



10 POWERFUL VIDEO MARKETING TIPS TO GROW YOUR BUSINESS

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The Video Explosion

- 15 years ago, making even a simple marketing video was a somewhat complicated endeavor. Then, two things happened that changed everything:
 - First, YouTube was created. Suddenly, a platform existed that made it incredibly easy to share a video with the world.
 - Second, the smartphone was invented. Within the span of just a few short years, almost everyone was carrying around a relatively high-quality video camera in their pocket. Now, anyone can create and share a video in a matter of minutes.



- More than ever, people are consuming huge amounts of video. The explosion of video represents a huge opportunity for business owners. If you want to connect with more customers, expand your brand, and ultimately generate more revenue, you should be using video marketing.
- But for many people, the thought of doing video marketing is intimidating. They don't know where to start and what best practices to follow. And so, they never get started with video marketing. They don't take advantage of the enormous opportunity that video presents them.
- In this eBook, you'll discover, easy-to-follow video marketing tips. Video marketing doesn't have to be complicated. You can literally just use your smartphone. All that you really need to succeed with video marketing is creativity and determination.

Tip #1

Pick Your Primary Platform

- Which platform will you focus on? YouTube? LinkedIn? Instagram? Facebook? Granted, it's fine to share videos on multiple platforms. In fact, you probably should for maximum exposure.
- But video marketing is more than just publishing new videos. If you really want to succeed, you need to also engage with those who watch the videos.
- If you create a compelling video, people will comment on it. In turn, you need to respond to those comments and create a conversation between you and your viewers. If you spread yourself too thin across multiple platforms, it will be difficult for you to engage with everyone.

- So, how do you pick your platform? It's really about knowing where your audience spends most of their time. If you're in the B2B world and looking to connect with other professionals, you may want to focus on LinkedIn. If you're selling to Millennials, Instagram and YouTube are probably good options.
- If you don't know which platform your audience prefers, just go with Facebook. It's the largest social media platform in the world and you can be sure that your customers use it.



Tip #2

Start Simple

- One of the biggest reasons people don't get started with video marketing is that they make it way too complicated. They think they need to have a fancy script, professional lighting, and an ultra-high-quality camera. Nothing could be further from the truth.
- The reality is that these days, people don't expect videos to be incredibly polished or produced professionally. To get started in video marketing, start really simple. Just use your smartphone or computer. The key is to just start sharing video.
- If it helps, think of video marketing more like having a conversation than giving a presentation. Sharing videos online is somewhat like having a conversation with a group of friends. It doesn't have to be overly formal or nicely wrapped. Just talk to the camera like you would talk to another person.

- If you really want to create a small video production setup, you can easily do that. You can get lights on Amazon for as little as \$20 and there are plenty of simple film editing tools that make it easy to splice video clips.
- How long should your videos be? There's no set rule. If you can communicate all your points in just a few minutes, then only make your video a few minutes long.

Tip #3

Deliver Authentic Value

- The key to video marketing is delivering authentic value to your audience. Be authentic in your videos. Don't try to put on a front or be someone you're not. If you want to stand out in the crowd, be yourself. You have something unique to offer the world.

- So, be yourself when you record your videos. If you love to laugh, include some jokes. If you're passionate about the subject, let that come through. If something makes you upset, make that evident.
- You also need to deliver a high amount of value in your videos. How can you be sure that you're delivering value?
 - Answer commonly asked questions.
 - Address audience pain points.
 - Teach your audience how to do something.
 - Give expert advice or insight.
 - Provide “aha” moments.

