



Grow Your Sales

Using Web Video Marketing

Pre-Seminar Briefing

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If video is the answer, what's the question?

First of all, congratulations on taking this pretty exciting step into the wild and woolly world of marketing with video. I ask this rather odd question of you because I want you to really think about your options and your market before you walk into this seminar in the next few days.

So I don't know what your question is, but mine is "what is the most effective way to gain a genuine advantage in my market without being pushy or competitive?"

That's what we're going to be talking about. What video can do, what it can't do, what it usually doesn't do but should, and mostly how you can harness its power to give you a genuine advantage this year and into the future.

What's going on out there?

Quite frankly, a lot of what is happening in video marketing these days is superficial and much of it shockingly bad. If you've been looking around the internet, you'll find no end of marketers touting the magic in your webcam.

"Just plug that puppy in and make 60 gazillion dollars in 12 days!!! Look at my bank statements!!! Look at this picture of me on the beach standing next to my Ferrari. Am I cool or what???"

That's just tiring nonsense. You know it, I know it, and they know it. But there is just enough GRQ (get-rich-quick) desperation out there these days to keep these folks in business. I bring this up because I just want you to know where I'm coming from. We're going to look at video marketing in a robust, dimensional and contextual manner. I promise that it won't waste your time.

Why is video taking over the world of marketing?

In essence, because it can. It's a natural progression. The moving image has been around for 100 years. It's not going away. Today, the ability for your business to effectively utilize video marketing is easily within your reach. Technology has made getting your message out so silly simple that there is no longer any excuse for not doing so. (Unless you need to keep secrets, but most of us aren't CIA operatives!). The problem is that video is not being utilized all that effectively in the case of small business. The solution will be presented to you in this seminar.

But in order for you to get the most out of this experience, I need for you to carefully read this brief primer. It will give you the background and terminology to get the most out of

our time together. It will also give you three absolutely critical components of a successful video.

Let's get started.

Critical Component No. 1

Psychology-Based vs. Technology-Based Video Content

Which would you rather watch? A video that speaks directly to what you as a customer wants rather than about what the producer wants? A video that is easy on the eyes or one that jerks around for no apparent reason and distracts endlessly? A video that, for a call to action, simply lets you know what will happen next or one that yells at you to yank out your wallet this very minute?

All of the videos I would prefer to watch have one thing in common. Strategy. This consists of upstream planning and a campaign mentality rather than an opportunistic mentality. Relationship-building rather than mutual exploitation. Seriously, which one has more appeal?

When you think about the psychology of your client, patient or customer you will see your video much differently. When you see your video as a way to begin a relationship, the content will begin to present itself in ways you never dreamed. And it will usually be good stuff.

For the strong of stomach, please examine the two videos below and see what can happen when strategy jumps out the window, careens down a blind alley tripping over garbage cans and overdoses on ego.

For two examples of what NOT to do, go here:

<http://www.youtube.com/watch?v=HhmauUQtSy0>

And here:

<http://www.youtube.com/watch?v=8CCmMrm7KHI>

We'll be showing the antidote to the above mess in the seminar. But here's a hint, and it goes back to what I mentioned at the beginning of this paper. I asked the question: "what is the most effective way to gain a genuine advantage in my market without being pushy or competitive?"

Critical Component No. 2

Authenticity

If you scratched your head over the idea of gaining an advantage without being competitive, then thank you. You were paying attention. Stated a different way, there is no competition for authenticity. But the mistake people make all the time is that they think being natural is the same as being authentic. It isn't always for everyone, and the results can be quite deadly, as seen above. Still, being authentic in a way that the camera

can perceive is absolutely critical. Here then are the top five things NOT to do in the name of authenticity:

1. Not using a “fancy” mic because only phonies do that. Well, if you sound like you’re speaking out of a garbage can, that’s probably how we’ll perceive your message. Lots of consumer cameras don’t give you the option of attaching a microphone. Run, don’t walk away from these.
2. Not paying attention to your backgrounds because “your message is the important thing”. Well, as Marshall McLuhan said, the medium is the message, so everything you put into it is important. To pay no attention to what amounts to half the screen will, at best, waste screen time, and at worst, detract from your message.
3. Not using a tripod with the new breed of tiny consumer cameras. Cameras like the Flip Mino are great because you can get video at the drop of a hat in all its HD glory. But these same cameras are terrible if you don’t put them on a tripod. Just breathe on them and they wander around looking for something to focus on. You need to tie these little wonders down or they won’t do what they’re designed for.
4. The dangling microphone wire: So if a microphone is located and fitted to the camera, make sure the wire doesn’t show. That really screams lack of awareness. It’s one of my pet peeves as a producer, but it makes you look careless. If that’s what you’re going for, fine, but customers usually like to think you’ve got their best interest at heart and that means paying attention to the little things that might make a big difference.
5. Headroom: Leaving too much room between the top of the person’s head and the top of the screen drives you crazy. But you don’t notice it. You don’t know why. You just know that something is wrong. Someone wasn’t paying attention.

Yes, authenticity is important. It’s the basis of almost 100% of our work with local clients. But it’s important not to forget that authentic is not the same as careless. We’ll help you determine the difference.

And because I really don’t want you leave you with a bad taste in your mouth about what will happen to you when you go in front of the camera, please go to this page:

<http://www.totalviewmedia.com/vivid.html>

There are several videos on this page that I hope will convince you that it’s really not difficult to do it right after all. But please judge for yourself.

Critical Component No. 3

The Video Campaign

Wouldn't it be great to pay for exposure once, then have it again and again and again with no work on your part? Well, it's a nice dream, but that's probably where it should remain. The truth is, the idea of a viral video campaign is mostly an oxymoron. That's like trying to have a highly focused, purposeful accident. Lightning rarely strikes twice in the same place at a specified time for a specified sum of money. Think about the number of viral videos you've seen on the web. How many of them cast their subjects in a favorable light? The videos I just showed you were sincere attempts to reach an audience, but they ended up being jokes. In the case of the first video above, that business may get hurt badly. I feel for them, but it's as important that you understand what can go wrong as it is to move forward on what you can do right. And in today's economy, reputation is as important as ever.

Now I'm going to retract a small portion of what I just said, because while viral campaigns per se are kind of pointless, there is great merit in seeding a great video to a great number of sites on the web. If you have an idea of where your market hangs out, and you can send your video to go get them at no cost, why wouldn't you? But there's an even better reason to send the video out to earn its keep.

Google loves video.

That's right. If you have a video on your website, you're 53 times as likely to end up on the first page of search results as without. I know! Sounds crazy, doesn't it? But it's quite true. Google has a preference for video. That's because video is considered especially relevant and Google loves relevancy. People will click on a video when looking for vendors before clicking on a static page.

In fact, they love it so much they want to encourage you to make the very most of it. So Google gives you all these cool tools at no cost for you to optimize your video to make it easier to find. mRSS feeds, metadata, keywords in anchor text, and metatags; all of these items are absolutely critical to your success and will be further explained the seminar.

Special Bonus

For Attendees Only

My friend and world-renowned marketer Sean D'Souza, has written an insightful report on video content and made it available for my clients. It's especially useful for retail, but has application for many other companies as well. I have used it as a blueprint for many videos. Please accept it as our gift to you for attending the seminar. I know you'll find it enlightening and, by the way, really fun to read.

You can pick it up here:

www.totalviewmedia.com/Video_Strategies.pdf

There's lots more to come and we're preparing a great and informative time for you. We'll also have a special Q & A to get all of your questions asked and answered. And if

we run out of time, we'll be available afterwards. Heck, it's not like we're jumping on a jet to head back to California. We're neighbors...

See you next week!

About The Author

The Forbidden Phrase

In my industry there's a saying that you're never supposed to utter in front of clients: "You can have it fast, you can have it cheap, you can have it great. You just can't have all three at once." For years I accepted this bit of common-sense wisdom until the dawn of the digital age forced all the rules to be re-written. I also saw many large production houses go under. What to do?

It Started Over 20 Years Ago

Fortunately I had seen the writing on the wall in the mid-80's and passed through the digital divide with no ill effects, like Chuck Yeager through the sound barrier. I got lucky. I had seen it coming in my graduate film program and had plenty of time to prepare. And like many guys, my fascination with all things digital continues unabated. In fact, each and every day is still a thrilling discovery as I work in this amazing world of the moving image.

Fast-Forward

My clients range from multi-national corporations to local hair salons. My productions have been translated into a half-dozen languages at a time. And I'm always looking for new worlds to...well...capture. But again, the world has changed radically in the last few years and the role that video plays in it has changed as well.

The Once and Future Goal

Most of my productions have a common set of goals: to raise profits, to increase a company's client base, or to change attitudes. That we have been successful at all three is simply an outgrowth of our passion for this work and a desire to listen to what our clients are trying to tell the world about themselves. What do you want to tell the world?

We're listening...

Sincerely,



Steven Washer
Executive Producer
TotalView Media