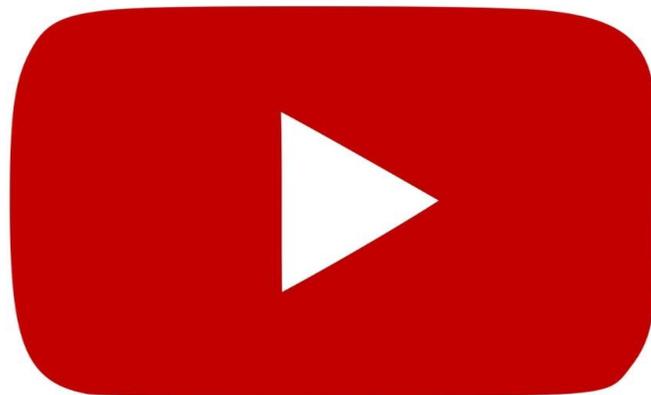

VIDEO MARKETING FOR NEWBIES



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Video Marketing for Beginners

Starting an online business is daunting enough without having to think about the different media formats you can use to get your message out to your target audience. But it's a strategy that has to be considered and mastered early on, because putting it off only allows your competitors to siphon off prospective subscribers from you.

Every person has a unique skillset for media that best suits them – whether it's text, audio or video. But even if you're not proficient at one of them, you can learn to excel at it with a little understanding and practice.

Video is one of the formats consumers most devour, but marketers avoid using because it intimidates them. Once you see how easy it is to cater to your audience using video, you'll regret not pursuing it sooner.

Screen Shot Versus Head Shot Videos

One issue many marketers list as the primary reason they don't want to do video is because they lack confidence to put themselves on screen. They feel like they're not attractive enough or lack the same inspiring persona as other gurus in their niche.

But the great thing about video is that you get to decide whether or not you show yourself on camera. And if you decide to go for it, there are some simple tips to help you succeed with that, too.

When putting yourself on camera, make sure you're giving a polished appearance. Clean up any clutter in the area you'll be recording in. If it looks messy behind you, people will notice.

You can always put your back against a plain white wall if you don't have a background. Or order one from a site like Amazon to easily provide a professional setting. Take time to get set up and put on a professional outfit – don't appear in a t-shirt with stains on it or holes in it.

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Make sure your lighting is good so that it doesn't look like you're filming in a dark dungeon. Use natural sunlight if you don't have any other good lighting in your house. And record somewhere that noise isn't going to be an issue.

Be sure to smile and be animated when you're recording on screen. You don't want to look like a deer in the headlights. You might want to practise several times before recording the final cut for your audience.

Sit up straight, talk at a nice level so that your audience can hear you, and don't get distracted while filming. Avoid doing things like sipping or slurping coffee while on camera, too.

If you don't feel comfortable being on camera, or if you have something you'd like to show on screen, you can always use screen capture recording tools. This allows your audience to see whatever it is you're doing on your computer.

These are great whenever you want to show people something in a step-by-step manner. For example, you'd use this when teaching a marketer how to technically set up a blog online – or a dieter how to use a carb counting tool if they're implementing keto.

Video Content Ideas

There are many ways you can market to your target audience using video. Most people first think about affiliate marketing, which is where you recommend products someone else created in exchange for a commission when the consumer buys through your link.

With affiliate video marketing, you can showcase your enthusiasm for the product, discuss features and benefits, and also let them know about any drawbacks and how you handled them.

One of the best ways to use video as an affiliate is to do unboxing videos for tangible products. People of all ages love seeing someone get the same product they're considering buying and watching as you show everything about it and put it to use.

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If you're promoting a digital product, either one someone else created or one you made, you can still show off the features and benefits. You'll just be doing a screen capture video instead of a head shot.

People love following along with journeys. If you're targeting a niche where goals and milestones are part of the strategy, then make sure you record your own efforts – including both successes and setbacks.

Whether it's a weight loss transformation or debt payoff – or even marketing success – your viewers will love getting to follow along as you work on the same things they're aiming for.

Good old fashioned tips and advice go a long way in using video to build a rapport with your audience. The way they see it, if you're providing excellent content for free in your videos, there's no telling how valuable your paid products will be!

You can also use video as a tool to engage your audience. You can have them show up for a live stream and ask questions or even invite them to send questions to you beforehand so you can record a video showing your answers.

Doing something like this builds good will. Many marketers don't show up and serve for free – they charge for every single interaction, and that's out of reach for most individuals.

Tools to Record and Edit Your Videos

To record your video, you can get a video camera, but you don't have to go to extremes in the beginning. You can use the camera that's built into your laptop or buy one that connects to your PC.

You can even record your videos on your smart phone and upload them to your video editing software before you publish them to go out to your target audience. Don't worry about forking over tons of money for video tools in the beginning.

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If you have the money to invest, go ahead and download Camtasia – or something similar - to edit your videos. But if you're on a budget, you may want to use something like CamStudio, which is a freeware version of this paid software.

There are other free tools, like iMovie for Mac users or the Photos app for Windows 10 users. These let you merge videos, add music or effects, and trim it up nicely so that it looks the way you'd envisioned.

Using these kinds of tools, you'll be able to edit out any problem areas, including times when you got distracted or lost your train of thought, times when you accidentally record a login or sensitive, private information on screen, etc.

You can add effects to your videos if that's what you want to do as well. There are many different video editing software tools you can invest in – some for a one time payment and others on a monthly subscription.

Now not all videos are placed on YouTube. You might be streaming video live from your smart phone to a social media account like Facebook or Instagram. You won't be able to edit these.

You can choose to record clips that you put together on an app like Tik Tok. Using this app, you can record yourself or whatever it is you're discussing, add text (such as tips or branding like your URL) and effects.

You'll be able to download the video you create to use elsewhere, too. So not only can it be published directly on Tik Tok, but you can then upload it to other sites like Instagram, Facebook, YouTube and more.

Don't forget – some sites have templates built in that you can use. Vimeo, for example, has a variety of video templates complete with background music where you can just fill in whatever text you want and use it to promote your products or site, etc.

Other tools like Canva have presentations you can use for free to prepare your screen capture video lessons without having to design them yourself. Or, you can use PowerPoint to do the job.

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The Best Places to Upload or Stream Your Videos

The one place most online entrepreneurs know of for video marketing is YouTube, and with good reason. YouTube is the second largest search engine outside of Google. In fact, many younger generations bypass Google completely and head straight to YouTube to conduct their search for information.

So that's one place you definitely want to use for your video marketing efforts. Always keep a backup of your video in case the site removes your channel for any reason. There have been instances when marketers had their video channel shut down for no apparent reason, and it was impossible to recover.

Vimeo is another great place to house your marketing videos. When you're using the paid plans, you won't have to be as concerned about having your account randomly shut down.

Using both of these sites, you can upload your videos with branding and text in them, a description, etc. You can make them public or private and both allow you to enable or disable the embed option.

It's nice to be able to embed videos into your blog or share them on social networking sites. If you want to allow others to do the same, make sure you add text branding within the video so that you're still benefiting from your hard work.

These aren't the only places you can use video for your marketing purposes. There are many social networking sites and apps that allow you to upload or stream video to your audience.

These include sites like Facebook, Instagram, Tik Tok, Snapchat, Twitter and more. If you're streaming, make sure you understand that there are no do-overs. Whatever happens on live stream will be seen in real time, and sometimes recorded by others.

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When you're using traditional video marketing on sites like YouTube, learn to master the little tips that go a long way in helping you get noticed. Don't just randomly put content up to say you did it.

For example, thumbnails and video titles can help or demolish your ability to get videos and shares. You want people clicking on your video whenever they see a dozen others to choose from.

Optimize your title and description with keywords so that people know what it is they're about to watch. And make it approximately 3-5 minutes in length for the most effective length for your audience, depending on the topic.

Post Production Tips to Make the Most of Your Video Marketing

Whenever you record your video and you're getting ready to upload it to the world wide web, you'll want to polish it up in the post production phase. This is where your editing software comes in handy.

First, add an intro to your video that's no more than 3-5 seconds long. It should have some sort of light music, along with your branding for your niche business name. You can also add an outro to your recording that does the same thing.

With your outro, you can add your URL and branding again, along with any other details you want to make sure your audience remembers. This is the time when you'll want to present your call to action button or link so they can act on your instructions.

For branding, if you have a business name, use that – in addition to your own name and the URL of your site. Keep it simple and make it memorable so people are easily able to recall it for future use.

Many marketers only use their own name, instead of a business, so you might use that in your branding. For example, you might put something like, "John Doe of DietAndFitnessTips.com" in your video.

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Go through and watch your video before publishing it – and do it within the video editing software. That way, if you see something that needs to be blurred or maybe emphasized, you can add effects do that.

If you've created a screen capture video, consider adding the highlight effect to your cursor. People often have a hard time tracking the movement of your mouse if it's not highlighted, so this helps them follow along with your instructions.

You may also want to rerecord a portion of the audio file and edit that new version into your video before you finalize it. You can extract just the part that needs revision and insert the new one without having to redo the entire video.

Make sure you include a specific call to action in your videos. What is it you want the viewer to do once your video ends? Should they sign up to something, hit the subscribe button, or check out a product through your link? Say so – never leave it up to chance.

Video marketing is a very powerful tool to have in your online strategy. Even if you, yourself prefer text, make sure you're utilizing this media format because for many, it's the preferred alternative to text and audio – and you don't want to allow others to steamroll over you because of your inability to compete.