

VIDEO MARKETING BEST PRACTICES: LIGHTS, CAMERA, ACTION! . . . *Now What?*

The Harlem Shake...Gangnam Style...The Dancing Baby... Chances are, you've heard of at least one of these videos and that's because each of them went viral on the Internet. [A video becomes *viral* when the information or subject matter is shared repeatedly via social media, email, or word-of-mouth]. Wouldn't it be awesome if your videos for your brand also started attracting millions of viewers? So before you yell *Action!*, we have some quick tips, checklists, and best practices for shooting a successful video campaign for your brand.

Shooting Your First Video: TO-DOs Checklist



SHORTER IS BETTER: Stats show that shorter videos are typically viewed in their entirety more often than longer videos. So depending on the nature of your video, aim to keep yours short, sweet, and to the point!



GET RID OF YOUR CRAPPY CAMERA: There's no need to for 3-point lighting, a tripod, or a green screen. But if the video looks pixelated or your viewers are straining to hear audio, you may have to re-shoot.



ASK USERS TO SUBSCRIBE & LIKE YOUR VIDEO: This will help your video get more exposure! Your subscribers will get a notification when you upload new videos and your video may also appear on their homepage when they sign in.



DON'T FORGET YOUR CALL-TO-ACTION: The last few frames of your video need to have your call-to-action and it needs to stay on screen long enough for viewers to understand.



KEEP IT NATURAL: If you're camera shy, the best technique is to pretend you're speaking to a customer. Be natural and informative and you will see results.

4 Ways to Get Your Video Found



EMBED VIDEOS ON YOUR SITE!

It's a simple way to share your video with the traffic you already receive on your site.



SHARE SOCIALLY AND VIA EMAIL!

Share your video on Facebook, LinkedIn, Twitter Google+ and even your monthly newsletter to increase views.



LEVERAGE VIDEO ADS!

To boost visibility, you can pay for your video to appear on YouTube as a sponsored ad.



OPTIMIZE YOUR VIDEO!

Ensuring your video is optimized helps it land on the front page of a Google search.

DROP US A LINE, we'd love to help.

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