

An Introduction to Video Marketing

the **BEGINNER'S** GUIDE *to* VIDEO MARKETING



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INTRO

Video Marketing is a powerful marketing tool. It's a very effective way for businesses to promote a company, product or service. There's no doubt that marketing with video is on the rise. According to current research, videos are 50 times more likely to receive an organic first page Google ranking over text pages. Videos should be more about entertainment and less about sales. They are better for giving the viewers a taste of the brand or building brand awareness.

You should consider video marketing whatever your line of business. Here are some benefits of video marketing:

- Offers better user engagement
- Improves email open rates and click-through rates
- Increases branding & credibility
- Decreases website bounce rate
- Videos are easy to pass on and share
- Improves visitors and sales
- And more...

You can find various video sharing sites on the web where you can track the number of views on your video. Most people post their videos on YouTube. YouTube is currently the 3rd most visited website and 2nd biggest search engine in the world. Having the most traffic and the highest amount of users, YouTube is one of the best places for publishing and marketing your videos.

Here's what you will need:

You should have the tools needed to make a video, a webcam and a microphone will do. Choosing your keywords and tags are very

important because they help people to find your video. Just remember, your video should be informative, short but entertaining, and straight to the point.

In this eBook, you will learn the following:

- The 4 p's of marketing
- How to choose a niche
- How to find your keywords
- Tools to find keywords
- How to convert PLR for YouTube
- Free video tools
- How to upload video on YouTube
- How to market with video sharing
- How to use video sharing sites
- Benefits of Tube Mogul

THE MARKETING MIX:

Product, Price, Place and Promotion



Image source: <http://www.deanseddon.co.uk>

The term Marketing Mix refers to the "four Ps" (price, product, distribution and promotion) you can use to market and sell your products. It is a good strategy to determine the optimal position for your offer in the marketplace.

An effective marketing mix is balanced, consistent, and creates a competitive advantage for the business. But if your marketing mix doesn't meet your customer needs, they will not be satisfied and that dissatisfaction may impair your sales.

Product – Is the item sold to the customers. Your product should have unique features and design to be appealing to your target market. There are some things to consider in making the product more attractive to buy. Try to ask yourself the following questions:

- Consider your target market. What does the customer needs?
- What are the features you can add to meet their needs?
- How will the customer use it?

- Is there any difference between your offers over competitors?
- How is it branded?
- How long is the life cycle of the product you're marketing?

Price – Is the amount a customer pays for the product. It should be high enough to cover costs and make a profit but low enough to attract customers. When setting a price, you'll need to consider competitor pricing and be aware of the brand and its integrity. It's not always good to set a low price because the customer may feel that the quality is being compromised.

Basic Pricing Strategies

- Creaming – Charging a low price to gain a position in the market
- Penetration Pricing – Charging a high price to persuade people that the product is of high quality
- Cost Plus Pricing – Total of the cost plus a margin added on for profit

Promotion – It covers all types of marketing communications. With promotion, you can raise the awareness of the people into your product and encourage them to purchase. Advertising, personal selling, sales promotion, and public relations are just some of the elements of promotion.

Advertising is conducted on TV, radio, online, newspapers, leaflets, billboards, Yellow Pages and by 'word of mouth' which often performed by sales staff.

Place – Is the location where you stored or sell your products. It is very important to assure that the products are available in the right place at the right time in the right quantities. But nowadays, place is becoming less relevant because of the rise of internet.

CHOOSING A NICHE

When choosing a profitable niche, you should know your own personal preferences. Choose a niche you are passionate about or where you have professional experiences. If you choose a niche you don't have any knowledge of, you will end up creating more work for yourself because you need to spend a lot of time doing the research.

Consider brainstorming when choosing your niche. Get pencil and paper then start brainstorming by asking yourself questions: which field I'm considered as an expert in?, what are my hobbies and interests?, what can get hold of my attention for a long time?, and so on. Once you've come up with some ideas, now it's time to do some research about your ideas. Whatever your ideas may be, surely there is someone already using them. Your research will help you to come up with more ideas.

Next you need to narrow down your ideas into 2 or 3 things you are passionate about, then check if it's profitable or not. [Google Adwords](#) is the best tool to check this. After checking the profitability of your niche, choose the one that's not too competitive and something that you can really get excited to work on.

For example, take the word "Stress Management." If you check it on the Google Adwords keyword tool, you'll find lots of suggested keywords that you can use in your video marketing campaign such as stress reduction, handling stress, relaxation techniques, and so on.

It is also important to have a squeeze page where you can send people to view your videos and build your email subscribers list. With a squeeze page you will be able to get the email address and other important information from the people who visit your site so that you can keep in touch with them. A good squeeze page should be able to catch the attention of the visitors. Your headline should

be catchy and speak about your product or service. Below is a screen shot of a good squeeze page.

Don't Let That PLR Folder on Your Hard Drive Go to Waste...

5 FREE Videos That Unlock The Secrets to Making FAST MONEY With PLR

Make \$1000's By Selling and Promoting PLR Products You Already Own or Can Buy CHEAP



100% FREE Instant Access to These Game Changing Videos

Enter your name...

Enter your email...

Get Instant Access

 We respect your privacy. We will never share your information.

Pass This On!

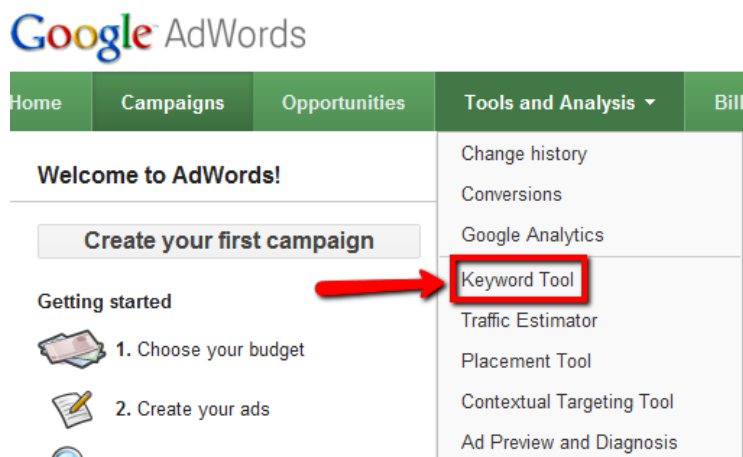


HOW TO FIND KEYWORDS

Keywords are the words you use when searching in search engines. Your keywords should be relevant to your product or service so that it can be easily found by potential consumers. You should come up with keywords that address customer wants. Position yourself as one of the consumers. For instance, if you're looking for stress management, what keyword should you use to find information regarding that topic? Or what will you Google?

How to choose a good keyword?

- First of all, you have to determine your main keyword, and then find keywords that are related to your main keyword.
- Login to [Google Adwords](#) and go to **Keyword Tool** under Tools and Analysis



- Enter your main keyword on the keyword bar, uncheck the "only show ideas related to my search terms", then location should be set to **All**, and then click the "Search" button.

Find keywords Campaign

Based on one or more of the following:

Word or phrase

Website

Category

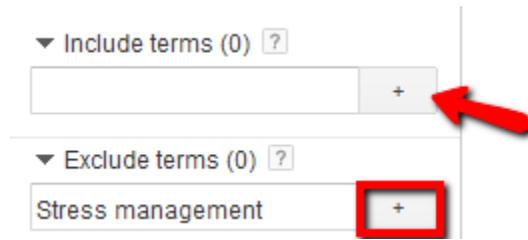
☐ Only show ideas closely related to my search terms [?](#)

[Advanced Options and Filters](#) Locations: All Languages: English ✕ Devices: Desktops and laptops

- You can manage the options first before searching by clicking on the **"Advanced Options and Filters"** to choose the location and languages, then tick on the box if you want to include adult ideas, show ideas and statistics for (desktop and laptop devices, all mobile devices, mobile WAP devices, mobile devices with full internet browsers), or set your Filter ideas.
- Choose from the following Match Types; **Broad**, **Exact** and **Phrase** located at the left hand side of the Google Adwords interface.
- After you're done with the options, click on the Search button and something like this will appear:

Keyword ideas (800)					
1 - 50 of 800					
Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?	Google Search Network ?	
<input type="checkbox"/> stress management strategies ▾	Low	2,900	2,900	-	
<input type="checkbox"/> stress management activities ▾	Low	8,100	8,100	-	
<input type="checkbox"/> stress management worksheets ▾	Low	1,600	1,600	-	

- There are over 800 keyword ideas showing the level of competition, global and local monthly searches, etc of each keyword. If you want to find other related keywords, just enter your main keyword under "Exclude terms" and click the plus sign button. It will remove your main keyword from results and you'll only see other related terms.



- Select the keywords that would make the most sense regarding your topic. You should find at least 5 to 10 relevant keywords and write them down in Notepad.

Make sure that the keywords you pick will actually provide paying customers. You should know that the higher the number of searches, the more difficult it will be to rank on Google. Also, you should measure the conversion rate to determine the keyword value.

Finding free content/articles:

After making a list of relevant keywords, it's time to find content for your video. There are countless free and paid content on the web. Just go to Google and type in your keyword followed by free PLR articles, then click "Search".



You'll find lots of websites offering free PLR articles related to your niche. But if you want quality PLR content for your site, [Best Quality PLR](#) is the best place to go. Just visit the [BQP Product Catalog](#) to see the complete list of products.

Here are some of the tools which can help you research for different keywords:

[Google Adwords Keyword Tool](#) – Is a free tool best for PPC Campaigns. Using Google Adwords, you can see how many people are searching for a specific keyword phrase, generate keyword suggestions and determine the level of competition of every keyword.

[Keyword Spy](#) – Is a free tool that lets you search for Domains, Destination URLs and Ad Copies. It also allows you to see more relevant statistics about PPC Competitors.

[Word Tracker](#) – Is a free keyword researching tool but can be upgraded to Premium version which costs \$59. With Word Tracker you can generate very relevant keywords so you'll get great results. The Word Tracker statistics are based on information made by people living in the United States or collected only from search engines in the United States.

HOW TO HANDLE PLR WITH YOUTUBE

Video is becoming huge when it comes to online advertising. Internet marketers are thinking of strategies about how they can create profitable videos which they can upload on various video sharing sites. Others are finding free PLR content, turning it into slideshows, and then sharing it on YouTube. Private label rights (PLR) content is a written material that you can purchase or download for free and then claim authorship, edit the content, break it apart, and so forth.

How do they do it?

The first thing you have to do is to find a niche that is profitable and a lot of people are searching for. Remember, it should be something that you enjoy doing or within your interests. After you have picked your niche, go to [Google Adwords Keyword Tool](#) – here you can find some profitable keywords that you can use for the video titles and descriptions.

When you type in your search term on the “word or phrase” box, you'll see a bunch of keyword ideas with the status of competition as well as the number of global and local monthly searches per month. Create a list of best possible keywords with a good amount of search volume. Copy and paste them on notepad to keep for later use.

Next, find your content. Finding PLR articles in Google is very easy, just type in "free PLR articles" with your niche. Some articles are free, but you have to give your name and email address in exchange of the product. You can also buy PLR articles. They don't really cost much, around \$3.

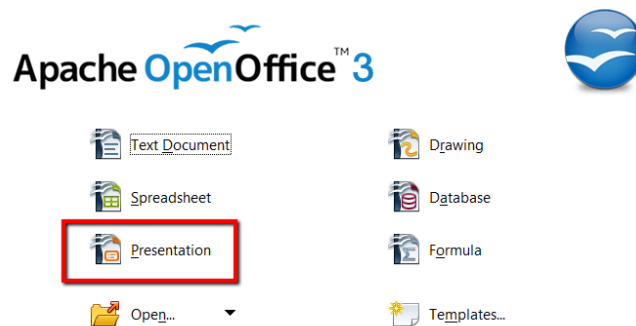
[Best Quality PLR](#) is the best place to find content that you can use on YouTube. Best quality PLR offers high quality PLR products that you can sell straight up. You can even purchase a single product and test out the quality or join as a monthly/yearly member.

Once you have your PLR articles, you can turn them into videos and upload them to YouTube.

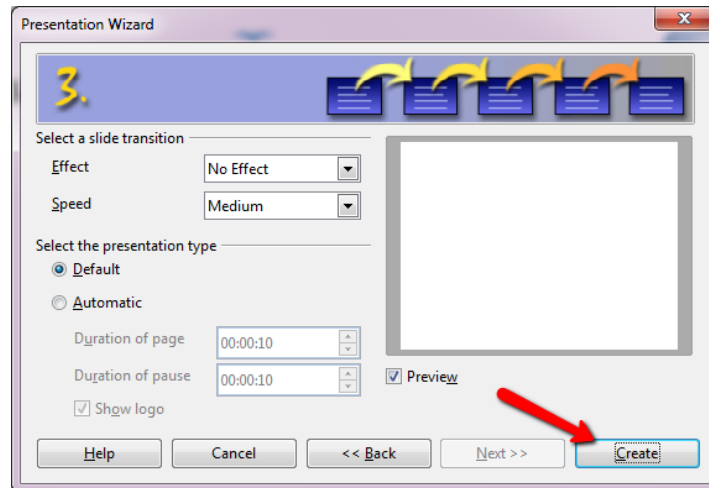
Creating Content

Now that you have your keywords and content, it's time to turn it into PowerPoint slides. You can use Microsoft PowerPoint but I recommend using Open Office because it has more features than Microsoft has. If you don't have open office yet, you can download it [here](#) for free.

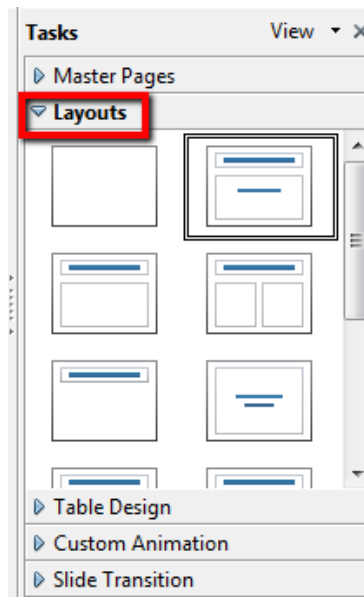
- Once downloaded, open the program and choose "Presentation."



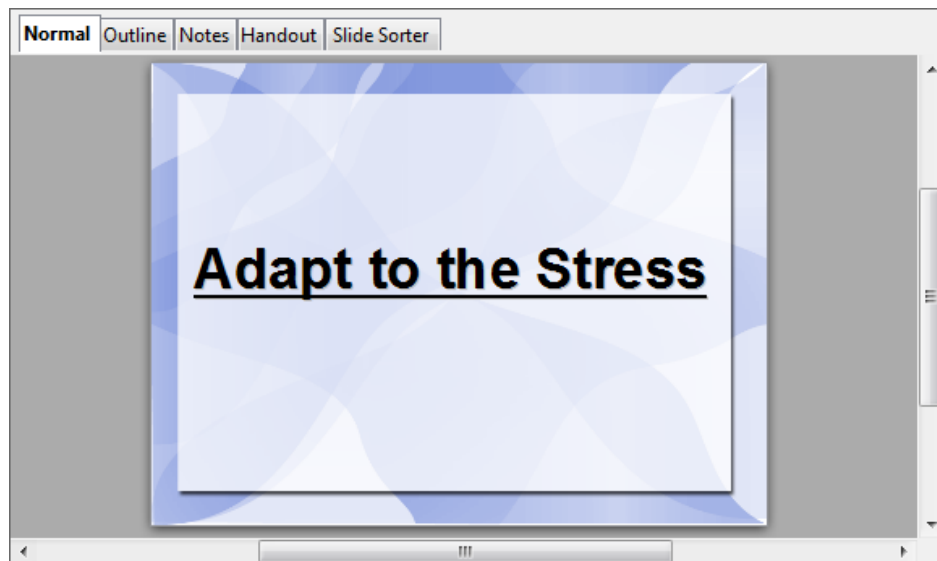
- Then choose the options that you want to use from the presentation wizard box – from the type of presentation, slide design, transitions and so on...click on the “Next” button after selecting each of the option and select “Create” when done with the 3 steps. You can still edit and change the options while working on your presentation.



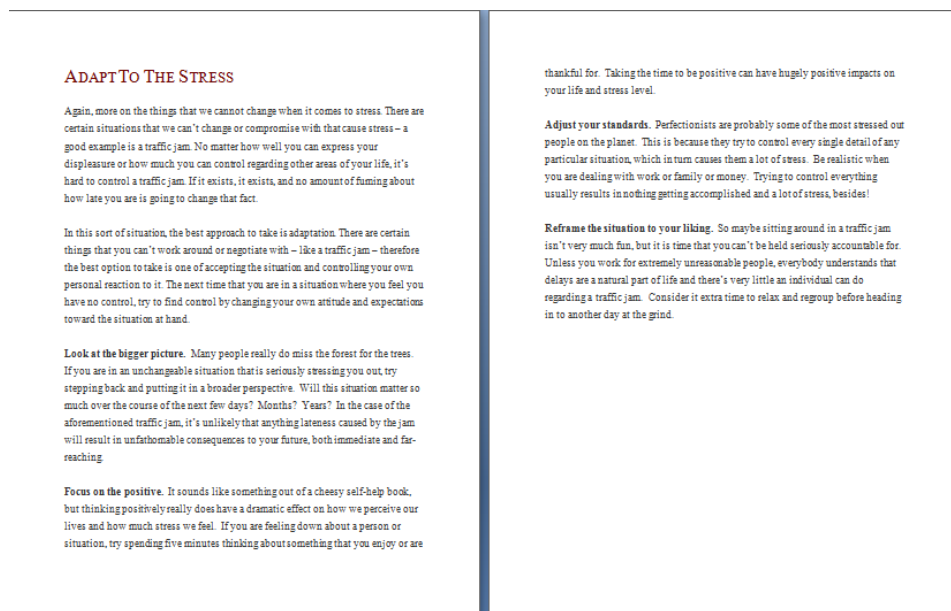
- To get started, choose the layout you want to use. You might want to use the "title slide" layout to keep it simple or select from the different layout designs in the right hand corner under **Tasks**.



- Begin adding your title and content on the slides. The first slide should contain the title. You can change the font style, font size, font color, add background or shapes, etc. Just play around with it until you get the design you want.



- On the next slide, open and select the paragraph you want to include from your PLR articles. In this example, I've chosen a short but informative section from the eBook "Goodbye Stress, Hello Success."



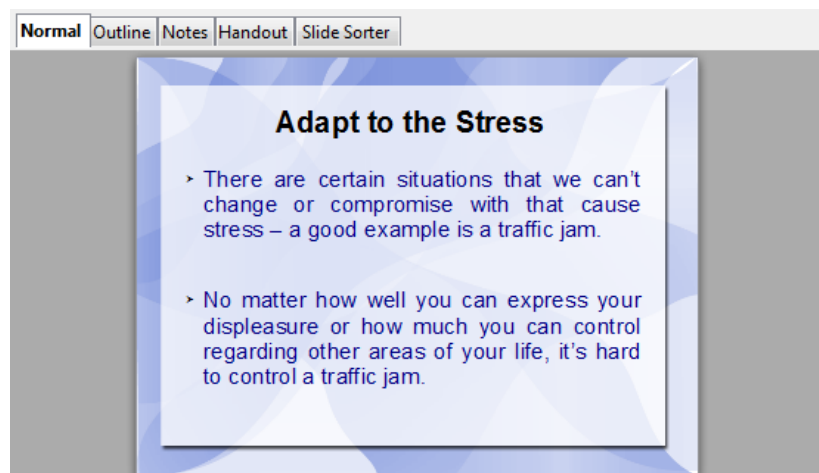
It doesn't need to be long, 4 to 6 slides will do, just make sure that it's presentable, and straight to the point.

- Then copy 1 or 2 sentences from the article, and paste it on the slides.

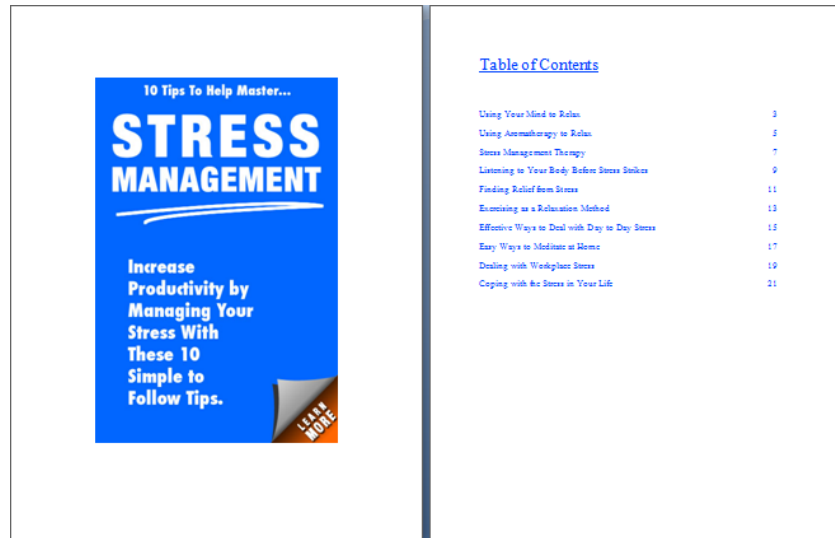
ADAPT TO THE STRESS

Again, more on the things that we cannot change when it comes to stress. There are certain situations that we can't change or compromise with that cause stress – a good example is a traffic jam. No matter how well you can express your displeasure or how much you can control regarding other areas of your life, it's hard to control a traffic jam. If it exists, it exists, and no amount of fuming about how late you are is going to change that fact.

It should look like this:



- If you need more content for your slides, open another article then simply copy a portion of the article then paste it on the 3rd 4th slide and so on. This time I will be copying a paragraph from a “Stress Management” article. As you can see, there are many topics you can select from in the table of contents. Choose the related and useful topics which you can include in your video.



I've chosen the content from "Stress Management Therapy." Just copy again a portion of the article then paste it on the slide.

Stress Management Therapy

Stress can really make your life miserable and you need to take action before you get sick. It really is important to tackle stress as it affects your whole personality.

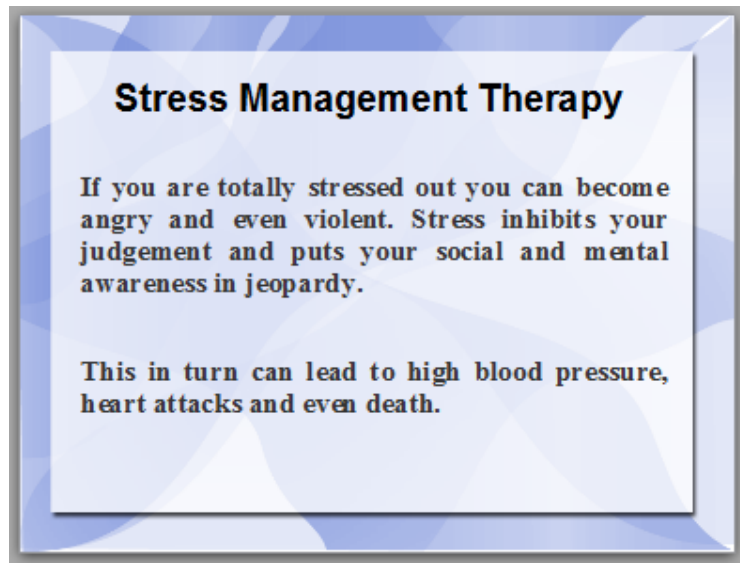
If you are totally stressed out you can become angry and even violent. Stress inhibits your judgement and puts your social and mental awareness in jeopardy. This in turn can lead to high blood pressure, heart attacks and even death.

All stress has some form of trigger and finding these triggers is extremely important to your well being. This is where stress management therapy comes into

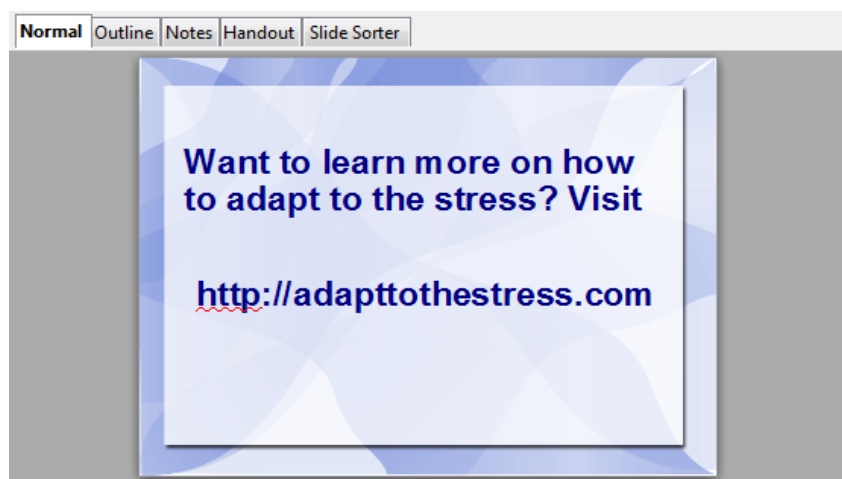
COPY



Like this:



- Just continue adding content on the slides until you've reached the number of slides you prefer.
- You might also want to add animation and custom transition to make it more presentable. Also, include some call to action or info where you want to take them after watching your video presentation. For example, you want to direct your viewers on your squeeze page, you can say "Want to learn more on how to adapt to the stress? Visit <http://adapttothestress.com>"



- You'll see below that I have already created 6 slides:

Slides

1

Adapt to the Stress

2

Adapt to the Stress

- There are certain situations that we can't change or experience with that cause stress. The good example is a traffic jam.
- No matter how well you are prepared for unpleasant or hard things you do need to be prepared for something other than what you're expecting. It's the same with a traffic jam.

3

Look at the bigger picture

- Many people really do miss the forest for the trees. If you are in an unpleasant situation that is seriously affecting you, but by stepping back and putting it in a broader perspective.
- In the case of the above mentioned traffic jam, the waiting time is a very serious situation. If the jam will result in late arrival to work, then it's a serious situation. But in most cases, it's just a traffic jam.

4

Focus on the positive

- It seems like something out of a fairy tale with happy endings, but focusing positively really does have a dramatic effect on how we perceive our lives and how much stress we feel.
- If you are feeling down about a person or situation, try spending time with someone who is something that you enjoy or is a beautiful thing. Taking the time to be positive can have highly positive impacts on your life and stress level.

5

Stress Management Therapy

If you are really stressed so you are becoming angry and even violent. Stress inhibits your judgment and puts your mind and mental resources to jeopardy.

This is not an ideal or high blood pressure, heart disease and even death.

6

Want to learn more on how to adapt to the stress? Visit

<http://adapttothestress.com>

- Don't forget to save your presentation by going to File, then "Save" or simply by using Ctrl+S on your keyboard.

When done making your slideshow presentation, the next thing you need to do is to download software which you can use to record videos or make a voice over for your presentation. You can find some of the best tools that you can use in the next topic.

There are many tutorials on the web that can help learn how to use the tools. If you'll be using a screen recorder tool, just open the software and begin capturing the screen while playing your slide show presentation. You might also want to make a voice over. All you have to do is to get a microphone, then begin talking while capturing the presentation on your screen.

FREE VIDEO TOOLS

Video is an important tool for storytelling and user engagement in the world of marketing. This simple tool can help you grow your business because most people would rather watch a video than to read. If you are planning to create a video, all you need is a camera or a video creation tool – a video editor to make it presentable.

There are a lot of free video tools on the web which you can use in your video marketing campaign, tools or software which enables you to make video tutorials, editing videos, record screen activities, and much more. Here are some:

[CamStudio](#) – Is a free, open source recorder for Windows. With CamStudio you can create demonstrations, active presentations, record screen activity on your computer and then save it to a streaming flash video.

[Windows Movie Maker](#) – It is free and easy to use software that can be used to edit homemade videos and impressive projects. It has a user friendly interface so you can easily create and edit your videos by adding audio and many different effects.

[Screenr](#) – Is a screencast recording tool used for creating product demos, explaining features of their website, etc. It allows users to record screencasts and then publish them to a unique web page on Screenr site.

[Animoto](#) – Is a web application that allows you to create quality videos to share with your friends as well as bringing value to your business.

[Prezi](#) – Is a presentation tool that enables user to bring presentations to life. With Prezi's zoomable canvas, you can zoom in and out of the presentation media. All items are placed upon the canvas where you can move, resize and rotate.

[Viewbix](#) – Allows you to create interactive videos by adding interactive apps that are designed to make videos more compelling and drive calls to action. It supports custom branding including logo, colors, call to action text and more.

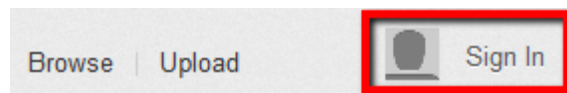
[Blender](#) – Is an open source, 3D video creation tool that lets you create animations to attract more people. It also has number of tools which can make your task easier and faster. It is available for all major operating systems.

There are many more free video tools on the web for making videos.

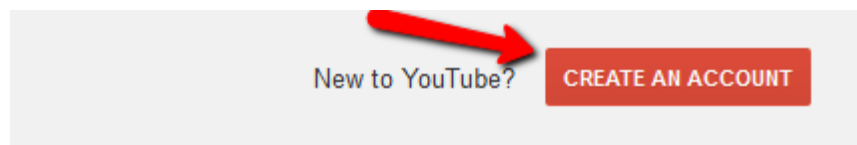
UPLOADING VIDEOS TO YOUTUBE

YouTube is a free online video service that lets anyone view, upload and share videos. You will need a YouTube account to get started. If you don't have an account yet, here are the steps you'll need to take:

- Go to <http://www.youtube.com/>
- Click on the "Sign In" link at the top right corner (you'll be taken to another page)



- Click the red "Create an account" button or link on the upper right corner of the page

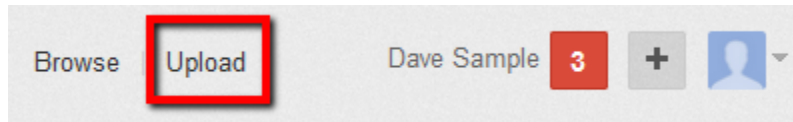


- Fill out the form with your personal information
- Once you've signed up, you should be automatically signed in
- See if you have your YouTube account name in the upper right corner. If you don't, click on the Sign In link up there and sign in with your username and password

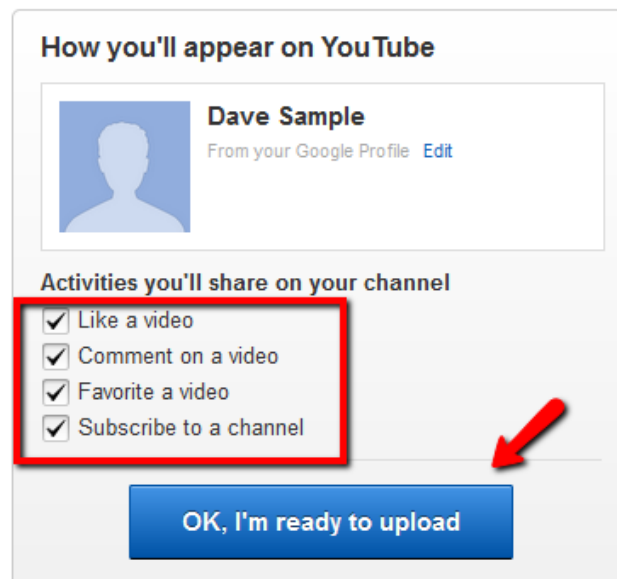


Now, you are ready to upload your Videos

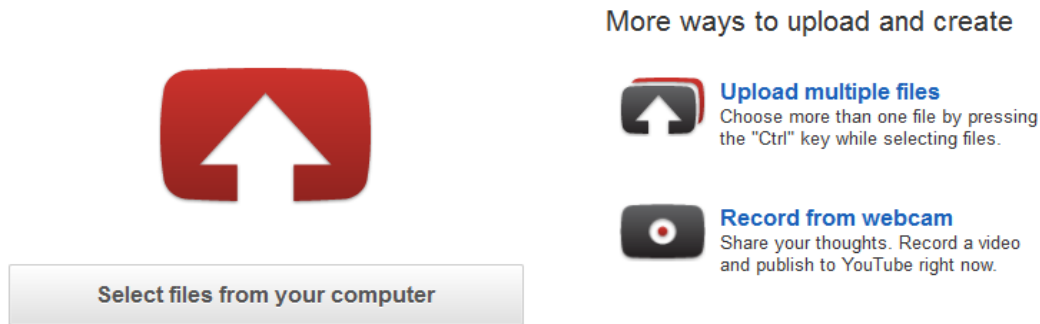
- Make sure that you're signed in to your account
- Click on the "Upload" link in the left of your username



- If it's your first time to upload a video on YouTube, a pop up window will appear with tick boxes about the activities you will share on your channel (Like a video, Comment on a video, Favorite a video, Subscribe to a channel)
- Then hit the blue "Ok, I'm ready to upload" button



- A window will appear where you can select files from your computer, Upload multiple files and Record from Webcam. You want to click "Select files from your computer."



- A new window will pop up that will let you select the video you want to upload and click the "Open" button
- The video will start to upload. On this page you can add Title, Description and Tags to your video as well as choosing Privacy Settings, Category and License, and rights ownership.

The image is a screenshot of the YouTube video upload settings page. At the top, there is a progress bar showing "uploading your video. 1.20 minutes remaining." and a "0%" completion status. Below this, there are two tabs: "Basic Info" and "Advanced Settings". The "Basic Info" tab is active. It contains three input fields: "Title" (with the text "Stress Management.wmv"), "Description", and "Tags". To the right of these fields, there are three sections: "Privacy Settings" with a dropdown menu set to "Public" and the text "Anyone can search for and view", "Category" with a dropdown menu set to "Choose category", and "License and rights ownership" with a dropdown menu set to "Standard YouTube License".

- Once your video has finished uploading, you'll be able to watch and share it with your friends.
- You can always find your videos by clicking on your username then "Video Manager" – this will let you access all the videos you have uploaded.

VIDEO SHARING


















Video sharing is one of the fastest growing activities online. It enables users to upload videos and share them with the world. Almost 2 billion videos are being watched and hundreds of thousands are being uploaded each day on one of the most popular Video sharing sites – YouTube.

[Social Marker](#) is a great tool you can use to promote your website. This powerful tool enables you to submit your sites to over 50 bookmarking sites in just 15 minutes. How does it work?

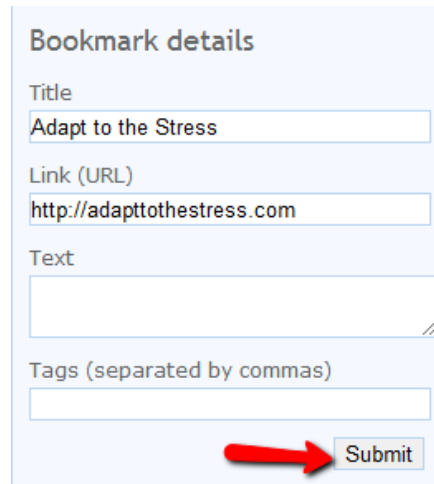
- Simply go to www.socialmarker.com (you don't need to sign up to use this website service, all you need is an account on the respective social bookmarking sites listed on Social Marker to make a semi-automatic submission)
- When you scroll down the page, you'll see a list of social bookmarking sites where you can submit your videos. Below are just some of the social bookmarking sites:

Select the social bookmarking sites you want to submit to:

[All](#) | [Best](#) | [None](#) | [Bookmarking](#) | [News](#) | [Dofollow](#)

- | | |
|--|---|
| <input checked="" type="checkbox"/>  Slashdot.org | <input checked="" type="checkbox"/>  Digg.com |
| <input checked="" type="checkbox"/>  Reddit.com | <input checked="" type="checkbox"/>  Tagza.com |
| <input checked="" type="checkbox"/>  Fark.com | <input checked="" type="checkbox"/>  Connotea.org |
| <input checked="" type="checkbox"/>  Netvouz.com | <input checked="" type="checkbox"/>  Diigo.com |
| <input checked="" type="checkbox"/>  Bibsonomy.org | <input checked="" type="checkbox"/>  Folkd.com |
| <input checked="" type="checkbox"/>  Linkagogo.com | <input checked="" type="checkbox"/>  Tip'd (Financial) |
| <input checked="" type="checkbox"/>  Jumptags.com | <input checked="" type="checkbox"/>  OYAX |
| <input checked="" type="checkbox"/>  Boomarking.com | <input type="checkbox"/>  Karmalynx.com |
| <input type="checkbox"/>  Health Ranker | |

- In order to bookmark your video or website, you'll need to enter the title, link or site URL, description and tags that you want. Click "Submit" after providing all the details needed.




Bookmark details

Title
Adapt to the Stress

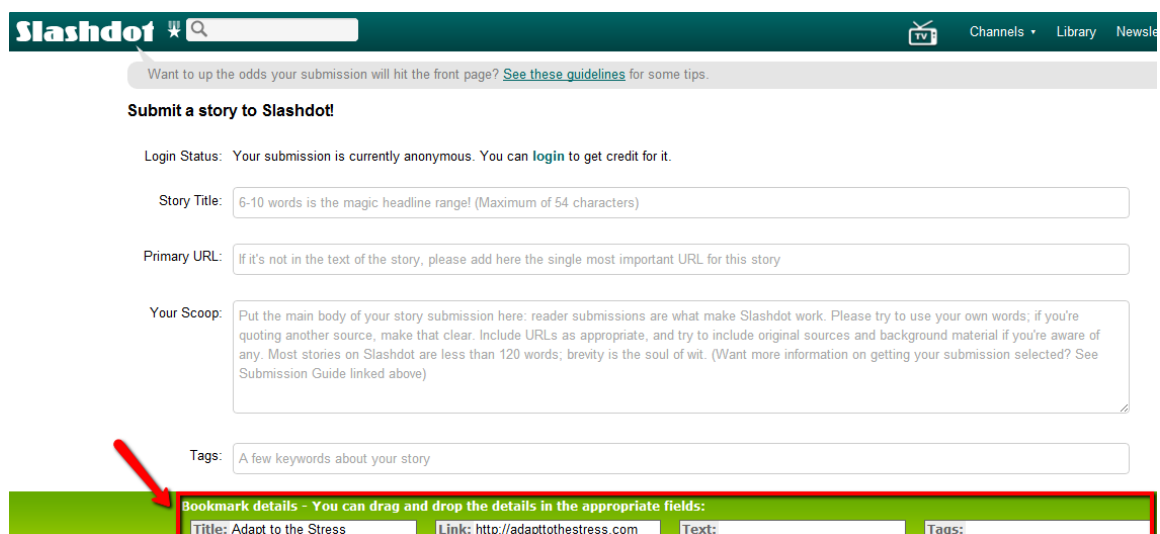
Link (URL)
http://adapttothestress.com



Text

Tags (separated by commas)

 Submit

- After clicking on submit, a new window will appear where you can start submitting your details. All process submission will be made in one place. All the information you've entered on the bookmark details box is on the bottom of the page.



Slashdot   Channels Library Newsle

Want to up the odds your submission will hit the front page? [See these guidelines](#) for some tips.

Submit a story to Slashdot!


Login Status: Your submission is currently anonymous. You can [login](#) to get credit for it.

Story Title: 6-10 words is the magic headline range! (Maximum of 54 characters)

Primary URL: If it's not in the text of the story, please add here the single most important URL for this story

Your Scoop: Put the main body of your story submission here: reader submissions are what make Slashdot work. Please try to use your own words; if you're quoting another source, make that clear. Include URLs as appropriate, and try to include original sources and background material if you're aware of any. Most stories on Slashdot are less than 120 words; brevity is the soul of wit. (Want more information on getting your submission selected? See Submission Guide linked above)

Tags: A few keywords about your story

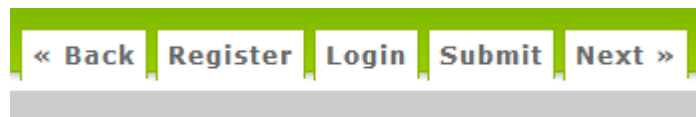
 **Bookmark details - You can drag and drop the details in the appropriate fields:**

Title: Adapt to the Stress Link: http://adapttothestress.com Text: Tags:

- After putting all the details in the appropriate fields, click on the "Submit Story" link at the right hand corner at the bottom of the page.



- Click "Next" at the upper right hand corner. You'll be taken to the next site and so on until you have submitted your videos or website to all the available bookmarking sites.



Social marker can help a lot in promoting website to social bookmarking sites. It is a tool which is very easy and practical and you don't have to spend a lot of time to do it manually.

Some of the best Video-Sharing Sites:

[YouTube](#) – Is one of the most popular video-sharing websites. It was founded by Chad Hurley, Steve Chen and Jawed Karim, ex-Paypal employees. There are no restrictions on the number of videos you can post on YouTube as long as you follow the 2GB/10min rule. YouTube allows users to like, dislike, share and add to playlist or favorites the videos on YouTube.

[Blip.tv](#) – Is a free video-sharing service that can be upgraded into a Pro account for \$96/year. Videos uploaded to blip.tv are limited to

file sizes of 1GB for both basic and pro account. One of the best features of Blip.tv is that it can support all possible video formats including the popular Flash Video (flv) format.

[Viddler](#) – Is a free video sharing site with no length limit as long as your file is 500MB or less in size. You're also restricted to 2 GB of storage and bandwidth per month. The three goals of Viddler are to share your story, giving out opportunity to reach thousands of viewers online and making search results relevant.

[Vimeo](#) – Is a free video sharing service that can be upgraded into Plus account in which you have to pay \$60/year. It was founded by Jake Lodwick and Zach Klein in 2004. If you're using a basic account, you can upload 500MB video and one HD video per week. While on the Plus account, there is no restriction on HD movies. You can upload videos up to 5GB, embed HD movies, expands your privacy control and customize the embedded player.

[Dailymotion](#) – Is a French video-sharing website which offers two different accounts; Basic and Motionmaker. The basic account lets you upload videos up to 1 GB in size while the Motionmaker account allows you to upload HD content. They have restricted content guidelines that forbid copywriter, pornographic, racist and violent videos.

[Teachertube](#) – Is a video sharing website designed for sharing instructional teacher videos. There are a variety of videos, documents, audio and photos that are valuable for teachers. You'll

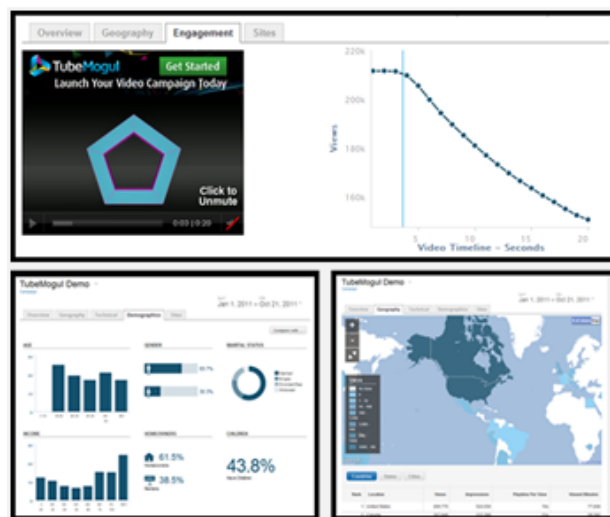
need to register first if you want to leave comments or upload your own video to Teachertube.

BENEFITS OF TUBE MOGUL



[Tube Mogul](#) is a video advertising and analytics platform where you can upload videos and share them to multiple video sharing sites simultaneously. With Tube Mogul, you are able to save great deal of time. All you have to do is upload your video once and they will launch it to 20 different video submission websites. Also, it gives you the ability to do this for free, but there is a limitation of up to 150 views per month.

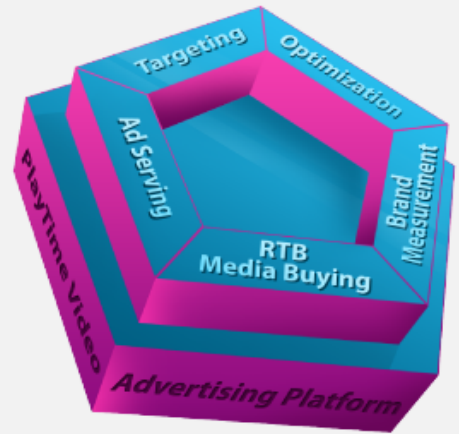
Real - Time Insights



Tube Mogul offers a unique traffic analytics capability which can track the number of views, clicks, comments and other information related to your video. Tube Mogul also has a system that displays your videos on social media websites. Driving traffic to a website is now so much faster and simpler with Tube Mogul.

Simplicity is the Ultimate Form of Sophistication

PlayTime simplifies video advertising by integrating real-time **media buying, ad serving, targeting, optimization** and **brand-centric measurement** into a single solution. This means marketers can now launch sophisticated and targeted brand campaigns in minutes. Use the elegant PlayTime interface to launch campaigns on your own or leverage the PlayTime Media team of video experts to take care of everything for you.



There are many more benefits that you can get from Tube Mogul. If you are an affiliate marketer, Tube Mogul is definitely something that you'll want to start working with. Tube Mogul can help you save time, track trend and buzz, assess marketing efforts, and more. Sign up to Tube Mogul to get the most exposure for your videos.

CONCLUSION

Because of the growing popularity of video sites like YouTube, marketing with video is becoming more important and effective online marketing tactic. It is said that about 52% of all web traffic has to do with video. Video is now more powerful than any other form of promotion because it allows you to demonstrate your products or ideas that so that people view your business with more credibility.

Some people may think that creating a professional video is hard and costs a lot of money, but the truth is, with a very simple equipment like video camera and video editing tools, you can create a short and effective marketing video. Video Marketing is relatively inexpensive. You can record a video once and reuse it indefinitely.

Another visible benefit of video marketing is that it allows a business to be flexible about how they market their company. Make sure that your video marketing campaign is well thought out and properly executed. It is the perfect tool for targeted advertising.

Video marketing can also help businesses create a loyal fan base by enabling customer participation through social media sharing, blog comments and live connections. You don't need to be an expert to succeed at video marketing. You can start by just making a simple slide presentation, recording it, and then uploading it to a video sharing site like YouTube with the description and link to your site.

Video marketing is truly one of the most important types of marketing campaigns. It doesn't cost much, draws potential customers, improves website traffic, builds a loyal customer base, increases commercial distribution rates, improves sales, and a lot more.

Videos are an ideal way to get your message out to searchers on the internet. The power of video is truly undeniable.