



# How to Grow Your Business and Brand with Video Marketing







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# Chapter One





# Video Marketing Fundamentals

In this chapter, We'll help you get a handle on the fundamentals.

So if you're new to video, or want to make sure you're on the right track, you'll love this chapter.

Then, in later chapters, we'll cover advanced tips, techniques, strategies, and case studies.

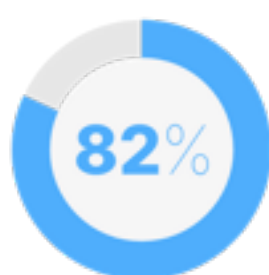
But for now, let's cover the basics of video marketing.

## What Is Video Marketing?

Video marketing is the practice of planning, creating, editing, publishing, and promoting video content in an effort to promote a brand, business, or product. Common platforms that businesses use for video marketing include YouTube, Facebook, Snapchat, Vimeo, and Instagram.

## Why Is Video Marketing Important?

Video is quickly becoming the de facto content format online. In fact, it's no exaggeration to say that 2021 will be "the year of video". With that, let's quickly look at some key video marketing statistics... 82% of internet traffic will be video by 2022 (Cisco).



82% of internet traffic will be video by 2022



The world’s largest video platform, YouTube, is the 2nd most popular website on the planet (Alexa).

Alexa: Ten Most Popular Websites

	WEBSITE	TIME ON SITE*	DAILY PAGE VIEWS*
1	Google.com	15:53m	17.19
2	Youtube.com	17:38m	9.95
3	Tmall.com	7:08m	3.92
4	Baidu.com	8:40m	4.77
5	Qq.com	3:44m	3.97
6	Sohu.com	3:37m	4.57
7	Facebook.com	18:42m	8.83
8	Taobao.com	4:35m	3.56
9	360.cn	3:19m	4.18
10	Amazon.com	10:37m	9.91

\*Average per Visitor

And people don’t just visit YouTube. They spend significant amounts of time there. In fact, people watch 1 billion hours of YouTube videos every day (YouTube).



People watch over 1 billion hours of YouTube every day

(That’s more than Netflix and Facebook video combined.) The average user spends 40 minutes per day watching YouTube... just on mobile devices (comscore).

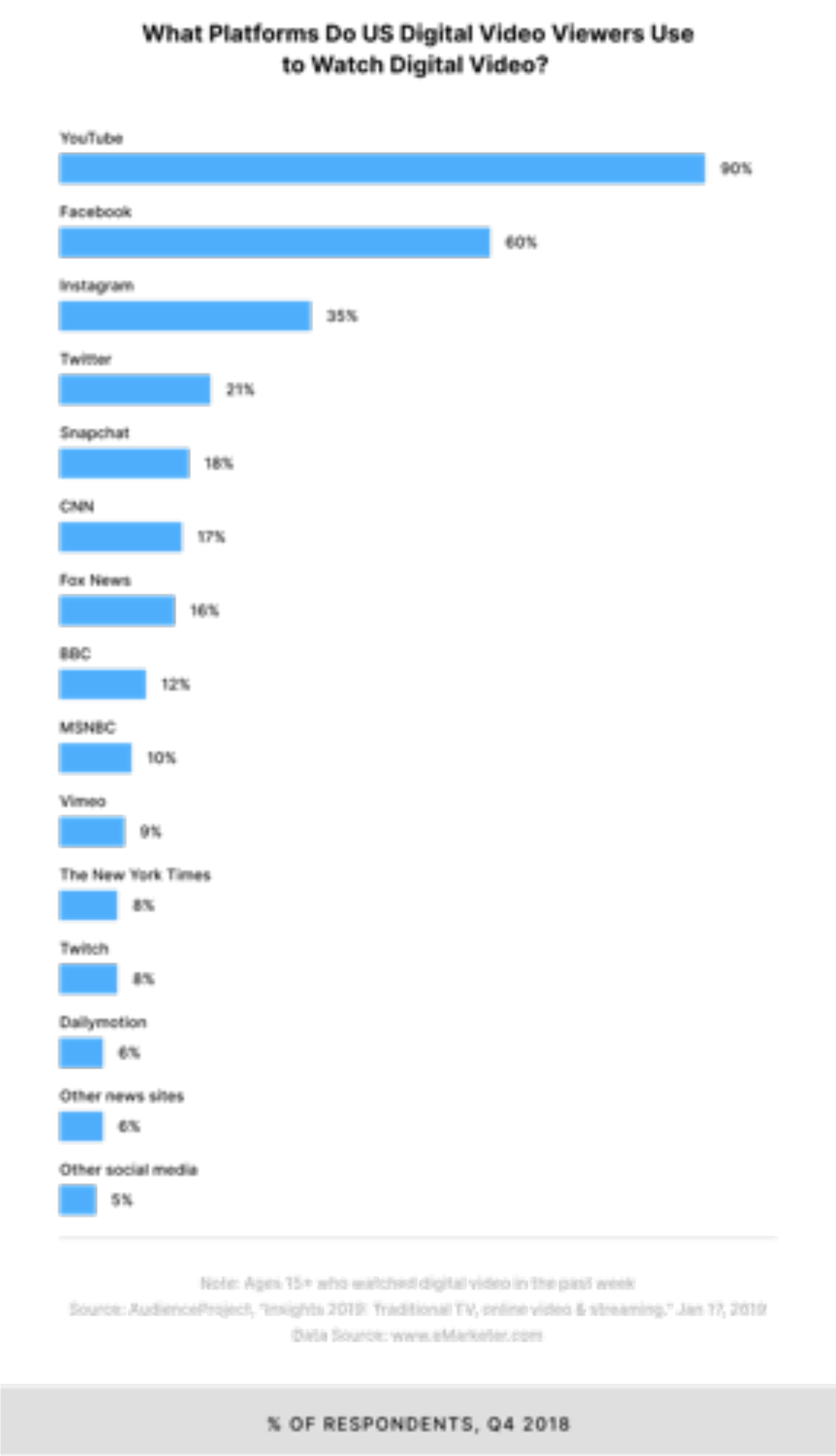


The average user spends 40 minutes per day watching YouTube... Just on mobile devices



Even social media sites not seen as traditionally video-focused are transitioning to video.

In fact, 60% of internet users now watch videos on Facebook (emarketer).

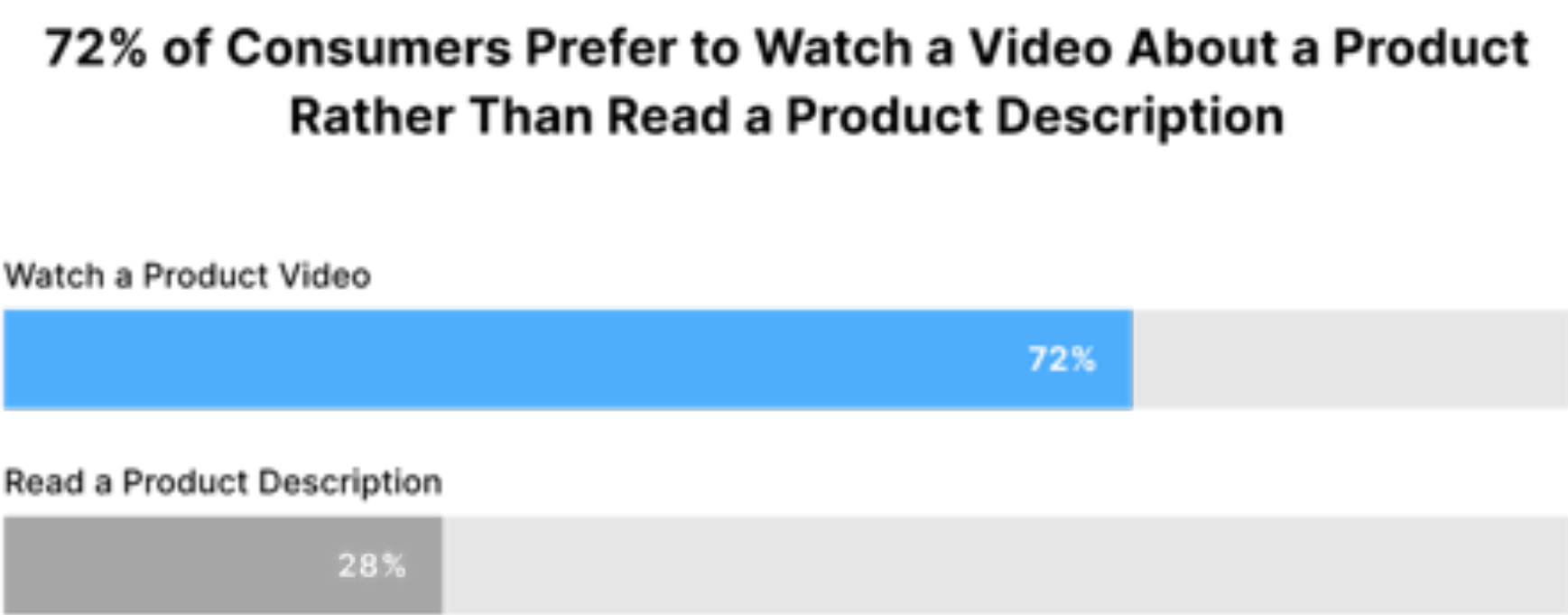




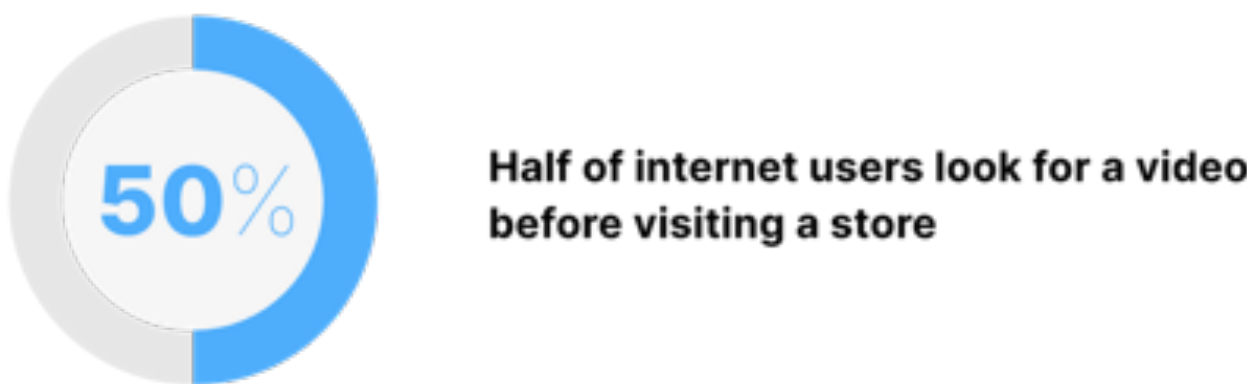
When you dig deeper, you realize that online video is a lot more than cute cat videos.

In fact, consumers are using video to help them make decisions about what to buy and who to buy it from.

72% of consumers prefer to watch a video about a product than read a product description (HubSpot).



Half of the internet users look for a video before visiting a store (Google).



And 90% of consumers state that video “helped them make purchasing decisions” (Forbes).

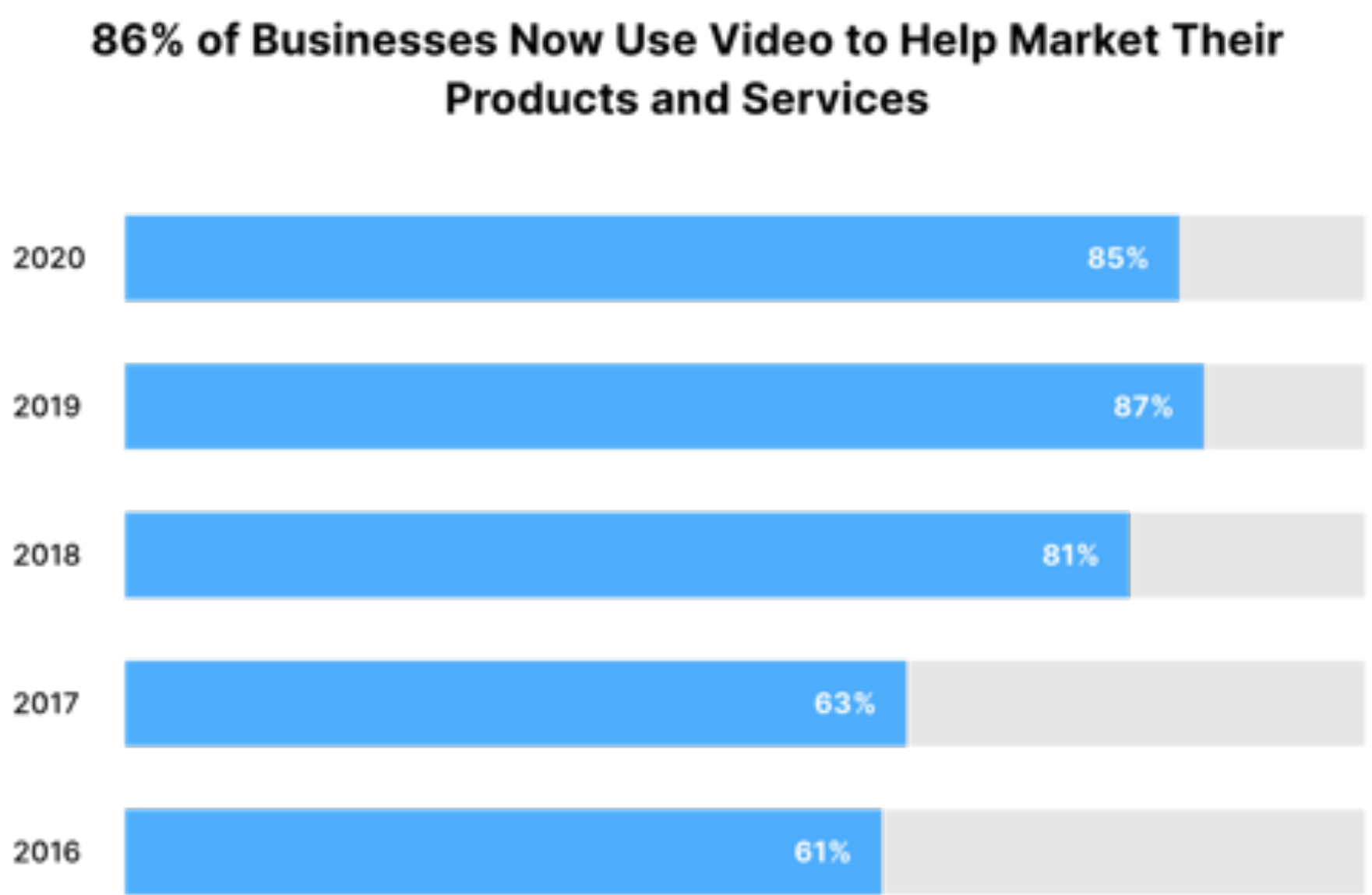




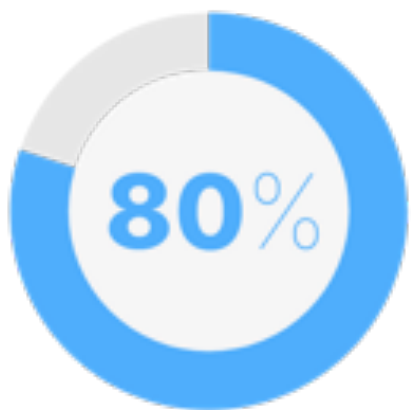
## Why More Businesses Are Going All In With Video

Not surprisingly, more businesses are using video as part of their marketing campaigns.

86% of businesses now use video to help market their product and services (WyzOwl)

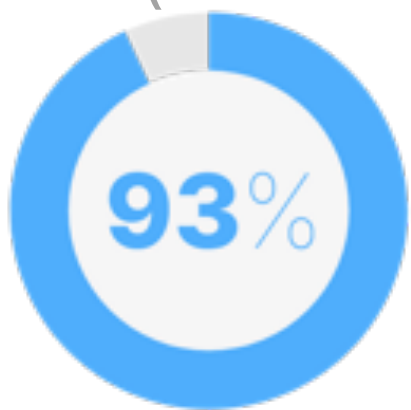


80% of marketers state that they’re happy with the ROI that they get from video ads (Animoto).



**80% of marketers state that they’re happy with the ROI that they get from video ads**

93% of marketers report that video has helped them get more customers (Animoto).



**93% of marketers report that video has helped them get more customers**



And maybe the most interesting statistic of all...

Because video has such a high ROI, 99% of marketers state that they plan on continuing using video as part of their digital marketing this year (WyzOwl).



**More than 99% of people who use video for marketing say they'll continue using video in 2021**

## How do You Develop a Video Marketing Strategy?

Back in the day, video was a tactic that you threw into your content marketing now and again.

But to succeed with video marketing today, it's important to have a solid strategy that you can use.

Your video marketing strategy should include:

- Researching your customer's pain points
- Developing topics that solve your customer's problems
- Outlining or scripting out your video content
- Developing a unique look and feel for your brand's videos
- Shooting and editing your videos
- Incorporating videos into your text-based marketing content
- Distributing your videos on social media and dedicated video platforms (like YouTube)
- Measuring the results of your videos
- Improving your content strategy based on data and feedback from your target audience



## Chapter Two







# Video Content Templates

In this chapter, we're going to give you four proven video content templates.

These are detailed templates that will help you plan, outline, script, and film your videos.

You can use these different types of videos for social media posts, landing pages, or your business's homepage.

So if you've ever struggled with the video creation process, these templates will come in handy.

## Template #1: The How-to Video

The How-to Video is just like it sounds...

It's a video that shows someone how to do something, like bake a cake or do a pushup.

For many businesses, how-to videos will be your bread-and-butter. In fact, how-to videos are like a video version of blog content. They're not designed to convert people right then and there.

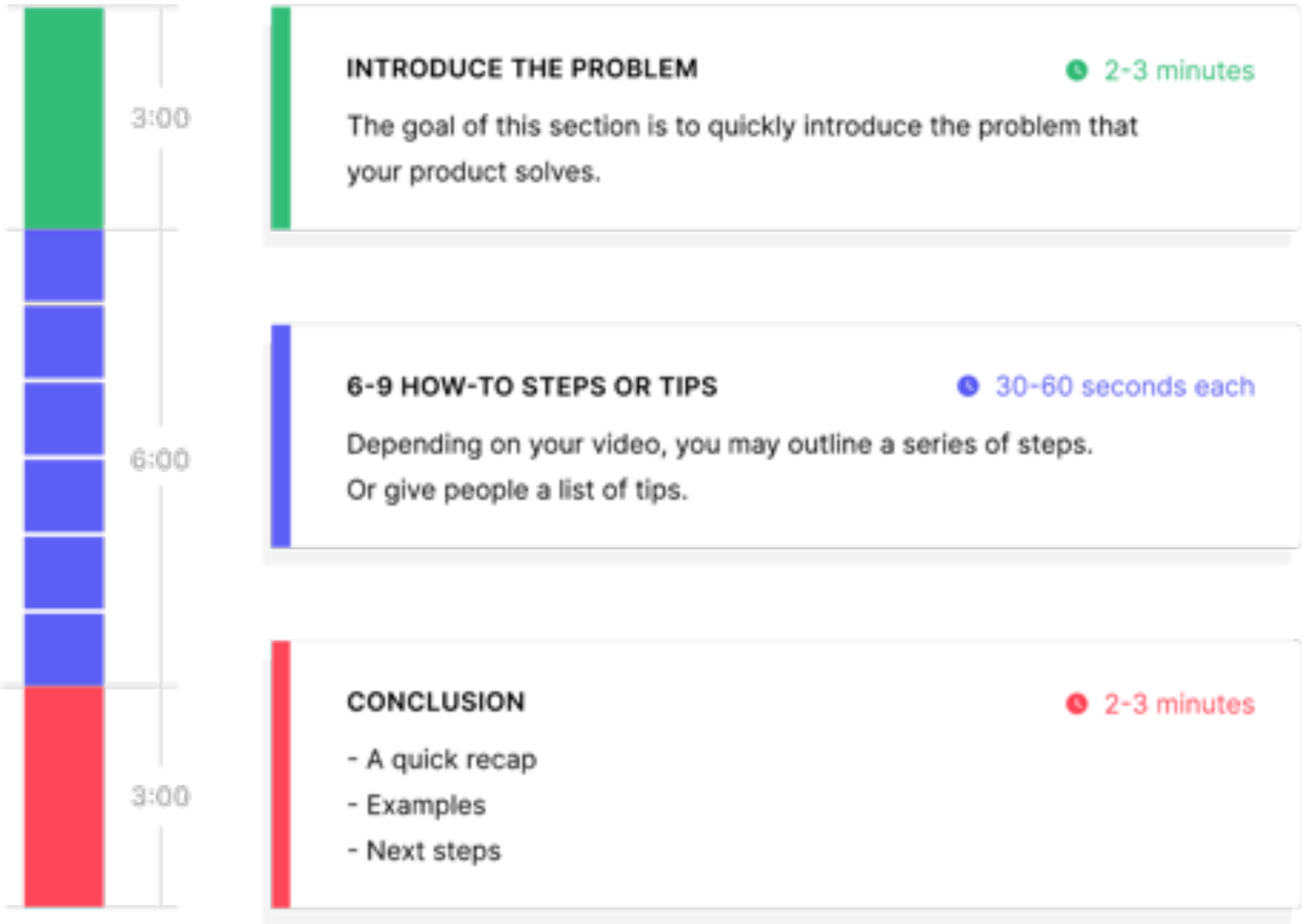
But how-to videos ARE great for getting your brand in front of potential customers. So, along with product demos, We recommend using them in your video marketing.



Here’s the template:

Template: The How-to Video

A how-to video shows someone how to do something, like bake a cake or do a pushup.  
How-to videos are like a video version of blog content.



Let’s break each element down.

Intro=Video Preview

The main goal of your preview is to let your viewer know they’re in the right place.

In other words:

There’s no need to tell people why your topic is important. If they landed on your video, they already know it’s important.





This is a mistake made in a lot of early videos.

Instead of jumping right into the content, People go into a long backstory.

Spoiler alert: people HATE these intros. And they click away.

Today, intros are short, sweet, and to-the-point.

## Steps or Tips

Now it's time for the meat of your content.

Depending on your video, you may outline a series of steps. Or give people a list of tips.

There's one BIG thing to keep in mind with this section of your how-to video:

## Keep things moving.

In other words: there's no need to cover everything there is to know about a step or tip. Yes, you should cover each step in-depth. But as soon as you've covered the basics, it's time for the next step.

Why?

Well, it's no secret that people online have super short attention spans. And if you go on and on about the same topic, you're gonna lose your viewer's attention.

Spend about 30-60 seconds per tip. And then move right into the next thing you want to cover.



That way, your video content moves fast... which keeps people engaged.

## Wrapping Up

Now that you covered your last step, what's next?

We don't recommend ending your video just anywhere.

That's super jarring.

Instead, you want to quickly cover 3 main things in your video conclusion:

- A quick recap
- Examples
- Next steps

Note: don't repeat the same tips they just heard about .

Instead, quickly outline what they learned... and start to transition into the end of the video.

And if you have any more examples of how this process helped you, a customer, or a friend, mention them here. You probably already mentioned a few examples in the steps section of your video. But feel free to add one more here.

This final example gives people motivation to take action on what they just learned. Let people know the next steps.

If they're watching your video on YouTube, it might be to subscribe to your channel.





If you’re hosting your video on your own website, you might ask them to subscribe to your newsletter.

Either way, make sure to cap off your video with a clear set of next steps.

## Template #2: Product Demo

If you want to show off how your product works, nothing beats video.

Here’s the template we recommend:

### Template: Product Demo



## Introduce The Problem

Lots of product demo videos start off with why their product is so great.

And it's a HUGE mistake.

Yes, you can show off your product at the beginning of your video. But only for a second.

That's because the goal here isn't to show off your product (yet).

Instead, the goal of this section is to quickly (and I mean quickly!) introduce the problem that your product solves.

This is an old infomercial trick that 1000% applies to product videos.

If you've ever been up at 3 am flipping through the channels, you've probably come across an infomercial.

And if you watch them closely, you'll notice that 80-90% of the infomercial isn't about the product itself. It's about the problem the product solves.

(Especially at the beginning of the infomercial.)

For example, the infomercial for the Huggle doesn't start off with features, benefits, and prices. Instead, they spend the first few seconds outlining the problem.

That way, when they DO reveal their product, viewers are primed to buy.



## Tease The Solution

Now that you've hit the viewer's pain points, it's time to tease a better way.

There are a few ways to go about this.

The first is to cover common solutions that people use to solve the problem you just introduced.

You can just say something straightforward like: "If you've ever struggled with X, here's a new way to solve X that works great."

## Product Reveal

Now it's time for the fun stuff: showing off your product. This is the part of your video where you finally reveal your product or service.

(Or, as infomercials like to say: "Introducing The Dog Snuggie!")

No need to be fancy here. Just show a nice shot of your product with an exciting introduction.

## Features and Benefits

Now that people have seen your new product, it's time to cover some key features and benefits.

These benefits depend a lot on the type of product you're showing off.



If it's software, you want to show all the cool things your software can do.

If your product is a supplement, you want to go into the key ingredients and why it works.

## Examples and Testimonials

Next, it's time to show off examples, case studies, and testimonials.

## Call To Action

Finally, it's time for a CTA.

Most of the time, this will be a CTA to make a purchase. But that does depend on your product or service. Let's say you're selling a \$50k piece of factory equipment.

In that case, your CTA might be "learn more" or "book a demo".

Either way, you want to give your viewer something specific to do after they finish your video.

## 'Template #3: Explainer Video

Here's where you explain a tricky concept... a concept tied to your product or service.

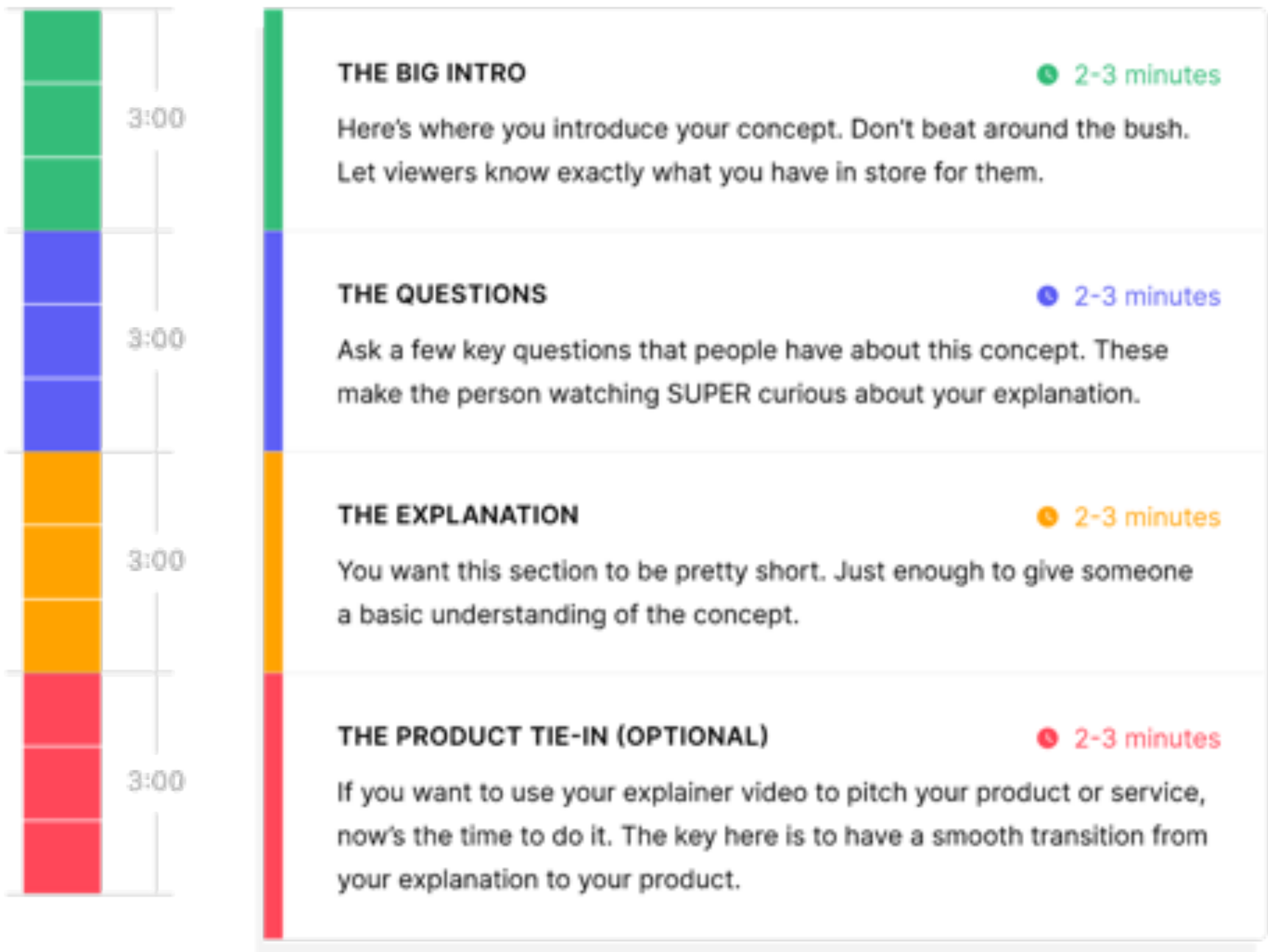




Here’s the step-by-step process.

Template: Explainer Video

Here’s where you explain a tricky concept that’s tied to your product or service.  
Here’s the step-by-step process.



The Big Intro

Here’s where you introduce your concept. There’s no need to beat around the bush here. Just let them know what you have in store for them.

The Questions

Before you dive into your explanation, ask a few key questions that people have about this concept

These questions make the person watching SUPER curious about your explanation.



Here's the step-by-step process.

Why?

Because these are questions they've probably wondered themselves. And when you ask those same questions early on, it makes your viewer PRIMED to keep watching.

## The Explanation

Now it's time for the meat of your explainer video: the explanation.

How you structure this depends a lot on what you're explaining.

But in general, you want this section to be pretty short. Just enough to give someone a basic understanding of the concept.

In other words: you're not trying to give your viewer a Ph.D. on your topic. Instead, you're giving them enough information so they have the basics down.

## The Product Tie-In (Optional)

If you want to use your explainer video to pitch your product or service, now's the time to do it.

The key here is to have a smooth transition from your explanation to your product. In other words: it shouldn't feel like an ad tacked on at the end of the video.



## Template #4: The Case Study

It’s no secret that case studies can boost conversion rates on landing pages, webinars, and more.

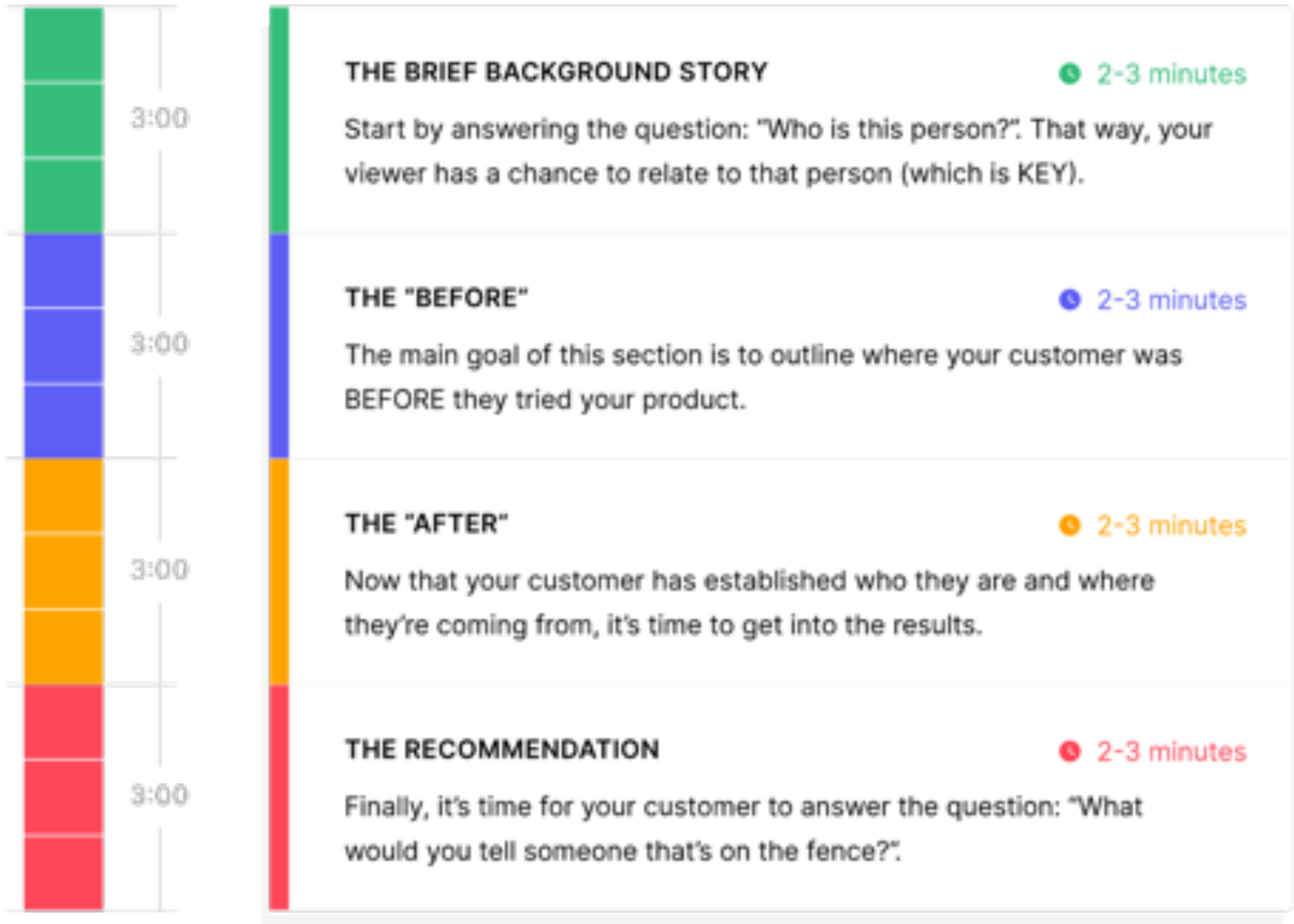
And if you want to get more results from them, we highly recommend video customer testimonials.

There’s nothing more powerful than seeing a living, breathing person talking about how great your company is. The text simply can’t compare.

With that, here’s how to structure your video case studies and testimonials for maximum effect.

### Template: The Case Study

There’s nothing more powerful than seeing a living, breathing person talking about your product. Here’s how to structure your video case studies and testimonials.







## The Brief Background Story

You want to start your case study off by answering the question:

“Who is this person?”.

In other words:

Don’t kick off your case study video with your customer talking about how great you are. Instead, ask your customer to briefly describe who they are and where they’re at in life.

That way, your viewer has a chance to relate to that person (which is KEY).

## The “Before”

The main goal of this section is to outline where your customer was BEFORE they tried your product.

If you’re a fitness coach, this could be your client describing how they struggled with their weight after having their first kid.

Or if you sell productivity software, it could be a busy executive talking about how they felt overwhelmed.

## The “After”

Now that your customer has established who they are and where they’re coming from, it’s time to get into the results.

As mentioned earlier, we don’t recommend telling your customers what to say or how to say it.



But if possible, encourage them to share specific results in their own words.

And remember: these results don't have to be mind-blowing.

In fact, moderate results (like losing 10 pounds) are sometimes better because they're more relatable.

## The Recommendation

Finally, it's time for your customer to answer the question: "What would you tell someone that's on the fence?"

Now that you have these four templates in hand, it's time to cover video tools and equipment.



## Chapter Three







# Video Equipment Checklist

Do you need to invest in some equipment to make high-quality videos? Yes.

Does this equipment need to break the bank? Nope!

In fact, you can usually get all the equipment you need to shoot GREAT videos for a few hundred bucks.

And if you're on a really tight budget, we'll show you a few hacks you can use to produce pro videos without breaking the bank.

Let's dive in

## Your Location

Yup, cameras, and mics are important.

But nothing is more important than where you shoot.

Think about it: You can have the best camera in the world. But if you shoot in a closet, your video is going to look horrible.

On the other hand, if you shoot in a well-lit room, you can make really nice videos with an iPhone.

That said, when it comes to shooting marketing videos, you have a few different location options:



## Your Home or Office

Most homes and offices can be converted into a makeshift video studio.

That said, here are a few things to keep in mind when it comes to shooting at home:

- Pay close attention to echo and noise: Houses and offices aren't set up for audio recording (why would they be?). So double-check that the room doesn't have a lot of echo (reverb) or noises from the outside. Bad audio can kill an otherwise great video.
- Clean background: Find a room that has a neutral background. Or a static background that's not distracting (like a bookshelf).
- Consistent lighting: Natural light looks great. But it's unpredictable. So make sure that you can control the lighting in your room with curtains or shutters.

## A Pro Studio

After shooting a handful of videos in your house, You will quickly realize something:

The videos looked OK. But you will be spending HOURS setting up and taking down lighting, backgrounds, and soundproofing. Not good.

Finally, when you go to a proper video studio. The videos will look AND sound great.

Plus, you don't have to turn your living room into a studio every time you want to shoot.



You just show up... and the camera, lighting, and background are already set up for you.

Nice.

So that's the big upside of using a studio: it's super convenient.

Yes, you MIGHT be able to film studio-quality videos in your home or office. But you also have to set everything up (and take it down) whenever you want to shoot.

The downside of a studio is that it can be expensive. The exact price depends on the studio and where you are located.

## On Location

This can be outside. At an event. Or anywhere that's not where you normally shoot.

The upside of on-location shoots is that they look interesting and dynamic.

Yes, these look great. But they are a giant pain in the butt.

Why? Because these location shots made your shots **10x more complicated**. Lighting, audio, noise, rain, snow, other people... can (and will) affect your shoot.

This is why we recommend **avoiding** on-location shots when you're first starting out. Then, once you get a handle on the basics, feel free to spice things up with an on-location shoot.



## Camera

Now that you have a location, it's time to pick a camera.

There are (literally) thousands of cameras to choose from.

But we recommend using a DSLR camera.

Why?

Three reasons:

First, they're pretty cheap.

Compared to most video cameras, DSLRs are super cheap.

Second, they're easy to use.

If you're used to filming with your iPhone, you don't know how good you have it until you've tried a fancy video camera.

Most high-end video cameras are PACKED with features and settings that you'll never use. Sure, DSLRs have a learning curve. But they're basically point-and-shoot.

Third, the videos look great.

As long as you have solid lighting, you can shoot super pro videos with a DSLR. And lots of them now even support 4k.

## Tripod

If you want to shoot pro videos, you need a tripod. There are no two ways around it.

Fortunately, there are lots of tripods that are designed specifically for DSLRs.

DSLR TRIPODS



We recommend looking for tripods that have a “video-head” like these. They’re much easier to operate for video shoots compared to tripods with photo heads.

## Microphone

Most cameras (including DSLRs) come with a built-in mic.

Don’t use them!

If you want your videos to look AND sound great, you need an external mic.

Your two main options are a lav mic or a boom mic.

LAV MIC

BOOM MIC



We prefer lav microphones. They’re simple to use. And because they’re close to your subject’s mouth, the audio usually sounds great.



The downside of a lav mic is that, if you decide to hide it under your shirt, the sound can be muffled. And if it's not aligned correctly, it can scratch against your chest or clothing. This can create some added noise that you'll have to contend with in post-production.

Some don't mind that a mic is showing in videos.

But if that's a concern for you, you probably want to go with a boom mic.

And if you're on a shoestring budget, you can actually record audio with your iPhone. It's not ideal. But it beats using your camera's mic.

## Lighting

When it comes to lighting, there are a million options.



In general, we recommend using lights with a softbox.

That's because box lights create soft, flattering light.



The only other thing to keep in mind with lighting is that you can almost never have enough of it.

In fact, for most shots, you'll need a few different lights to get the job done, depending on where you shoot (studio, home, or outside).



## Chapter Four







# How to Make Awesome Videos

Whether you film your videos with a fancy camera or your smartphone, in this chapter we're going to show you how to create awesome-looking videos.

(Including lots of advanced tips and strategies that we've learned from years of video production.)

So if you've ever wondered how to get the most out of your camera, mic, and lighting, you'll learn a ton from this chapter.

## Use a Script Or Outline

This is a lesson most have to learn the hard way.

When you first get started with videos, you'll have a rough idea of what you want to cover. But you'll be pretty much freestyling.

This will lead to you going off on little tangents.

(Not to mention countless cuts because you'll lose track of what you were was saying.)

Instead, script out every single line in advance:



My secret?

I developed a repeatable, step-by-step SEO process.

SMILE

And that's exactly what I'm going to share with you right now.

**<slide>So let's kick things off with step #1 of this SEO Checklist: Set up Essential SEO Tools and Plugins<slide>**

Your first step is to make sure you have 3 important SEO tools installed and ready to go.

**<ss>The first tool every site needs to have is the Google Search Console./**

This free tool makes it easy to track your site's performance in Google.

It can also help you find technical SEO problems that are holding you back.

**<ss>But most important of all, the Search Console shows you the exact keywords that you rank for. And where you rank for them./**

And unlike 3rd party tools, this data comes from Google.

So you know it's legit.

**<ss>The next tool you want to setup is Google Analytics./**

**And Google Analytics is the BEST way to see how people find and use your website./**

Which helps you move REALLY fast.

Because your videos are scripted in advance you can literally cover 2-3x more content in the same amount of time.

(Plus, the shoot itself goes smoothly because you don't have to do a bunch of takes. just read lines off the teleprompter.)

You don't necessarily need to write every word ahead of time. But we do recommend using a detailed outline that covers what you want to cover. That way, your final video content comes out super crisp.

## Use 3-Point Lighting

Here's how it looks:



In other words, you point your lights at 3 areas:

- The background
- The subject
- Ambient light

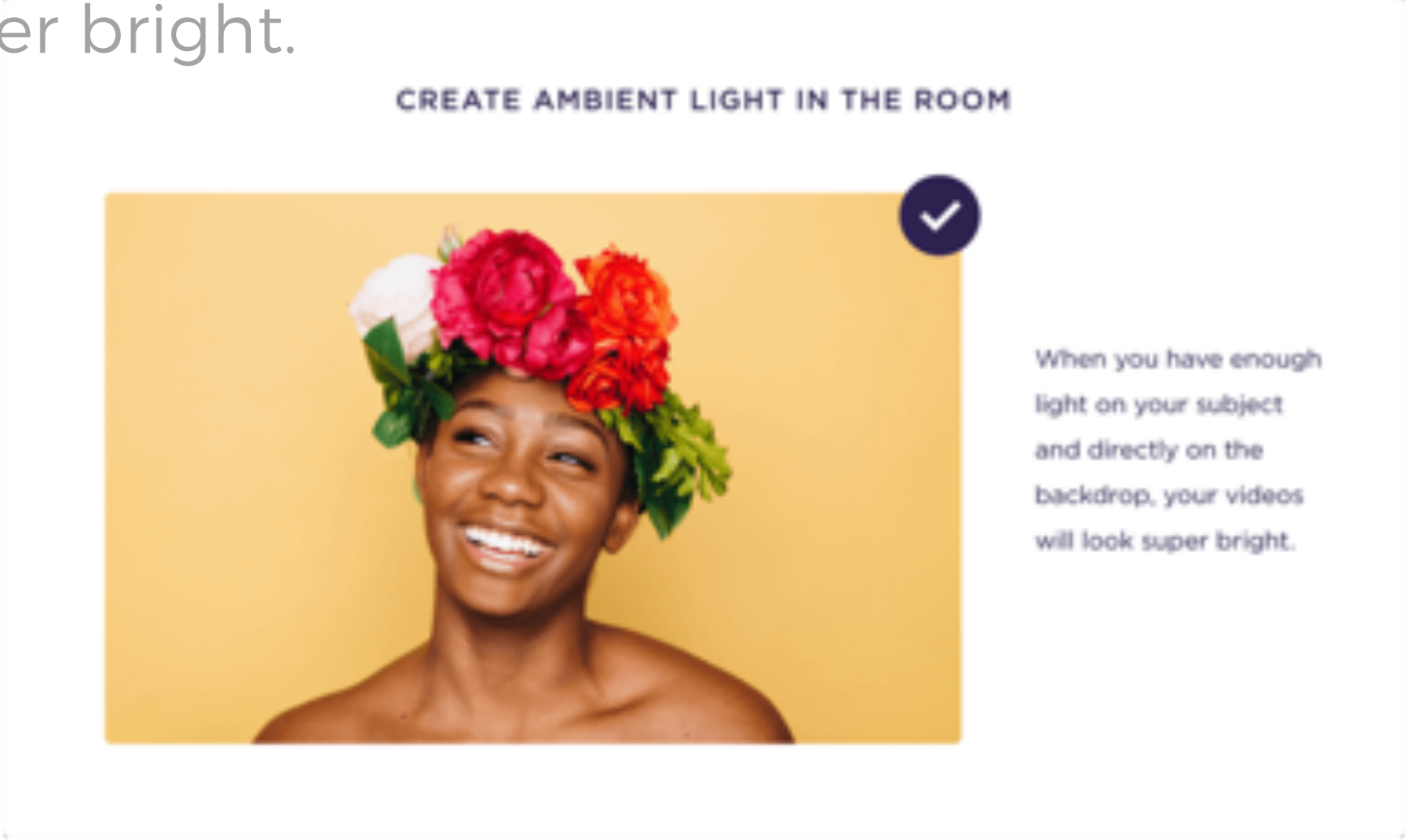
If you don't have all three of these areas well-lit, your lighting can look really unbalanced.







But when you have enough ambient light in the room, on your subject, and directly on the backdrop, your videos will look super bright.

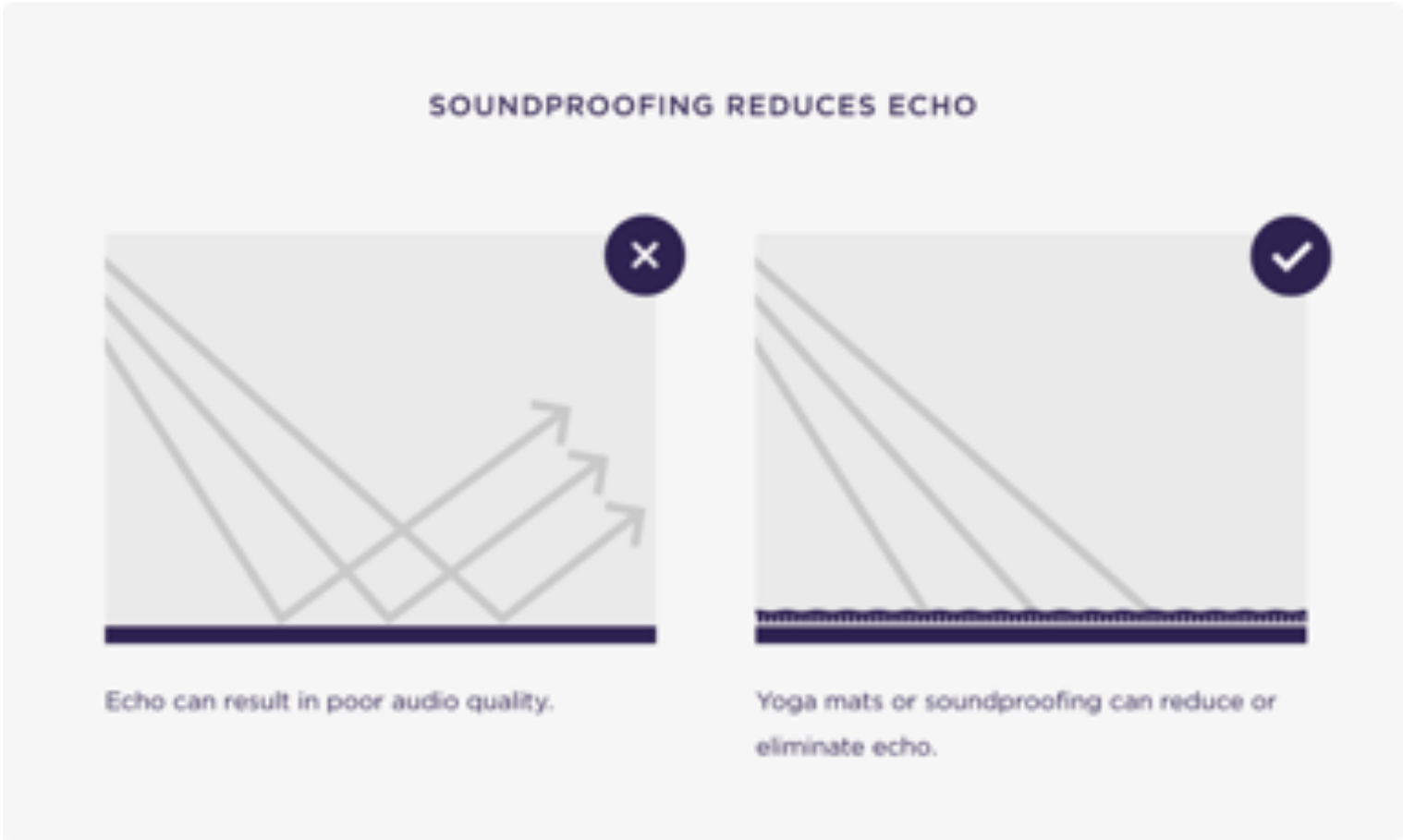


Set Up Soundproofing

You can have the best mic in the world...  
...but if you shoot in an echoey room, your audio will sound terrible.

If your room has a lot of echo, I'd grab some soundproofing material from Amazon.

And if you want a budget option, throw some thick yoga mats on the floor. Most echo comes from sound bouncing back and forth off the floor and ceiling. And yoga mats stop sound from bouncing up and down.





## Chapter Five







# Edit Videos Like a Pro

So you just shot a bunch of footage.

Well, now it's time to edit your videos like a pro.

Specifically, in this chapter, We're going to show you how to use color correction, cuts, and on-screen graphics to make your videos look amazing.

Let's get started.

## Color Correction

Color correction is probably the most underrated part of the editing process.

In fact, color correction can completely transform how your video looks and feels (in a good way).

For example, look at the difference between raw footage from the studio compared to the color-corrected version.





That's a world of difference.

## Lots of Cuts

Thanks to vlogs and Instagram Stories, people are used to jump cuts.

So don't be afraid to cut your video up into dozens of different pieces... and use jump cuts to tie them all together.

These cuts keep your video moving, which can help with audience retention. They also make it easy to cut out "umms", "ahhs" and other stuff that you probably don't want in your final video.

## Graphics and Animations

There's no magical software that's going to bang out custom illustrations and animations.

That said:

If you have experience with animations or illustrations (or want to learn), then feel free to add fancy graphics to your videos.

Otherwise, keep your graphics super simple and straightforward.

## “Shooting For The Edit”

One of the big mistakes made early on is shooting a bunch of completely disorganized footage.

“Shooting For The Edit” means that you plan and shoot videos with the editing process in mind.

For example, try to put each video on its own video file.

Also, because you'll be using a script, You'll know in advance which footage you're going to be in. And which footage will be a b-roll or graphic.

That way, you don't need to worry about how you look in those particular shots.



## Chapter Six







# Advanced Strategies and Techniques

Now that you've got the basics of video marketing down, it's time to dive into some advanced material.

Specifically, we're going to show you 6 advanced video strategies that are used to make videos better.

You'll also learn about strategies that are used to get more views on every video that is uploaded.

## Nail The First 5-10 Seconds

The first 5-10 seconds of your video are HUGE.

So make sure your video grabs your reader's attention right away.

In other words, avoid animated logos.

Long-winded background stories.

Or anything else that's not super compelling.

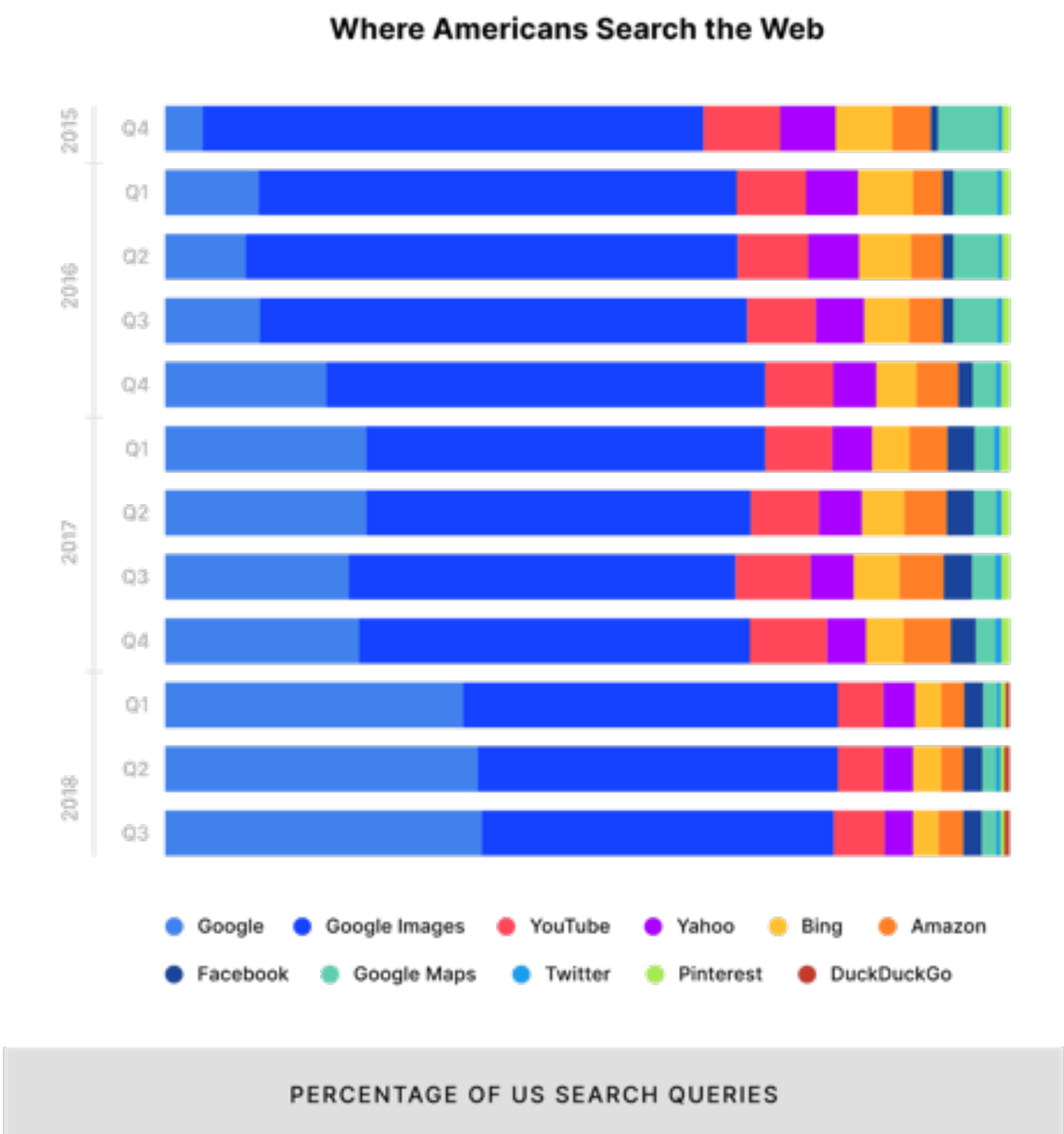
For example, start off videos telling people what they're going to learn.

Also, try to be more high-energy here to get people excited about the video.



## The Sequel Technique

It’s no secret that YouTube is a massively popular search engine



That said: YouTube search is only ONE way to get views on your YouTube videos.

The other way?

**Suggested Video.**



In fact, for some channels, Suggested Video brings in more monthly views than YouTube searches.

(Yes, really.)

The question is: HOW do you get your videos to show up in the Suggested Video sidebar?

A new strategy is called “The Sequel Technique”.

## Mix Things Up

In other words, make your video content SUPER dynamic.

A good rule of thumb is that you should change something in your video once every 20 seconds.

This can be as simple as a camera angle change.

Or it can be something more involved, like transitioning to a b-roll or animation.

Either way, mixing things up makes your video more compelling, interesting... and ultimately a video that people will watch all the way to the end.

## Test Longer Videos

Most people are afraid of publishing videos that are longer than 5 minutes.

They usually say something like: “People have really short attention spans. No one wants to watch a video that’s more than a few minutes”.

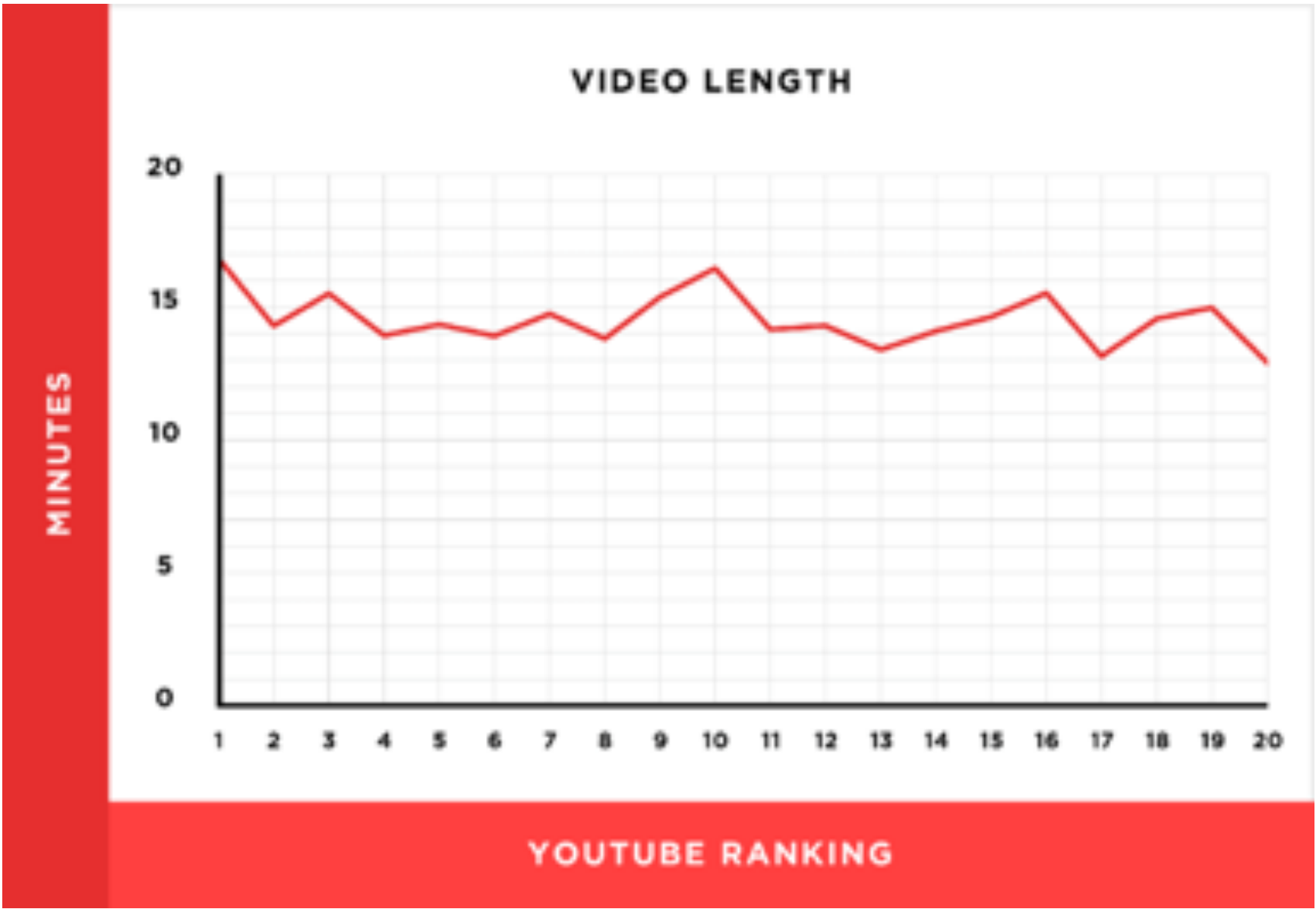




(It’s funny: we remember people saying the same thing about blog posts a few years ago. But you don’t hear that very often these days...)

And we can tell you from first-hand experience that long-form video content CAN work.

And according to this industry study a few years back, longer videos are more likely to rank in YouTube search.



Bottom line? If your video is great, people WILL watch it. Even if it’s long.

### Use a Consistent Look and Feel

If brand awareness is one of your goals, then your videos should all have a similar look and feel.

This doesn’t mean you have to shoot in the exact same place with the exact same background every single time. Instead, make sure each video has the same branding and feel.



## Use Humor

We can tell you from experience that making videos can be STRESSFUL.

Well, humor is an easy way to lighten things up AND make your videos better.

For example, add 2-3 cheesy little jokes to a video.

These always lighten up the mood in the studio. Mostly because we all know how cheesy these jokes are!

More important than that, these little jokes help spice up videos on dry topics, like technical SEO and keyword research.



# Conclusion







## Conclusion

We hope you enjoyed this guide to video marketing.

Which strategy from today's guide are you going to try first?

Are you going to start making longer videos?

Or start focusing on the first 10 seconds of your video?

If you ever need assistance with your video marketing, we will help you fix what's broken and set you up for optimal long-term results.

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