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How To Create Killer Videos The Super Simple Way!

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Introduction To Video Marketing

The easiest way to sharply penetrate your market and **get people excited** about your offer is through **video marketing** campaigns - one of the most profitable ways to take your business to the next level!

- ✓ Not only video marketing can powerfully propel your viewers into taking action, *but you can quickly establish a defined brand of your own.*
- ✓ Videos add more life! They transform static campaigns into **action-driven presentations** that unleash our message in a powerful, dramatic way.
- ✓ Videos give you the unique opportunity to communicate with your target audience in a way that **puts you in touch with** what is truly important to them, what motivates them, and what will leave an everlasting impression.
- ✓ Videos also help to **increase the value of your products**, and even your brand. If you are into information marketing, you can **instantly ramp up** the perceived value of your products by adding in video based components.
- ✓ People often learn better when they are given a visual as to their tasks and the end result, and **creating dynamic video lessons** or tutorials will instantly increase conversion rates, and skyrocket your income.

So, now that you know how important high quality video presentations are to your marketing message. Now, Let's take a closer look at **how you can develop laser targeted video campaigns** that speak your customer's language. After all, not all videos are created equally.

Creating High Quality Videos

Think of the impact, if you were able to **personally welcome people** to your website, to guide them through your information and direct them to your order button. Imagine what that would do for your conversion rates.

Well, with videos - you can do that more!

Use of videos are only left to your imagination! Use it in sales pitches, in tutorials, within your launch sequence to warm up customers or to simply develop brand awareness. *The more often people see you or hear you, the faster they'll recognize your brand on the spot.*

The trouble is, many new entrepreneurs **struggle with the technical aspects** of creating high quality videos. *They aren't sure what programs to use, how to edit videos, how to enhance the quality, or even how to create scripts or motions that guide viewers from one frame to another.*

Retaining your viewers' attention **every step of the way** is crucial.

But there is great news! Technology has so much advanced that even if you have **absolutely no experience creating videos**, there are **tools and resources** you can use to develop high quality, interactive videos in a matter of a few minutes.

Now, if you want a totally **hands-free, turn-key job**, I'm going to show you how to not only **simplify the process** of creating videos but **also how to automate even the distribution** of your created videos!

There are **two secret weapons online** that will give you the opportunity to develop dozens of high quality videos in a matter of minutes.

These two resources make it very easy to get **more of your videos** out into the market super fast with **absolutely no training or experience**, *instantly eliminating the learning curve.*

Here Are The Two Resources:



www.stingervideos.com: You can **instantly create hot marketing videos** for your products. Just fill up answers to a few simple questions about your product and based on it **the software automatically creates** a killer marketing video. All with stunning 3D animation and sound effects! It's not a template video, but rather your **whole unique video** is created on the fly based on your answers. *That means, no two videos ever look alike!* The completed videos are instantly distributed to video sharing sites for free too.

Some of the **video types** you can create are:

- ➡ Promotional Videos
- ➡ Product Intro Videos
- ➡ Product Comparison Videos
- ➡ Secret Report Videos
- ➡ Affiliate Bonuses Offer Videos
- ➡ How To Do Something Videos
- ➡ Product Alternative Videos
- ➡ Review Guide Videos
- ➡ Coupon Codes Videos
- ➡ Product Launch Videos

A great resource to create many killer marketing videos on the fly! Try it for 14 days for Free! www.stingervideos.com

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www.ArticleVideoRobot.com: This is another powerful auto video creator! You can take **any existing text content** and create live, talking videos with backgrounds and sound that interact with your audience unlike anything else! And best of all, you can use this video production suite **to create videos from existing articles** you've already written! You can even pull in articles automatically from ezinearticles.com and convert them into a video! And best of all, they'll distribute your videos all over the Internet for you! You try the [ArticleVideoRobot Wizard](#) for free.

Keep in mind that your videos don't have to be lengthy productions.

Even 3 minute videos **can do wonders** at generating fresh interest and exposure for your product. Start off by developing simple video presentations and as you become more familiar with how your viewers respond to your videos, you can begin to tailor them towards better communicating with your target audience.

Both StingerVideos.com and ArticleVideoRobot.com will help you get started, and then you can spend time learning **how to create powerful video presentations** yourself, as you can continue to grow your business.

I've used this resource for over a year now and have been able to generate a sizable chunk of targeted traffic just by **letting the program create interactive videos**.



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Let's move on to some **other software tools** that helps you create videos...

The majority of new computers come bundled with video production software already, but if you really want to ramp up the quality of your videos however, you'll **want to consider purchasing** an industry grade program, such as Camtasia or CamStudio.

These programs will help to add functionality to your videos, while making it easy for you to integrate sound (audio narratives, music, etc), as well as highlight important notes, and of course, they provide you with added flexibility with editing video content.

Resources:

<http://www.Camtasia.com>

<http://www.fraps.com>

<http://www.Camstudio.org>

If you're a Mac user, check out any of the following video creation tools:

<http://www.shinywhitebox.com>

<http://www.telestream.com>

<http://www.ambrosiasw.com>

If you simply aren't ready to develop your own videos, consider **outsourcing** the project to a qualified video developer.

There are plenty of places to seek out some help, including marketing forums such as <http://forums.digitalpoint.com> and <http://www.WarriorForum.com> , or you can place a listing requesting help via the freelance marketplaces, including <http://www.Guru.com> and <http://www.eLance.com>

Distributing Your Videos

Once you have a series of hot videos in your arsenal, it's time to distribute them to the world! Once you unleash your videos, you'll begin to see traffic coming in very quickly, as these video community sites and media hot spots are filled with new visitors every single day.

The leader in video marketplaces is www.YouTube.com so it's important that you **include it in all of your video marketing campaigns**, however there are many other places where you should focus on getting your video circulated, including:

<http://video.search.yahoo.com/>

<http://video.google.com/>

<http://www.Break.com>

<http://www.Revver.com>

<http://www.DailyMotion.com>

<http://www.MetaCafe.com>

<http://www.Veoh.com>

Distributing is very easy, but you'll need to create an account with each video site before you can upload your video.

Also keep in mind that many of these video networks will manually review and approve your video before it's published, so it might take a few hours before all of your videos are online.

You can automate the process by signing up for an account with Tube Mogul at <http://www.TubeMogul.com>, an online video distribution service that will push your video message out to hundreds of popular video communities.

Enhancing Your Video Response Rate

Videos are used to compel viewers **into taking action**. You want to invoke a positive response from your viewers, but you also want them to *take action immediately* after watching your broadcast.

One way of doing this is by including a direct link to your website or squeeze page at the end of the video, highlighting the benefits of visiting your website. Keep in mind that **you still need to use a direct call** to action, even in videos, so don't forget to spend time crafting the **most action-driven call** to action possible.

If you want your video to go viral, make sure that you add a "Tell a Friend" link to the video, and that you work in 'entertainment value'. Your video needs to really stand out in the video community and motivate viewers to send it to their friends, and share it with everyone they know.

You can do this easily by creating a video that adds comic *influence, entertains the viewer, shocks the viewer or offers a unique perspective* that differs from the majority of other videos in the same market.

Controversy is **one of the easiest ways** to drive eyeballs to your videos, but make sure that your video works directly towards building a positive brand stature. You don't want to create videos that leave viewers entertained but finding it difficult to trust you.

Professional but Entertaining - that's what it's all about.

Before you distribute your videos, you want to make sure that **the quality and**

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size is optimized and that is viewable on all operating systems.

You also want to optimize the actual video features, **including keywords and tags** so that when your video is distributed, it's able to grab ranking in the search engines based on your primary phrases and keywords.

Keywords also help viewers find your video, both through *on-site searches and directly through the search engines*, so conduct quick keyword research to determine what the most important keywords for your niche are, and include them in the tags associated with your video.

For example, when uploading a video to YouTube.com, you are able to assign different keywords to your video, which highlight what your video is about, and help YouTube to properly organize your video in their database.

You can take this a **step further by optimizing your video's title tags**, to also include relevant keywords, while varying the keywords you use for each video.

It's important that you are able to rank for multiple keyword phrases, so never assign the exact same keywords to all of your videos, but instead, vary it up!

You can often enhance your videos search engine optimization by **using anchor text** when linking to your video page, as well as within the description.

Again, anchor text should include relevant keywords that vary from the keywords used in the actual title or tags.

After reading this report, I'm sure you will take away **a few ideas on video creation and marketing**. Creating a few videos and uploading them will certainly give you a distinct advantage over the rest of the Internet marketing crowd.

The most important thing you must remember is this – **speed is the key!**

Don't be like most people.

Make sure you take action and get started immediately and get ready to EXPLODE your traffic with videos!



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Recommended Resources

[WeeklyPLR.com](#): Here is a new private label rights membership that gives you **exclusive** (not rehashed) ebooks with audio files. Every Thursday, you get a brand **new eBook with source** that you can edit, sales pages, graphics, audio, **1-click upsell page** (Amazon like) **3 different delivery pages** plus a built-in backend offer **earning YOU \$39.27 every month** for the life of your customer. [More information here...](#)

[UnselfishVideos.com](#): This is a **new site, exclusive and caters ONLY to PLR videos**. You get a minimum *6+ Internet marketing related videos* that are **highly sellable** in the market. You also get sales pages, graphics and PSD's and a promo video to sell the videos. All the videos are provided in editable format (AVI) so that you can make them into your own. [More information here...](#)

[UnrestrictedPLRArticles.com](#): As a part o of this membership, you'll receive **200 sizzling hot and professionally crafted articles** every single month. These are a series of potent and articulate articles, keyword optimized for some of the **hottest niches** being searched today, ready to load to your sites and start raking in the traffic, immediately. [More information here...](#)

[PLRNewsletters.com](#): This is an excellent resource to **easily build multiple responsive opt-in lists** that can make you money month after month. You get 12 completely **customizable niche 'newsletter style' auto-responder messages** every month that you can simply plug-in to your Autoresponder as a series effortlessly. Plus mix and match content that you can use to create your own unique articles. The pack also comes with 4 hot selling ClickBank product promo's, 12 sponsor ads, and squeeze pages for your opt-in form. A great time saver! [More information here...](#)

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