Content Marketing - Videos - WPTrainingManual.com

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Content Marketing With WordPress – Video Marketing

This tutorial is part of our series on using __content marketing__ to create more exposure online for your business and drive more traffic to your site.

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In this tutorial, we look at incorporating video marketing into your content marketing mix, including video sales letters and promo videos.

To learn more about adding videos to WordPress, see this tutorial: **How To Add Videos In WordPress**

Content Marketing With Videos – An Overview

Videos are an effective way to promote your business and drive more people to your website or blog.

Adding videos to your marketing strategy involves three areas:

1.
    1. Video Content
    2. Video Production
    3. Video Distribution

1 – Video Content

Planning the content structure of your video is essential.

Before creating your video, ask yourself questions like:

- What is your video about? What message are you trying to convey?
- Who are you targeting?
- What are the most important points your video needs to cover?
- What visual elements will you need to add to the video to make your point?
- How will you establish trust and build credibility with your audience?
- What do you want viewers to do after watching your video?

Once you have a clearer picture of what your video is going to be about, spend some time thinking about the video's title.

With so many videos competing for viewers' eyeballs and so many kinds of information, media, and other marketing channels demanding your target audience's attention, the title of your video needs to be found in searches, catch the viewers' attention, and make them want to click the play button.

Once they click the play button, your video then needs to keep them engaged and emotionally connected as you convey your message and compel them to take the desired action.

2 – Video Production

The easiest and most cost-effective types of marketing videos to create are:

- Video Sales Letters
- Screen Recordings

These videos don't need high-value productions or complicated editing. You can create these types of videos using presentation slides with added narration, or record yourself instructing viewers as you navigate your screen.

Creating marketing videos is not as complicated as it used to be. There are excellent tools that will help you create videos quickly, easily, and inexpensively without using high-end video recording equipment or requiring professional video editing skills.

Video-sharing sites like YouTube are filled with videos shot using mobile phones. You can use your phone to shoot live footage and integrate your live footage with screencast recordings or animated slides.

For example, let's say that you run a local trade service like roof repairs. You can easily record "before" and "after" videos of your services using a mobile phone to show the work you've done and upload your videos to YouTube.

Or, if you plan to create video tutorials or training videos on how to use a particular software program, you can simply record yourself using screen capture software.

With WordPress, you can create a post about your latest project and drop in a video to help readers understand things better and see the results of your work.

All this can be done for little to no cost with basic video recording and editing tools like a smartphone or screen capture software and a presentation tool like MS PowerPoint (Windows users) or Keynote (mac users).

3 – Video Distribution

Once your video has been created, produced, and uploaded to your website or to a video-sharing site (e.g. YouTube, Vimeo, Metacafe, Facebook, etc.), the next step is to get your videos seen and shared online.

You can get your videos seen by hundreds or thousands of people on your website or on video sharing sites by learning how to research keywords for your title, optimize video descriptions, tags, etc., and analyze what your competition is doing to rank better and attract more viewers.

Fortunately, there are tools and resources that can help you not only create videos but also get them seen by more people online. We'll cover some of these further below.

Video Sales Letters And Promo Videos

A video sales letter in its simplest form is just text on a screen with audio and is designed purely to sell your audience a product or service. Unless your sales pitch is riveting, it can be a little boring for viewers.

To create a more effective video sales letter, consider creating a narrated video recording of your sales presentation using screen capture software like **Camtasia Studio** and a slide presentation, and spend a little time making your slide presentation more engaging using animated text, images (e.g. product shots), etc.

Video sales letters often convert better than standard sales letters, even if you use the same basic sales copy and techniques!

Why? Because it's a lot more personal when people can hear your voice and maybe even see your face.

Even if you don't want to appear on camera, just hearing a voice actor can make a huge difference.

So, let's find out how you can get started with your own video sales letters!

Why Use Video Sales Letters?

Video sales letters are popular because they can often convert better than traditional sales letters.

Here are some reasons why:

- Video Sales Letters are more interesting and can hold the viewer's attention longer than text.
- They are easier to trust because you can hear and possibly see the product creator.
- People who watch an entire video presentation are much more likely to spend money than those who can't or won't.

There are also some minor drawbacks to consider:

- Some people prefer to "skim" a sales letter and don't have the patience to sit through a video.
- People on slow internet connections may not be able to watch the video even if they want to.

- Videos use more bandwidth, so you need to make sure that your server can handle the additional load if you get a lot of traffic.

Videos truly convert, and if you're not using video sales letters, you are missing out on potential sales. You can always have an alternate sales letter for people who leave your page without watching the video. Just set it up to open if they click the back button or close the window.

Video can also work well on squeeze pages, so if you have been having trouble getting people to opt into your email list, you might try a short video on your squeeze page.

Tips For Creating Engaging Video Sales Letters

Here are some things you can do to make sure that your video sales letters are engaging to viewers and the best they can be.

1. Grab Attention – Just like your headline, you need to make sure the first few moments of your sales video grab attention. Use appealing text, great music, and interesting imagery.

2. Be Brief – A video sales letter is generally most effective at between 10 and 25 minutes. Sometimes longer videos are necessary and effective, but most people will lose interest if you go beyond this range. So, keep your video to a reasonable length, but also long enough to say everything you need to say.

3. Solve a Problem – As in a normal sales letter, your video should focus on at least one problem your product can solve and present that clearly.

4. Stay Positive – You may have some negative things you need to focus on, but the overall tone of your video needs to be uplifting.

5. Use Auto-Play – I'm sure you've heard people talk about how much they hate auto-play. Yes, there are people who truly detest it. But the fact is, it works. Whatever your personal feelings are about it, you should consider using it because you'll see results. If in doubt, test your video sales letters with and without auto-play.

6. Don't Show Video Controls – Another proven fact of video sales letters is that you shouldn't show the video controls. Don't make it so people can click ahead or go back. Don't make it so they can pause it. Just keep the controls off. Once again, if in doubt, test your video sales letters with and without {displaying|showing} video controls.

7. Use Music Carefully – Music can be a great tool in video sales letters, but it should be used carefully and judiciously. Be sure that music isn't playing in the background when you're speaking because it could distract from your message.

Important Video Sales Letter Features

Here are some things you should include in your video sales presentation, as these can really make a difference to your video sales letters' effectiveness and results:

Headline

Your video needs a compelling and engaging headline. This should be in the video itself, in the script, and possibly on the web page itself beside or above the video.

As with regular sales letters, the headline is perhaps the most important element of all, so make sure it's a good one.

Solving the Problem

Earlier, we touched on the importance of presenting how your product solves a particular problem (or problems.) It's a good idea to focus on one main problem, but you could present a few other related problems, too.

Make it really clear what the consequences of not solving the problem can lead to. Present the problem in different ways, and offer different scenarios of what might happen if the problem isn't solved. Then, position your product or service as the best way to solve the problem, by showing viewers how it will help them solve it.

Use Scarcity

Love it or hate it, scarcity works. Be sure to let people know they won't be able to get your offer for long. Either the product will be taken off the market, or the price will go up, but let them know that they must act right away.

Don't Forget A Call-to-Action

Tell the viewer what you want them to do. Don't expect them to read your mind! Do you want them to buy? Then tell them to hit the BUY NOW button. Do you want them to opt-in to your newsletter? Then tell them to enter their name and email address and hit SUBMIT. Whatever you want them to do, TELL THEM!

Include Social Proof

Social proof is a major key to getting sales on any kind of sales letter. This could be your credentials in your market or your testimonials. (Video testimonials included in the video could work well!)

Don't Forget A Guarantee

As with any type of sales letter, a solid guarantee can help close the sale. Let people know that if they aren't happy with their purchase, they can get their money back with no hassle and no risk involved.

Use Graphics Wisely

Graphics can be an important element in a traditional text sales letter, but they can be extremely distracting on a video sales page. Use graphics sparingly on video sales pages.

Making Video Sales Letters

If you don't know how to make sales letters, you'll either need to learn to do it or hire someone to do it for you.

The best option, of course, would be to learn to do it yourself. Not only is that the least expensive option, but your videos will almost always perform better with that personal touch.

Think about it. Who knows your product better than you? You are obviously the best one to present your product. You will gain a lot more credibility if you can look at the camera and say, "Hi, my name is Jane Smith, and this is my product!"

Sure, you can have someone else create the video for you, but it is so much better if you can put your own personal touch in the video and inject your personality into it in the same way you inject your personality into your product.

Video Creation Tools

There are some things you will need if you're going to make your own videos. These tools (software and hardware) will make life a lot easier for you if you intend to make your own videos.

Good Acoustics

The first thing you'll need is a room with good acoustics. Otherwise, you're likely to get a terrible echo, or it will sound like you're speaking in a tunnel. Ideally, you'll want to film in a small room filled with plush furniture (like sofas and beds) that can absorb a lot of the sound reverberations.

A Video Camera

You don't need to invest in an expensive video camera. Even a good camera phone will do. (Most high-end cellphones have a decent video camera built-in.) Just be sure the video and sound quality are acceptable. Of course, you won't need this if you're going to do a screen

grab type video. But if you're going to appear on camera yourself, or have an actor do it, you'll need a decent camera.

Decent Lighting

If you plan to be on camera, make sure the lighting in the room is good enough to ensure that your features are well lit and that there are no harsh shadows.

A Good Microphone

If you're using a video camera with a decent built-in microphone, you probably don't need to worry about this. However, if you're doing a screengrab style video or one that focuses on images and slides, you'll need a good microphone to record your voice. If you don't want to use your own voice, consider hiring someone to do the voiceover, or explore using **text-to-speech with realistic AI voice technologies**. Videos with voice outperform those that don't by a wide margin.

Software

There are many great video creation software packages to choose from. We cover these in the section below.

Video Tools & Resources

Here are some tools and resources that will help you create great screen recordings and engaging sales videos:

Camtasia Studio

Camtasia Studio – Professional screen capture video software.

If you need to create professional screen capture videos, you can look at using a software tool like **Camtasia Studio**.

Camtasia is the leading screen capture video creation tool on the market. It lets you record on-screen activity, customize and edit content, add interactive elements, import media and create high-quality videos in a range of formats and sizes.

For more information, go here: **Camtasia Studio**

There are also excellent and inexpensive software tools that let you create professional animated marketing videos, including the popular "whiteboard" hand-drawn sketch videos:

Doodly
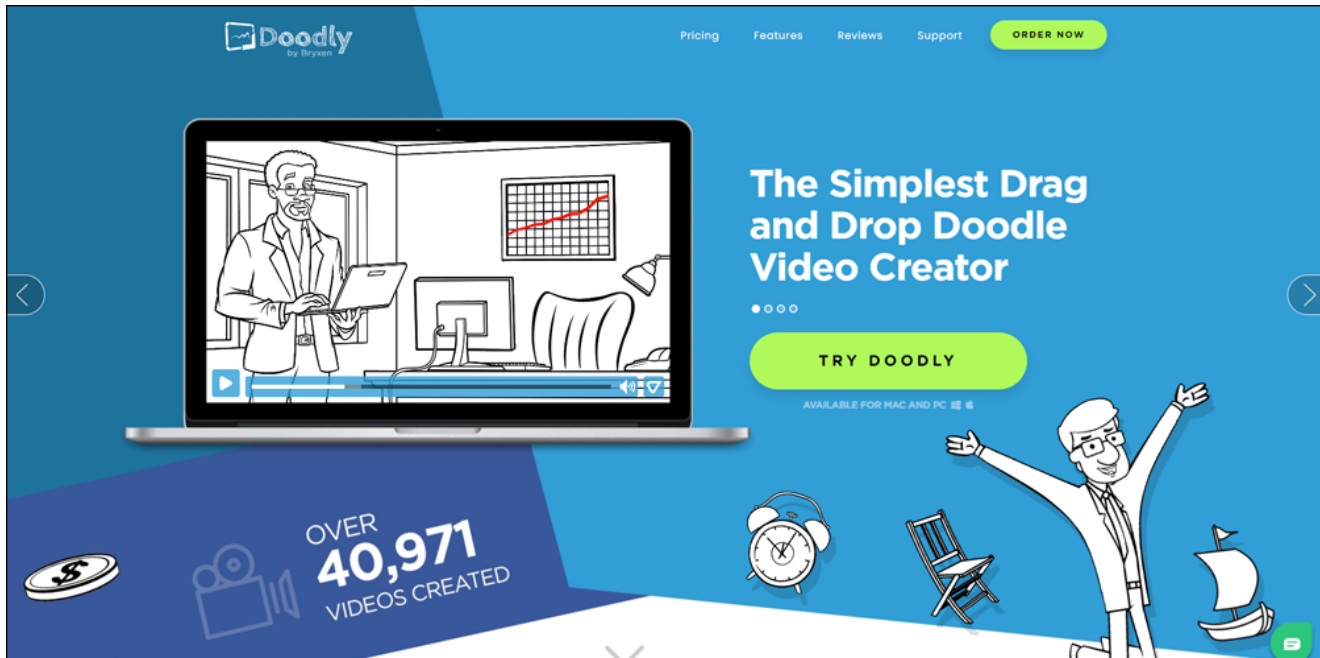
Doodly – Drag and drop doodle video creator.

Doodly is a simple and user-friendly drag and drop video creator. This powerful and professional doodle video software lets you create both whiteboard and blackboard videos with ease. you can use hundreds of built-in characters, props, images, fonts, and sounds, or upload your own images, fonts, and sounds, then export and share your videos in multiple formats and quality levels.

For more information, go here: **Doodly – Drag and Drop Doodle Video Creator**

VideoMakerFX
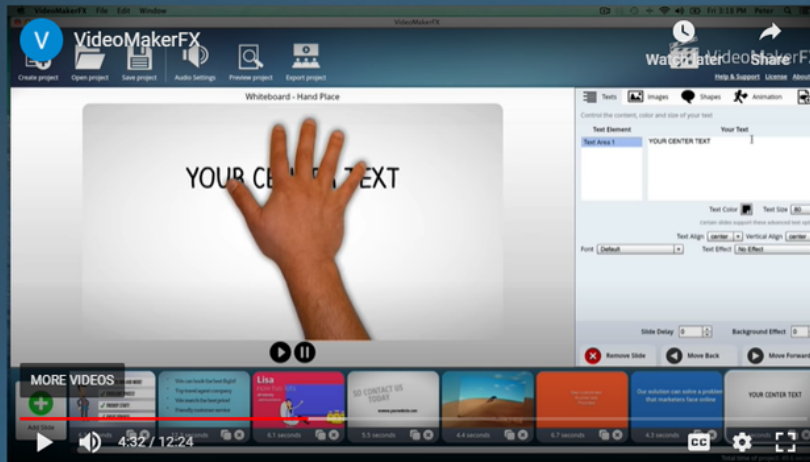
VideoMakerFX – Video creation software.

VideoMakerFX lets you create professional animated sales videos, presentations, explainers, logo openers, photo slideshows, and more.

For more information, go here: **VideoMakerFX**

EasySketchPro

EasySketchPro – Doodle sketch video creator.

EasySketchPro lets you create amazing doodle sketch videos quickly and easily from your desktop, including turning photos and videos into hand sketched doodles.

For more information, go here: **EasySketchPro**

Explaindio Video Creator

Explaindio – Whiteboard video creator.

Explaindio Video Creator lets you create HD videos with animation, whiteboard hand-drawn sketch videos, combine text overlays and images with videos, and more in one very easy-to-use program.

For more information, go here: **Explaindio Video Creator**

**Viddyoze**

Viddyoze live-action video animation tool.

Viddyoze lets you create beautifully branded and eye-catching professional video intros and logo stings that command attention.

Viddyoze Live Action's video animation engine uses groundbreaking point-and-click automated technology that combines high-quality live video action effects, professional actors and models, and custom 3D digital animation to create beautifully branded eye-catching videos …

For more information, go here: **Viddyoze**

EasyVSL
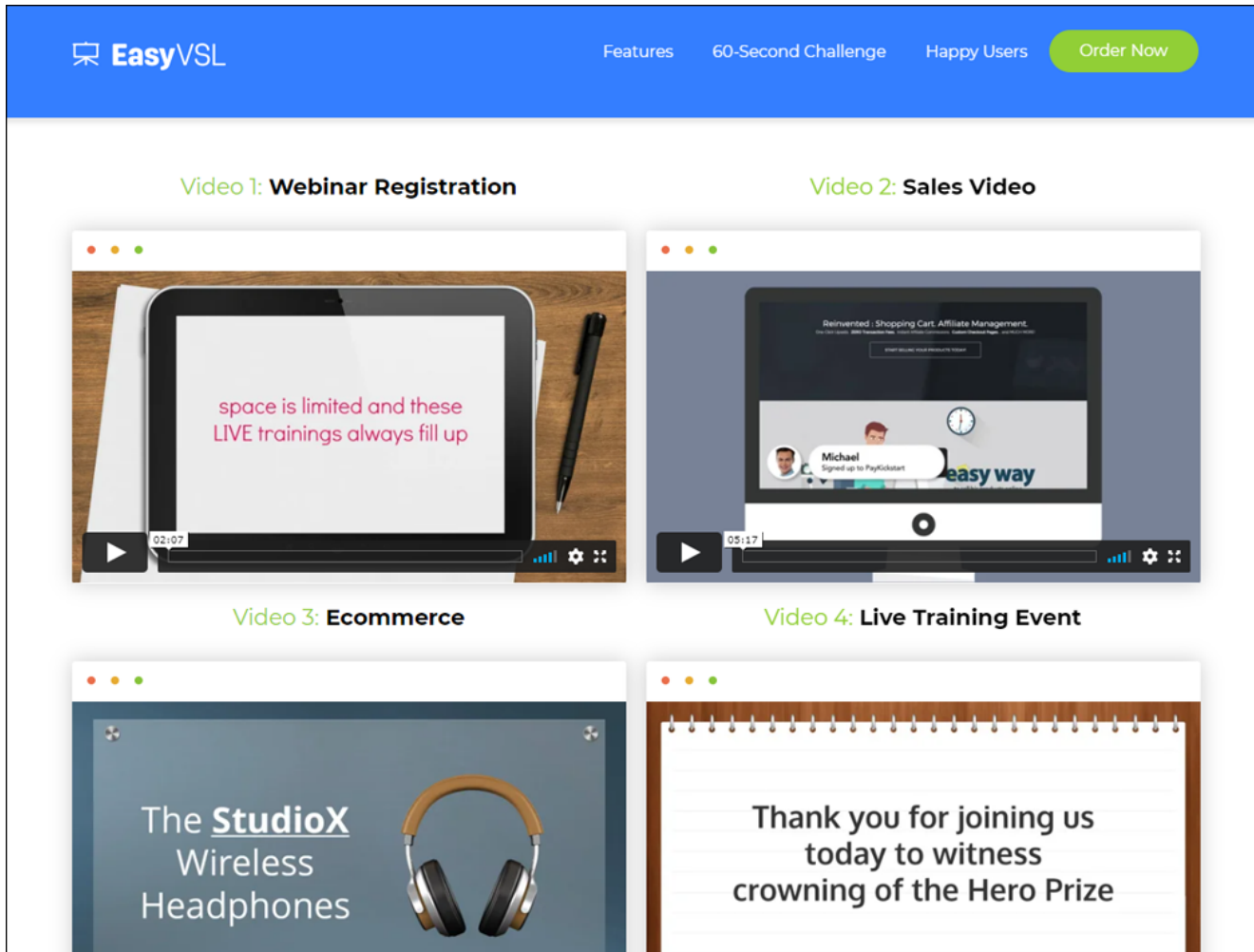
EasyVSL – Easy video sales letter creator.

If you want to create simple video sales letters with just text on a screen and audio, then consider using this video sales letter creation tool.

EasyVSL is designed to create simple PowerPoint-like sales presentations, but it makes the entire process of creating video sales letters much faster and more efficient.

You just choose the font and design of your text from several options included, then type or paste your script into the software and click inside the text to define each new slide. You can then edit your slides and sync your audio narration track to the video, choose a video quality setting for the output and EasyVSL will then encode your video in MP4 format, and your video is then ready to be uploaded to YouTube.

EasyVSL lets you create simple video sales letters very quickly and without any video editing skills required.

For more information, go here: **EasyVSL**

Biteable
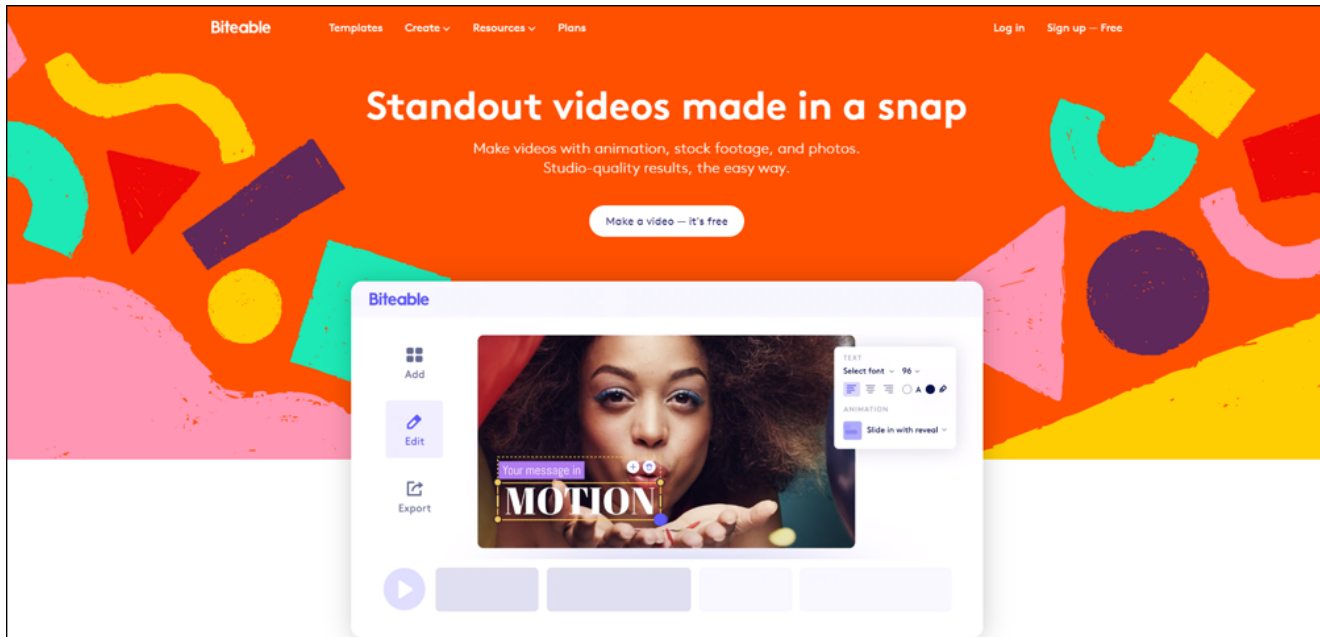
Biteable lets you create animated video sales letters that stand out.

Biteable lets you create engaging ad videos, explainers, and social media videos from scratch quickly and easily using a library of animations, footage, and professionally crafted templates.

It's a great tool for creating video sales letters using kinetic typography, an animation technique that uses dynamic moving text to capture the viewer's attention.

For more information, go here: **Biteable**

Basic Tools

Here are some basic tools you can use to start building some of your video slides, depending on whether you are a Windows or Mac user, or want to use free software like OpenOffice:

Outsourcing Your Video Creation

What do you do if you don't know the first thing about creating a video sales letter and absolutely hate the thought of even trying to do it yourself? You'll have to outsource it, of course. Outsourcing can be effective, but just remember that you will lose your special, unique voice, and no one but you will understand your product the way you do.

For this reason, it's critical that you work hand-in-hand with your video creator in order to develop a script that really showcases your product the way you would.

If you decide to outsource the creation, be sure you check out samples the person has done to ensure they are capable of creating the kind of video you want, and make sure you have the basics of your script ready.

Distributing Your Videos

To increase the online visibility and viewership of your videos, add them not only to your website or blog and YouTube, but submit them also to other video-sharing sites like **Vimeo**, **Dailymotion**, **dTube**, **Flickr**, etc.

You can submit your videos manually to video-sharing sites one at a time or use software and automation to submit to multiple sites using video distribution tools like **Hydravid**.

Hydravid

Hydravid Pro – Video distribution tool.

Hydravid is a desktop application that lets you submit your videos to multiple sites simultaneously, including different accounts on the same video-sharing sites, and even upload different unique versions of your videos. The software also offers an upgrade module that lets you automate the distribution of your videos on a monthly basis.

More info: **Hydravid**

Summary

- Videos are one of the most effective and popular methods to create and distribute content online. There is also a lot of competition to get videos ranked in sought-after niches and seen by thousands of online users. It's important, therefore, to learn not only how to create videos that will effectively help you promote your message, but also how to rank these well in search engines and video-sharing sites using the right content in your video title, descriptions, tags, etc.
- It can be daunting trying to learn how to make video sales letters, especially if you're relatively new to internet marketing in general, but if you can learn to do them, or pay someone else to do them for you, it's likely you will find that your product converts better than you ever thought it could.
- It's been proven time and time again that video converts. Nothing says you can't have a backup text sales page, too. But, in general — and depending on your target market, video can often convert better.
- If you can't create your own videos, outsourcing them can be remarkably affordable. But remember to work carefully with the creator in order to be sure as much of your unique voice is preserved as possible.
- Don't let fear or concerns prevent you from learning how to create and market your own videos. It's fun, and a lot easier than you probably think!

Action Step

Begin scripting your video presentation using a tool like PowerPoint or Keynote, or just start with sentences on a plain text file.

Here are some great tips from professional business video production companies to help you create better video scripts:

Congratulations! Now you know how to create simple video sales letters and video promos for your products and services.

Use video marketing to grow your business online.

For additional tutorials on ways to create content for your website, go here: **Content Marketing With WordPress**

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