

# Video Marketing

## Advantages

- Fast growing medium
- High conversion
- Free method
- Can give targeted leads
- High search engine visibility

## YouTube

- Channel icon
- Channel art
- Channel link
- Welcome video
- Playlist
- Channel description

## YouTube Ads

- Display ads
- Overlay ads
- Skippable video ads
- Non skippable video ads

## Video Score

- Step #1: Visit <http://vidiq.com>
- Step #2: Create a FREE account and click on "Vision" app
- Step #3: Install the app with a single click. Remember this application will only work with google chrome
- Step #4: Watch ANY videos on youtube along with related scorecard, social engagement and tags/ keywords used inside

## Camtasia

- Step #1: Select what you want to record
- Step #2: Start recording
- Step #3: Select "Record Camera" in case you want to record yourself

## Hosting

- Blip.tv - [www.blip.tv](http://www.blip.tv)
- Dailymotion - [www.dailymotion.com](http://www.dailymotion.com)
- Flickr - [www.flickr.com](http://www.flickr.com)
- Hulu - [www.hulu.com](http://www.hulu.com)
- Mefedia - [www.mefedia.com](http://www.mefedia.com)
- Metacafe - [www.metacafe.co](http://www.metacafe.co)
- MyVideo - [www.myvideo.de](http://www.myvideo.de)
- RuTube - [www.rutube.ru](http://www.rutube.ru)
- Viddler - [www.viddler.com](http://www.viddler.com)
- Vimeo - [www.vimeo.com](http://www.vimeo.com)
- Youtube - [www.youtube.com](http://www.youtube.com)

## Types

- 1) Drive Time Videos
- 2) Walk Around Videos
- 3) Talking Head Videos
- 4) Demonstration Videos
- 5) In Person Interview Videos
- 6) Dual Webcam Interview Videos
- 7) Screen Cast Videos
- 8) Power Point Presentation Videos
- 9) Review Videos
- 10) Live Seminar Footage Videos
- 11) Seminar Interview Videos
- 12) White Board Videos