# Video Marketing Script

Webinar title: *Top 10 Ways to Use Video to Market Your Business*

**SLIDE 1**

Hi everyone. I see a lot of people logging in here now. Thank you very much for joining us for the Top 10 Ways to Use Video to Market Your Business. We have a lot of people still joining in here, so we’re going to give it a few minutes before we get started. If you have any last minute phone calls or emails or you need to run to the restroom or get a drink of water, please do that now and come back in the next couple of minutes and we’ll get started, okay? Thank you.

Welcome again everyone. I see a lot of people joining in here now. Thank you very much for joining us for the Top 10 Ways to Use Video to Market Your Business. We’re going to get started in just another minute, so if you need to grab a drink of water or finish up any last minute emails or phone calls, please do that now and we’ll get started in just a minute. Thank you.

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Okay, let’s go ahead and get started everyone. Thank you so much for joining us here for the Top 10 Ways to Use Video to Market Your Business and Why Every Business Should. I really believe that every business should be taking advantage of video nowadays and I’ve seen every industry imaginable use video effectively. So it really doesn’t matter what business you’re in or the size of your business, there is a way, I can assure you, to use video to market your business effectively. I’m going to share with you the 10 ways I think you can use video and, hopefully, we’ll spark some ideas as to how your business can take advantage of video in your marketing mix.

Just a couple logistics here before we get going. First of all, I will be recording this presentation and I’ll send you a copy of the recording afterwards. You can sit back and relax. You don’t to take real intense notes. You’ll get a copy of this presentation and you can go through it whenever you like as many times as you like.

Next, I will be taking questions at the end of the presentation so, please, if you have any questions chat them into the box that you see below this presentation. Just go ahead and chat your question in there and I’m going to answer as many of them as I can at the end of the presentation time permitting and, also, ability permitting.

Sometimes you stump me with some really tough questions. If that’s the case, we’ll be sure to follow up with you individually after the presentation here in the next 24 or 48 hours and make sure that we answer any of your individual questions, but I’ll get to as many of them as I can here at the end of this presentation so just go ahead and chat them into the box below.

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All right, let’s go ahead and get started. Again, you are at the Top 10 Ways to Use Video to Market Your Business and Why Every Business Should. Let’s start off by answering this question of why video. Why are we having a presentation saying that every business should use video to market their business? Well, here are some interesting stats from Nielsen.

While traditional TV viewing was up only .2 percent last year, Internet video was up 35% and mobile video went up 20%. So video on the Internet and video watched through mobile phones or other mobile devices such as iPads continues to grow at a very rapid pace. I say ‘continues’ because this trend really has been growing like this for the last 10 years or so. I mean video has been on an absolute tear and it shows no signs of slowing down. The reason for that is I think it’s so easy for people to create video nowadays. You have video cameras on most of the cell phones. You have easy pocket f lip video cameras you can buy. You have video cameras that are very high quality often times in your laptop or computer now.

It’s just very easy for people to create video and to share video and video is very engaging. I think why TV has been the top advertising medium for so long is that it is engaging. People like that combination of sight and sound and now you’re able to get that on the Internet and on your mobile devices very easily. So for all those reasons, video really is continuing to grow like crazy.

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As I said, video is very engaging and because of the Internet it’s also very easy to share. You can see here some interesting stats, these showing habitual video sharing site users. What that means is just people that go to video sharing sites on a very regular basis. You can see the numbers in orange, that’s the percentage of people that are going to these video sharing sites on a typical day.

As you can see, in 2006 that number was eight percent. In 2011 that number was 28%, so it’s more than tripled. The number of people going to these video sharing sites on a typical day has more than tripled and, again, I think that’s because video is easy and engaging and all of the top sites have made it easy to share video. So, people are having a lot of fun with video and that’s shown in these states here.

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Next, this Forrester Study says that any given video in the index – by index, they’re referring to the actual search engines, so in the Google Index – stands about a 50 times better chance of appearing on the first page of results than any given text page in the index. So the translation is saying that if you have a video in the Google search engine you have about a 50 times better chance of getting that video on page one of the search engines vs. a text page in the search engine.

For a long time the search engines were really just about text, now video is really, really becoming an important factor in getting ranked in the search engines quickly and there are a lot of reasons for that. One, again, video is very popular and engaging and, two, Google owns YouTube; YouTube, of course, being the number one video search engine and sharing site on the Web. So, Google obviously has a real incentive to make sure that videos in YouTube are showing up very well in the search engines.

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You can see here what a video looks like when it’s ranking in the search engines. Not only do they rank well, but you can see here they’re an engaging presentation. You can actually see a picture there of a little clip from the video right in the search rankings; whereas, all of the other rankings look much more bland because they’re all text.

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Video has become a very, very important tool in getting search engine visibility, so that all adds up to more traffic, more engagement with the people that you actually get from that traffic and, also, better search engine ranking. So the real question is, why not use video, right? The answer is there’s not a good reason. As I said, I think that every business in every industry of every size can take advantage of video in their marketing mix.

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So that’s the ‘why’ of using video, let’s go ahead and move on to the Top 10 Ways to Use Video to Market Your Business. What I’m going to do here, again, is that I’m going to take you through 10 real-life examples that I hope spur some ideas in your mind as to how you could use video effectively at your business.

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This is not necessarily in any particular order, but number one is—

1. Give Your Elevator Pitch

I have to believe that just about everybody has heard of the concept of the elevator pitch, but to summarize it real quick the elevator pitch is your very brief explanation of what your business does and maybe the unique value it provides to customers. So every business should have an elevator pitch. Every business should have a very brief but effective way of describing what they do so that when somebody is trying to learn about your business or asks you what you do you can give them a nice quick answer that will hopefully get them engaged and interested in learning more.

Well, video is a great way to do that. Using video you can very briefly and very clearly and consistently present your elevator pitch and do that on your website or your Facebook page or on YouTube, any number of places. A quick easy example here, you can go to [EasyVideoPlayer.com](http://www.easyvideoplayer.com/) and check out how they give their elevator pitch right there on their website.

Easy Video Player actually has software you can buy that allows you to make playing videos on your website easier. You’ll see their pitch they give really quickly as to why you’d want to use Easy Video Player, so that’s a good example. Giving your elevator pitch is one of the most important things you can do to attract the right audience to your business and giving an elevator pitch in video is often times much more engaging and much clearer than it is when it’s just done in text and you’ll see more and more businesses are using video now to give their elevator pitch quickly on their websites.

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Number two is—

1. Demonstrate Your Products

The power of demonstration has been clearly established in selling products. When you see the infomercials on TV, that’s why they have those engaging commercials usually with a celebrity where they actually show somebody using the blender, the roaster, the vacuum cleaner or whatever it is. That’s because it’s been proven that that visual demonstration is very engaging to people and it helps people understand exactly what they would do with that product. It helps them see in their own mind how they would use that product for benefit, so it’s been proven.

Now, you may not be able to afford to run infomercials or your business may not be appropriate for running infomercials, but that doesn’t mean that you can’t use video to quickly demonstrate your product, how it works and how people could use it. Again, create that video and share it on your website or your social media pages or other places.

A good example of this is Hipmunk. If you’ve never heard of Hipmunk, it’s a hot kind of Silicone Valley startup that helps you find travel information, your choice of flights and hotels and things like that very easily. Hipmunk has a lot of very rabid users, but there are a lot of us that think well, gees, I already have Orbitz, I already have Travelocity, why in the world do I need another place to go to book my travels. So, Hipmunk has the challenge of quickly explaining well, here’s why you would want to use us instead of going to those other sites. So, they did that via video on their website and I think it’s a real nice example of demonstrating their product.

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Number three is—

1. Demonstrate Social Proof

Social proof is just referring to the phenomenon that people want what other people have or what other people have had success with they feel more confident in. This is the reason why if you were walking down the street trying to choose some place to go to eat and you see a restaurant that’s very crowded and has a line outside vs. a restaurant right next door with nobody in it you naturally will assume well, the restaurant that has all of the people in it and the line outside must be better. That’s why it has all those people. That’s an example of social proof.

One of the best examples of social proof when it comes to selling your products or services is to have happy customers or clients give video testimonials and talk about their experience with your business, your products, your services, with your team. Depending on what you sell, those video testimonials can be shaped so that, again, a previous customer or client is essentially giving you a raving review. That’s a fantastic use of video that really every business can take advantage of. If you go to this site here, www.PhilSquare.com, you’ll see how they use testimonials on their websites.

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Number four is—

1. Sell Your Products or Services

Depending on the types of products or services that you sell, you may actually have people come to your website and complete transactions right there on your website. If that’s the case then video, again, has been proven to lift conversion, which just means to sell more products or services than just using text or images alone. So, you’ll see a lot of businesses nowadays are using video to actually try to sell their products or services on their website.

This is actually a slick option for you to go look at, this is [www.SimpleStoryVideos.com](http://www.simplestoryvideos.com/). Now, not only are they going to sell their products and services using video on their site, but their product or service is actually that they will create sales videos for you to help you quickly sell your products or services online. This is kind of a bonus one to go check out, Simple Story Videos. Again, you can see how they sell their product, but you can also have a resource here to go get videos made for your business if you’d like. So, videos are a great way to tell your products or services story and to sell right there on your website.

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All right, number five is—

1. Share Tips and Advice

This is actually Carl White from a business called the Marketing Animals. Carl is a friend of mine who’s also a very successful marketer. His primary business is in real estate and in helping mortgage brokers and real estate brokers get more deals done. What he does is he shares marketing tips and strategies using video online and he does that very Saturday. You can see here it’s www.Carl’sSaturdayStrategy.com.

Carl is a fantastic resource for tens of thousands of people, literally, and makes a very, very good living because he shares these tips and advice online so people naturally turn to him as an expert and therefore buy his other products and services. So, he makes a fantastic living by doing this.

Again, any business where there’s any sort of educational component or any sort of tips and strategies you can share with people to help them be more successful it’s a fantastic way to do that via regular brief videos that you send out every week, every month or how ever frequently you can get it done. I know some businesses do that every day and even twice a day, depending on what business they’re in. So it’s a fantastic way of demonstrating that you have expertise and it’s a fantastic way of positioning yourself as a very helpful resource to a large audience in a very efficient way.

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Number six is—

1. Answer Frequently Asked Questions about Your Products or Services

We’ve all had questions about a product that we’ve bought, gone to a website and gone to their Frequently Asked Questions Section. Some of them are real hit or miss. Some of them do a great job. Some of them do a pretty poor job. One of the ways I think the best companies are answering these frequently asked questions is by actually using video to answer so, again, video over text. They can answer these questions with a much clearer response often times using the video to demonstrate the solution to the question.

A good example of this is [www.Evernote.com](http://www.evernote.com/), which by the way is one of my favorite applications. I love Evernote, so if you haven’t checked that out you definite should. They do a nice job of answering their frequently asked questions via video which, again, I think just creates a better user experience and more engaging experience as well.

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Number seven, I love this strategy, is—

1. Use Video to Introduce Your Team

This is from a company called Huge and you can go to their website [www.HugeInc.com](http://www.hugeinc.com/). They use video to introduce the people on their team. This is a great way of creating connection between your prospects and customers and your team. This is particularly helpful in businesses where maybe you’d never have any face-to-face interaction with your clients or customers.

If you work in a business where nobody is walking into your store or you don’t go and meet them, this is a great way of still creating some personal connection. It’s also a great way of connecting in the pre-sales situation where your product or service is going to require a lot of personal interaction or connection.

This is a great way of letting people know what your team is like before they buy, because if they’re going to have a lot of personal interaction with you they want to know who they’re getting involved with. So by posting video of introductions to those team members you can create that connection early on and give yourself a better chance in that sales situation. So, using videos to introduce your team is number seven.

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Number eight is—

1. Do a Tour of Your Business

You can check out a walkabout in New York City. If you go to [www.Blog.Behance.net](http://www.blog.behance.net/) you can see a walking tour of the Behance Office. This is a really fantastic way, again, to kind of demonstrate that your business is real and show maybe some of the unique things that go into building your product.

A lot of businesses out there have some sort of interesting manufacturing process that their customers never get to see, but they may find that very intriguing to see that kind of brought to life in video. It’s a great way, again, of just kind of demonstrating that you have a real business, that you have a team or that you have some sort of unique process or manufacturing element that you can use to demonstrate how your products are created. That all just makes for a really, really good engaging video.

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Number nine is—

1. Entertain

I’m sure all of you have seen over the past couple of years the Old Spice commercials that have been a huge hit. These absolutely skyrocketed Old Spice’s sales. They were considered one of the most successful online advertising campaigns ever. They have just done a fantastic job with these. Of course, they’re playing them on television as well, but just a really, really entertaining series about deodorant of all things. I mean if you can make deodorant that entertaining, you can make just about anything entertaining.

So, [www.OldSpice.com](http://www.oldspice.com/), a fantastic site to check out their videos and to get a good laugh because they really do a nice job of creating entertaining, engaging videos. People love to be entertained. They love to laugh. If you can find a way to have some fun with your product, service or your team and entertain your viewers, it’s a great way of creating some loyalty for your products and services.

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All right, number 10, the final tip here is—

1. Report the News

You can see a good example here at [www.HealthGuru.com](http://www.healthguru.com/). This is a site, obviously, all about health and they’re effectively using video to report updates on the latest studies in health and products and services that are out there related to health. So they do a really, really nice job of using video, again, to engage and report the news about health issues and topics.

Again, this is one of those things if you have an industry where there’s just lots of change, it’s a dynamic industry where there’s lots of stuff going on, a fantastic way to stay front and center with your audience is to just regularly report the news, regularly report what’s going on in the industry so that you’re staying top of attention, top of mind with your audience. It doesn’t have to be a long professional news-style of reporting. It can be very casual and very quick, but still, again, a great way to engage people, educate them and to stay top of mind with them.

All right, so that’s 10 ways to use video. I hope that you have some ideas. I hope that, again, has sparked some ideas in your mind as to how you could use video at your business. I guarantee if you spend a little bit of time brainstorming with your team, in every business you could use at least one of these 10 to market your business. I would be hard pressed to find any business where you couldn’t come up with at least three or four ways that you could use video.

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Let me share with you just some quick video best practices before we move on to Q&A.

1. Don’t Let Perfection Get in the Way of Progress

I think the biggest issue I see with a lot of people who are trying to use video for the first time is they feel like it has to be some Hollywood production where everything is just this amazing quality video and that’s absolutely not the case. In fact, there have been all kinds of studies that have shown that people actually engage more and will buy more from videos that are not really high-production quality.

I think the reason why is because they don’t feel like they’re being sold to as much. If it seems more just kind of casual and somebody that hasn’t put a ton of money into creating the perfect pitch and perfect presentation, I think it lowers people’s guards and they actually feel like hey, I’m actually dealing with more of a real human being or a real company behind this video. So, don’t let perfection get in the way of progress. You don’t have to be Martin Scorsese. You don’t have to create the latest Oscar-winning production. Just get a camera and get going or even just do some screen capture off of your camera. Whatever it is, just get moving.

Let’s see here, tip number two is—

1. Use a Good-Quality Camera

It doesn’t have to be expensive, but it should have a good-quality lens so that you’re not producing real grainy images in your video. Now, the good news is that really high-quality cameras can be found in just about any price range now and on a countless number of devices. I personally use an iPhone. I have the latest iPhone and it produces just incredible video quality. That cost me a few hundred dollars. It’s my phone, my email device and all that sort of stuff and it’s a fantastic video camera. So, you don’t have to spend a lot of money to do this.

Next is—

1. Make Sure the Sound is Good

Actually, this has proven to be more important than the actual video quality is that you want to have high-quality sound. For whatever reason, people will actually be more lenient when it comes to the image quality than they will be with the sound quality. If they’re having a hard time with the sound, they are actually faster to kind of pull the trigger, cancel out of the video and not finish watching the video. So make sure that you have really good-quality sound in your videos.

Next is—

1. Create New Videos Frequently

The search engines love frequently-created content, they love timely fresh content and your users, your audience will also come to expect a certain kind of flow of content creation from you. I showed you earlier, Carl’s Saturday Strategy. Every Saturday he releases a quick new video. They’re always less than 10 minutes long, but that engagement. People learn to look for those videos every Saturday, which of course, again, just puts him very top of mind with his customers. So, create new videos frequently.

I also think that this is a great way just to get good at creating videos. You start to do it frequently enough and get into the habit of it and you start to lose that perfection concern and just kind of realize hey, I can create good video easily and quickly. It doesn’t have to be this big production. So, I really recommend that you create new videos on a pretty frequent basis.

Then, the last tip here—

1. Post the Videos on YouTube and then Embed Them in Your Site

YouTube, again, is the number one video search engine. It’s actually the number two search engine, period, right behind the main Google search engine and you want to take advantage of that by making sure that your videos are posted in YouTube to get that search engine traction.

So there are some tips. Again, I hope you got some great ideas out of those Top 10 Ways to Use Video. Combine those with these video best practices and I know that you’ll be using video successfully to market your business in no time.

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All right, let’s go ahead and move on to some questions here. We have some good questions that came in I saw. Actually, let me just grab a drink of water here real quick. Okay, somebody says—

**YouTube seems to be the only site big enough to be worth worried about posting your videos on and sharing them on. What’s your opinion on that?**

I would say that while YouTube is obviously the King Kong in that space, I actually don’t think it’s the only place worth sharing on. As a prime example, if you’re using Facebook at all to market your business, Facebook is huge for video sharing. Just by the social nature of Facebook, your videos can get shared to a massive audience quickly.

I do think while you absolutely need to take advantage of YouTube, there are also lots of other great resources out there, Facebook I think being number one, but there are also some other video sharing sites out there that are very successful as well.

The second question here, somebody said they didn’t understand my last tip there.

**Why did you suggest posting in YouTube and then embedding the video vs. directly posting the video?**

I kind of went through that pretty quickly, so let me go ahead and explain that one again. Let’s say you wanted to put a video onto your home page of your website, you’d have a couple of options there. One, you could just put the video right there into your actual website or you could post the video to YouTube and then use YouTube’s embed code to actually embed the video into your site.

The real reason I suggest you use that second method of posting to YouTube first and then embedding in your site is that by posting it in YouTube you’re getting all of YouTube’s benefits which, again, is search engine ranking, one, and, two, that it’s very easily shared. It is a social network in and of itself. So by posting it on YouTube and then embedding it on your site not only are you getting the benefit of it being on your site, but you’re also getting those additional benefits from YouTube. So, yes, I definitely suggest that you embed the video from YouTube.

Somebody asked—

**How do I improve the sound when I’m using my flip camera or iPhone?**

That’s a great question. If you just go into Google and search for microphone for iPhone video camera or something like that, you’ll find that there are a whole lot of very inexpensive but very high-quality microphones that you can just plug in to your iPhone or other portable cameras. Use those when you’re recording video and you’ll get much, much, much higher-quality sound.

Particularly, I have a $25 microphone that has a 20-foot cord on it, so I can actually stand 20 feet away from whoever is video taping me and still get perfect quality sound into the camera. There are lots of options out there, so just do a quick search and you’ll find some inexpensive resources.

Next question—

**How do we get videos to rank better?**

That’s a great question. That’s a whole other presentation and I’d be happy to do one here in the future or happy to help you with that individually. There’s a lot to it, but it’s essentially doing search engine optimization of video just like you would do search engine optimization of any content with a handful of things that are unique to video. Again, happy to help you with that directly or do another presentation on that in the future.

Let’s see here. Somebody says—

**I don’t like being in front of the camera. What can I do? I like the idea of using video to market my business, but I don’t want to be in front of the camera.**

No problem. A lot of people have that same feeling and I certainly understand that, so let me give you a few options. One, you can do presentations like I’m doing right now. This presentation can be recorded while I’m doing it, just like I am, and I’ll send you a video of this presentation. Well, you could do the same thing. Do a presentation like this. They don’t ever have to see your face. Just record it and use that video.

Another thing, just to be real creative, I know some businesses who have done things like using sock puppets and stuff like that as their video. They’ve actually really good success with them, because it’s unique, fun and it’s silly. You do that type of thing right and people will really get a laugh out of it and you’ve added that entertainment component. So you can get creative and do something like that.

Finally, go check out some of those sites like the one I showed you earlier in the presentation where other people will create animated videos for you. There are businesses out there that will create claymation videos for you. There are lots of resources. I understand being intimidated about being in front of the camera, but don’t let that stop you from using video because there are lots of other ways to get it done.

Okay, I think we’ll go ahead and wrap it up there now. I want to be conscious of your time and get you back to your workday, but I really do appreciate you showing up here for this presentation. Again, video is a fantastic resource for marketing your business. Just go through these 10 ways to use video again and I’m sure you’ll fine at least one, but probably three or four you can take advantage of at your business. So, again, thank you very much.

If you’d like any help with using video at your business or just in general with marketing your business online, that is of course what we do and we’d love to talk to you. No high-pressure sales pitch here, but if you do have any questions, please fell free to get in touch and we’ll talk to you about how we might be able to help you take advantage of video or other online marketing at your business.

All right, take care. Thank you so much again for joining us.