



THE
PARTNER
EVENT

2010

Video Marketing

Adrienne Machina, Tornado Marketing, Inc.

About me - Adrienne Machina

- Started marketing & selling software in 1990
- Joined the Microsoft Dynamics Channel in 2000
- Founded Tornado Marketing in 2005
- Partnered with The Art of Online Marketing in 2009
- Work primarily with technology companies and professional service firms

Video Marketing



Joshua Davis Photography

YouTube Stats

- People are watching 2 billion videos a day on YouTube.
- Every minute 24 hours of video is uploaded to YouTube.
- Each month, more people watch YouTube than watch the SuperBowl.

What does video marketing success look like?

Being Found

Creating Rapport

Generating Business



Brooks Elliott

Being Found Through Search

Google and other search engine are fond of video. Videos often gets indexed quicker and ranked higher than article, blog posts, and other forms of online content.

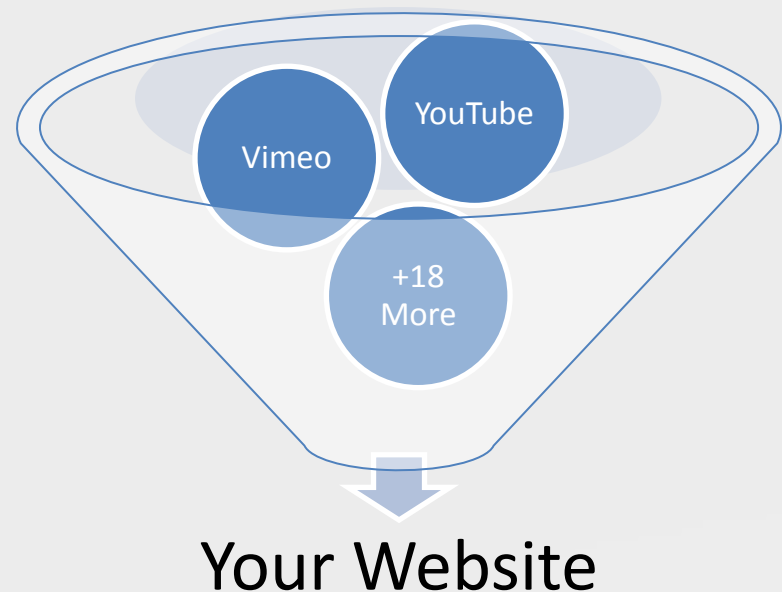
Videos are 53 times more likely to receive an organic first page ranking than traditional text pages.

- [Forrester Research](#)

Being Found Through Search

- By using the video distribution tool, TubeMogul, you can generate over 20 backlinks with a single video.

Backlinks =
Credibility for
Search Phrases



Being Found On Page

Eliminate the “wall of words” effect. (9 pages = 90 secs)

Consumer Buying Features in a B2C Webstore



Contact Us

Schedule a Demo

Become a Partner

Attend a Webinar

WHAT PARTNERS ARE SAYING ABOUT AZOX E-COMMERCE



Building Rapport

Text informs. Video captivates and motivates.

You Tube great plains vs. sap vs netsuite Search Browse Upload artofonline Sign On

NetSuite Guy vs. Great Plains and SAP Guy (Mac vs. PC spoof)

netsuite 25 videos Subscribe


Suggestions


- iPad VS iPhone: Phone (Mac VS PC Parody)**
by ImmaturityCrewProd
4,817 views Featured Video
0:40
- NetSuite Guy vs Great Plains Guy (Mac vs PC par...**
by netsuite
2,194 views
1:40
- NetSuite Guy vs. SAP Guy (Mac vs. PC parody)**
by netsuite
4,530 views
1:47
- New Endangered Species- From Cloud NetSuite**
by netsuite
1,563 views
2:22

Azox on Website

Payment Processing within Microsoft Dynamics GP



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WHAT PARTNERS ARE SAYING
ABOUT AZOX CCE

Credit Card Extension

(Credit Card Processing for Microsoft Dynamics GP)



Azox on YouTube

YouTube

Search

Browse

Upload

artofonline ▾

Sign Out



Azox - Integrated E-Commerce
AzoxMarketing's Channel

Uploads



crossoft
CERTIFIED
Partner



Info Favorite Share Playlists Flag

Search

Date Added | Most Viewed | Top Rated



B2B E-Commerce Environment
10 views - 2 weeks ago



Credit Card Processing in
56 views - 1 month ago



Azox E-Commerce B2C Consumer
24 views - 2 months ago

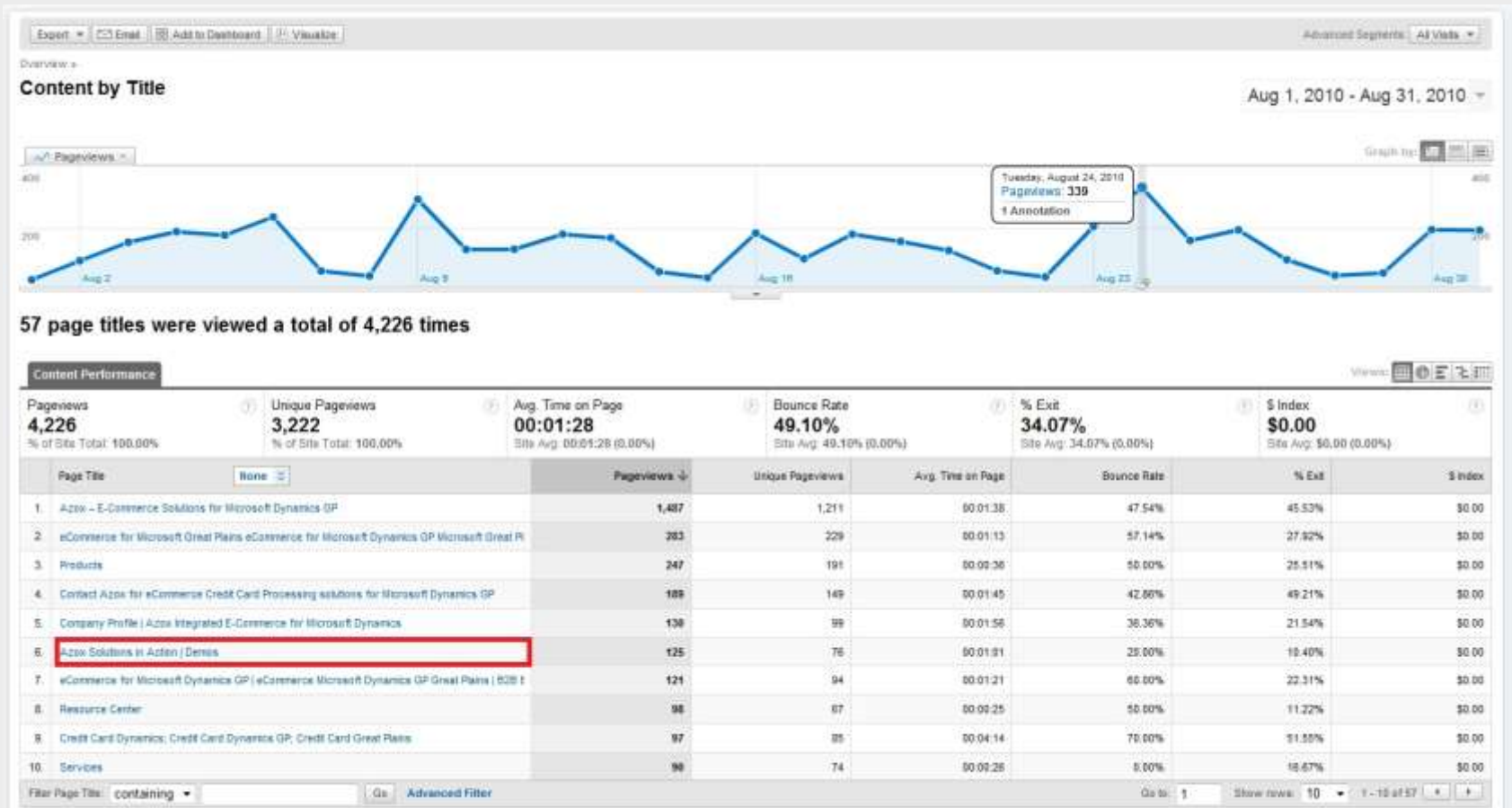


An Entrepreneur and His Vuvuzelas
60 views - 2 months ago



Rock-N-Rave Atlanta 2010

Azox Statistics



Building Rapport

- With video, you can pre-sell - “warming up” a prospect before they click-thru to see your web page. Visitors who come from a video link are more likely to buy.
- When videos feature an individual, viewers establish a sense of comfort to the person. People want to feel connected, and buy from other people.

Building Rapport

“Engagement” – the new paradigm for relationship marketing. Four components of engagement:

- Involvement
- Interaction
- Intimacy
- Influence

78% of consumers trust each other more than they trust advertising – which is why they seek out social media recommendations.

Video Marketing – “How To”

Two primary steps of video:

Creation

- Format/Scriptwriting
- Video recording
- Editing

Distribution

- Off-site (YouTube, TubeMogul syndication, Facebook, etc.)
- On-site (site or blog)

Video Creation Step 1 – Choose a Format

- Educate
- Answer questions
- Product Review
- Free offer (list building)
- Case studies
- Tell a story

Video Creation Step 1 – Choose a Format (more)

- Myth bust
- Virtual tour
- Profile yourself
- Ask questions and create a conversation
- Interview
- Screen capture “how to”
- Post a video reply on YouTube

Video Marketing Campaign

Exercise

- Step 1: Brainstorm a list of FAQs that are unique to your niche. (5 minutes)
- Question generation tools:
 - Visit “answer” sites to view questions asked by real people
 - www.yedda.com
 - answers.com
 - askville.amazon.com
 - ask.metafilter.com
 - www.answerbag.com
 - LinkedIn answers
 - Google “FAQs” or “frequently asked questions” + your key words, to review competitive FAQs.

Video Marketing Campaign Exercise

- Look for “long tail key words” that will be less competitive.
- For example, “*What’s new in Dynamics?*” could become “*What’s new for inventory control in Microsoft Dynamics GP 2010?*”

Video Marketing Campaign

Choose one question and craft a “Q&A-CTA” script:

- Intro: Introduce yourself, mention your URL, and your keyword rich “audio logo”.
- (Question) State the question that people in your niche are asking.
- (Answer) State your unique solution.
- (Call to Action) ie, “For more _____ answers about _____, visit _____ .com.”

Pre-production recommendations

- One idea/theme per video
- 30-seconds to 3-minutes
- Always include a call-to-action
- Plan a campaign – have a regular schedule
- Don't try to be perfect

Step 2: Recording and Editing

Equipment (recommended)

- Good - Webcam
- Better – Flip Cam
- Best – Digital camera like the Kodak Zi8 with external mic (Audio Technica)
- Camtasia for screen recording
- LiveMeeting, GTM, etc.



Step 2: Recording and Editing

Production Considerations

- Lighting
- Shooting outdoors
- Backgrounds

Tip: You can find “how to” videos via Google video search to overcome every technical challenge.

Step 2: Recording and Editing

Editing programs:

- MovieMaker (PC) or iMovie (MAC)
- Camtasia
- Adobe Premiere

The best editor of all? Your camera.

Pixability

How it Works



1. We send you a video camera



2. Shoot your video and return the camera



3. We professionally edit your video

Animoto

ANIMOTO

Sign In or

Sign Up

We make
killer video
from your images
automatically.

Get Started

Featured in: The New York Times

USA TODAY NATIONAL GEOGRAPHIC CNN

BBC TechCrunch

WALL STREET JOURNAL Forbes

Learn More
in 60 sec



Turn your photos & videos into pure amazing.

Animoto automatically produces beautifully orchestrated, completely unique video pieces from your photos, video clips and music. **Fast, free and shockingly easy.**

Professional Video Production

- Wide ranging in price - \$1500-\$5000 typical
- Professional lighting, editing and sound
- High end production

Top 3 viral business videos

- [Blendtec, “Will it Blend,”](#) views 134,256,499
- [Evian, “Live Young,”](#) views 103,867,704
- [Old Spice “Responses”](#) views 57,132,669

Blendtec

- 5 fold sales increase
- 134 Million views
- A winning theme
- Blenders are now sold everywhere

YouTube blendtec Search Browse Upload

Will It Blend? - iPad

Blendtec 101 videos

 **Blendtec**[®]
presents
Don't try this with your new iPhone.

0:05 / 1:40 360p   

Blendtec | April 05, 2010  **8,621,068** 
views

We've heard that the iPad will change your life, but will it change the way y...

Evian

- Over 100 million views
- Lost 25% U.S. market share

YouTube Search Browse Upload

Evian Roller Babies international version

EvianBabies 28 videos



0:07 / 1:01 360p

EvianBabies | July 01, 2009

Evian babies are back with the Live Young Training <http://liveyoungtraining...>

27,931,669 views

Old Spice

Body wash sales up 11% in 12 months, 55% in last 3 months, and in the last month, up 107%

The image shows a YouTube video player for an Old Spice advertisement. The video features a man on a white horse, shirtless with a towel draped over his shoulder, holding a bottle of Old Spice body wash. The text "SMELL LIKE A MAN, MAN. Old Spice" is overlaid on the video. The video player interface includes a progress bar at 0:28 / 0:33, a 360p resolution indicator, and a Creative Commons license icon. The channel name "Old Spice" and "Old Spice's Channel" are visible, along with a "Subscribe" button and navigation tabs for "Uploads" and "Playlists". A red banner at the top of the video frame contains the Old Spice logo, the slogan "GREATEST SMELL IN THE NFL" with the NFL logo, and social media icons for Facebook, Twitter, and YouTube. A "More Info" link is present below the video title. To the right, two video thumbnails are shown: "Old Spice | The Man Your Man Could Smell" (19,793,205 views, 0:33) and "Old Spice | Did You Know" (4,093,599 views, 0:18). The bottom of the player shows navigation options: "Info", "Favorite", "Share", "Playlists", and "Flag".

Old Spice "GREATEST SMELL IN THE NFL" NFL

ONE CLICK FRIENDSHIP ETERNAL! f t

Old Spice Old Spice's Channel **Subscribe** Uploads Playlists

SMELL LIKE A MAN, MAN. Old Spice

Old Spice | The Man Your Man Could Smell Like [More Info](#)

Old Spice | The Man Your Man Could Smell
Old Spice - 19,793,205 views
0:33

Old Spice | Did You Know
Old Spice - 4,093,599 views
0:18

0:28 / 0:33 360p CC

Info Favorite Share Playlists Flag

“Touching” videos

- Easier, less expensive to create
- Can still produce amazing results
- Risk of ‘cheesiness’



Step 2: Recording and Editing

Add Text Graphics

- Good – Annotations via YouTube
- Better – Text graphics via MovieMaker or iMovie
- Best – Text graphics and tip/tail branding

HINT: You can save a PPT image as a JPG for your tip/tail branding!

What is YouTube?

- The largest video sharing site in the world.
- The second largest search engine in the world behind Google.
- The second largest social networking site behind Facebook.

Why is YouTube important?

- **YouTube accounts for 79% of all US visits to over 60 online video sites.**
- Current trends show that people are increasingly going to YouTube looking specifically for answers via video, instead of traditional search engines.
- Most of your competitors are not on YouTube!

YouTube “What”

Old paradigm – broadcast is a 2-way street

- Video producers
- Video watchers

New paradigm – “engagement”

YouTube is comprised of 3 types of users:

- Video viewers
- Video producers
- “YouTuber” (the engagers)

YouTube Engagement

As a visitor

- Watch video

As a video producer

- Create a “Channel(s)”
- Upload videos
- Annotate videos
- Edit videos

As a community member

- Subscribe to the videos of others
- You can “favorite” videos
- You can create a “playlist”
- Add “friends”
- You can share a video
- You can like/unlike a video
- You can comment on channel
- You can comment on a video
- Send messages
- You can post a video response

YouTube “How to”

- Signup for an account
 - Tip: use a business name as your username
- Create a “channel” – unique to your niche (show example)
 - A YouTube channel is the equivalent of a Facebook profile. You create the page and put whatever you want on it. But instead of lots of text, you put lots of videos. Videos of all those things that businesses can do on YouTube.
 - Customization options
 - Profile information
 - Branding
 - Modules
 - Set “featured video”

YouTube

The image shows a screenshot of a YouTube channel page for Old Spice, viewed in a Windows Internet Explorer browser. The browser's address bar displays the URL <http://www.youtube.com/user/OldSpice>. The page features a large banner at the top with the text "COMMERCIALS TELL YOU THINGS. WATCH THIS." and the Old Spice logo. Below the banner, the channel name "Old Spice" is visible, along with a "Subscribe" button and a video player. The video player shows a football game with a bear mascot. To the right of the video player, there is a list of related videos, including "Old Spice | Bear with Ray Lewis", "Old Spice | Raven with Ray Lewis", "Old Spice | Responses", "Old Spice | Questions", and "Old Spice | Boat".

Annotations on the image include:

- YouTube URL**: A blue arrow pointing to the address bar.
- Channel Name**: A red arrow pointing to the "Old Spice" channel header.
- Image**: A red arrow pointing to the video player.
- Share**: A red arrow pointing to the "Share" button below the video player.

YouTube

The image shows a screenshot of a Windows Internet Explorer browser displaying the YouTube channel page for Old Spice. The browser's address bar shows the URL <http://www.youtube.com/user/OldSpice>. The page features a red header with the Old Spice logo and the slogan "GREATEST SMELL IN THE NFL" alongside the NFL logo. Below the header, there are navigation tabs for "Old Spice", "Subscribe", "Uploads", and "Playlists". The main content area displays a video thumbnail of a football player in a purple jersey with the number 52, holding a football, with a large bear standing next to him. Below the video player, there are buttons for "Info", "Favorite", "Share", "Playlists", and "Flag". A red callout box labeled "Subscribe" points to the "Subscribe" button. Another red callout box labeled "Favorite" points to the "Favorite" button. A third red callout box labeled "Image" points to the video thumbnail. A fourth red callout box labeled "Like" points to the "Like" button below the video player. On the right side of the page, there is a vertical list of video thumbnails with titles such as "Old Spice | Bear with Ray Lewis", "Old Spice | Raven with Ray Lewis", "Old Spice | Responses", "Old Spice | Questions", "Old Spice | Boat", and "Old Spice | The Man Your Man".

YouTube

The screenshot shows the YouTube channel page for Old Spice. The browser window title is "YouTube - Old Spice's Channel - Windows Internet Explorer". The address bar shows "http://www.youtube.com/user/OldSpice". The page content includes:

- Channel Header:** Old Spice logo, a "Subscribe" button, and links for "Add as Friend", "Send Message", and "Send Message".
- Channel Statistics:**
 - Name: Old Spice
 - Channel Views: 11,957,832
 - Total Upload Views: 143,955,793
 - Age: 85
 - Joined: January 01, 2006
 - Last Visit Date: 1 week ago
 - Subscribers: 170,620
 - Website: http://www.oldspice.com
 - Country: United States
- Channel Comments (23608):** A list of user comments with their avatars and timestamps. Visible comments include:
 - yohelm** (1 hour ago): hey old spice guy please say hi to my wife... lol. she would like two tickets to that thing she loves..
 - lovefromluc** (6 hours ago): Dear Old Spice Guy, You epitomize masculinity, you make Adonis look like a fairy princess... However, in a fight between you and Hercules look like a fair princess... Norris was also wearing Old Spice) who would win?
 - lucy800** (10 hours ago): new music video up please come see im a young rapper tryna get heard rate sub nd leave a comment free mistakes coming soon!
 - dayvidisney** (11 hours ago): great channel hahah subbed +
 - mrsgirlsexy1** (12 hours ago): hi!
 - jaredfriedberg** (12 hours ago): i just saw one on tv involving lots of heads, cant find it online anywhere: too new?
 - .Money12790** (14 hours ago): What on earth? xD That's hilarious
 - littladybecky** (14 hours ago): haha i love em: all
 - SexyBackProductions** (16 hours ago): hey everyone if my channel gets 100 subs in one week well hold a CONTEST so sub and you can win

Three red callout arrows are overlaid on the page:

- Message:** Points to the "Send Message" link in the channel header.
- Comment:** Points to the "Channel Comments" section.
- Friend:** Points to the "Add as Friend" link in the channel header.

TubeMogul

tubemogul
More Play Time

Logged in as dan@logoyouraudio.com | My Account | Log out

Campaign: My Campaign

Dashboard

Upload

Upload Video

My Uploads

Syndicated Stats

Site Stats

Marketplace

Advanced Tools

Help

Step 1: Upload your video to TubeMogul [more]

Please choose a video file to upload (100MB limit)

Browse

Valid file formats: avi, wmv, mov, mpg, mp4, flv, m4v

For more information on video formats, [read this](#).
Using Snow Leopard? Please upgrade Flash before uploading.


BIG files?

Try these additional options:

- BIG file uploader (>100MB) [?]
- Upload from URL - Premium [?]
- MRSS feeds - Premium [?]
- API - Premium [?]
- Basic - When all else fails [?]

Want to upload to a custom site?
Did you know you can send your video virtually anywhere? [More here](#).

TubeMogul



More Play Time

Logged in as [dan@logoyouraudio.com](#) | [My Account](#) | [Log out](#)

Campaign: My Campaign ▾

Dashboard

Upload

Upload Video

My Uploads

Syndicated Stats

Site Stats

Marketplace

Advanced Tools


Help

Video Upload Status [\[refresh status \]](#)

<input type="checkbox"/> sites	login credentials (username or email / password)			
<input checked="" type="checkbox"/> YouTube	crossmp3	*****	-	[more options]
<input checked="" type="checkbox"/> DailyMotion	mp3_player	*****	-	[more options]
<input checked="" type="checkbox"/> Yahoo	mp3player	*****	-	[more options]
<input checked="" type="checkbox"/> Metacafe	customerservice@cr	*****	-	[more options]
<input checked="" type="checkbox"/> Blip.tv	mp3player	*****	-	[more options]
<input checked="" type="checkbox"/> Veoh	mp3-player	*****	-	[more options]
<input checked="" type="checkbox"/> Vidler	dan@logoyouraudio	*****	-	[more options]
<input checked="" type="checkbox"/> StupidVideos	mp3player	*****	-	[more options]

More sites ▾

<input type="checkbox"/> MySpace	Requires Myspace token. [Get token]		[more options]
<input checked="" type="checkbox"/> Brightcove	mp3-player		[more options]
<input type="checkbox"/> Vimeo Plus	Requires Vimeo token. [Get token]		[more options]
<input checked="" type="checkbox"/> Sevenload	mp3-player	*****	[more options]
<input checked="" type="checkbox"/> IFoodTV	customerservice@cr	*****	[more options]
<input checked="" type="checkbox"/> Zoopy	customerservice@cr	*****	[more options]
<input type="checkbox"/> Facebook	Requires Facebook token. [Get token]		[more options]



[\[Change Thumb \]](#)

Filename:
HawaiiPaddler.mp4

Filesize: 3.94 Mb
[\[transcode info\]](#)

Title: The Hawaii Paddler Talks Knee Surgery Recovery

Description:
http://HawaiiPaddler.com
The "Hawaii Paddler" is interviewed at the Ultimate Internet Boot ...

Tags: hawaii, paddler, knee surgery, recovery, treatment

Category: How To / Instructional / DIY

Added on: 08/23/2010

[Edit Info](#)
[Refresh Upload Status](#)

New to TubeMogul?
[Read this FAQ](#)



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THANK YOU! Questions?

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