

## YouTube Video is a Must Have in Your Marketing Campaigns

I can't emphasize this enough.

Since its inception in 2005, YouTube is one of many social media channels that allows anyone with passion and purpose to display and spread their ideas and express themselves.

- ✓ It helps build trust and relationship.
- ✓ It is a great educational tool
- ✓ retains your buyer's attention longer
- ✓ gives the shopper a reason to keep returning to your online presence
- ✓ With video, the possibilities are endless!



**A super PROFITABLE BUSINESS even in these tough times**  
Jeff Zaninelli - JZ Motors

*"In 2007 I first met Carl - what he taught me has really worked - THE SECRETS that Carl has taught me has really enhanced our business and profitability - we still use Carl's principles and it has made a huge difference - listen to Carl and he will put dollars in your bank account -"*

## YouTube Stats

Here's some of YouTube statistics

- ✓ 60 hours of video uploaded every minute
- ✓ 4 billion videos are watched everyday
- ✓ 3 billion hours of videos watched each month
- ✓ 70% of YouTube traffic comes from outside USA
- ✓ In 2011 there were almost 140 views for every person on earth



## Social

Facebook, Twitter and other social networks have accelerated the growth of YouTube.

- ✓ 500 years of YouTube videos are watched every day on Facebook
- ✓ Over 700 YouTube videos are shared on Twitter each minute
- ✓ 100 million people take a social action on YouTube (likes, shares,



comments, etc.) every week

- ✓ An auto-shared tweet results in 6 new youtube.com sessions on average
- ✓ There are 500 tweets per minute containing a YouTube link

## Image and Sound Quality

Poor image quality is acceptable. Most viewers will accept "Mum and Dad" style video, in fact, it is preferable and more authentic.

If it is too glitzy and super smooth. It will create suspicion and distrust.

THE SECRET is high quality sound to achieve high quality you must use cameras with external mike jacks, so that the speaker can wear a lapel mike.

At all costs, avoid recording videos with poor sound quality.

## How to Create Stunning YouTube Videos

- ✓ Camera choice
  - Kodak Z18 \$54.00 eBay
  - Kodak Zi10 \$83.00 eBay
  - Sony HDR-CX700 \$1700 on Amazon



- ✓ But the simplest and cheapest choice is your Smart phone

Today's smart phones, particularly the latest Samsung phones have excellent sound and image quality, however you need an external mike if the speaker is some distance from you and there is background noise, to overcome this and create great sound quality

- use 2 x 3 metre male to female 3.5mm 4 Pole Jack Plug Extension Cable
- The cables are available from



<http://www.rhinocables.co.uk/3.5mm-4-pole-jack-plug-extension-cables~434> or go direct to eBay and buy them from the same company and a lapel mike with a clip is available from JayCar for around \$15.00.

## Watermark Your Videos

Watermark your videos to prevent piracy (e.g. write on your video with a logo or text).

So with all the videos that we produce, we write the names of the business as a watermark.



## Video editing software

Here's a really cheap and really easy software to use if you want to do it yourself.

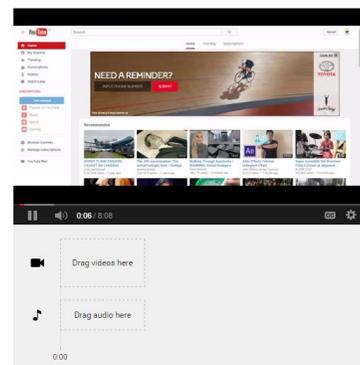
1. <http://www.av4you.com/>

- ✓ easy to use
- ✓ cost effective and
- ✓ wide range of editing choices



2. <https://www.youtube.com/editor>

- ✓ easy to use
- ✓ cost effective (FREE) and
- ✓ wide range of editing choices



## Music Clips

You can get your own music and add music to your videos so it gets a recognizable theme.

This is where you are branding your own name and being recognized and it still fits in with what we've been talking about emotional direct response marketing.

1. <http://www.musicloops.com/cgi-bin/MLAFF/clickthru.cgi?id=ISMEPTYLt>

- ✓ Adding music to your Videos
- ✓ Creates a recognizable theme
- ✓ Music loops \$5.00 upwards



## YouTube Channel

We've created the YouTube channel for American Automotive Australia. The channel has the same, look, feel and branding as the rest of their online presence.

It has a big, bold phone number making it easy for the reader to contact them.



We created a video called "Right Hand Drive Conversion Nightmare" and to date it has had over 18,000 views in 2 years!!

The content is keyword rich, we've added the relevant keywords that readers are using and this is helping the organic keyword search results

Clear proof of how effective YouTube can be if done correctly

