

## Chapter 1: Video Marketing Game Plan

- Why Video Marketing?
  - Visuals work better than text
  - Why tell when you can show
  - Creates an experience
- What You Need To Start
  - Niche
  - AutoResponder
  - Squeeze Page
  - Free Report
  - Download Page
  - Generate Traffics with Videos
- Niche Research
  - Active niche
  - Targeted audience
- Squeeze Page
  - Straight to the point
  - Focus on features and benefits
- Free Report
  - Format
    - E-book
    - Video courses
    - Report
    - Software
    - PLR products
- Download Page
  - To deliver the free report
  - Format
    - Email
    - One-time-offer page
    - Thank you page
- Generating Traffic
- Types of Videos
  - Screencast
  - PowerPoint / Keynote slides

- On-screen talking
- Interviews
- Livestream / Webcast
- Animation

## **Chapter 2: How To Find Profitable Products To Promote**

- Specificity is Key
  - Narrow your target market
  - Make sure the market is highly competitive
- Make Sure The Niche is Active
  - Monitoring their online activities
- Is The Niche Profitable?
  - Find niche in popular marketplaces
    - WarriorPlus
    - ClickBank
    - JVZoo
- Find a Niche That You Like
  - Motivated
  - But, profitability still come first
- Customer Avatar

## **Chapter 3: How To Create Your Giveaway Offer**

- Finding the Right Giveaway Content
  - Types of content
    - E-books
    - Audiobooks
    - MP3
    - PowerPoint slides
- Finding a Hot Topic
  - Research
    - Customer feedback
    - Survey
  - Topic that are timely
  - Topic that are immediately relevant
- Content Creation Tips

- Audio content
  - Stick to your script
  - Speak clearly
  - Keep your volume in check
- E-book, Blueprint, Free report
  - Research
  - Have it in PDF format
- PowerPoint Slides, Video Tutorials
  - Keep it simple
  - Well-lit
  - Audible
- PLR Content Giveaway
  - Double check the fingerprint
  - PLR Stores
    - ThePLRStore.com
    - UnstoppablePLR.com
    - HQPLRStore.com
- Squeeze Pages
  - A page to capture opt-in email addresses
  - Standalone or a splash page
  - Keep similar design and use internet cookies
- Squeeze Page Elements
  - Image of giveaway product
  - Features and benefits
  - Short testimonials or user reviews
  - Link to your privacy and data policies
  - Opt-in form
- Build Your Squeeze Page
  - Page Building sites
    - WPProfitBuilder.com
    - OptimizePress.com
    - InstaBuilder.com
  - AutoResponder to deliver your giveaway item
    - ListWire.com
    - Aweber.com

**Chapter 4: Creating Videos The Easy Way**

- Camtasia
  - Video recording and editing program
  - Perfect for presenting step-by-step guides
  - Works well to record presentation slides
- VideoMakerFX
  - Make animated videos
  - Customer avatars are prepared
  - Can upload your own image into the video
  - Almost all elements are customizable
  - Incredibly cheap compared to other programs
- Constructing a Story With VideoMakerFX
  - Choose from wide range of options of animated characters
  - Rearrange to form sequence
- 'Talking Head' Videos
  - A spokesperson is present in the video
  - Best to promote coaching programs and webinars
- Outsourcing
  - Fiverr.com
  - UpWork.com
- Stages In Video Production
  - Pre-production
    - Preparing script, storyboard
  - Production
    - Shooting the video
  - Post-production
    - Editing the video
- Branding Your Video
  - Include text and images in your video
  - Watermark your video

**Chapter 5: Marketing Your Video Part 1**

- YouTube Advertising
  - Select the video you're looking to promote
  - Set up your daily or campaign budget
  - Set up target audience definition

- Design your advertisement
- Google Adwords Advertising
  - Set up target audience definition
  - Set up target keyword

## **Chapter 6: Marketing Your Video Part 2**

- Why Adwords?
  - Recognized paid advertising platform
  - Advertise with SEO
  - Controllable budget
- What is Adwords
  - Keyword planner
  - Advertisement in YouTube
- How it Works
  - Standout in search results
  - Bring video to first page of search results
  - You paid only Cost-per-view
  - Advertising in other people's video page
- Adwords Campaign
  - Create Adwords account
  - Choose video campaign
  - Select daily budget
  - Choose delivery method
  - Choose the type of advertisement
    - In-stream
    - In-display
- Ad Rank
  - Competition in Adwords
  - Auction for views
- Ad Rank Formula
  - Elements
    - Bid
    - Relevancy of video
    - Performance factors
- Google Adwords Dimension Tab

- Time Analysis
- Geographic Analysis
- Search Terms

## **Chapter 7: How To Increase Your Sales**

- Follow-Up Emails
  - Send updates or relevant content to subscribers
    - Newsletters
    - Blog posts
    - Offers
- Content of Emails
  - Methods
    - Prepare your own content
    - Purchase PLR articles
- PLR Articles
- Sending The Emails
  - Include link to Facebook group in your emails
  - Send link to your blog via emails
- Affiliate Program
  - To keep your list active
  - Popular marketplaces
    - JVZoo
    - WarriorPlus
    - ClickBank
- How to Sell Via Email
  - Establish a pattern
  - Recommended one email every 2-3 days or twice a week
  - Included your affiliate links