

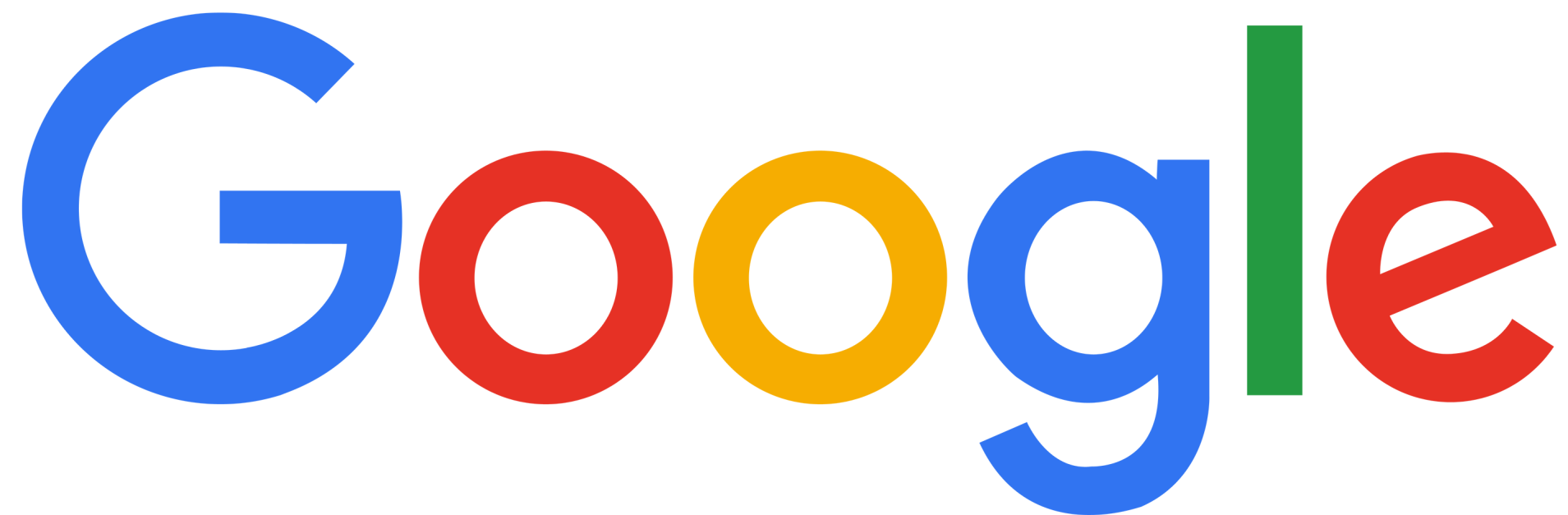


Video Marketing: Everything You Need to Know in 30 Minutes

Nicola Leoni, Marketing Manager

What is the
Largest Search
Engine?

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Largest Search
Engine?

The Google logo is displayed in its characteristic multi-colored font. The 'G' is blue, the first 'o' is red, the second 'o' is yellow, the 'g' is blue, the 'l' is green, and the 'e' is red.

What is the Second
Largest Search
Engine?

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YouTube receives more than 1.5 billion users per month and plays over 1 billion hours of video each day to users.





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- 54% of consumers want to see more video content from a brand or business they support.
- Video marketers get 66% more qualified leads per year.

Video and Social Media
a match made in heaven.



COMPASS

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COMPASS

Content Posts

Average LIKES 21

Average SHARES 0.5

Average COMMENTS 3

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COMPASS

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Average COMMENTS 3

Video Posts

Average LIKES 122

Average SHARES 3.8

Average COMMENTS 71

What type of videos should **you** create?





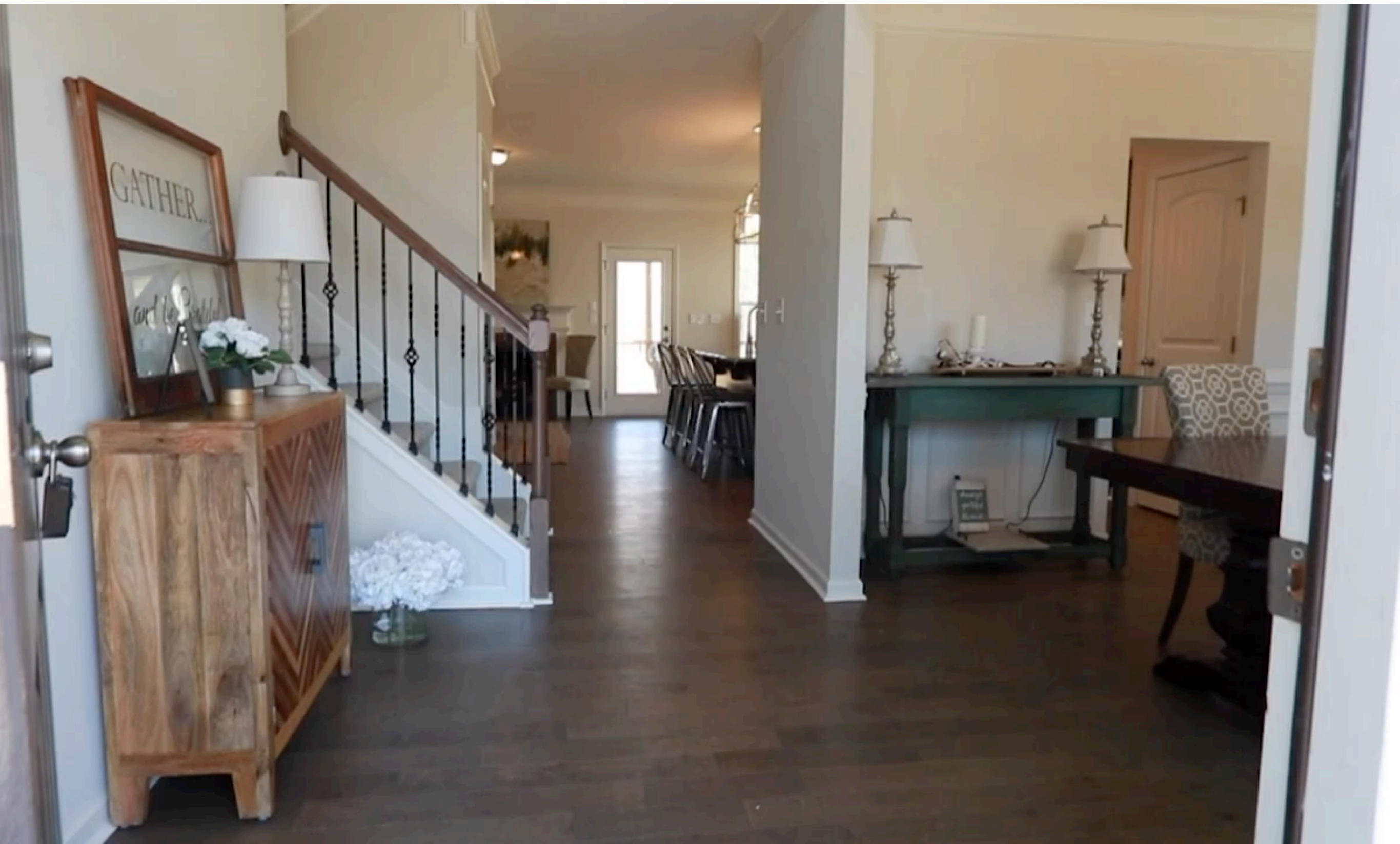
Promo Videos

These types of videos are great to promote highlights of an event, showcase an area/neighborhood, or even use a recruiter tool for your team.



Listing Videos

These types of video are a great way to showcase the best features of your listing and give potential buyers more of an emotional connection that a static photo just can't achieve.





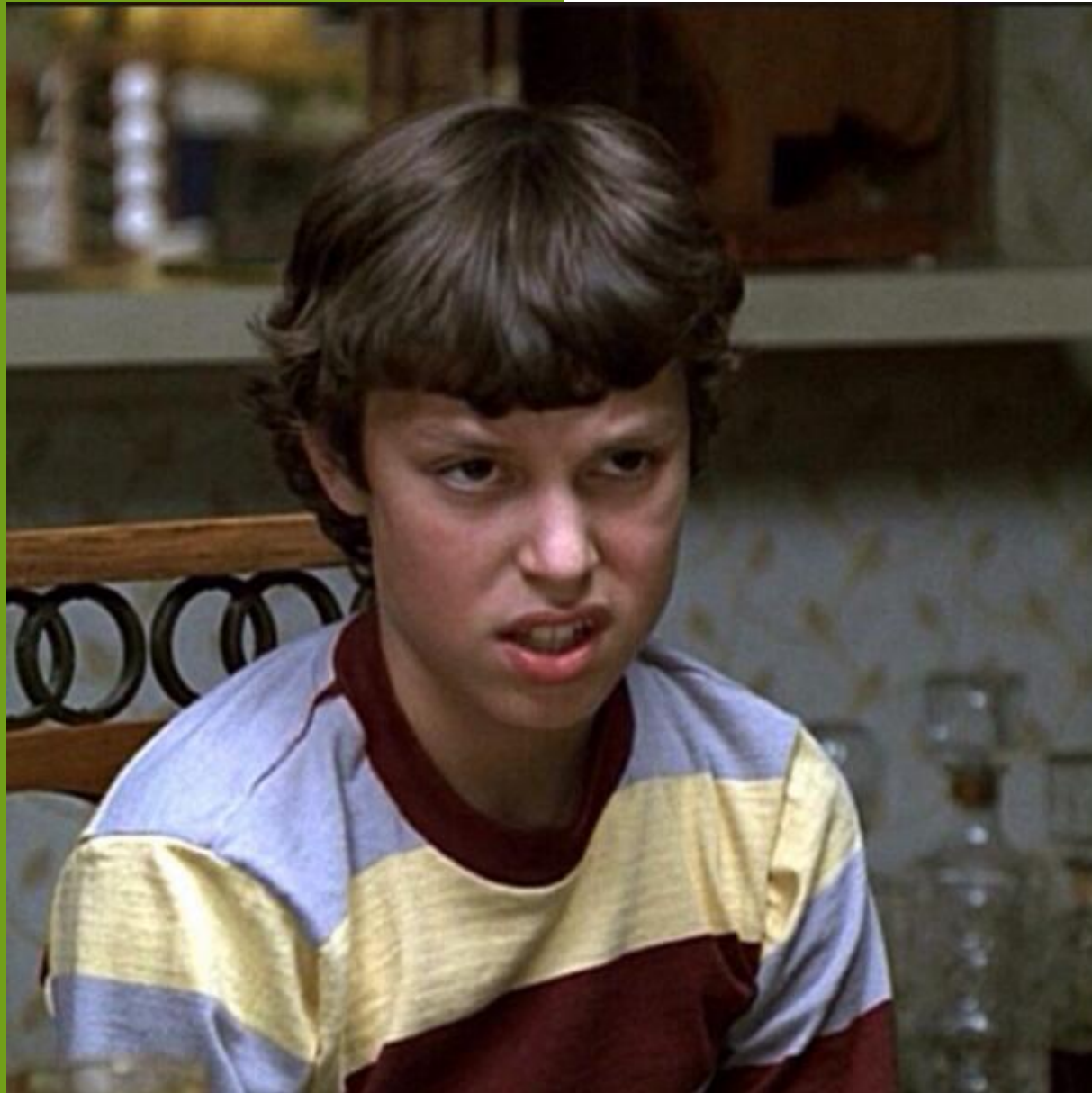
Educational Videos

What better way to learn than to watch? Educational videos are a great way to explain a complex topic to your audience.



How Can **You** Create High Quality Videos?






It will take some
effort

Video Templates

Renderforest



 **Renderforest**

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Free and Online Slideshow maker ! 105 templates are available

Diamond Slideshow Pack

Give Elegant And Luxury Feel to your media

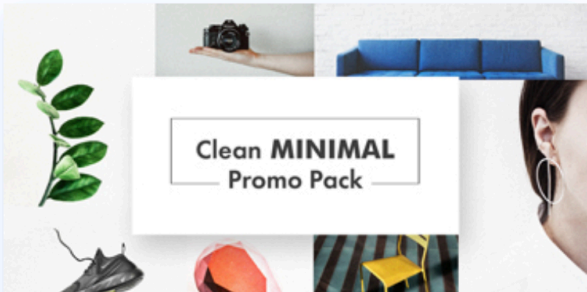

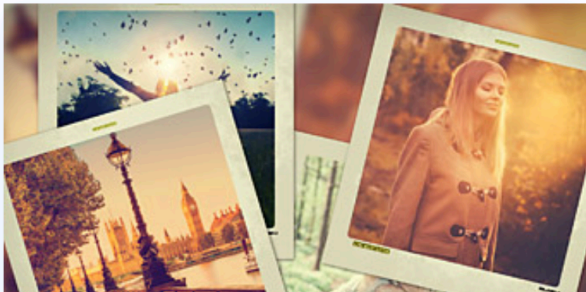
DIAMOND SLIDESHOW PAC

Create now

[All](#) [Promotional](#) [Intros and Logos](#) [Slideshow](#) [Presentations](#) [Music Visualisations](#) [Tags](#)

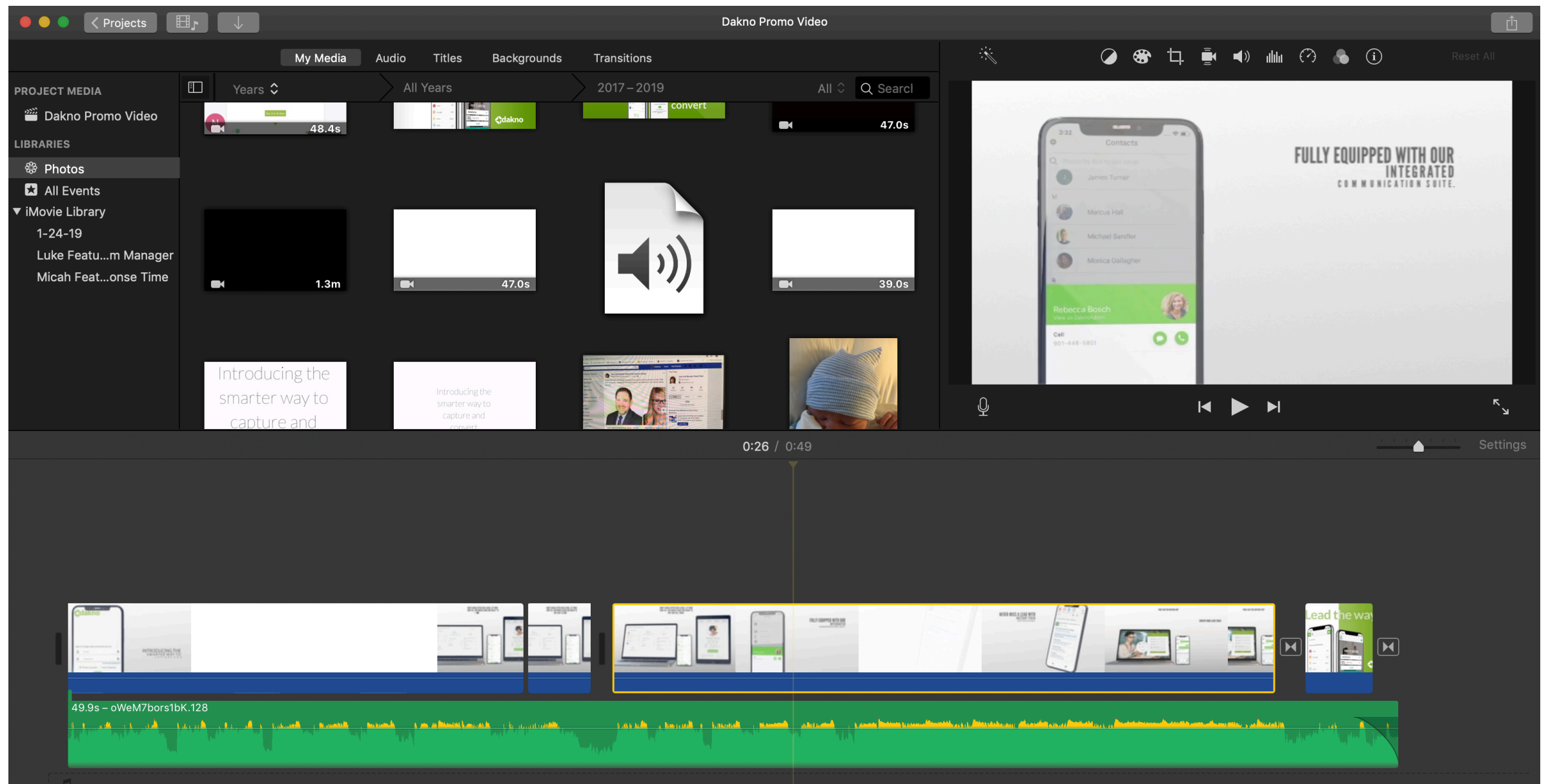
Sort By [Trending](#) [Newest](#) [Most Popular](#)

search...



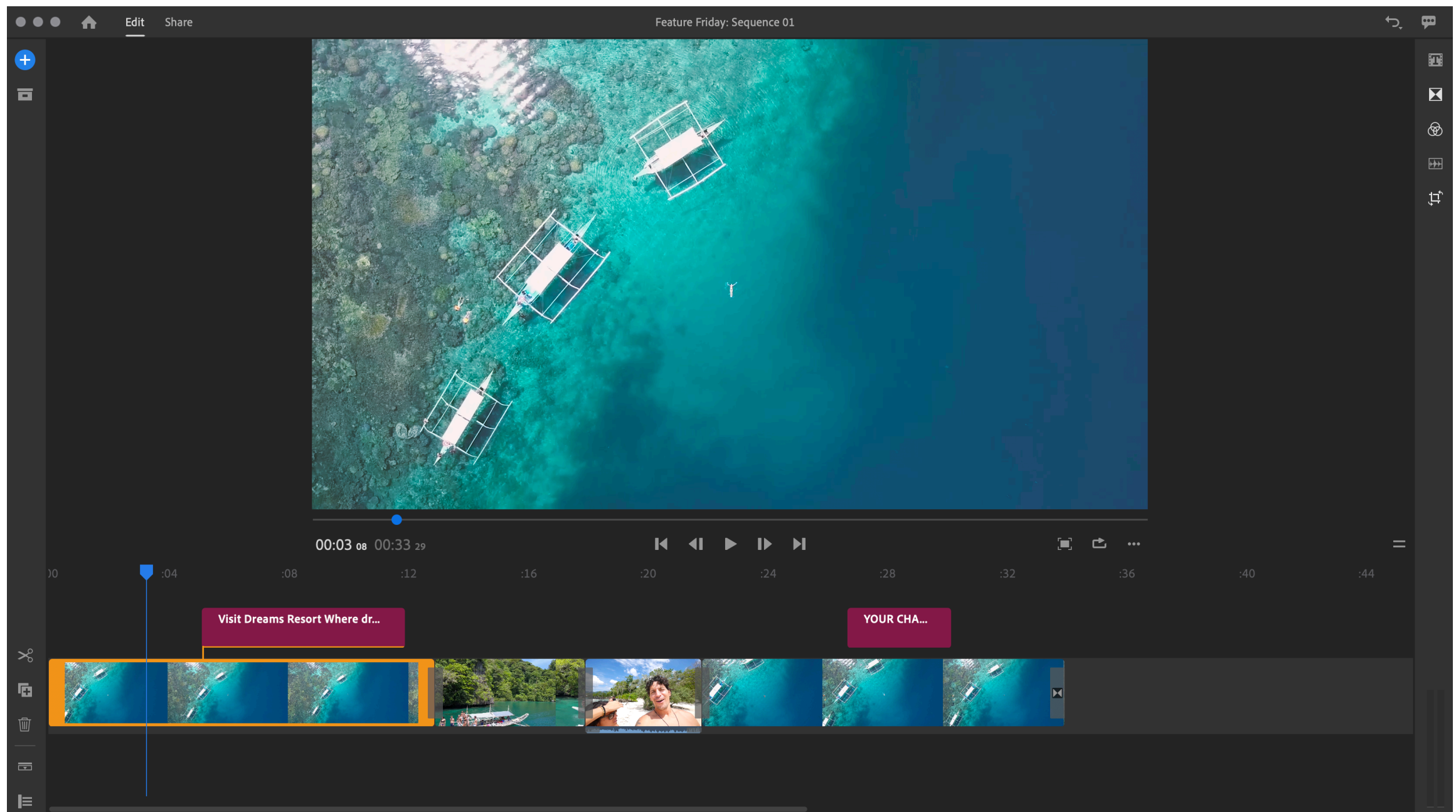
Video Editing

iMovie



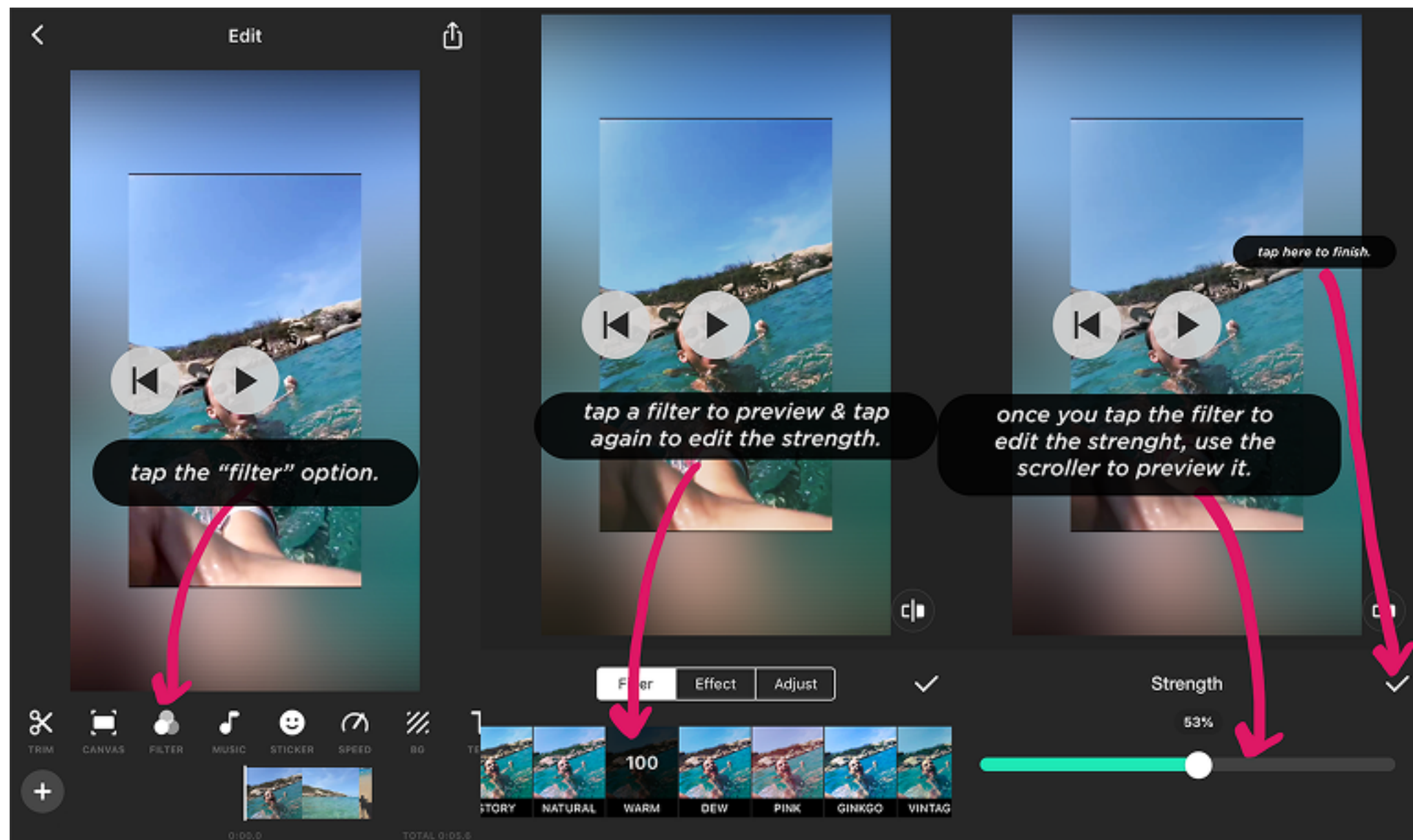
Video Editing

Premier Rush



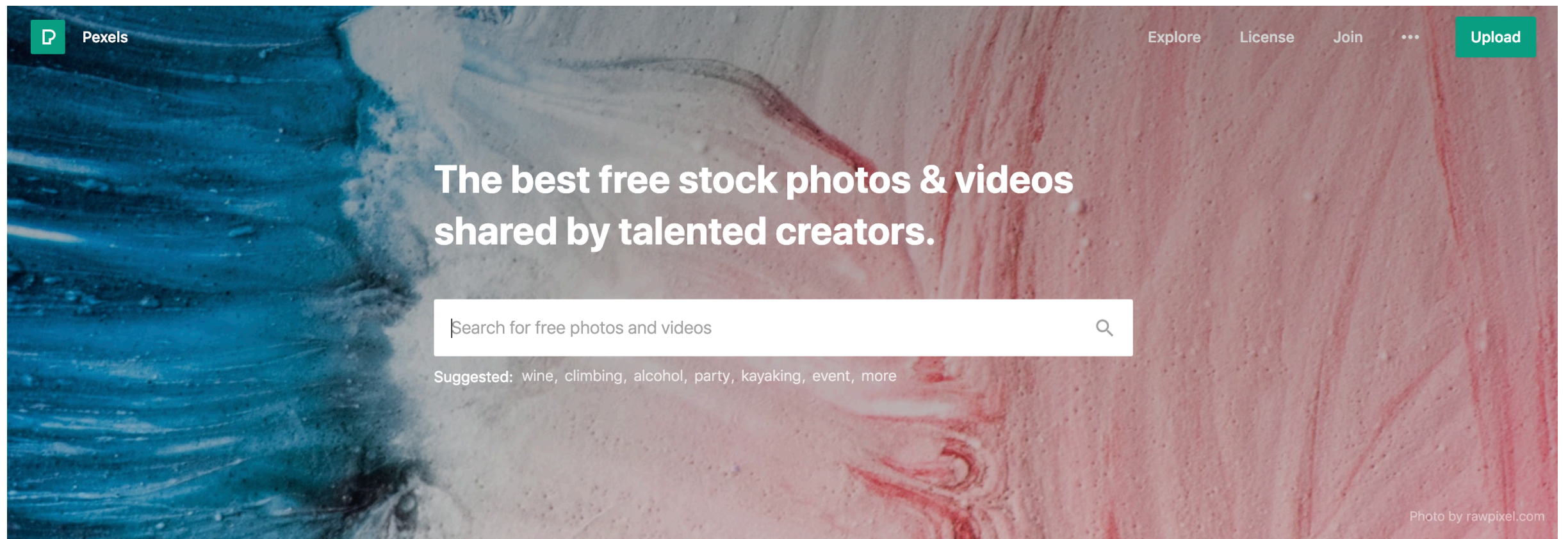
Video Editing

inShot

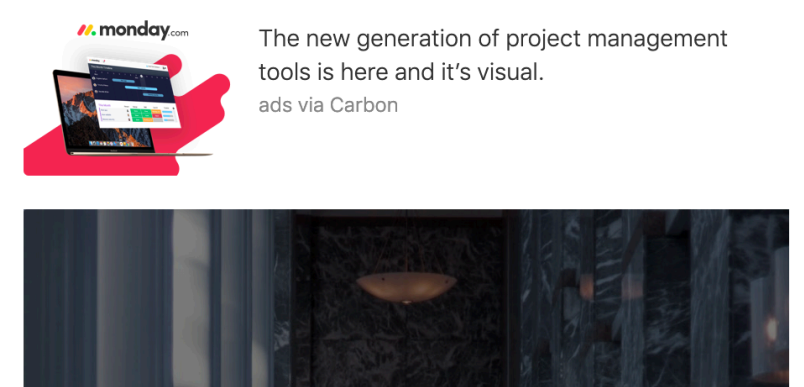
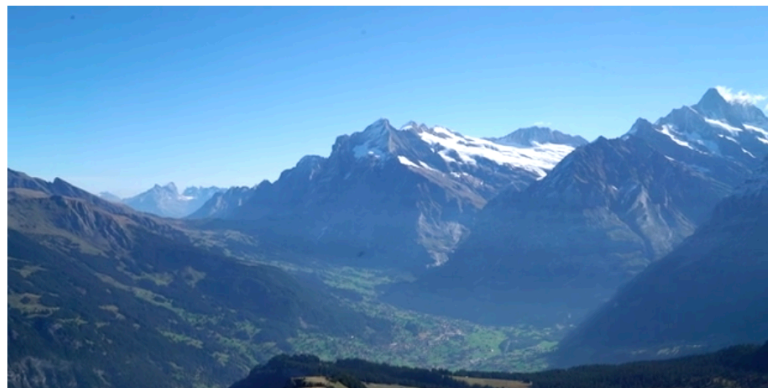


Video Footage

Pexels

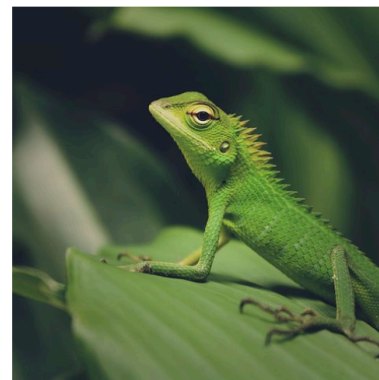
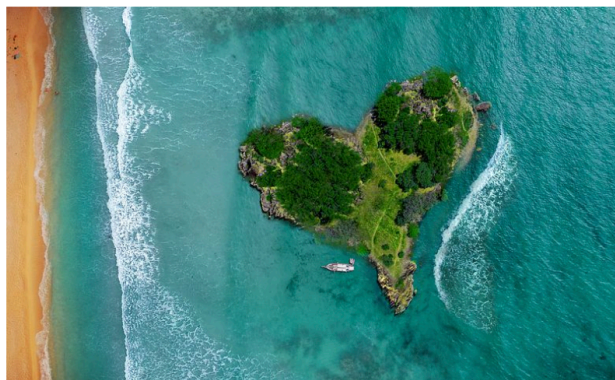
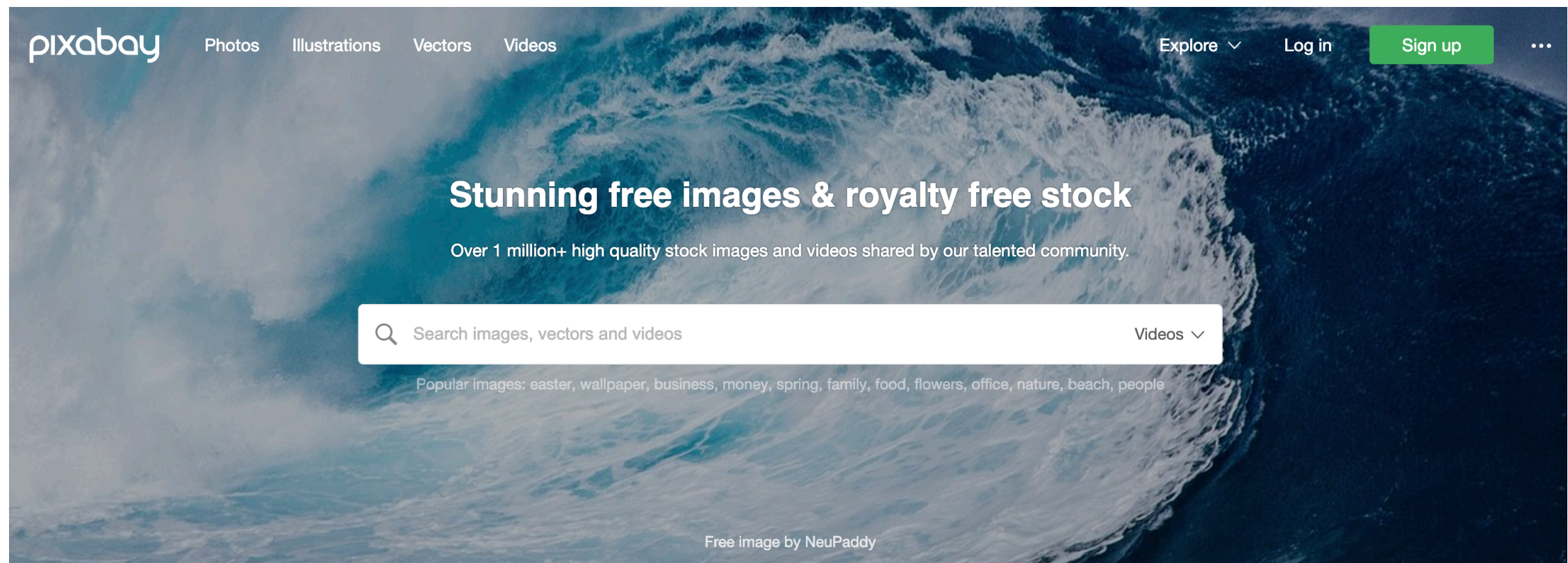


Free Stock Photos [Trending](#) | [New](#)

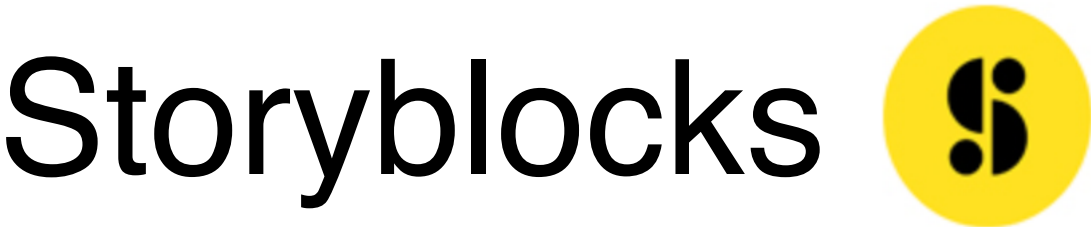


Video Footage

Pixabay



Video Footage



Unlimited Stock Video for Less

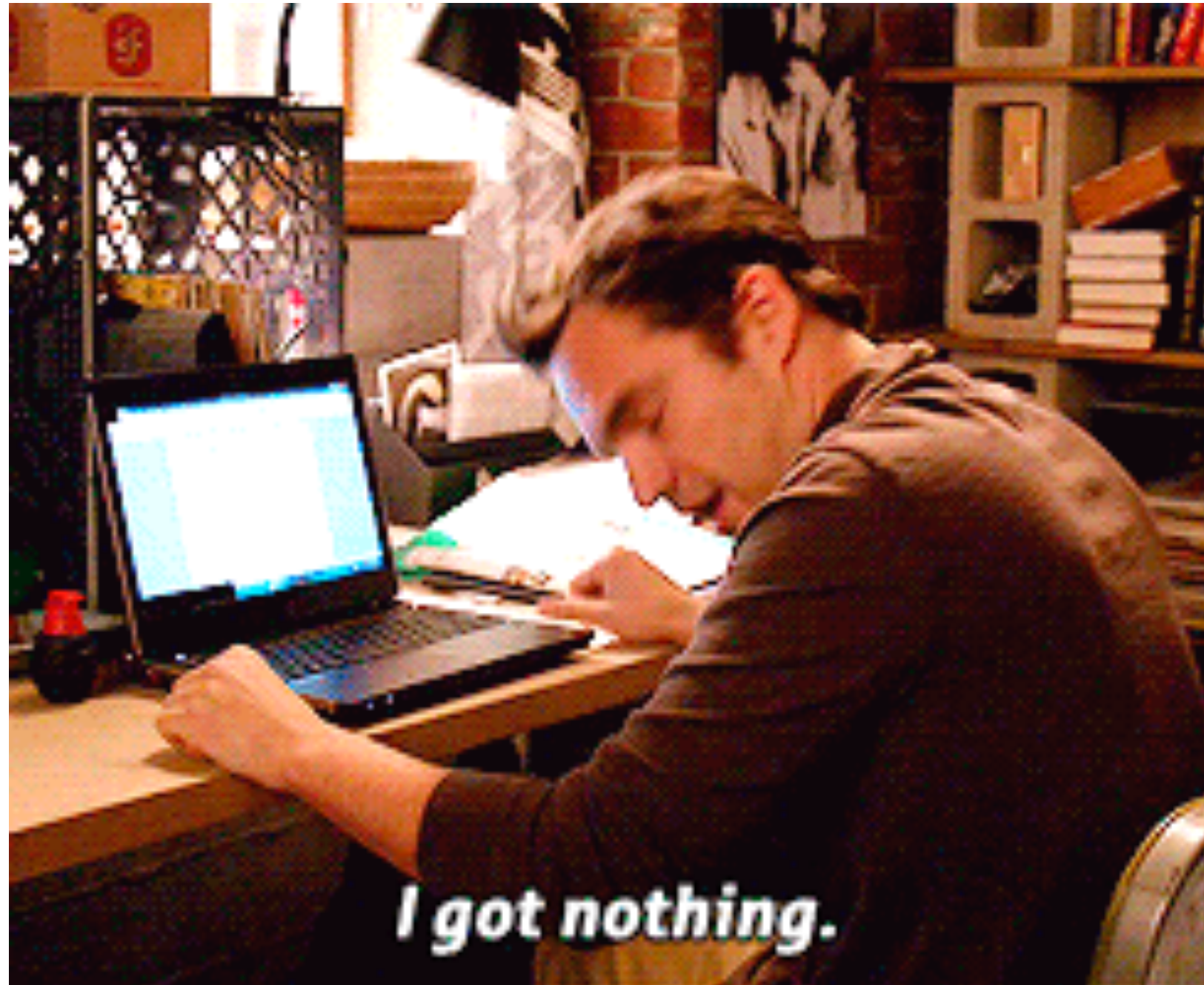
Get all the footage, backgrounds, and After Effects templates you need with a low-cost subscription.

Get Started

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What should you do with **your** videos after you create them?







Upload Your Video

This one is easy... go to YouTube and
upload your video



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Optimize Your Video

Uploading your video does not mean the work is done. You need to add a title, video description and custom thumbnail.



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Promote Your Video

There are lots of ways to promote your video. Paid ads through YouTube or Google Display Network and sharing on social media are ways to get started.



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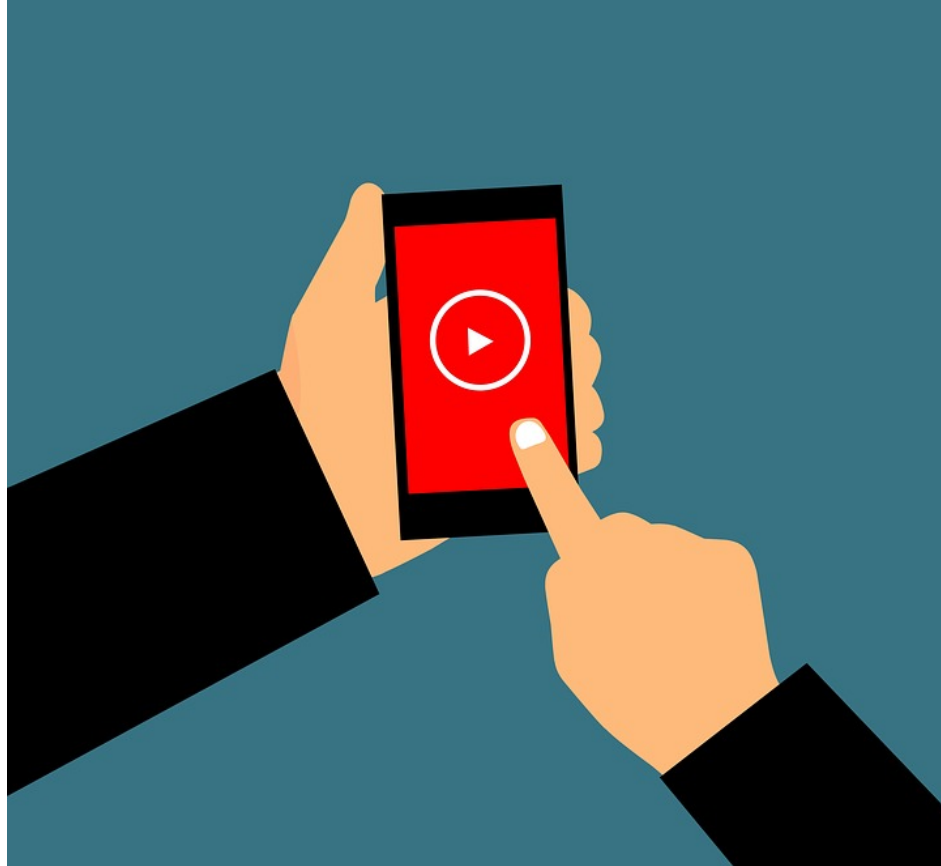
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Use The Algorithm

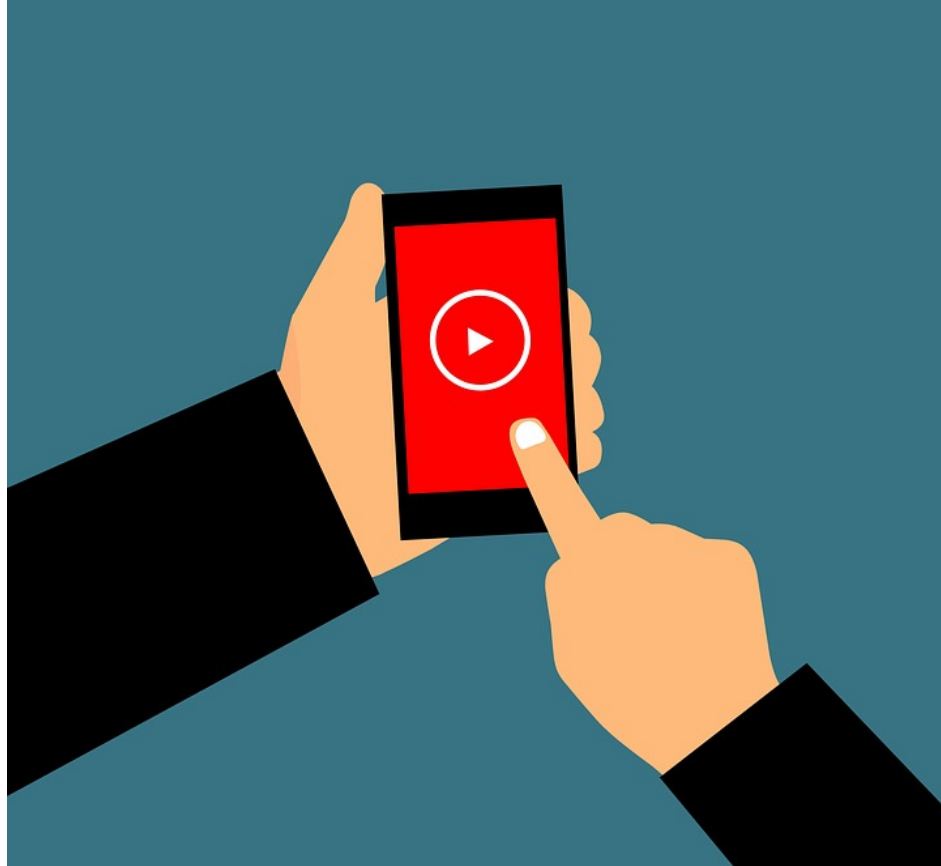
Increase views on your video by simply learning the YouTube algorithm and capitalizing on the Sequel Technique.



The Sequel Technique

Increase your video views by the thousands by simply getting your video to appear on the “Suggested Video” section on YouTube.



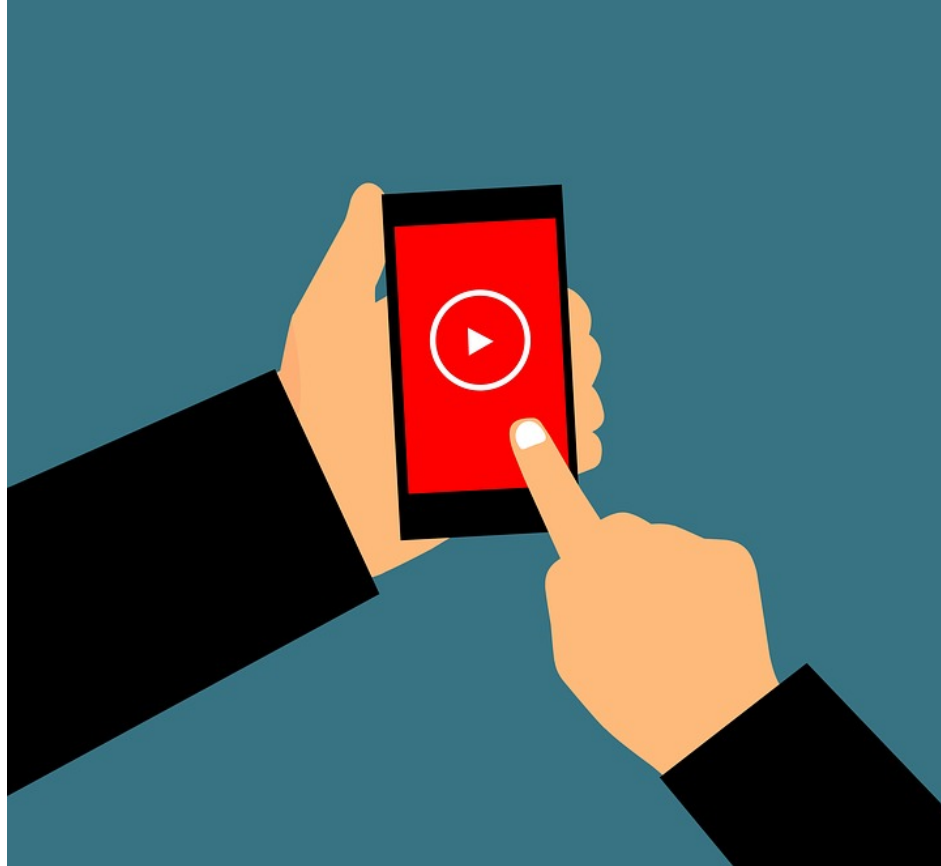


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1. Find a popular video in your niche

2. Create a bigger and better video (“The Sequel”)



How Do You Create a Sequel?



How Do You Create a Sequel?



How Do You Create a Sequel?



EXPECTED WATCH TIME

YouTube ranks your videos based on the amount of time they think a user will watch your video.

The higher the expected watch time the more YouTube will promote your video.

CREATE VIDEO INTROS

YouTube Data shows that if you don't capture your users attention in the first 15 seconds, they're going to click away.

CREATE LONGER VIDEOS

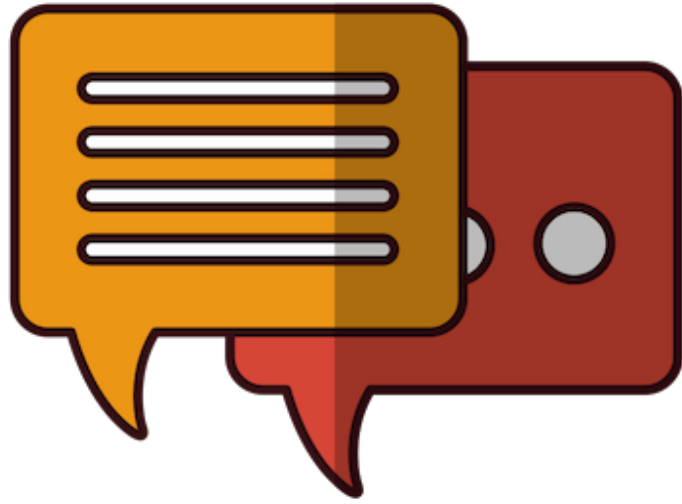
YouTube promotes videos that keep people on YouTube.

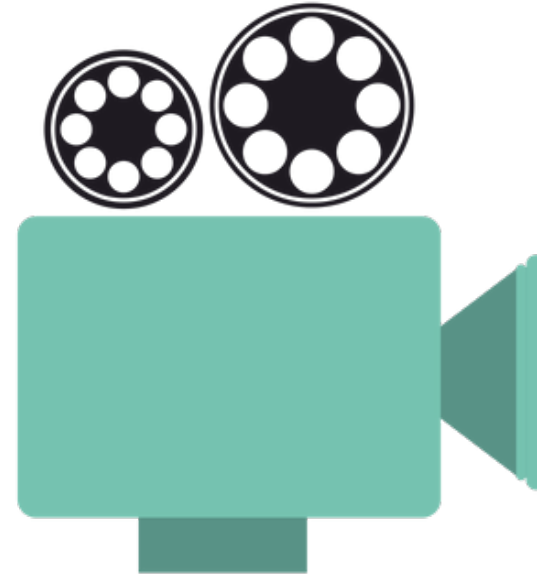
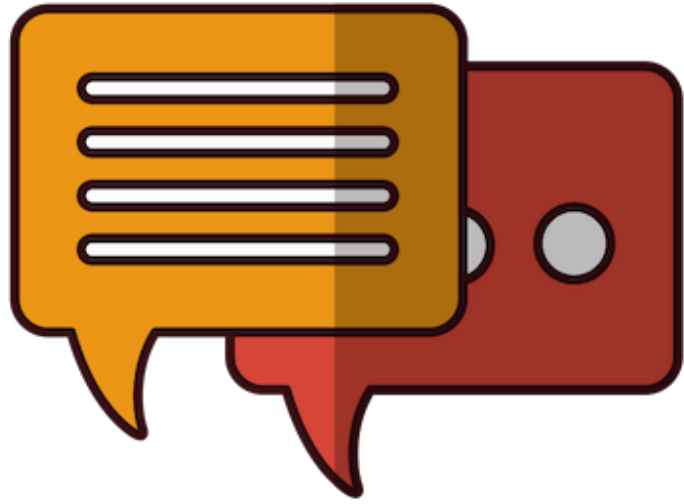
Longer videos have a higher expected watch time.

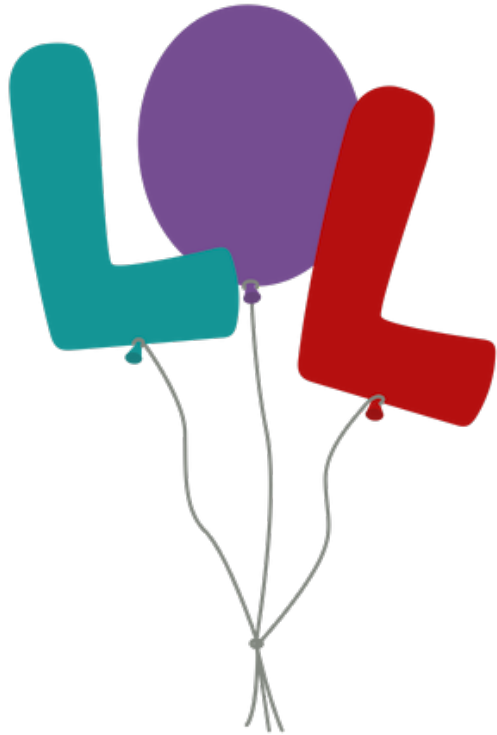
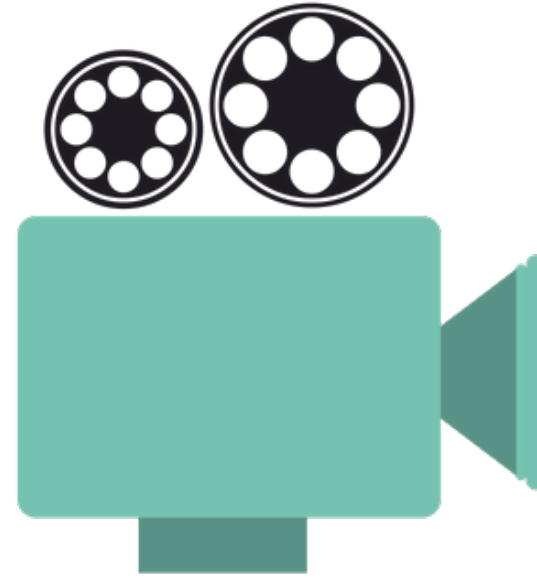
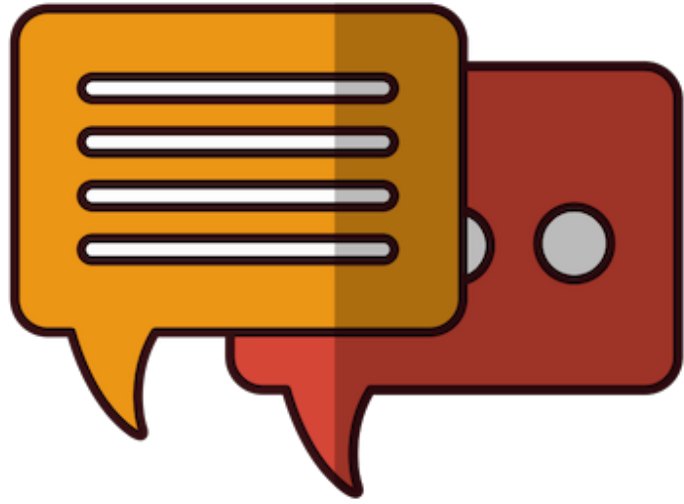
ADD

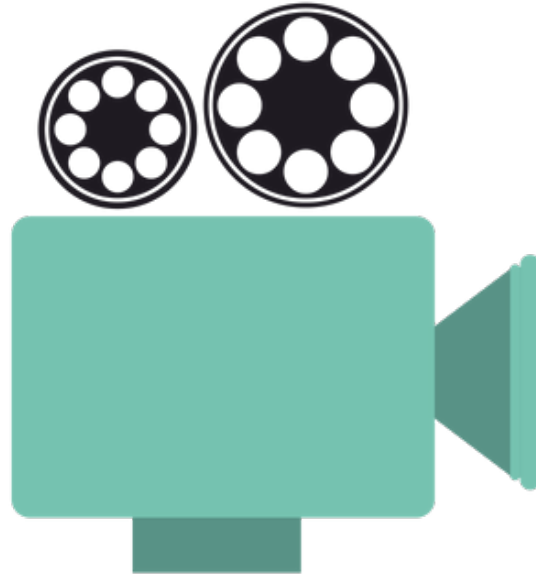
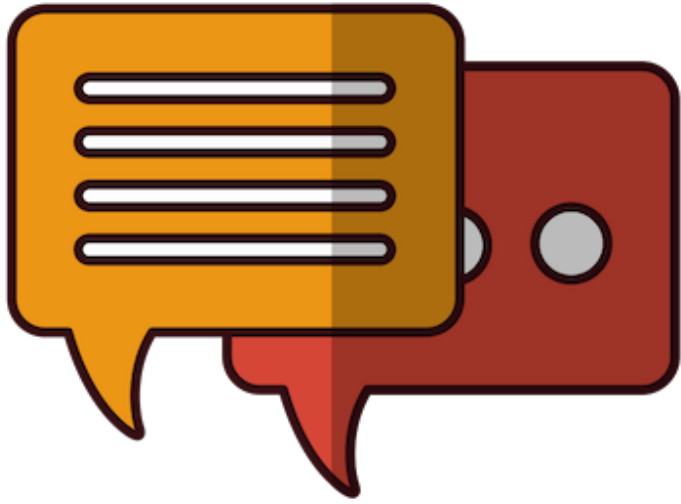
PATTERN INTERRUPTIONS

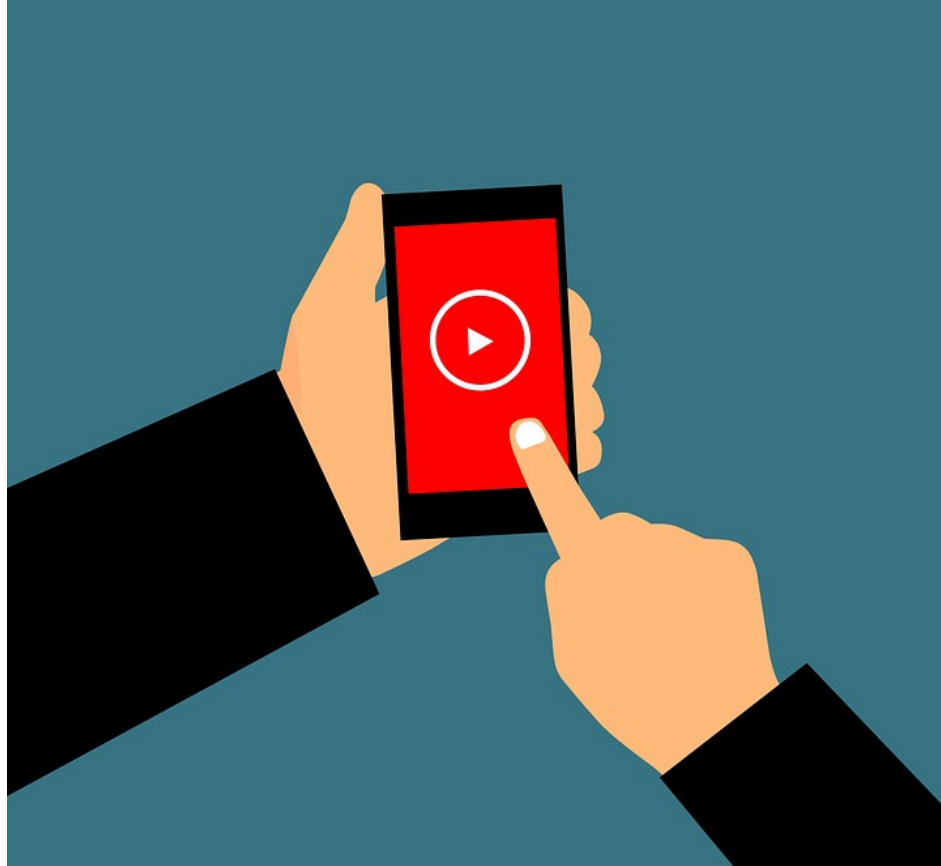
Stuff you add to your video to change things up.











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1. Find a popular video in your niche

2. Create a bigger and better video (“The Sequel”)

3. Optimize your video





Don't optimize for SEO
Optimize for SVO

SVO

- Copy your competitors keywords

SVO

- Copy your competitors keywords
- Say your keywords in your video

SVO

- Copy your competitors keywords
- Say your keywords in your video
- Use that same keyword in your title

SVO

- Copy your competitors keywords
- Say your keywords in your video
- Use that same keyword in your title
- Mimic what your competitor says in their description

SVO

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- Use that same keyword in your title
- Mimic what your competitor says in their description
- Copy your competitors tags



Questions?
It's okay to ask.

Thank you for attending

REBootCamp NORTH CAROLINA

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