

# VIDEO MARKETING



*Reach out to your potential customers through this most engaging medium: VIDEO*



## What is Video Marketing?

Video marketing is a rather easy concept to define, as it is focused on using video to promote or market your brand, products, or services. Strong online marketing campaigns incorporate video into the mix.

YouTube SEO





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## Why is Video Marketing Important for your Business?

In such a fast-paced world, many consumers would rather watch **an informative and compelling 30 to 45 seconds of video than spend fifteen to twenty minutes reading texts.** Indeed, video is an ideal marketing tool as it can communicate key points to the target audience very quickly.

You **Tube**



- YouTube has more than 1 billion users
- Every day, people watch hundreds of millions of hours on YouTube and generate billions of views
- The number of hours people are watching on YouTube each month is up 50% year over year

This is a  
**HUGE AUDIENCE!!!**

YouTube is owned by Google. The more YouTube videos you have, the stronger Google will pick up your SEO signals!



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## What are your Competitors Doing?

As videos get more and more popular to customers, your competitors are maximizing the use of video marketing to improve their overall marketing performance.

B2B marketers who use video marketing: 76%

B2C marketers who use video marketing: 74%

**76% of B2B marketers and 74% of B2C marketers use video in their content marketing strategies in 2015**

**93%** of marketers use video for online marketing, sales, or communication



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## Why Choose Us?

Oftentimes we get asked why a company should choose us instead of hiring in-house staff to do their video marketing. The answer is simple: We live, eat, and breathe video marketing technology!

We will spend time learning about your business, your objectives, and your market. We'll devise video marketing tactics that are aligned with your marketing goals. We have the tools and technology to help you put your best foot forward in every step of your campaign.

Our services are specifically designed to cater to business owners like you who need expert help to boost their marketing performance through video marketing. During our engagement, we will create a comprehensive video marketing strategy that fits your goals, as well as implement campaigns that will eventually capture your audience's interest.

Video marketing is a strategy that requires consistent technical video skills, and optimizing skills. If you don't have the time and skill sets to effectively nurture your campaign, you'll get swept away by the bigger players in the industry. We can't let that happen to you.

Whatever your situation is, you'll get to a point when you'll feel an urgent need for a hands-on, professional-level help. And we're ready. With our proven knowledge and expertise in online and video marketing, you'll reap the benefits of your hard work in no time.



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## Summary of What We Do

### **YouTube Channel Optimization**

We'll set up and optimize your YouTube channel to ensure that your brand and video content is well represented on this video-sharing website. We'll customize your channel settings, create custom channel art and icons, optimize your channel profile, generate video playlists, and customize individual sections.

### **Accounts Set Up**

Aside from YouTube, we'll set up accounts for you on two other very popular video-sharing websites: Daily Motion and Vimeo.

### **Video Creation**

Starting from the first month and continuing monthly, we'll create videos for your YouTube, Daily Motion, and Vimeo accounts. We'll handle every aspect of video creation, such as story board writing, image and music sourcing, as well as logo inclusion. Each video is also bolstered with the proper calls to action.

### **YouTube Video Uploading and Optimization**

We'll upload the videos we create each month to your YouTube channel. We'll optimize these videos to ensure that they're indexed and ranked by the major search engines, so that your potential clients can find you. Among other measures, we'll perform video title optimization, video description writing and optimization, as well as category and tags optimization.

### **Daily Motion Video Uploading and Optimization**

We'll upload the videos we create each month to your Daily Motion channel. We'll optimize these videos to ensure that they're indexed and ranked by the major search engines, so that your potential clients can find you. Among other measures, we'll perform video title optimization, video description writing and optimization, as well as category and tags optimization.

### **Vimeo Video Uploading and Optimization**

We'll upload the videos we create each month to your Vimeo channel. We'll optimize these videos to ensure that they're indexed and ranked by the major search engines, so that your potential clients can find you. Among other measures, we'll perform video title optimization, video description writing and optimization, as well as category and tags optimization.





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## What's the Next Step?



**Send us an email or  
give us a call  
to schedule an appointment**

