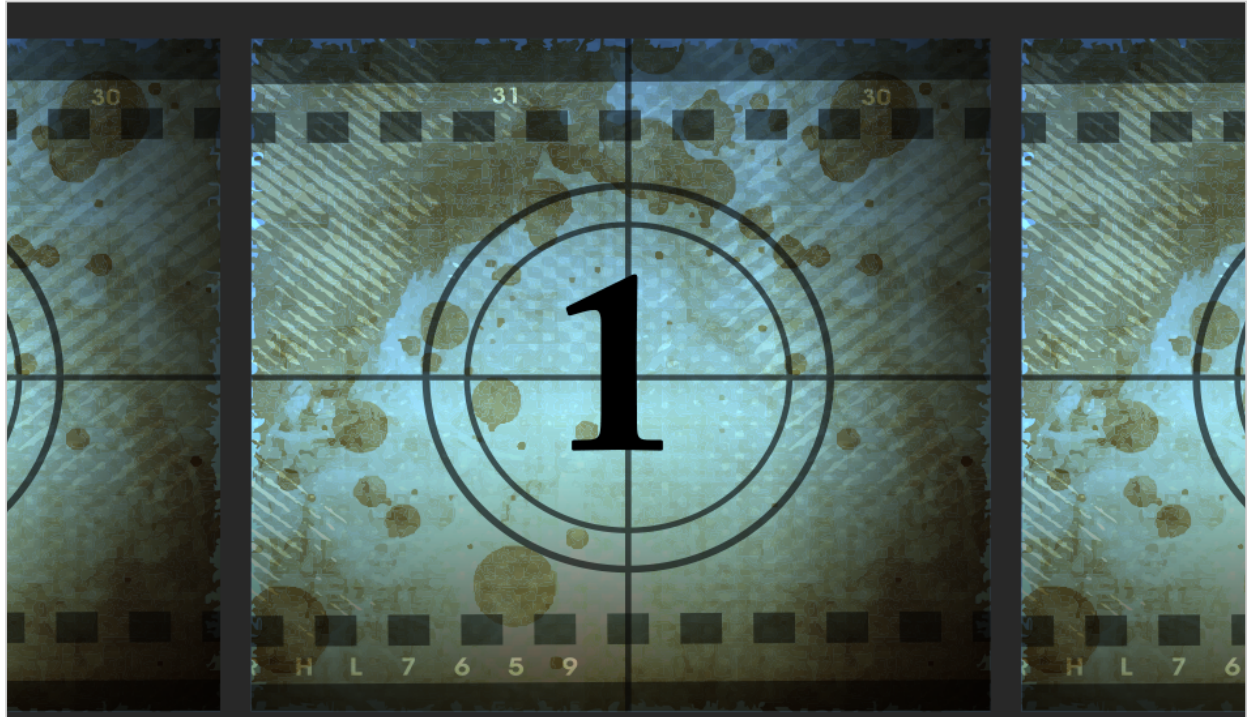


VIDEO MARKETER'S BARE ESSENTIALS GUIDE



STARK NAKED
MARKETING



WHY VIDEO?

REASONS TO USE VIDEO?

You probably already realize that video is everywhere online these days. It's not just YouTube anymore. Facebook, Twitter, LinkedIn, Instagram and now live streaming video on Facebook, Instagram, Snapchat and Periscope are dominating mobile devices and desktops alike. But why should you be using video in your marketing strategy?

Six Reasons You Need To Use Video Marketing

1. **Video creates a connection.** Nothing creates a personal connection online more than video. Your viewers will get to know you. Some will like you and some may not. Those that choose to follow you will become rabid fans. Rabid fans are more likely to buy your stuff.
2. **Video allows you to be visible 24/7.** How would you like to generate leads and make sales while you sleep? Well... that's the power of video. It gives you a presence at all times. Once a video is up on the internet it stays out there and keeps working for you even when you are not working.
3. **Video is BOOMING online.** Everywhere you look right now on the internet, video is the most popular form of content. There are estimates that say in the next couple years over 70% of online content created will be video. It's not an option to ignore video marketing. YOU need to get started!
4. **Video is the most powerful medium for brand exposure.** It doesn't matter if you are branding a product, a business or yourself, video gives you the most "bang for your buck".
5. **Video increases your engagement.** Engagement is critical to building an audience and a raving fan-base. You need to be out there talking and chatting with your potential customers and prospects. With video your users will more easily feel like they know who you are. When they like, know and trust you... you will be successful marketing online. You will start to make sales and start building an empire online.
6. **Video is EASY and inexpensive!** If you have a smart phone you have everything you need to start shooting high quality video. You no longer need fancy equipment to create awesome videos.

WHAT KIND OF VIDEOS WORK?

Every video you create should have one common objective... provide value. If you provide value you will create a following. If all you do is sell, sell, sell, no one will want to follow your content. Provide value and you will generate leads, make more sales and build your brand.

Three Types of Videos That Build Your Business

1. **Teaching videos.** Show someone how to do something. There are some great screen capture software programs out there. You don't even have to be on screen if you don't want to (although you should let others meet YOU).
2. **Reviews of products, services or companies.** A great way to promote your products is to do reviews of those products. Alternatively, you can do reviews of other products and companies in your niche to make comparisons.
3. **Status Updates.** Social media is where everyone is spending their time. Create video updates with what's happening in your business. You can also create videos that share personal stories. Let people get to know you and care about who YOU are.
4. **Personal Life videos.** Let people into your life. This is a great way to make a strong connection with your prospects and customers. Share something that you enjoy. Share an event that you attend or a place that you like to visit. People need to know, like and trust you. Opening up a bit of your personal life will help them get to know you.

Value, Value, Value! Regardless of what type of video you create you need to provide value. If your viewers find value with your content they will grow to know, like and trust you. When you build that, you are on your way to building your business online.



WHAT EQUIPMENT DO
YOU NEED?

USE YOUR PHONE

Nearly all smart phones today have cameras that can capture high definition video. You DO NOT need expensive equipment to create high quality videos. Here are some things to remember when recording videos with your phone.

1. **Create your videos in landscape format not portrait.** Unless your video is only for social media, you should always capture your video in landscape format.
2. **Be aware of your background.** This depends on what kind of video you are making. If you want to make a professional looking lead generation video then you may not want a messy bed, piles of dirty clothes or a room full of kids toys behind you. You don't have to have professional backdrops. Just be aware of your background and make sure it is appropriate.
3. **Fix the phone in a tripod or on a table.** No one wants to watch a shaky video. It is not easy to hold a camera out in front of you and keep from shaking or moving the frame around. Using a tripod makes it much easier to record and looks much more professional.
4. **Upload files to a computer for editing.** While there are some nice video editing and sharing apps, it's much easier to edit video on a computer.
5. **Delete uploaded videos to conserve on space.** Video eats up memory VERY quickly. Once you upload and save your video to your computer then delete it from your phone. You don't want to be in the middle of an epic video at a live event to have your video shut down for lack of resources.

Advantages of using a phone to create videos:

1. Very affordable.
2. Easy to take everywhere.
3. Great for events and social media updates.

WEBCAM

Nearly every laptop purchased today includes a webcam. Those webcams are most certainly high definition. If you have a desktop or laptop without a webcam then adding one to your machine is very simple and affordable. You should consider a webcam if you are doing a lot of coaching or training videos. Those can get a little longer and would keep you from having to upload the videos twice.

The webcam that I highly recommend is the [Logitech C920 Webcam](#).



Advantages to using a webcam to create videos:

- 1.**No prep time or set up time.** For the majority of my videos I use my Logitech C920 webcam that is connected to my desktop or the built in webcam in my MacBook.
- 2.**More storage space on my computers.** When I record videos directly on my desktop or laptop I don't need to worry as much about space. Video eats space quickly. I store all of my completed videos on an external drive and that helps keep my machine clean and running more quickly.
- 3.**No double upload.** If you record a video on your phone or on an external camera you have to upload that video to your computer to edit it. Then, you have to upload the edited video to a hosting service online. Eliminating an upload saves a significant amount of time.

ACCESSORIES

1. Mini Smartphone Tripod - Great tripod that you can wrap around anything to use in unique spots.



2. Olloclip 4-in-1 Lens for iPhone - This set of lenses are awesome. Getting that wide angle shot is great for tight spots and gives you a lot of flexibility with your videos.



3. [Amazon Basics 60" Tripod](#) - this is a really nice, affordable 60-inch tripod. This tripod is great if you do a lot of training videos or interviews.





EDITING SOFTWARE & ONLINE TOOLS

VIDEO EDITING SOFTWARE

Uploading raw video is great for status updates on social media. However, if you want to be an effective video marketer then you need to learn to some basic video editing. There are two video editing software programs that stand above the rest: Screenflow (for Macs) and Camtasia (for PCs).

Screenflow

Screenflow is the best video editing and screen capture software for Mac computers. It's the unanimous choice of many of the top video marketers online. This program is very easy to learn and simple to use.

Here is a list of Screenflow's features.

1. Screen capture
2. Record screen and webcam simultaneously for the picture-in-picture look
3. Record your iPhone or iPad screen
4. Powerful editing tools
5. Add video and audio actions (Cool feature that allows you to animate and annotate on your videos.)
6. Export and publishing directly to the most popular video hosting online like YouTube, Wistia and Facebook.

For a tutorial on how you can use the Screenflow software to create professional marketing videos visit this StarkNakedMarketing.com post: [Biz Tool of the Week: Screenflow](#)

VIDEO EDITING SOFTWARE

Camtasia

Camtasia is the most recommended video editing and screen capture software for Windows-based machines. This program has many of the same features as Screenflow.

Here is a list of Camtasia's features.

1. Screen capture
2. Record screen and webcam simultaneously for the picture-in-picture look
3. Powerful editing tools
4. Free mobile app that takes photos and video from your mobile device straight to Camtasia for editing
5. Visual effects including animation and green screen effect
6. Easy sharing to YouTube, Facebook and Twitter among other outlets.

Learn more about Camtasia at [Techsmith.com/Camtasia](https://www.techsmith.com/camtasia)

CREATING IMAGES

One thing that will increase the quality of your videos is having professional images to use as covers as well as in your advertising. You might think there is no way you can produce high quality, professional images. After all you're not a graphic designer.

Well there is an excellent tool online that is FREE to use and it will allow you to create stunning, professional looking images for your content. It's called Canva.com. Click the image below to get a review and demonstration of this awesome tool.



It is really important to be sure that you have permission to use all of the photos in your content. Violating copyright laws will get you in trouble and cost you a lot of money. Be safe and use only original photos or stock photos you have permission to use. Here are some providers of stock images that might come in handy for your videos or other marketing content:

Graphicstock.com

Dreamstime.com

iStockPhoto.com

FreeDigitalImages.net

Pixabay.com



VIDEO HOSTING SERVICES

YOUTUBE

YouTube is the king of video. If you want to generate leads, make sales and grow your brand then YouTube is the place your videos need to be. The best advantage to using YouTube to host your videos is that YouTube is FREE. It's also one the largest search engines in the world and it happens to be owned by THE largest search engine... Google.



Here are some powerful statistics that make using this platform a must:

1. YouTube has more than 1 billion users
2. Every day people watch hundreds of millions of hours on YouTube and generate billions of views
3. The number of hours people are watching on YouTube each month is up 50% year over year
4. 300 hours of video are uploaded to YouTube every minute
5. YouTube is localized in 75 countries and available in 61 languages
6. Half of YouTube views are on mobile devices
7. Mobile revenue on YouTube is up over 100% year after year
8. Top YouTube creators were found to be more popular than mainstream celebrities among U.S. teenagers

(Statistics provided by the YouTube press site.)

When people want to see how to do something they go to YouTube and search for it. You need your videos to be in front of those searching for terms in your niche. With the power of Google's ownership behind YouTube, your videos are more likely to be found in Google searches when hosting them on YouTube.

Learn how to set up your YouTube Channel with this Stark Naked Marketing Training:
[Getting Started Making YouTube Videos](#)

FACEBOOK

Facebook video is huge right now. You have probably noticed that the percentage of videos in your timeline are increasing every day. With 1.4 billion users, Facebook has to be a part of your online marketing strategy.



Facebook likes content that keeps the user inside of Facebook. It has become more and more difficult to get organic reach with your business posts on Facebook. Using native video on Facebook has become a great way to get more reach. (Native video consists of videos that are uploaded directly to Facebook. Not links from YouTube or other outside video hosting services.) By uploading your videos directly to Facebook you keep users inside the platform and Facebook will reward that by increasing the reach of your videos and getting them more views.

Many people don't realize that you can actually host videos on Facebook. This means that you can actually take a video that is uploaded to your Facebook account and embed that video on your website and blog or in sales funnels. This is another great Free option but you are subject to Facebook's terms and once a video is uploaded you do not have complete control of that video any longer. If Facebook deems a video in violation of their terms they can shut it down.

For more information on how you can uploading, editing and viewing videos on Facebook see this [**Facebook Help Center Page**](#).

WISTIA

While YouTube is the place to be to host videos for lead generation, you may not want to use it as your sole hosting service videos. YouTube is FREE service and in some cases in may not be the best choice. Another great hosting service is Wistia.



Most people don't realize that when you upload a video to YouTube you no longer have complete control of that video. Your video can get flagged by other users or YouTube itself. If a video gets flagged YouTube can restrict the video, shut the video down or even shut down your entire channel.

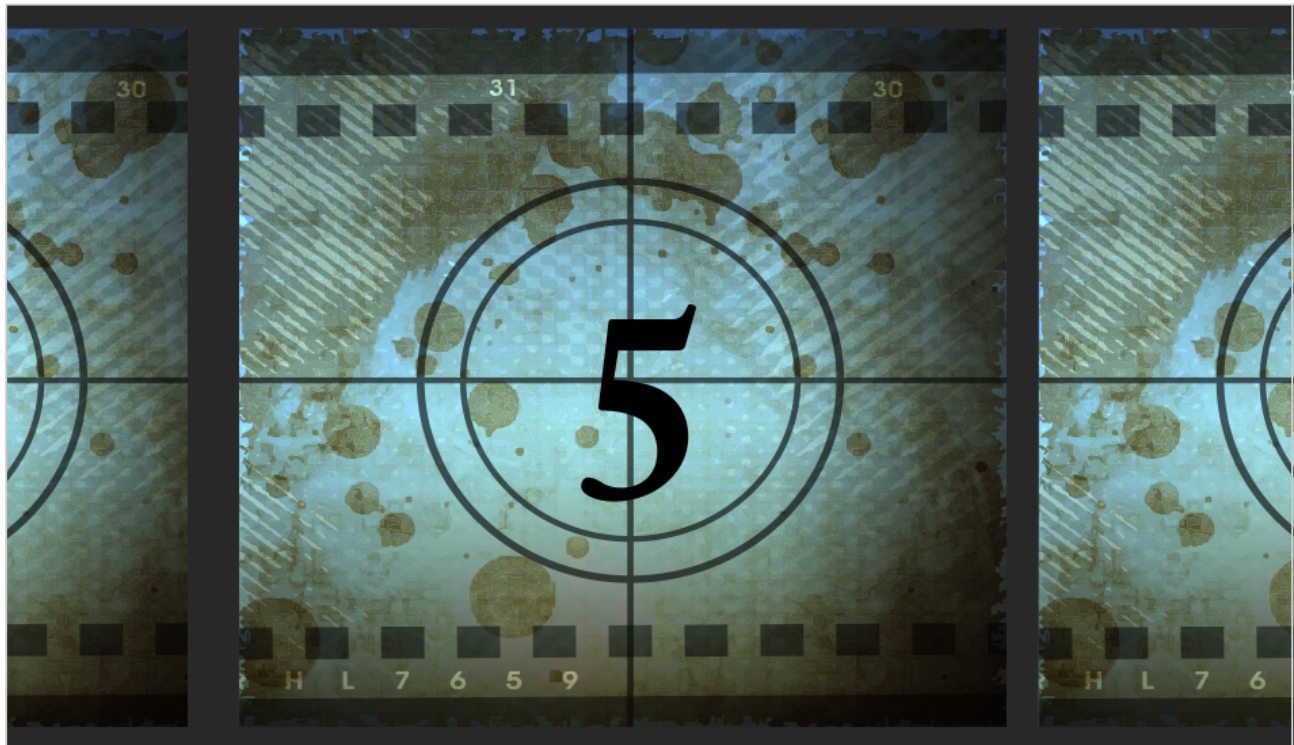
If you are a blogger, which most successful online marketers are, you should consider Wistia. Wistia is a paid hosting service that keeps you in control of your videos. There's nothing worse than having blog posts with videos that are no longer viewable. That won't happen with Wistia.

Here are some of the features of Wistia.

- 4. Easy embedding and sharing
- 5. Analytics to access the stats on your videos
- 6. Works on every device
- 7. Network marketer friendly (some services DO NOT like network marketers or home business owners)
- 8. Customizable player
- 9. Call to action and email collectors

Consider a strategy where you use Wistia to host your videos for embedding on your website or blog. Then upload each video to YouTube and Facebook separately. You can optimize the SEO on those videos to rank them in YouTube and Google and get more reach on the Facebook platform. This will expand your exposure and build your brand in the largest websites on the internet.

Check out [Wistia.com](https://wistia.com) to learn more about their service and pricing plans.



FREE VIDEO MARKETING TRAINING

FREE VIDEO MARKETING TRAINING

YouTube Training:

[Why YouTube Should Be One Of Your Marketing Strategies](#)

[YouTube Video Marketing: Start Making Videos Today!](#)

[Getting Started Making YouTube Videos](#)

[Using YouTube For Marketing – Five Steps To Content Dominance](#)

[SEO Template for YouTube Videos](#)

Keyword Research:

[How To Search For Keywords: Google Keyword Planner](#)

Video/Content Ideas:

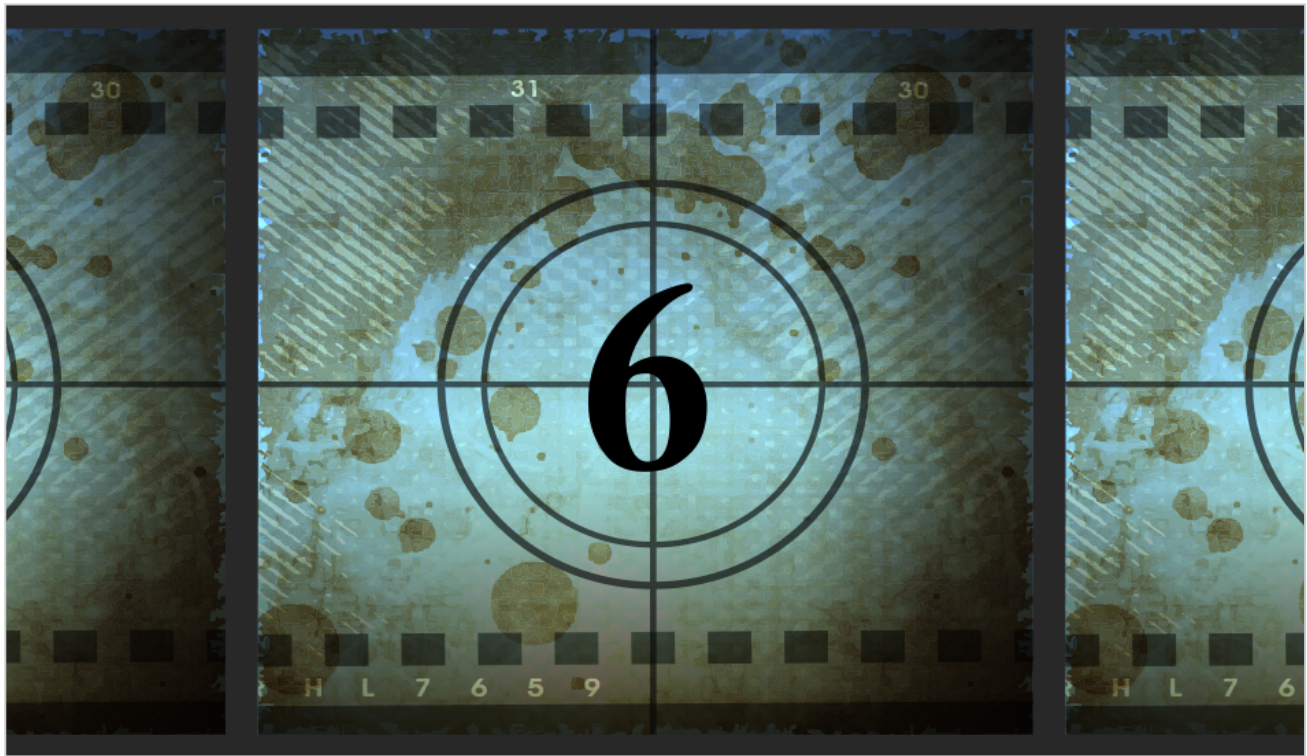
[3 Ideas for Content Marketing](#)

[2 Essential Content Marketing Tips For Your Business](#)

Live Video Streaming:

[Periscope Review and Demonstration](#)

[Live Video Streaming Software Review: JustBroadcaster](#)



RECOMMENDED COURSES

RECOMMENDED COURSES

YOU are your greatest asset. Invest in yourself and always be learning!

Mark Harbert's Courses:

[Video Traffic Formula](#) - This is a six video entry level training course designed to give you all the basics and details you need to start using YouTube to get traffic, leads, and sales FAST. This course for beginners that want to start using YouTube in their business. Mark has generated over 25,000 leads using YouTube and what he teaches you in this course is the core foundation of how he did it. This is the perfect starting point for aspiring video marketers.

Video Ad Playbook - An 8 module course detailing out and showing you how to build your business with Facebook Video Ads. Combine the rapport building power of video with the reach and targeting of Facebook, and you have a winning combination that is so powerful that building your business will never be so easy.

[Tube Traffic Mojo](#) - This is the most complete course on YouTube lead generation available. Mark teams up with his partner Frank Marino and they give you 7 Modules and 3 bonuses that will get you generating leads and making money with YouTube.

RECOMMENDED COURSES

Ray Higdon's Courses:

[YouTube Marketing Formula](#) - Discover A Simple 3-Step YouTube Formula And Start Generating TONS Of Leads On Demand: How to create videos around what prospects are searching for, optimize them, and get them to rank and show up so people actually see them. (A video that's not found or seen is a waste of time, right?!) Also, you will learn how to create a small army of videos that produce leads, create sales, and build rapport with prospects 24/7. You don't need special equipment & you can do this even if you're new to making videos!

[Video Marketing Mastery](#) - Ray decided a couple of short years ago to begin adding short & simple videos to his blog posts and other places online. Since then, he's generated tens of thousands of leads through video marketing. And you can do the exact same thing too! Recently, he peeled back the curtain and took a small group of people step-by-step through his process for creating and marketing videos that sell.

[The 3-Minute Expert](#) - The 3-Minute Expert is Ray's brand new video training program that teaches you how to establish your authority in ANY niche no matter how competitive it is... and turn that authority into a predictable stream of revenue of at least six-figures a year or more.