad using Showreel video, and schedule	25 Publish second client testimonial on Facebook, and tag clients	26 Sign up for a email marketing account, if you don't have one already	27
28	29 Start writing sequential email copy for email subscribers	30 Continue writing email copy				

A FEW QUICK TIPS



WHEN YOU PUT YOUR VIDEOS ON FACEBOOK

Rather than putting your videos on Facebook by using a link to YouTube, publish the video *directly on* Facebook. You will get more views and shares, because the video automatically plays (rather than the viewer having to take the step of pressing “play.”)



TALK BACK

One of the most important aspects of marketing is to create a *conversation*. So, once you start publishing and sharing videos online, make sure to talk back with the people who are taking the time to comment on your video. Warning: ignore the negative trolls.



OPTIMIZE THOSE VIDEOS

When you upload your videos to YouTube, make sure to provide rich descriptions of what the video are about, and tag the video with lots of keywords *that your ideal client will be searching for online*.



CONCLUSION

I hope you found the information this PDF helpful.

My goals for you are that you:

1. Get excited about marketing your business! Remember, connect emotionally with your ideal client, and they will want to work with you.
2. You'll make the money that you spent on videos back within 3 months.

Melissa Blue Photo can help you with the following:



Modern Images

You need a business photo that conveys multiple things: warmth, confidence, and above all, trust. Whether you're a realtor, banker, lawyer, or a brand new graduate looking to land your first job, Melissa Blue Studio can help you achieve an exceptional picture that will help get you gain more clients or land that job!



Video Content

Connection. That's what sets apart a successful business from one that struggles. We can help you create videos that move people. That show your "why".



Business Branding and Plans

We can help set up a unique marketing plan, with checklists and a step-by-step calendar that you can easily follow. We can also help you design a new logo, business cards, post cards, Facebook and YouTube banners, and much more!

www.melissabluephoto.com 323-457-4074 melissa@melissabluephoto.com