



MAGNETIC
VIDEO
MARKETING

Magnetic Video Marketing Cheat Sheet

What is Video Marketing?

Video marketing is defined as the use of video contents to educate people, promote an individual, brand, product or services.

Video marketing can be used for creating brand awareness, market presence or simply promoting or selling any product.

Video marketing is mostly done free of cost but one can use (especially corporate's) paid video advertisements too for increasing exposure.

Advantages of Video Marketing:

It's often said that a picture depicts thousands words. Then imagine what a video can do.

Here are some the underlying benefits of video marketing:

Video marketing is the fastest medium to build your online authority and presence. Simply put it is the surest way to position you at the top of targeted prospect's mind.

Due to this unfair advantage traffic converts 2X-3X more than any other leads out there.

Video marketing is completely free to use.

Can give unlimited razor targeted leads if done in the Right way... (But most people do it in the wrong way)

Videos almost instantly increase your search engine (Google, Bing, Yahoo loves video content) rankings therefore is a GOLDMINE for SEO.

Instant increase of conversions: A recent study has demonstrated that 57% online consumers are more likely to buy a product after watching video demonstration and testimonial of the product.

Video is easily accessible: With the growing use of tablets and smart phones videos can be watched anytime, anywhere.

Video is one of the free ways to market your products online. There are endless platforms to market videos (see section below) like Youtube, Metacafe, Vimeo and the list goes on.

Video adds emotional value. 98% buying decisions are always emotional. With videos you can attach face to a concept thus increasing trust and conversions.

Advantages of Youtube:

Apart from being the third most searched web site in the world youtube has its own advantages making it an absolute preferred choice amongst marketers.

Accessible to unlimited pool of targeted leads as youtube is the most searched video site.

Super easy to organize the videos through playlist option making them more searchable.

Easy to upload, share and search video online.

Youtube advertisement is targeted as well as cheap making it an obvious advertising choice.

Youtube channel helps you to brand yourself and organize videos under one roof.

Unlimited free customizable options under video manager like “custom thumbnail”, “annotations”, “subtitles and cc”, enhancements” etc.