



Tube Traffic

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*** Throughout this guide there will be links to various videos and websites for you to see examples...If any of the links are not working (due to the fact that sometimes videos are removed, or websites go offline), please check the 'resources list' which will have other ways to find the samples.**

Welcome

Welcome to TubeTraffic, the eBook that teaches you the little known secrets of getting free website traffic from YouTube! This eBook will help you take advantage of the wonderful marketing opportunities offered by YouTube and with a little bit of extra effort, your video creation efforts can easily be multiplied by adding your videos to other online video sites. (Which we will briefly cover at the end of the book)

Throughout this guide you will learn **how to do important research on YouTube** before you ever start to plan your videos. Afterwards, we'll go into some **case studies** which will show you examples of great YouTube marketing campaigns that have had success (some of these videos have been seen by millions of YouTube visitors and brought plenty of buyers to websites!)

Then we will start to get into the nitty-gritty details of what you will need to create videos, such as equipment and video editing software...--And if you don't want to make the videos yourself, we provide some ways that you can **outsource** video production. Once you've learned this, you'll see how easy it is to upload your videos and optimize them so that they get the maximum views possible by using the right keywords.

You'll also learn **how to plan your videos**, pre-production, and then get a whole bunch of ideas that you can use to market anything from information products (both as a seller and affiliate) to physical products. You will even get new and innovative ideas for marketing high ticket items such as real-estate and probably almost anything else you can think of.

While this guide is specifically designed to help shrewd and future-looking entrepreneurs and promoters to take advantage of the amazing opportunities offered by YouTube, it should also be noted upfront that **there are many other great video sites** popping up everyday.

With this information you can get free traffic to your websites and promote your products and services to the widest internet audience possible. Hundreds of sites were researched in the production of this guide and it presents a very complete range of the equipment and tactics you can use.

However, it should be understood that this is not yet (and maybe never will be) a science...Online video has incredible potential and is open terrain for any diligent, hard-working marketer. If you take some action soon, even half-hearted efforts may produce visible results and benefit your checkbook. I hope this guide will give you the knowledge and tools you need to make more money and make a real positive difference in people's lives with your products and services.

Chapter 1: What Is YouTube?

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YouTube is a free online video sharing website where any visitor can upload, watch, and share video clips. The site has several ways to show the popularity and quality of the videos such as a 1-5 star rating system, the ability to leave comments, and a running count of how many times each video has been viewed.

Chad Hurley, Steve Chen, and Jawed Karim founded YouTube, Inc. on February 14, 2005. The founders were former employees of PayPal, another huge success. The domain name "YouTube.com" was activated on February 15, 2005, with the website launching shortly thereafter.

If you are interested to see what the founders look like, you can see a video message from Chad and Steve the founders at http://www.youtube.com/watch?v=QCVxQ_3Ejkg. It is interesting to note the relaxed and informal atmosphere of this video, and it tells you a lot about what the vision of YouTube is.

In fact, YouTube's informality and confidence which has led to wonderful success. Informal, almost amateur videos of people clowning around ad-lib (like the founders in the video) are part of the major driving force behind YouTube.

In November 2005, just 10 months after its founding, , YouTube received funding from Sequoia Capital and the service was officially launched in December 2005. In the time since, YouTube has had a sensational and meteoric rise to very top the entire internet, and is currently (as of writing this) in the top 5 most visited sites online.

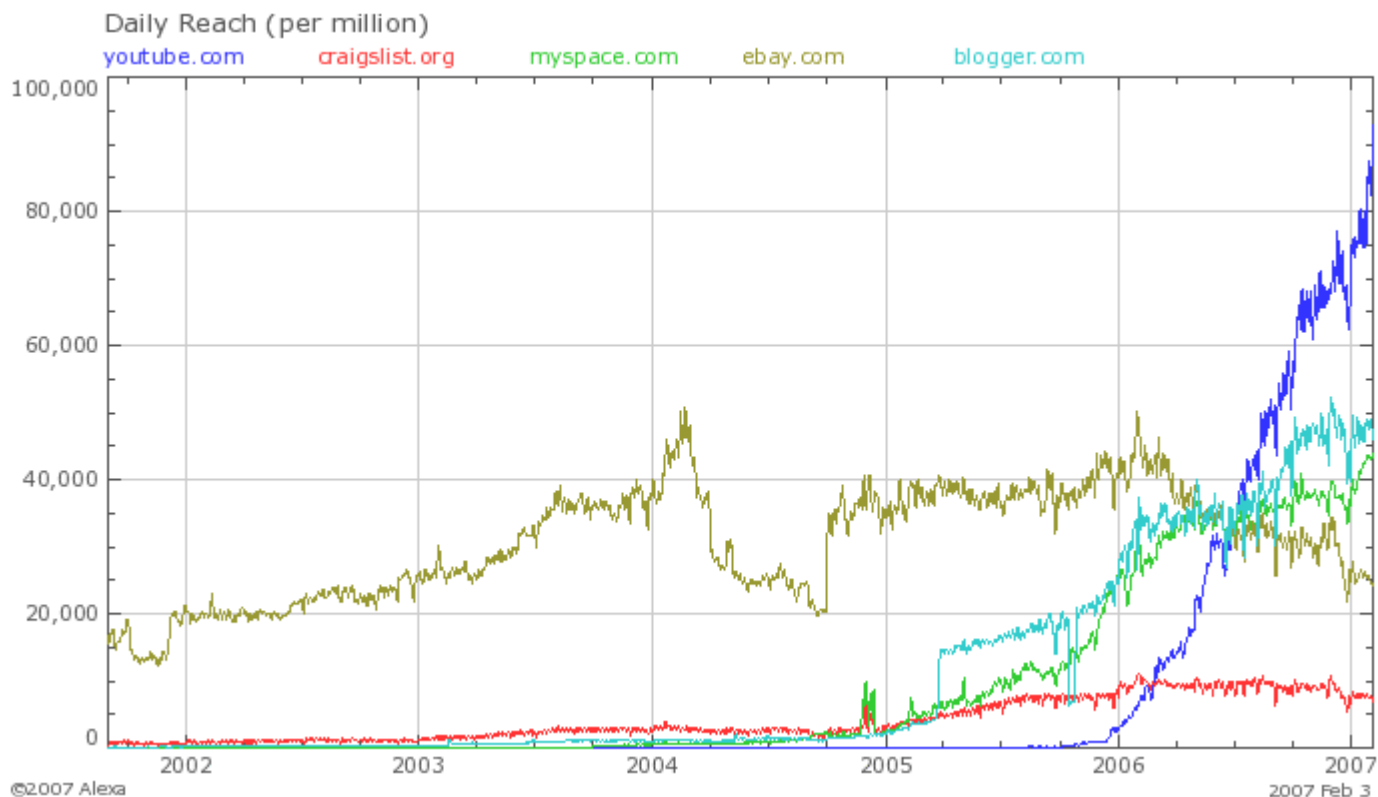
YouTube Information:

- YouTube went from zero to over 4 million monthly visitors to their site within 3 months and is still growing by leaps and bounds.
- The startup company was acquired by Google in October 2006 for \$1.65 Billion! (Only 20 months after the company was started!), thus combining the biggest force in search and internet advertising with the biggest force in online video.
- YouTube has changed the entire landscape of TV advertising, and rivals network television in viewing.
- In 2006, YouTube won TIME magazine's "Invention of the Year".

- Online video is projected to be the biggest online trend of 2007: YouTube has a lot more growth left in it yet!
- YouTube is in the top 5 biggest web properties in the world.
- YouTube features videos made by thousands of internet users, and has already made many people famous.
- More than 65,000 new videos are uploaded everyday
- Major media outlets are monitoring popular videos and stories on YouTube, and are using videos they find there to create stories featured in the largest papers in the world.
- YouTube serves up over 200 million clips daily.
- YouTube streams all sorts of video content including movies, t.v. shows, music videos, commercials and probably most importantly, a huge amount of amateur content contributed by an enthusiastic and thriving community.
- The major advantage of YouTube's technology over the other various forms of internet video is the video playback technology which is based on Macromedia's FlashPlayer 7 which is present on over 85% of computers connected to the internet.
- It's rapid growth has far exceeded the growth of major websites as evidenced by the chart below. Craigslist, MySpace, eBay, Blogger.com

Wow! Just to give you an idea of immense popular this site has become in such a short period of time, take a look at the graph below which shows 5 other heavyweight internet companies: eBay, MySpace, Blogger.com and Craigslist.

CHART 1



As you can see in the Alexa chart above, YouTube came on the scene in early 2006 and its growth blasted to the top of the charts! And keep in mind, this is still a very young company!

One Of The Largest Innovations In Internet History...

YouTube appears to be one of the largest technological revolutions in the history of the internet and is changing the entire face of the media.

While online video has been around for quite some time, prior to YouTube, there was really no easy or practical way to share video on the internet.

Videos were long and slow loading, and required separate software to view them. If you ever tried watching video prior to YouTube, you may know how frustrating it was indeed!

YouTube revolutionized online video by developing a technology that easily allows people to watch **videos in the web browser**, as well as **embed YouTube videos in remote websites**.

The embedding feature can be a huge advantage in promotion as you can easily place numerous videos on your websites, blogs, MySpace pages, and practically any other page

were you can add html code.

Unlike it's predecessors, the video from YouTube actually streams nicely from the internet, even on a wide range of internet connection speeds. Video play starts almost immediately (unlike other videos which require either complete download, or take up to several minutes to load) and videos can be paused and rewinded for careful viewing.

So What Does All This Mean For Me As A Marketer?

I'm glad you asked.

While the previous section does not contain any 'how-to' information, it is important to impress upon you a sense of the enormous impact online video has had on both the internet, and on network television advertising. **Online video will probably be the biggest and fastest growing advertising media** for the next few years, so hopefully you'll be inspired to take advantage of it.

While the majority of videos are posted by amateurs looking for laughs, notoriety, and 15 minutes of internet fame, a savvy internet marketer will find that this service can be used to **drive traffic to websites, get sales messages to potential buyers, and to market products and services.**

Also, this traffic is relatively inexpensive...Almost free. Online video sites **pay for all of the bandwidth for the videos**, and most sites host the videos as long as you want to keep them up. So once you've covered the initial cost of making the video, your investment may pay off for months or even years without additional fees! (Unlike banner ads which always require more money to keep the ad running).

In fact, as videos get more views, they tend to increase in popularity due to the ranking systems of video sites which tend to favor videos with high view counts in their rankings.

Due to the 'newness' of this advertising medium, you can gain a sizeable advantage before this method of promotion becomes competitive.

Take a look at search engine optimization.

When search engine optimization was very new in the mid to late 90's, one could just add a keyword title to their webpage, maybe add some keyword meta tags to the HTML code, and within days, have a page that ranked at the very top of the search engines. (Imagine what a cake-walk it would be to make money today if that situation existed!)

If you look at the search engine optimization field today, it is a very expensive and very difficult task, fraught with peril, disillusionment and outright fraud. It is extremely difficult to get great rankings and results are rarely if-at-all guaranteed, even with the hard-earned money you spend.

With this in mind, it is a good idea to take action now.

The bar for promotion with online video is currently set very, very low, and the competition is not fierce like it is in SEO.

While having a well ranked video on YouTube is certainly not the equivalent of having a top ranking page for your best keyword in Google, it is comparatively easier to accomplish, and may yield fantastic results immediately, as well as down the road.

It is easy to get many people to view your videos on almost any keyword you choose and it is possible to **get a top 10 ranked video in YouTube's search results with little effort** (even with lousy videos).

And despite the huge success and growth of online video in the last year due to Google's much publicized acquisition of YouTube, there is still plenty of growth coming.

With this thought in mind, we will continue to the next chapter which tells us about how exactly YouTube works.

Chapter 2: Researching YouTube Before You Start

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Before you ever upload a video to YouTube or even think about creating a video, it is helpful to do some **thorough keyword research** in your target market and find out what keywords are popular and what types of videos get tons of views.

The Search Process:

Practically the entire internet is now driven by search and searching processes...And YouTube is no different.

Like any search engine, visitors at <http://www.YouTube.com> are presented with a search box as the main mechanism for finding videos of interest. Using keywords, YouTube users find videos of interest and then are presented with related videos that they can add to their viewing list, or watch immediately.

With basic keyword research on YouTube, you can discover what types of videos are popular. You simply type in the keyword and look at the **thumbnail picture, title, keyword tags, and view count** of the videos in the search results.

Researching Keywords With The YouTube Search Function:

The popularity of a video can be gauged by looking at the **views count** and it is important to see that there are two ways that videos results are returned: By the **title of the video** and the **'tags'** used to describe the video.

By all appearances, **the 'tags' are the most important keyword reference to optimize** (though knowing that the company is owned by Google, and Google's secretive ranking measures, we are not 100% sure that tags are the only ranking device)

In fact, these are probably **the 2 most important optimization tools** (other than making a great video) that you can use to get your video viewed many, many times. Fortunately, most YouTube users are not experts at keyword optimization and only tag their videos with a few related keywords.

With a little thought and brainstorming, you can make your videos 'findable'.

Today on YouTube, there exists a situation roughly similar to the one mentioned above with how the search engines were in the 90's...Amateur videos that are not even trying very hard to get top rankings for hot keywords are at the top of the results.

To get similar results, you simply need to pick the best **keyword tags** for your videos (and it may be prudent to also **include your 1 or 2 most important keywords in the title** of the video)

Online research tools may be useful to find great keywords such as WordTracker (<http://www.wordtracker.com>) and it would be a great investment your time to get all of the very best keywords and put them in the tags list for each of your videos. If you start with a keyword list from WordTracker (or another comparable keyword tool) and then check your best keywords one by one using YouTube's search feature, you will get a pretty good idea of how competitive your niche is.

Sort Your Search Results:

Search results can be sorted by **date added**, **view count**, **rating**, or **relevance** to keyword. As you are researching your keywords, **it is important that you sort search engine results** to get the best possible view of what keywords and what type of video will work best. The main sort feature you will want to use is **view count** because this will show you which videos are getting tons of eyeballs. It is easy to overlook these important search tools, and as of writing this, there is no way to set your own personal search settings. The chart below explains the various sorting tools available to you.

Search	Search Tools:
Search In <input checked="" type="radio"/> Videos Channels Groups Playlists	Channels: Basically, channels allow you to search for videos uploaded by a specific user. You can create your own channel
Sort By Relevance Date Added <input checked="" type="radio"/> View Count Rating	Groups: This feature allows you to search by groups using a keyword. This is important for advanced search because groups attract passionate people.
Refine by Category All <input checked="" type="radio"/> Arts & Animation Autos & Vehicles Comedy Entertainment Music News & Blogs People Pets & Animals Science & Technology	Playlists: This feature allows you to find playlists or groups of videos organized by a common theme.
	Relevance: This is the default setting and means relevance to your search keyword(s)
	View Count: Allows you to sort videos by which have been viewed the most.
	Rating: Sort by how many stars rating.
	Refine by Category: This is pretty self explanatory, you can search by what topic of video you are looking for.

The above screenshot is pretty basic, but take note that each of the links in the search refinement box will allow you to get new information about your keyword.

4 Keys To Success:

1: You should **use the search refinement features** when doing keyword research if you want to get the most efficient results for your marketing effort.

2: It should also be noted, annoying as it is, that at the time of writing this eBook, there is no way to 'customize' your search settings, so that **every time** you research a new keyword, you must click one of the sort links to get the data you are looking for. Maybe YouTube will fix this soon, or maybe some marketer will create a research utility using the YouTube api.

3: After you've created a YouTube account and uploaded some videos, take the time to **create a custom profile and your own custom channel information**. You should also **create at least one group**, and you may want to create a **playlist** if you have more than 1 video. This will give you a big advantage when people sort for '**Channels**', '**Groups**', and '**Playlists**'.

If YouTube users are so unsophisticated now that they can barely pick more than 2 or 3 decent keywords to tag their videos with, there is little doubt that few to none are actually taking the time to make customized channels, play lists and groups.

This is doubly true for marketers, who may overlook these simple optimization features available and lose out on the potential rewards for 5 minutes of extra work.

You can of course do all of these things after you have logged in to your profile page by finding the appropriate link. It is easier than it sounds, and may only require 5 minutes of your time (we'll cover how to do that later).

4: While it is important to consider all of these elements when making a video, it helps to make a video that is worth watching!

Indeed there are many worthless videos on YouTube that have received 10s or even 100s of thousands of views based solely on the keyword tags used.

I have personally seen absolutely 100% worthless videos that no one in their right mind would even waste 15 seconds of their life watching that had over 100,000 views.

I have also seen videos that use no keyword tag optimization (or very obscure keywords tags that alone might only bring a handful of viewers) that were so good that they have hundreds

of thousands of views because they were so good that people just had to share them with friends!

The point is, that your goal of research is to use good keywords and then **make a good video**. With both of these, your promotion efforts will not be in vain.

Chapter 3: What Type Of Videos Work

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By now you may be itching to create a video. You may be wondering what equipment you will need, how will you create the video, and how exactly will you upload it.

We'll get to that soon.

But before you even get the equipment together to create a video, it will be useful to learn more about what makes a YouTube video successful.

What Kind Of Videos Will Get Attention, Generate Buzz, And Send A Steady River Of Traffic To Your Website(s)?

Well, I have found that there are certain characteristics that can help make a video successful, and I've listed them below. This isn't an 'absolute' list, but it can give you a pretty good idea of what will make your video successful.

Here's the list: Funny, Weird, Gross, Shocking, Interesting, Sexy, Inspiring, Demonstrates, Instructional, Personal

If I could, I would invent some special and clever acronym to help you remember these 10 characteristics, but I am not a genius and with these words, I'm not sure it is possible (and besides, you'd probably forget the acronym 30 seconds later!).

10 Characteristics Of Popular & Profitable Videos

1. Funny – The word funny constantly appears as the one of the most typed in phrases to all the search engines on the internet. People on the internet love to laugh, and equally important, people like to make other people laugh. It lightens up their day. A funny video has a high chance of being sent to friends and probably has the highest probability of causing a viral marketing stir.

2. Weird – Face it, the internet can be a weird place, with weird people, who like to create weird media and enjoy looking at weird things. Weird has always been popular on the internet. Weird theories, weird conspiracies, and weirdness prevails. Weirdness may help your video get noticed if you don't mind being weird (just don't be creepy & weird).

3. Inspiring – Stories of inspiration are always a good commodity. Anything inspiring can become extremely popular, extremely fast. An example was the 'Interview With God' presentation (you may have heard about it...if not, look it up on Google). It was a huge internet hit. While it was created before the time of YouTube, something similar on YouTube

could become immensely popular today.

4. Shocking – Anything genuinely shocking is always a hit on the internet. Especially with video because it is basically proof that the shocking thing is real. Shocking videos may get a viral effect and even news coverage from both online and offline news sources.

5. Interesting – Curiosity can be a powerful sales device in getting people from your video to your website. Anytime you can prick the curiosity of a viewer and make them want to learn more about you and your product, it is a good thing. When you successfully generate curiosity in your video viewer, you give them an itch which must be scratched. Creating curiosity may be especially useful considering that users who find your video on YouTube will actually have to take the effort to type in the URL and visit the site you are promoting.

6. Sexy – I don't even have to mention this one. Sex is always popular, and I cannot think of any instance when being described as sexy has ever been any hindrance to selling a product.

7. Personal – Many people are voyeurs...And doubly-so on the internet, where they can be as voyeuristic as they want from the security of their home. Internet surfers are curious and like to see personal things about other people. These videos which are often funny and or bizarre, may have great potential.

8. Demonstrates – Sometimes just a plain old, no frills demonstration of a product can be very effective at selling. As we'll see in some of the case studies below, a simple demonstration with video on YouTube can be a wonderful way to make a lot of money.

9. Instructional – Instructional videos are useful and easy to create. They may tell or show someone how to do something, and for our purposes, might be just a free introduction to your product which makes the viewer want more information or more instruction. Instructional videos are helpful and may gain the trust and interest of viewers.

10. Gross – Shows like 'Fear Factor' have been popular in the U.S. for quite sometime. Jackass II was the number one movie in America. Gross has mass appeal. Gross can be popular in spite of its grossness. Gross videos may get lots of views. However, keep in mind that there is a fine line between gross and flat-out disgusting. Disgusting probably won't sell a lot of products, but humorous videos with a small dose of 'gross' may be useful, depending on your product.

So above you have 10 characteristics. In the next chapter we'll take a look at some successful videos that have gotten many views, or accomplished some important marketing objective.

Chapter 4: Case Studies

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In the previous chapter, we discussed some of the characteristics of popular videos and why these characteristics are good for the internet audience.

In this chapter, you'll be provided with links to some successful videos, and then we'll examine the common characteristics they had made them so popular.

The topics are as follows:

- 1: Will It Blend
- 2: Real Estate Marketing
- 3: Windward Reports
- 4: Magic Tricks
- 5: Borat

As you watch read these case studies, you will be provided with links to watch the actual videos on YouTube, or to see the viewing results on YouTube so that you can get an idea of how popular these video marketing campaigns actually were.

In some instances, you may find that the promotional technique is not applicable to your product. The important things to keep in mind are what made these campaigns successful, and which aspects of them should you use in your own marketing efforts.

With a little attention, you will find something instructional in each case study to use when promoting your products and services.

Case Study 1: Will It Blend?

Video URL: <http://www.youtube.com/watch?v=B8H29jU8Wrs>

Summary: This series of videos was produced for a blender company which has such a great blending product, that it will blend just about anything. When Blendtec Marketing Manager George Wright saw Tom Dickson, Owner and CEO of Blendtec testing the blender, he suggested putting videos of it on the web. The CEO agreed, and the rest is history.

Their videos have gotten over million views and 10,000 comments which have resulted in an unprecedented level of internet traffic, many media placements, contacts and increased sales. The initial video only cost the producer \$50 to create and the YouTube promotion literally built a brand for their home products. There is a lot we can learn from this promotion.

It appears that the element of 'humanness' mixed with a bit of strange humor is responsible for the success of this promotion. The company took a risk when using this video as a promotional tool, and it appears to be a risk that few stuffy, stodgy corporations are willing to take. Instead of obsessing over 'professional' they took a practical approach and showed their product in action, and did it in a funny way.

Things to take note of:

- The simplicity – A simple experimenter in a white lab jacket.
- The catchy 50's music soundtrack (you will learn how to add music later).
- The watermark for 'willitblend.com' at the bottom left hand corner of the video.
- The company logo on a banner in the background.
- A bit of humor.

It should also be noted, that part of the brilliance of this campaign is that it can be repeated dozens if not 100's of times, all with blending different items. This means that they can make as many different video commercials as they want and get an even wider viewership.

When asked for marketing advice in an interview about the marketing campaign, the marketing manager George Wright offered this gem: "Any time you find yourself saying "that is cool" – or "I want to watch", pay attention - you may be on to something amazing."

If you want to get an idea of all the exposure gained from these videos, you can search: http://www.youtube.com/results?search_query=will+it+blend&search=Search and sort by view count. You will see the videos have garnered millions of views.

Case Study 2: Real Estate Marketing

Video URL: <http://www.youtube.com/watch?v=Py1RLRYzgcs>

Unfortunately, we don't have the original video for this case study. However, we can gain ample insight into the success of the marketing campaign just from hearing about this story in various credible news sources.

Real estate agent Krista Miller, who had already experimented with innovative online marketing ideas for her Real Estate business, was inspired to do a walk-through tour of a client's house and post the video tour on YouTube. After Miller put her video tour on YouTube, her client received multiple offers...And one of the people who viewed the video on YouTube eventually purchased the home.

One of the most interesting parts about this case study is the fact that the video was not professionally created. In fact, the agent **created the video herself** using the video function on her digital camera (which we will discuss in the chapter on equipment).

While many companies offer to create digital real-estate tours, often for hundreds or even thousands of dollars, here we have an example of a low-budget YouTube video, without any special lighting or special editing which successfully sold a property.

It should also be noted that even if a buyer does not find the video themselves by directly searching YouTube, videos can still be extremely useful and time saving as a sales tool. Instead of having to show preliminary tours to interested house-shoppers, Miller used YouTube and had success selling a high-ticket item...A house.

- Over 80% of home buyers start their search on the internet
- The buyer was from out of state (obviously the video helped the buyer a lot to gain interest).
- The seller got multiple offers and sold above asking price

- The video probably did not get very many views compared to popular YouTube videos but was still a financial success
- The seller used a combination of Craigslist.org + YouTube to make a more powerful sales presentation.

If you are interested to find more information about this story:

<http://www.google.com/search?hl=en&q=Real+estate+agent+Krista+Miller&btnG=Google+Search>

Case Study 3: Windward Reports

Video URL: <http://www.youtube.com/watch?v=QeTuQDJDqdm>

This is an interesting example of a professionally created commercial for a company that provides Microsoft .NET-based solutions for custom reporting.

It is obvious that there was some budget invested in this commercial which is slightly over 2 minutes.

As of writing this report, the commercial has been viewed about half a million times, and possibly much more owing to the fact that widely successful videos are often uploaded to other video sites by fans.

This is a humorous commercial, and takes a light-hearted look at office life. Due to the fact office workers are spending more and more of their free (or on-clock!) time at video sites, and less time using chat, it follows that funny videos about office life can become immensely popular.

It seems that savvy companies like Windward Reports have recognized the talent of funny short film makers and harnessed it as an advertising workhorse.

What's also interesting to note is that **there are talented-smalltime-hobbyist movie-producers out there who can created quality videos for you on a budget** if you want to **outsource** your video production (we will cover outsourcing in a later chapter).

Lessons:

If you see funny-film makers who can produce consistently funny, hip videos, you might consider hiring them to make a commercial for your product or company.

Really funny commercials on YouTube can get thousands or even millions of views without any additional 'after-production' costs. A funny, well produced commercial could be a great investment for almost any product you are considering selling.

Company: <http://windwardreports.com/>

The video was created by a video production group called 'Barats and Bareta'.

<http://baratsandbereta.com/>

<http://barney.gonzaga.edu/~lbarats/videos.html>

<http://www.youtube.com/user/BaratsAndBereta>

Case Study 4: Magic Tricks

Video URL: http://www.youtube.com/results?search_query=LearnMagicTricks&search=Search

This is an amazing YouTube video campaign that has probably got 10's of thousands of visitors to the promoter's website.

If you search YouTube for this user: LearnMagicTricks, you will find that the user has posted over 100 magic tricks in video format, and all of them a URL to one of his magic sites.

This is a good example of taking a popular search item, and multiplying its effects many times over to reap tons of traffic.

At the URL mentioned in his videos, we see a subscriber list, and even some AdSense on some pages.

But the real genius is the amount of video views his typical videos average:

Some of his videos have about 10,000 views...others, just 2,000. But the quantity of videos makes this into a massive campaign.

Lessons:

- The large number of magic tricks videos gets more and more eyeballs on his videos.
- Each video has a URL for one of the magic websites mentioned (keep in mind, these URLs are nothing fancy)
- The video quality was so-so, and it looks as if he may have even asked other magicians for videos.
- His website has a subscriber list.
- URL in the description of the video. Allows YouTube users to click URL to visit site.
- Interesting – Magic tricks take the cake when it comes to generating curiosity, and naturally, people want the opportunity to learn how the trick is done. Combined with the information at the website, this is an effective marketing campaign.

Anytime you can do multiple, short and interesting videos about your niche, you are onto a goldmine. These videos both demonstrate the product (magic tricks) and create curiosity in the viewer to learn more. Campaigns like this are a great tactic to use for info-products.

You can see more magic tricks at: <http://learnmagictricks.org/>

Case Study 5: Borat

Video URL (Search) http://www.youtube.com/results?search_query=Borat

Regardless of what you thought of the movie 'Borat' (if you even saw it), the marketing campaign was undeniably effective.

In the weeks before the film was released, large **segments of the movie** were leaked to YouTube, which created a huge buzz.

If you even briefly look at the number of views for the Borat videos, you will see that the clips of Borat have been viewed many, many millions of times

I think these clips largely helped to create 'curiosity' in viewers that watched. What is Borat? Why is everyone watching and talking about these videos? What is so funny? I'd better go and see the movie.

The strategy worked; 'Borat: Cultural Learnings of America for Make Benefit Glorious Nation of Kazakhstan' raked in over 26 million its opening weekend and went on to make well over 100 million dollars.

Lessons:

- Producers were not worried that segments of the movies were available on the internet.
- Segments generated curiosity, buzz and every other irrational faddism.
- There were lots of small segments of the film which made the clips findable by more and more YouTube visitors.

Even though 'Borat' was a full length feature film, the strategy used by 'Borat' marketers is definitely applicable to products and services on a smaller scale.

If you can **take actual content from your product and split it up into short segments**, you may create curiosity in thousands if not millions of viewers while still not compromising your product.

If you should apply this strategy, you may want to use different titles and keywords for your videos to get as much exposure as possible.

Conclusions About The Case Studies And Making A Good Video:

Funny, Weird, Gross, Shocking, Interesting, Sexy, Inspiring, Demonstrates, Instructional, Personal... All of these words can be used when describing popular YouTube videos. We should also probably add **short** to the list too, because short videos succeed.

4 Important Observations About The Videos In The Case Studies

1. A video does not have to get very many views to be an absolutely **amazing financial**

success. In the case of high-ticket items like real estate, a very simple and amateur video which got **only a few hundred hits sold a house.** The return on investment was awesome.

2. Video **length** is very important to note of. Keep in mind that people on the internet have extremely **short attention spans**, and there maybe much better videos waiting for them to view if your video is boring for even 5 or 10 seconds. Unless you have a very strong professionally produced, or extremely funny or engaging video, there isn't much reason the video has to be **over 2 minutes.** Videos as short as 20 seconds that take 10 minutes to produce may be as powerful a professionally created video that is 5 minutes long and cost \$5,000 to produce.

3. We also learn that even the most basic **demonstrations of a product** using YouTube can help to sell a product (unless you are showing a competitor's product in a bad light). Keep in mind that even if a demonstrational video that doesn't get many views from people searching YouTube, it can still be a **useful marketing device --Just embed** the demonstrational video **in your website** to help convert visitors into buyers. (We will cover how to embed a video later)

4. If possible, **put people in the videos...**those people will show their friends those videos and those friends may show other friends and so on. Just be sure that if an actors release is required (covered later) that you have one.

Other Videos You Might Find Amusing:

As a side note to this chapter, I've listed a few other videos you may find amusing. As you watch these videos, look for the 10 characteristics mentioned above and think of ways you may be able to apply any of these to your videos for success.

Day of the Longtail – A funny spoof on modern advertising

<http://www.youtube.com/watch?v=7xAA71Ssids>

Free Hugs – A sort of strange, personal video - 8 million views!

http://www.youtube.com/watch?v=vr3x_RRjdd4

Evolution of Dance – Viewed over 40 million times.

<http://www.youtube.com/watch?v=dMH0bHeiRNq>

Chapter 5: Video Equipment

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Now that we have covered how to do groundwork research, and have shown you some examples of what kind of videos can be successful, it is time to review what kind of equipment you will need to have before you can create a video.

Remember, you absolutely do not have to create your own videos. While creating videos is not very hard to learn at all, I realize you may not be technically savvy, or simply don't have the time to create and edit videos. There are numerous alternatives which we'll discuss in the 'outsourcing' feature of the chapter on planning. However, it will still be useful for you to understand what goes into making an online video.

There are lots of different types of digital video equipment you can use to get raw video footage, and many types of software you can use to edit videos. Due to the large scope of all the cameras and software available, we are going to limit our discussion to the basics.

Fortunately, the basics suffice, and you can make great videos with a digital camera (that has video capture) and free software.

5 Ways To Capture Video Footage

The 5 most popular ways to capture video are as follows:

1. Camcorder
2. Digital Camera With A Video Recording Function.
3. Webcam
4. Screen Capture Software
5. Cellular Phones With Video Capture Feature.

First let's cover digital camcorders.

Camcorder

Digital camcorders offer the most professional option for capturing video and audio. For \$200 and up you can find them on eBay.

Mini DV camcorders have become a standard for home and semiprofessional video production. They are **compact and affordable**. They also offer ease of editing, high picture resolution and durability. The video is recorded on a small cassette, most of which can hold

over 4 hours worth of video.

You may also look for 'tapeless' digital video camcorders, but they are generally more expensive (which may change with increases in data storage technology)

Once you shoot the video, you will need to **transfer it from your camera** (usually with a 'FireWire) to your computer and **edit it** with editing software before you upload it to YouTube.

Digital Camera

Digital cameras with a video capture option can be used to create great YouTube videos. You can check the box of any digital camera to see if they have a video capture function, or look up the instruction manuals on the company website. Generally, the newer your digital camera, the more likely it is to come equipped with a digital video option.

However many digital cameras which capture video **do not capture audio**, so you may have to do a **voice over** or a 'music over' later...Which is not so hard as we'll see in the chapter on video editing software.

Even if you do not have a video capture feature, you can still make a very inspiring video presentation using only still pictures with subtitles and voice over or background music.

Webcam

Webcams can now be used to record video to YouTube directly.

The main webcam company has an agreement with YouTube is Logitech Quickcam, which may be found at <http://www.logitech.com>

MUST SEE VIDEO ►► <http://www.youtube.com/watch?v=r7Gn2TyEyHw>

Logitech Video Effects in action!

Check out the video if you want to see some of the really neat and funny things you can do with a simple webcam and video effects software:

Logitech offers some very cool special effects possibilities with their Logitech Video Effects Software. It's a little wacky, but the special effects this software can produce are definitely cool, and may definitely be useful in creating funny and unique webcam videos.

Basically, you can't go wrong with a Logitech Quickcam. If you have another webcam, fine...you can probably use it. But keep in mind that Logitech has designed their latest generation webcams specifically with YouTube in mind. Using this type of webcam, you can record directly to YouTube without the need for any intermediary software.

Screen Capture Software

Screen capture software can be used to **record your actions on the computer screen** along with voice narration.

You can create **instructional videos of you using software**, demonstrations of software, or any other video which involves using a computer. Screen capture software can be a great way to demonstrate software, **marketing techniques**, and any other digital product. Even **membership websites** can benefit from a guide tour using screen capture software.

The best screen capture software on the market today is Camtasia Studio available from <http://www.techsmith.com> and you can download a free trial version for 30 days.

There are numerous other screen capture software programs available that range in price such as hypercam from <http://hypercam.com/>, but Camtasia comes with the best editing capabilities, and allows you to convert your videos to many different formats (and even watermark your videos with the URL of your website).

Cell Phone

Cell phones don't offer great quality of video, but have the advantage of being the most portable. Additionally, cell phones cameras are not very noticeable. Cell phone cams have been recently used to record some of the most **controversial footage**.

If you already have a cell phone that has a video camera, you might want to learn how to use it in case you happen to see something great as you go throughout your everyday life.

It is possible to send video from your cellphone to your YouTube account through email on your phone as outlined at http://www.youtube.com/my_profile_mobile. You simply need to create a 'Mobile Upload Options' profile in your YouTube account so that you can upload videos from your cell phone to YouTube by sending an MMS message to the email address you are assigned.

Summary On Video Capture Devices:

Camcorders, Digital Cameras, Webcams, Screen Capture Software, and Cell Phones are all ways you can capture video. You may find that you already have a device capable of capturing video, or you may need to shop for a device. Once you have captured the video, you will probably want to edit it a little to meet your marketing needs. Keep in mind, that you don't need to be a video editing expert, and you don't need to spend hours cutting and pasting clips.

In fact, the whole process of **adding advertising URLs to your videos** is relatively easy and can be done with free software as we will see in the next chapter on video editing software.

Chapter 6: Video Editing Software:

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Video editing software helps you take the raw video and refine it into a more useful marketing device. For instance you can shorten the video or piece together different video clips, sound clips, logos, and even do voice-overs.

There are many video editing software titles available today, all at ranging prices. Microsoft Movie Maker, Pinnacle Studio 9, Sony Vegas, Adobe Premier, Final Cut Pro for Mac are just a few.

However, for our purposes, we are only going to discuss 2 video editing programs: Microsoft Movie Maker for Windows and iMovie for Mac. Most new computers come with basic video-editing software installed and if they aren't installed on your computer, you can download them online for free or for very nominal fees.

Download Windows Movie Maker for Windows Computers:

http://www.download.com/3120-20_4-0.html?tg=dl-20&qt=windows%20movie%20maker&tag=srch

Download iMovie for Macintosh Computers:

http://www.download.com/3120-20_4-0.html?tg=dl-2003&qt=imovie&tag=srch

To use these programs to edit your video, you will need to transfer the video from your capture device to your desktop. This can be accomplished with a USB wire (or FireWire) and software that should come with your video device.

Once you have copied the video from your phone, camera, or camcorder to your computer, you can bring the video into Windows Movie Maker or iMovie for editing. These programs allow you to not only edit the video, but also to **add effects like titles, credits, transitions, and soundtracks** to make your video an **exciting multimedia experience**. When using movie making software, **the most important** things to keep in mind are how you want to **brand the video with your company name and site URL**.

A Few Ways You Can Brand Your Videos With Windows Movie Maker:

1. A continuous watermark throughout the video.

This is the most blatant form of URL promotion. Depending on what you aim to accomplish, this might be appropriate. With a **URL watermark brand** it is practically impossible that your viewer does not see your site URL. If your video is good, it probably won't annoy your viewers much. You can make the URL big enough to be noticeable but not so big that it takes over the video screen.

2. Opening title screen with URL.

This is easy to accomplish with video editing software and is a good idea. It sets the tone for your video, and lets the viewer know up front where they can find more information. However, keep in mind the increasingly short attention and memory span of internet users. If you only use a title screen and the URL is not repeated, **watchers may forget** by the end of the video that you had something more to share with them. If you use an opening title screen with your URL, it may be wise to **mention the URL again** during or at the end of the video.

3. Credits screen and end of movie page.

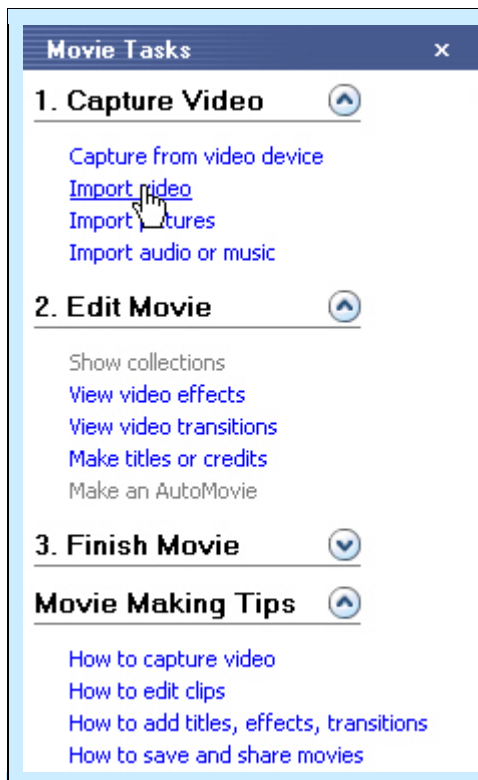
A credits screen rolls at the end of a video. During the credits you might include your company name, your website's name and your URL. You can also just put a closing screen image with a **promotional message and your URL**. If you consider that every person who watches your video is a prospect for sales, here is the optimum series of events.

- Prospect watches your video
- Prospect likes your video,
- Prospect sees URL at the end of your video,
- Prospect is curious and visits your site for more information,
- Prospect buys something right away.
- Or prospect **signs up to mailing list** and buys something in the future.

The point about branding your video with video editing software is that you want to be subtle enough with your branding that your video doesn't look only like an ad... Yet you do not want to be so subtle that people who like your video and like what you're all about can't easily find more information. The style of branding you use depends on what you want to accomplish as well as your personal preferences.

How To Use The Features Of Windows Movie Maker To Brand Your Video:

Let's quickly take a look at a few features of Windows Movie Maker which allow you to add such branding to your videos:

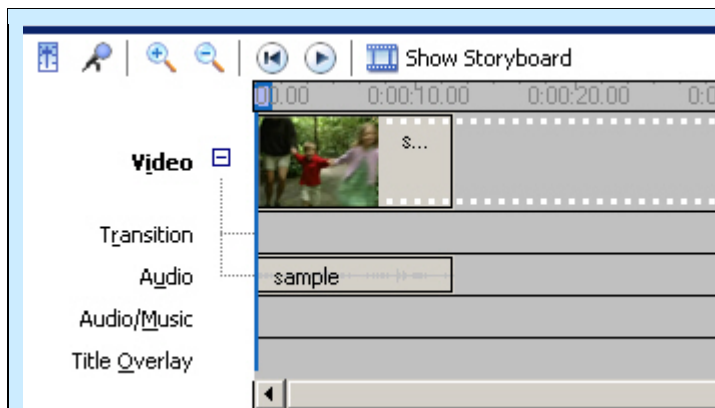


First you need to import the raw video into this editing software or record a movie directly with the software if you have a video device plugged into your computer.

The great thing about this software is that it isn't brain surgery to create a pretty cool video. The 'Import' features allow you to import **different types of media** such as:

- Video
- Static Digital Pictures
- Voice Audio
- Music

All of these types of media are an important part of constructing videos. With a small amount of these items, you can use the software to construct a great promotional video!

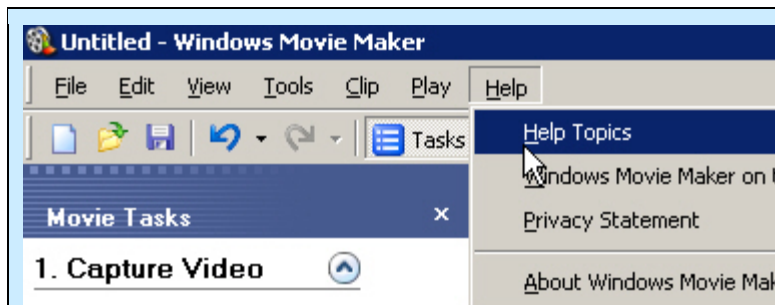


Above are **5 layers of media** that you can use in your videos.

5 Layers Of Video:

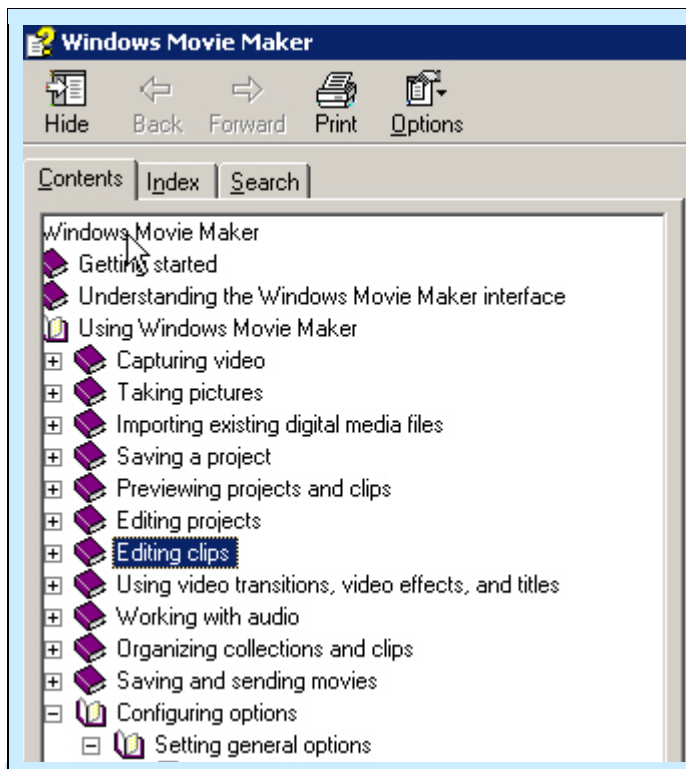
To get a view of the different elements in your video, be sure to choose '**Show Timeline**'. Here you can see:

- Video
- Transitions
- Audio
- Audio/Music
- Title Overlay



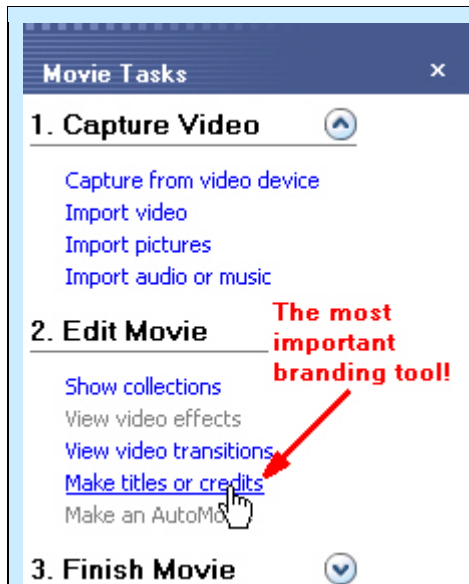
We obviously cannot cover every feature of Windows Movie Maker. But it has an extensive '**Help Topics**' section with answers to your questions.

It is pretty easy software to use, and the best way to start is to take a short sample clip of 10-30 seconds and start



experimenting with adding in text effects so that you will know **how to brand your videos** with your website URLs

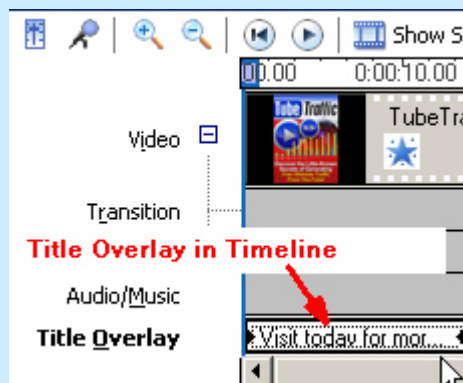
To the left you can see some of the help topics.



Select the 'titles or credits' feature to **brand your video** with your website URL!

The most important tool you can use to brand your video with your website URL is available with the 'Make titles or Credits' feature.

When you add title text or credits to your film, it appears in the timeline of your video as shown below.



If you want to alter the way the text looks, you can double click on it in the timeline and modify the 'Title Overlay'.

The above diagrams show you the most important features to use when branding your video. It is easy to do, and will help people who watch your videos get from YouTube to your

website. There are many other features available for you to use when editing your videos, and you may want to learn them at some point. Also, as we will discover in Chapter 8, it is easy to outsource video production, if you don't want to use this software at all.

Increasing Video Popularity With Thumbnail Images

YouTube thumbnail images are currently created from a frame at the middle of your video. That means, if you video is 2 minutes and 22 seconds long, the picture thumbnail for your video would be taken from about the 1 minute, 11 second mark. **A good thumbnail image can increase the amount of viewers** you get from video search. Therefore, if you want to control the thumbnail image (which may be useful to get more YouTube visitors to click on your video) you may want to **insert a static image halfway through your video**.

YouTube has received many requests to allow users to pick their own thumbnail image for each video, so hopefully in the future you will be able to choose the image yourself. But until that time, the only way to pick your own is to place an image for the thumbnail at the halfway mark of the video.

Saving Your Video As A ".MOV" File:

The last step is to save your project as a .mov file. You simply click save to my computer and the software will create a .mov file (it will take anywhere from 2 minutes to an hour depending on the file size). **YouTube accepts many file types.** YouTube accepts video files from most digital cameras, camcorders, and cell phones in the .WMV, .AVI, .MOV, and .MPG file formats. If you create a video with a file type that YouTube doesn't accept, you can usually find a utility online to convert your video from one type to another.

Chapter 7: Uploading Videos

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Now that you have created your video, it is time for the easy part...uploading your video to YouTube. To upload a video, you will need to have a free YouTube account.

What video file formats can I upload?

YouTube accepts video files from most digital cameras, camcorders, and cell phones in the .WMV, .AVI, .MOV, and .MPG file formats.

What's the best format to upload for high quality?

YouTube recommends the following settings:

- * MPEG4 (Divx, Xvid) format
- * 320x240 resolution
- * MP3 audio
- * 30 frames per second

MPEG (MPG)

YouTube recommends MPEG4 (Divx, Xvid) with MP3 audio. This option probably provides the best compromise between quality and file size. Other versions of MPEG are also acceptable.

AVI

This is the default format used by many editing programs. It provides excellent picture quality but file sizes are large. This can be a good option for short videos.

***On a sidenote, your videos should be short, if you have trouble getting around the 100meg limit you can find software on to convert Mov to Mpeg.**

MOV, WMV & Others

These are perfectly acceptable, but may not provide the same quality or small file sizes as MPEG4. YouTube simply takes any video you upload and converts it to the FLV format, which is the format for the Flash Video Player that YouTube uses.

Movie Length And File Size:

Movies must be under 10 minutes, under 100 megabytes in file size. This should not be a problem, as most effective promotional videos are short. However, if you plan on doing some sort of promotion that requires long videos with large file sizes, you can **get around the 10**

minute limit if needed by applying to the YouTube Director program at:

<http://youtube.com/director>

<p>Videos (Uploads, Favorites & ...)</p> <p>My Uploaded Videos</p> <p>Favorite Videos</p> <p>Playlists</p> <p>Upload New Video</p>	<p>When uploading your videos, it is important to remember that this is the time to optimize your video profile to get the most visitors from YouTube searchers. Here are some screen-shots to explain the basic functions of uploading your videos.</p> <p>After you have created your free YouTube Account, login and go to your account page and find the button that says 'Upload New Video'.</p>
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<p>Video Upload (Step 1 of 2) (All fields required)</p> <p>Uploading a video is a two-step process—on the next page, you'll be able to choose your video file and set the privacy settings.</p> <p>Upload Tips</p> <ul style="list-style-type: none">• Uploads will usually take 1-5 minutes per MB on a high-speed connection.• Converting your video takes a few minutes; you can add more info or upload more videos while it's processing.• Videos are limited to 10 minutes (unless you're a Director) and 100 MB.• Videos saved with the following settings convert the best:<ul style="list-style-type: none">◦ MPEG4 (DivX, Xvid) format◦ 320x240 resolution◦ MP3 audio◦ 30 frames per second framerate <p>Title: <input type="text"/></p> <p>Description: <input type="text"/></p> <p>Tags: <input type="text"/></p> <p><small>Enter one or more tags, separated by spaces. Tags are keywords used to describe your video so it can be easily found by all. For example, if you have a surfing video, you might tag it: surfing beach</small></p> <p>Video Category:</p> <table border="0"><tr><td><input type="radio"/> Arts & Animation</td><td><input type="radio"/> Autos & Vehicles</td></tr><tr><td><input type="radio"/> Comedy</td><td><input type="radio"/> Entertainment</td></tr><tr><td><input type="radio"/> Music</td><td><input type="radio"/> News & Blogs</td></tr><tr><td><input type="radio"/> People</td><td><input type="radio"/> Pets & Animals</td></tr><tr><td><input type="radio"/> Science & Technology</td><td><input type="radio"/> Sports</td></tr><tr><td><input type="radio"/> Travel & Places</td><td><input type="radio"/> Video Games</td></tr></table> <p>Language: <input type="text" value="English"/></p> <p><small>Do not upload copyrighted material for which you don't have the rights or have permission from the owner.</small></p> <p><input type="button" value="Go upload a file"/> Or <input type="button" value="Use Quick Capture"/></p> <p>Video Upload (Step 1 of 2) Is Important!</p>	<input type="radio"/> Arts & Animation	<input type="radio"/> Autos & Vehicles	<input type="radio"/> Comedy	<input type="radio"/> Entertainment	<input type="radio"/> Music	<input type="radio"/> News & Blogs	<input type="radio"/> People	<input type="radio"/> Pets & Animals	<input type="radio"/> Science & Technology	<input type="radio"/> Sports	<input type="radio"/> Travel & Places	<input type="radio"/> Video Games	<p>This step is the most important step so take your time and make sure you get this right.</p> <p>In the title box, put your best keyword, and make your title exciting if possible. Something that generates curiosity will help. You may also consider putting your website URL in the title (but not absolutely necessary).</p> <p>In the description box, describe your video and BE SURE to put your website URL! You may want to put some keywords in the description.</p> <p>The 'Tags' box is critical. Here is where you want to put all of the best keywords that you found from your research. These are the keywords that will help YouTube surfers find your videos.</p>
<input type="radio"/> Arts & Animation	<input type="radio"/> Autos & Vehicles												
<input type="radio"/> Comedy	<input type="radio"/> Entertainment												
<input type="radio"/> Music	<input type="radio"/> News & Blogs												
<input type="radio"/> People	<input type="radio"/> Pets & Animals												
<input type="radio"/> Science & Technology	<input type="radio"/> Sports												
<input type="radio"/> Travel & Places	<input type="radio"/> Video Games												

<p>Video Upload (Step 2 of 2)</p> <p>File: <input type="text"/> <input type="button" value="Browse"/></p> <p>Click here if you are having problems with the uploader.</p> <p>Max file size: 100 MB. Max length: 10 minutes.</p> <p>Do not upload copyrighted, obscene or any other material which violates YouTube's Terms of Use.</p> <p>Broadcast: <input checked="" type="radio"/> Public: Share your video with the world! (Recommended)</p> <p><input type="radio"/> Private: Only viewable by you and those you choose.</p> <p>To email this video and enable access now, choose a contact list.</p> <p><input type="checkbox"/> Family</p> <p><input type="checkbox"/> Friends</p> <p>Do not upload any TV shows, music videos, music concerts, or commercials without permission unless they consist entirely of content you created yourself.</p> <p>By clicking "Upload Video," you are representing that this video does not violate YouTube's Terms of Use and that you own all copyrights in this video or have express permission from the copyright owner(s) to upload it.</p> <p>Read Copyright Tips for more information about copyright and YouTube's policy.</p> <p><input type="button" value="Upload Video"/></p> <p><small>PLEASE BE PATIENT—THIS MAY TAKE SEVERAL MINUTES. ONCE COMPLETED, YOU WILL SEE A CONFIRMATION MESSAGE.</small></p>	<p>In Step 2, you simply must browse your computer and find the movie file.</p> <p>You can also select whether you want the video to be 'Public' or 'Private'. Obviously though, you want your video to be public if it is an advertising promotion.</p> <p>After that simply click 'Upload Video' and sit back for a few minutes while your video uploads!</p>
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After you upload your video, it may take anywhere from 10 minutes to 10 hours to process your video, depending on how many people are uploading videos at the same time. Just be patient, your video will be live before you know it.

It should also be noted that you can change the options on your video at anytime, simply by going to your members area control panel and clicking on '**Edit Video Info**'

Here you can set such options as:

- Allow Comments:**
 - ☐ **Yes, with Approval:** Allow comments to be added to this video after
 - ☒ **Yes, Automatic:** Allow comments to be added to this video immedi:
 - ☐ **No:** Don't allow comments to be added to this video.
- Allow Video Responses:**
 - ☒ **Yes, with Approval:** Allow video responses to be added to this video
 - ☐ **Yes, Automatic:** Allow video responses to be added to this video irr
 - ☐ **No:** Don't allow video responses to be added to this video.
- Allow Ratings:**
 - ☒ **Yes:** Allow people to rate your video.
 - ☐ **No:** Don't allow people to rate your video.

If you disable ratings, this video will no longer be eligible to appear on the list of "
- Allow External Sites to Embed This Video:**
 - ☒ **Enabled:** External sites may embed and play this video.
 - ☐ **Disabled:** External sites may NOT embed and play this video.

Personally, I generally allow everything. You may get some negative comments about your videos, so you have to have thick skin and ignore them. Anytime you try to do something productive, negative people come out of the woodwork to criticize you...Just don't worry about it. But if you simply cannot stand criticism, you can select the option to make it so you can **personally approve comments**. You can also disable ratings.

One thing you should keep in mind is that while you can edit many aspects of your video after you've uploaded it, **it is not a good idea to change the video itself.**

If you have gotten some visitors and ratings to your video and then you go and change the actual video, you will lose your rankings (view count). So do your best to put up the video you want the first time.

If you edit the video substantially, and come up with a video that is better, make it slightly different and upload it as a separate video. This way you can get the advantage of the viewers from both videos, without wasting your first effort.

Chapter 8: Planning A Video

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Now that you have learned all about researching YouTube, what video equipment you will need, how to brand your video with your URL, and how to upload the video, it is finally time to discuss some methods to actually create a great quality video.

A little bit of **planning** will go a long way to helping you create better videos.

Below, I've outlined 7 steps to making a video blueprint. A 'Video Blueprint' will make it easier to create a good video, and if you don't want to make the video yourself, you can simply **give the blueprint to a video producer** and pay them to **produce it for you** (outsourcing resources at end of this chapter).

Step 1: Brainstorm

When brainstorming, it may help to find other videos that you want to emulate. Here you are just jotting down notes and ideas about how you might put together a promotional video. Anything goes...Any idea that strikes your fancy should be recorded.

You might imagine whether you want a voice to narrate the video, whether you want actors speaking, or whether you want a musical soundtrack (or any combination).

Spend a few minutes trying to **visualize what a killer promotional video might look like**...Is there lively techno music at the beginning? Or maybe classical music? What will your title screen with your URL (if any) look like? Will you personally be in front of the camera talking? Will you use actors in the video? Employees? Or will you just use images, or pictures of your product in action? Who will narrate the video? Do you need narration? What will be the tone of the video...Serious? Funny? What will the end of the video look like? Maybe the video will fade out and then show your company name and website URL.

Step 2: Create A Script

Once you have thought up a theme for your video, it is time to **create some sort of script**. The script doesn't have to be perfect. You may discover new ideas you want to add to the video later or you may think of words that sound better as you are speaking them. But do your best to create some sort of script...Even a rough outline can go a long way towards helping guide you to video success and the smaller pieces will fall into place as you go.

Try this... Take a piece of paper, and draw a line down the middle vertically. Title the left hand column as 'Words' and the right hand column as 'Actions', then write down the words and actions next to each other. It is not very sophisticated, but it works. After you have the mini-script, you will be well on your way to planning a good video.

Step 3: Choose Your Actors

*This step may not be applicable if you are not using people in your film. But if you are using humans, you have to think about who they are and what they'll be doing in detail.

Getting Actors:

You don't need to hire Erik Estrada to pitch your product. Some of the best people for the film will probably be members of the organization for which you are doing the project. Actual people who are related to the product or service in some way will be **genuine, authentic, and fun**. Using members of your company or even the company CEO is also easier on the checkbook!

Friends & Family:

The least expensive people to use in your videos are friends and family. While they may not be the most talented actors, you may find that friends who appear in the video will want to send a film to their friends, and on and on producing a viral effect.

Hiring actors:

The pool of hired actors available includes theatre and media students from the local high school or college and local theatre groups; and of course professional actors. You may also want to consider **voice talent** if your video has a lot of narration. The voices you use in your video can make it wonderful or dull, so if you have someone else narrate your video, choose someone with a good voice without a mumble or monotone.

You may be able to find voice talent is at your local community or college radio station, and it probably won't cost you an arm and a leg either. If you decide to use actors, you may find <http://www.sag.org> to be a useful site.

For sample contracts see: <http://www.sagindie.org/resources/contracts/>

Step 4: Choose Your Backdrop And Lighting

Lighting:

Try to get decent lighting for your video. If you are shooting indoors in an area that has windows, open the curtains and **let as much outside light as you can into the room**. If there is enough sunlight, it can light up your shooting area. You may also want to look at artificial light, or experiment with different lamps for 15 second clips to see which works best. Try not to have so much light that you look like a deer in the headlights though. And remember, you **don't have to be ultra-professional**, just do the best you can and remember that most of the videos on YouTube aren't professionally produced, so people aren't likely to notice that your lighting isn't perfect.

If you want to learn more about lighting, I suggest you visit http://www.youtube.com/t/video_toolbox or <http://www.videomaker.com/youtube/> which have tips for beginners on how to set up the stage area for a video production.

Background:

If possible, try to have a nice background for your video. If you have a **company banner**, great. Otherwise just try to make sure that there aren't random objects sitting around. You can film in your home, but you probably do not want dirty laundry, coffee mugs or empty pizza boxes in the scene.

Camera Height:

It is best to have some sort of tri-pod for your camcorder or digital camera. If you have a regular sized tri-pod, use it. If not you can get a mini-tripod starting at \$5.

You may want to experiment with a variety of camera heights for different effect, depending on what type of video you are producing.

Sound:

High-quality sound is important to creating a good video. If you are recording sound as you record video, do you best to **position the microphone in a way that captures your voice clearly**. You can also do a **voice over later** if you want, and all you would need to do is record your voice on a microphone attached to your computer with recording software.

Lighting, background, camera height and sound...All of these are important factors to consider when making a video. Do your best, but don't obsess.

Step 5: Rehearse

If you are creating a video where you will be speaking into the camera, be sure to rehearse...It **will save you a lot of frustration!** Stand in front a large mirror with your script, and practice your facial expressions and your smile as well as your hand gestures. Also practice your script a few times until you know its contents pretty well.

Even if you feel a bit silly, doing this will save you many takes when the recorder is actually rolling. You'll look and feel more confident on camera if you are familiar with the script pretty well and have practiced.

Step 6: Relax, Don't Worry!

It is important to relax and remember that your videos do not have to be perfect in order to be effective. Consider that a vast majority of the videos on YouTube are created by total amateurs, so even a little polish can go a long way to making your videos better than most.

Also, the limitations of technology in this area **can actually work to your advantage**. An amateur trying to produce a glossy, high quality commercial for a television sized screen would probably utterly fail and produce something like a bad late night t.v. commercial.

However, the 425x350 pixel size of the videos on YouTube covers up many of the shortcomings of equipment because the video quality can only be so good. The limitations actually help to level the playing field a lot for amateurs who want to quickly put together promotional videos.

For more great advice on making better videos visit:

http://www.youtube.com/t/video_toolbox

<http://www.videomaker.com/youtube/>

Outsourcing:

Now, if everything I've mentioned seems like a lot of work, and you just don't feel up to the task, **you can always outsource your film production**. It is not hard to find film producers, and fortunately, many of them will work relatively cheap. You will still want to do steps 1, 2 and 3 above, but then when you have a good outline of what you want the video to be, you can send off the blueprint to a talented video producer.

Below are some ideas for places where you might find and hire short video producers. When you hire someone, you might want to **have a clear script ready for them**, complete with their

words and action so that they know exactly what to do. Or you can just tell them what you want to accomplish, and leave it to the producers to create a film.

Community college digital video students.

Craigslist: <http://craigslist.org>

eLance: <http://www.elance.com>

Rentacoder: <http://www.rentacoder.com>

You may also want to do a Google search for small companies that have created funny videos.

A Final Note About Creating YouTube Videos:

You don't absolutely need video footage. If you have a series of good still photos, you can put a voice narration and sound track over them to create an interesting video.

Chapter 9: Specific Tactics For Marketing

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We have finally arrived at the most unique chapter of this book. After all...anyone can make a movie and put it on YouTube...but it takes a little more know-how to turn that video into a marketing machine. In this chapter, you will get various tips, tactics, and ideas for using YouTube videos for marketing your products and services.

Techniques You Will Learn In This Chapter:

Building A Community On YouTube:

Creating A YouTube Group

Getting Subscribers To Your YouTube Videos.

Promoting Your Own Products With YouTube:

Creating An EBook Trailer

Demonstrating Your Product

Promoting Business Opportunities

Marketing Yourself.

Promoting Affiliate Products With YouTube:

Affiliate Domain Redirects & Affiliate Domain Masking

Tracking Affiliate Sales

Increasing Adsense Revenue With Video

List Building

How To Build Your List By Offering Free Videos

Using Video To Build A Personal Relationship With Your Subscribers

Trust Building

Educational Sample Videos

Video Testimonials For Your Product

Videos Of Customers Using Your Product

YouTube Videos As Content For Your Site:

Embedding Video In Your Own Site

Demonstrating Your Product

Using An IFrame To Keep Visitors At Your Site

Make Your Videos Go Viral

Posting A YouTube Video To MySpace Or To A Blog

Mailing Video URLs To Friends & Family
Informing Media Outlets
Offering Your Video As Content To Other Popular Websites In Your Niche.

Building A Community On YouTube:

One of the best ways to promote your product is to create some sort of community that caters to people who share your passion. When you first create the group there are a few decisions you have to make such as: Group name, tags, description, unique group url, group category, group type (public, protected, private) etc...

***Creating a group on YouTube is easy as shown in the screenshot below:**

Create a Group

Group Name: **Group Name should be something cool...Something which attracts like minded people who share your passion.**

Tags: **Make sure to use all of the tags available and choose all of the keywords you can think of for your group.**

Enter one or more tags, separated by spaces.
Tags are keywords used to describe your group so it can be easily found by other users.
For example, if you have a group for surfers, you might tag it: surfing, beach, waves.

Description:

Choose a unique group name URL:
<http://www.youtube.com/group/> **choose a good group name, preferable with one of your top keywords**

Enter 3-18 characters with no spaces (such as "skateboarding"), that will become part of your group's web address. Please note, the group name URL you pick is permanent and can't be changed.

Group Categories: (self-explanatory)

<input type="radio"/> Arts & Animation	<input type="radio"/> Pets & Animals
<input type="radio"/> Autos & Vehicles	<input type="radio"/> Science & Technology
<input type="radio"/> Comedy	<input type="radio"/> Sports
<input checked="" type="radio"/> Entertainment	<input type="radio"/> Travel & Places
<input type="radio"/> Music	<input type="radio"/> Video Games
<input type="radio"/> News & Blogs	
<input type="radio"/> People	

Type: ☒ Public, anyone can join.
☐ Protected, requires founder approval to join.
☐ Private, by founder invite only, only members can view group details.

Video Uploads: ☒ Post videos immediately.
☐ Founder approval required before video is available.
☐ Only Founder can add new videos.

Forum Postings: ☒ Post topics immediately.
☐ Founder approval required before topic is available.
☐ Only Founder can create a new topic.

Group Icon: ☒ Automatically set group icon to last uploaded video.
☐ Let owner pick the video as group icon.

[Create Group](#)

Try to make your group forum a lively place!

Always keep in mind is that **“Passion attracts passion”**. If you create a community for your niche on YouTube, you are likely to attract the right type of people, as potential buyers, business partners, or people who will just spread your videos to other enthusiasts via word of mouth (and ‘word of mouse!’)

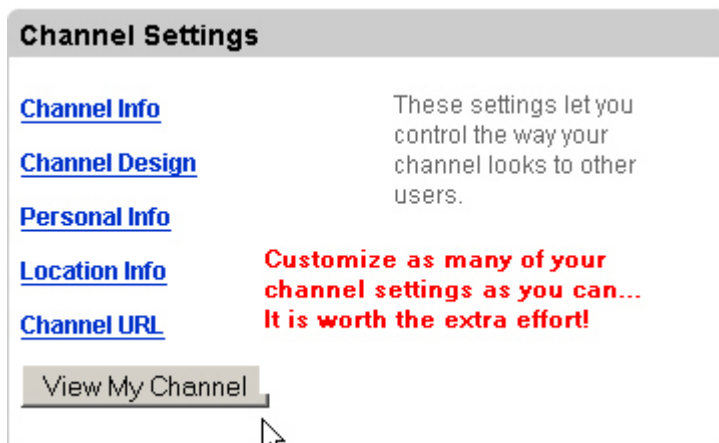
After you create a group, there are many ways to build it.

You can go through YouTube and find people who have posted videos in your niche and manually invite them to join your group. Post links to videos in forums, in your sig file. If you have an email list of prospects and customers, you should email them your YouTube group URL. You might encourage them to rate your videos highly and add positive comments if they like them.

Forums where there are people in your niche maybe ripe for posting a link to your videos. As long as the videos are useful, it should not be considered SPAM.

When other people start adding videos to your group, it may gain some momentum. Also, remember that you can create multiple groups for multiple topics, and creating a group is easy so easy, why not do it?

You should also customize your channel settings as much as you can and include your website URLs.



You should also know that you can start a discussion in your group where other users can talk about videos and new events related to your niche.

Promoting Your Own Products With YouTube:

There are many ways you can use YouTube to promote your own products. If you are selling an eBook, you might make a **video trailer**.

A book trailer is simply a promotional video that highlights some of the benefits of your book (maybe even *exaggerates* the benefits in a funny way). Think of it as a movie premier of your book.

The more gimmicky the marketing, the better. Take for example the hugely successful Rich Jerk eBook. If one were to make a video trailer for this eBook, there are dozens of videos you could do with the 'Rich Jerk' theme. They would probably be funny (exaggerated snobbishness), they probably get a lot of views (people always share funny videos with their friends), so videos would probably help to create a buzz and sell more product.

No matter how different and outside of the box your video promotion is, it will more often than not work in your favor. **Visuals help sales;** When used right, this promotional video can mean a large increase in sales, and is a unique way to promote your book, eBook or any other information product or membership website.

Demonstrating Your Product:

YouTube is a powerful means for **demonstrating your product in action**. Whether you are selling a software program, golf clubs, or a house, putting a video of your product in action on YouTube is always a good idea.

It should be noted that it is also a good idea to embed the video in your website, so that people who come to your site from other promotions will see your Demonstration video. You can simply enable the option to “Allow External Sites to Embed This Video” and then paste the embed code into the HTML of your website.



Promoting Business Opportunities

If you have a business opportunity, YouTube may make a great place to tell about it. While the marketing community on YouTube is still small compared to rest of the internet, you may find that those who **get in early** and learn the ropes on how to promote businesses with YouTube will have an advantage. Video is a great and inexpensive way to make an infomercial to show off any business opportunity.

Remember, even if a only a few people find your video on YouTube, it is still a very useful place for you to **host your infomercial** videos because YouTube pays for the bandwidth, and the videos stream very well on a wide variety of internet connection speeds.

Marketing Yourself:

If you are in the job market or looking to make business connections, keep in mind that you can also **market yourself** using YouTube. A video resume consisting of you talking about yourself to a webcam may help prospective employers and business partners learn about who you are. People make judgments based on looks and the way you talk, so practice a little. The upside is, if you make a good impression with your video, people will feel like they already know you a bit, and **building familiarity goes a long way** in business.

Promoting Affiliate Products With YouTube:

Promoting products as an affiliate with YouTube offers some exciting opportunities. It is relatively uncharted territory with lots of opportunity. Here I will just talk a little bit about the mechanics of directing users to your affiliate link.

Obviously, it is better not to brand your video with something that looks like an affiliate

link...A unique domain name is better. One technique you can use is to register a domain name for about \$8 with a host like GoDaddy (you can get .INFO domain names for considerably cheaper too).

Once you have registered the name, you can simply use '**Domain Forwarding**'.

With domain forwarding, you do not need to purchase any web hosting space...you simply need to **modify the settings in your domain name account to forward** all requests to your affiliate URL link.

This is very easy to do, and only takes a few minutes:

Domain Forwarding

Domain Forwarding redirects or "points" your domain to another location.

Forwarding Masking Help

☐ Disabled ☒ Enabled

Forward To: *

For example: <http://www.anotherdomain.com>

enter your affiliate link and enable forwarding

It may also be helpful for you to know that you can use '**Domain Masking**'.

With domain masking, the person who types in your domain name will still be forwarded to your affiliate link, but **your domain name will still appear in the address bar** of the web browser, so they will not even know it is an affiliate link.

Domain Forwarding

Domain Forwarding redirects or "points" your domain to another location.

Forwarding Masking Help

Mask Domain: ☒ **check the 'Mask Domain' box if you don't want your affiliate url to show**

Masked Title:

Masked Description Meta Tag:

Masked Keyword Meta Tag:

This way, you can brand your videos with a **unique and easy to remember** URL, and still get credit for affiliate sales!

Tracking Affiliate Sales:

If you want to track your affiliate sales that you make from video promotions, you can simply do a double forward: The affiliate domain name will forward to your tracking URL, which will then forward to your affiliate URL.

Also, some affiliate systems have built in campaign tracking, so you can create a separate affiliate URL to track how successful your videos are at getting traffic.

*On a side note, this technique is also good for pay-per-lead programs.

Money Making Tip: Increase Your AdSense Revenue:

If you are sending visitors to your website (and not directly to an affiliate URL), you can increase your revenue by adding AdSense code to your website.

If you haven't already you can sign up at <http://www.google.com/adsense>

List Building

How To Build Your List By Offering Free Videos:

List building is a very important part of doing business online. There are a few ways you can build your list using YouTube.

The first is to put up videos, and at the end of the video, instruct the users to visit your website. At your website, **be sure to have an email sign up form** to collect as many subscribers as you can to market to them over and over again.

You may also want to use videos as incentives for people to sign up.

For example, **in exchange for a name and email address**, you can send your subscribers a link to 2 sample videos which offer a **sample of your product or some type of demonstration**. This is especially effective if you have an information product and you can show one or two techniques to pique the prospects interest. **Be sure to describe** the videos and the benefits they'll receive from watching them and you'll likely increase your email list.

Trust Building:

If you have an email list already, you may want to create a few videos of yourself and your product to help **build a personal relationship** with your subscribers. This may not be appropriate for all types of businesses, but there is always some way you can increase trust with video that shows your subscribers more about what you can offer them.

Educational Videos

Educational videos also fall under the category of trust building. Educational videos can be useful if they tell potential buyers more about your product or service.

For example, if you were selling a series of cooking videos on DVD, you might find it useful to do a short series of YouTube videos **demonstrating a few recipes** and then direct watchers to your website where they could purchase complete DVDs. You might also have the educational videos embedded in your website to help show what you do to people who find your site in the search engines.

It helps to build trust when people see a sample and see that what you are offering is good.

Getting Video Testimonials For Your Product

Anytime you can get a video testimonial for your product, it is always a good thing. We have seen the popularity of video testimonials for marketing seminars. Why not put all of these videos on YouTube with the appropriate tags?

Testimonials recorded either at an event or simply by a webcam may increase your credibility and help people gain trust. If your customers are video users, you might offer an incentive for actually taking the time to do a YouTube testimonial for you.

Get Video Of Customers Using Your Product!

Anytime a customer is willing to create a video of them actually using your product --that is truly excellent. This can be used is both for your sales materials on your website, as well as random people finding you on YouTube.

YouTube Videos As Content For Your Site:

I'm going to let you in on a secret: Video is extremely popular these days, and if you want to build a niche video site, YouTube and other video sites have **all the content you would ever need** to create websites full of videos --And **you can include both AdSense and affiliate links** to increase your earnings.

I predict that we'll soon start seeing lots of new video sites created from various videos about different niches. For example, you could create a site called 'FunnyDogVideos' and simply go to the various online video sites which allow you to embed their videos in your site. You would simply create a collection of the funniest dog videos you can find, and make a website out of it...Then you would add in your various revenue generating services such as AdSense and affiliate links (ClickBank or Commission Junction for example) to anything and everything that dog lovers would want to buy.

There are **plenty of free video sites** (we have a list at the end of this eBook) and it would be a piece of cake to find 100 funny videos to create a web site out of. People who upload videos to popular sites can usually choose whether they want other website owners to be allowed to embed the video in their websites...and most choose yes! In fact, **you could do the whole thing in a day or two** and update it every week (and send out email notifications to the list).

The important thing to note is how you embed the video in your site. When embedding videos in your site, it is important that you do your best to keep the visitors at your site, rather than them watching a video and then leaving.

Make Your Videos Go Viral!

Posting A YouTube Video To MySpace Or To A Blog:

Posting a video to your MySpace page is easy to do. To embed video in a MySpace page, simply log in to your account, go to 'Edit Profile' and paste in the embed code for the video wherever you want it in your MySpace page. You can put multiple videos without much extra effort. This is an especially useful tactic if you already have some MySpace friends and a community of people who share your interests. If your video is good enough, you may ask your MySpace friends to share your video, which **generates a buzz effect**.

Posting a YouTube video to a blog is almost exactly the same process...Just log into your blog account and paste the embed code into the HTML wherever you want your video to appear.

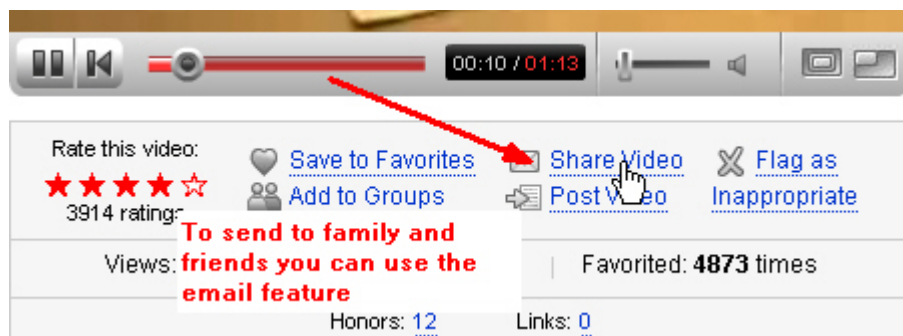
The '**blogsphere**' is on the cutting edge of news, and you might encourage other bloggers to **embed your video in their blogs** simply by directing them to the YouTube page where they can access the embed HTML code, or copy and paste the code as text on your webpage so that it is right there for them. You might even go as far as to contact bloggers in your niche, tell

them about your video, and ask them if they want to use it in a blog post.

Blogs create many media sensations these days, and having your video in independent blogs is a great way to attract customers to your site. Keep in mind though that bloggers are often wary of advertising campaigns, so you may want to use this technique for videos which truly offer some quality content (along with your website URL!)

Mailing Video URLs To Friends & Family

If you have a quality video that you are proud of, be sure to email it to your friends and family. You can use the email feature on YouTube, or simply send the hyperlink via email.



Notifying Media Outlets:

Online videos are prime content for reporters looking for a story. If you have created a great and unique video promotion that you think is newsworthy, you may want to contact editors at online news sites, or other media outlets.

A few articles in print or on popular news websites can take your promotion from small buzz to big stir. This can supplement your other article marketing efforts and press releases nicely.

Offering Your Video As Content To Other Popular Websites In Your Niche:

Website owners are always looking for great new content to offer their visitors. You might search Google with your best keywords and contact the **top ranking website owners** to see if they would like to **feature your video on their site**. Just make sure you offer something of value in the video...Something that makes people say 'Wow, Cool!'. Then independent website owners may want to showcase your video. You may or may not want to set up an affiliate agreement as well.

Chapter 10: Conclusion

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You now have all of the knowledge, skills, and resources you need to create online videos. The future of this market is truly wide open, and savvy internet marketers who learn how to take advantage of this medium may gain a huge competitive advantage as online video becomes more and more popular.

I recommend you read over this book 2 or 3 times to absorb all of the information. I know there are a lot of tactics, and you may not use them all...But even just a handful of these tactics applied will **increase traffic to your website** and won't break your bank. You may want to print out this book to keep handy, or at least the chapter "Specific Tactics For Marketing" so that you remember all of the revenue sources available open to you.

You should also keep in mind that **YouTube is just one of many online video sites** and more are popping up each day (see the 'other video sites' list). As video becomes more popular, people of all age groups will spend more and more times viewing clips at video sites.

Even with the huge popularity of YouTube, I don't think audience for online video has come anywhere close to reaching its peak. **Expect to see more and better online video** in the near future as the internet giants like MSN, Yahoo, and AOL ramp up their video services.

It is also important to remember that once you create a video, **you can upload it to dozens of video sites**, and on the next page I've compiled a list of some of the very best video sites online so that you can multiply your video creation efforts.

Even if these sites seem less important than YouTube, you may find less competition there and your videos maybe easily ranked high for very popular keywords.

Thanks for reading, and be sure to let me know of your success.

Warmly,

Michael Rasmussen and Jason Tarasi

See next page for other video sites list!

Other Video Sites

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Want to know something awesome? All of your video creation efforts can be multiplied many times over just by submitting your videos to other free video sites on the internet!

That's right, YouTube is not the only player in the online video game. Now that you have learned all about using YouTube, you can take everything you have learned and extend it to the other video sites online.

While YouTube is probably the most popular site, there are certainly other video sites getting tons of traffic, and these sites are working hard to promote their videos, as they want to be competitive.

Here is a brief overlook and the URLs of some sites that might be worth your time to submit to:

Google Videos - <http://video.google.com>

I highly recommend uploading to this site. You can also download free batch uploader software at: <https://upload.video.google.com/> You will need a free Google account, but once you create one, you can download software which will **upload batches of videos** from your computer to Google video. Videos appear quickly in the Google Video search results.

Soapbox.msn.com – <http://soapbox.msn.com> This is MSN's video program. Easy to use.

Yahoo Video – <http://video.yahoo.com> Free Yahoo account required.

Netscape Videos - <http://www.netscape.com/submitvideo> - Requires free Netscape account

MySpace Videos - <http://vids.myspace.com>

AOL Video - <http://video.aol.com/> Not free...Requires paid AOL account

<http://Bolt.com> Upload & Share Your Life

<http://Break.com> – Funny Pictures, Online Games & Funny Video Clips

<http://Dailymotion.com> - Share Your Videos (Has a high Alexa rank)

<http://Eyespot.com> – Movie Making For All Of Us

<http://Gofish.com> Funny Video Clips, Music Videos, Amateur Videos & more from GoFish

<http://Grouper.com> – Watch, Share, Create – Grouper Video

<http://ifilm.com> - IFILM - Video, User Video, Movies, Trailers, Music and Viral Videos

<http://Jumpcut.com> – Jumpcut – Make Amazing Movies Online. This site allows you to create movies online.

<http://Metacafe.com> – Serving The Worlds Best Videos

<http://Putfile.com> – Share Your Photos and Videos For Free

<http://Revver.com> - What if creativity could pay the rent?

<http://Stickam.com> – Stickam – Express Yourself LIVE!

<http://Veoh.com> - Online videos: From funny home videos to premium content.

<http://Vidilife.com> – Free Video Hosting

<http://Vimeo.com> - Everyone can upload 250mb of video every week. Free.

<http://vSocial.com> - Say it with video.

<http://ZippyVideos.com> - Free Video Hosting, Upload and Media Sharing Community!

Resource List

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Throughout this guide there are links to various videos and websites for you to see examples...If any of the links are not working (due to the fact that sometimes videos are removed, or websites go offline), please check this 'resources list' which will have other ways to find the samples such as a keyword search.

This list also has links to all the sites mentioned in the eBook as well as **a few extra resources you might find useful.**

IStock Photo: <http://www.istockphoto.com> – Great royalty photos, clipart and video clips to use when editing your videos. You may find video footage on there that adds to your video. (I highly recommend IStockPhoto for quality + affordability)

Royalty Free Music Clips

Urban, Dance, Hip-Hop, Classical, Techno, Jazz and More!
<http://www.shockwave-sound.com> (great sound clip site)

High Quality Royalty Free Music: <http://www.slicktracks.com>

Royalty Free Music: <http://www.royaltyfreemusic.com>

*Some of the audio tracks aren't cheap but they are good and you can reuse them if you want.

URLs Mentioned In The Report:

Chad and Steve the YouTube Founders: http://www.youtube.com/watch?v=OCVxQ_3Ejkg

Wordtracker Keyword Research Tool: <http://www.wordtracker.com>

Will it blend? <http://www.youtube.com/watch?v=B8H29jU8Wrs>

Search URL: http://www.youtube.com/results?search_query=will+it+blend&search=Search

Real Estate marketing <http://www.youtube.com/watch?v=Py1RLRYzgcs>

Windward Reports: <http://www.youtube.com/watch?v=QeTuQDJDqdM>

Funny video production group: <http://www.youtube.com/user/BaratsAndBereta>
(<http://baratsandbereta.com/>)

Magic Tricks: http://www.youtube.com/results?search_query=LearnMagicTricks&search=Search

Borat: http://www.youtube.com/results?search_query=Borat

Funny Videos:

Day of the Longtail – A funny spoof on modern advertising

<http://www.youtube.com/watch?v=7xAA71Ssids>

Search URL: http://www.youtube.com/results?search_query=Day+of+the+Longtail&search=Search

Free Hugs – A sort of strange, personal video - 8 million views!

http://www.youtube.com/watch?v=vr3x_RRjdd4

Search URL: http://www.youtube.com/results?search_query=Free+Hugs&search=Search

Evolution of Dance – Viewed over 40 million times.

<http://www.youtube.com/watch?v=dMH0bHeiRNq>

Search URL: http://www.youtube.com/results?search_query=Evolution+of+Dance&search=Search

Webcam: <http://www.logitech.com> (endorsed by YouTube for webcam video creation)

Logitech Video Effects in action : <http://www.youtube.com/watch?v=r7Gn2TyEyHw> –

Search URL: http://www.youtube.com/results?search_query=Logitech+Video+Effects&search=Search

Screen Capture Software: <http://www.techsmith.com>

Download Windows Movie Maker for Windows Computers:

http://www.download.com/3120-20_4-0.html?tg=dl-20&qt=windows%20movie%20maker&tag=srch

Download iMovie for Macintosh Computers:

http://www.download.com/3120-20_4-0.html?tg=dl-2003&qt=imovie&tag=srch

YouTube Directory Program (for videos over 100MB or 10 min): <http://youtube.com/director>

Screen Actors Guild: <http://www.sag.org> (find actors)

Actor contracts: <http://www.sagindie.org/resources/contracts/>

Movie Making Tips:

http://www.youtube.com/t/video_toolbox

<http://www.videomaker.com/youtube/>

Places To Outsource Video Production:

Community college digital video students.

Craigslist: <http://craigslist.org>

eLance: <http://www.elance.com>

Rentacoder: <http://www.rentacoder.com>

IFrame HTML tutorial: <http://www.htmlcodetutorial.com/frames/IFRAME.html>

Create a separate domain with affiliate redirect: <http://www.godaddy.com>

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