

**Cheat Sheet**



# Video

## Marketing 2.0 Made Easy

Powered by [Your Website URL](#)

Latest Video Marketing strategies to  
Skyrocket your ROI

# Limited Special Offer for You:

## Video Marketing Made Easy 2.0

(Video Training)



**Click Here to Download Your Video Training!**

[\(Insert your Upsell Offer URL\)](#)

Click here to access my exclusive WhatsApp Marketing Video Training! **(Insert URL)**

## Shocking Facts

- ✓ Videos increase people's understanding of your product or service by 74%. ([Source](#))
- ✓ YouTube alone has more than 4 billion views per day, and it's the second-largest search engine. ([Source](#))
- ✓ A third of all online activity is spent watching video. ([Source](#))
- ✓ The average internet user is exposed to an average of 32.2 videos in a month. ([Source](#))
- ✓ Every day 100 million internet users watch an online video. ([Source](#))
- ✓ 50% of users watch business related videos on YouTube once a week. ([Source](#))
- ✓ 75% of users visit the marketer's website after viewing a video. ([Source](#))
- ✓ 75% of executives watch work-related videos on business websites at least once a week. ([Source](#))
- ✓ An average viewer spends 16 minutes 49 seconds watching online video ads every month. ([Source](#))
- ✓ 80% of internet users remember the video ads they watch online. ([Source](#))
- ✓ 26% of internet users look for more information after viewing a video ad. ([Source](#))
- ✓ 22% of internet users visit the website named in a video ad they viewed. ([Source](#))
- ✓ After viewing a video ad, 12% of viewers purchase the specific product featured in the ad. ([Source](#))
- ✓ Web site visitors are 64% more likely to buy a product from an online retail site after watching a video. ([Source](#))
- ✓ Click-through rates increase 2-3 times when marketers include a video in an e-mail. ([Source](#))
- ✓ Subscribers to lead conversation rates increase 51% when video is included in an e-mail marketing campaign. ([Source](#))
- ✓ 80% of your online visitors will watch a video, while only 20% will actually read content in its entirety. ([Source](#))
- ✓ Your website is 53 times more likely to appear on the first page of a search engine results page if it includes video. ([Source](#))
- ✓ In 30 days, more video content is uploaded than all three major U.S. TV Networks combined have created in 30 years. ([Source](#))
- ✓ 90% of users say that seeing a video about a product is helpful in the decision process. ([Source](#))

## Amazing Benefits

- ✓ Make yourself known.
- ✓ It is more likely that a person will watch a video than read a page.
- ✓ Presentations are effective.
- ✓ It builds confidence.
- ✓ Make a difference.
- ✓ It generates traffic.
- ✓ Sell more.
- ✓ Free advertising.
- ✓ Reach a specific target audience.
- ✓ Your videos can be as interactive as your imagination.

## Automation Tools & Services

- ✓ [CamStudio](#)
- ✓ [Animoto](#)
- ✓ [Screencast-O-Matic](#)
- ✓ [Debut Video Capture Software](#)
- ✓ [PowerPoint](#)
- ✓ [Slidely](#)
- ✓ [WeVideo](#)
- ✓ [Loopster](#)
- ✓ [Flixpress](#)
- ✓ [Cellsea](#)
- ✓ [Tawe](#)
- ✓ [Camtasia](#)
- ✓ [Adobe Captivate](#)
- ✓ [Video](#)
- ✓ [PowToon](#)
- ✓ [VideoScribe](#)
- ✓ [Filmora](#)
- ✓ [Wistia](#)
- ✓ [Explaindio](#)
- ✓ [VideoMakerFX](#)

## How your business can get the most out of Video Marketing?

- ✓ Researching for a hot Topic.
- ✓ Creating your video the right way.
- ✓ Publishing your video on the right places.
- ✓ Advertising your video effectively.
- ✓ Paid Facebook Video Advertising – Step by Step.
- ✓ Paid YouTube Video Advertising – Step by Step.
- ✓ YouTube/Google Video SEO Ranking – Step by Step.

## Case Studies

- ✓ [Ice Bucket Challenge](#)
- ✓ [LG](#)
- ✓ [Dove](#)
- ✓ [Social Robot Case Study](#)
- ✓ [Scale Social](#)
- ✓ [Imagine The Possibilities | Barbie](#)
- ✓ [Android: Friends Forever](#)
- ✓ [Coldplay's Game of Thrones: The Musical](#)
- ✓ ["My dad's story": Dream for My Child | MetLife](#)
- ✓ [Disney Characters Surprise Shoppers | Disney Side | Disney Parks](#)

## The 10 do's you have to apply

1. Use a professional service.
2. Use online video platforms.
3. Use social media.
4. Create an interesting script.
5. Have a call to action.
6. Be transparent and authentic.
7. Create video tutorials.
8. Use video to respond to your customers.
9. Demonstrate how to use your product.
10. Invest in SEO.

## The 10 don'ts you have to avoid

1. Don't make your video too long.
2. Don't Use jargon.
3. Don't forget to assess results.
4. Don't make it too informative.
5. Don't ignore aesthetics.
6. Don't shamelessly self-promote.
7. Don't focus too much on going viral.
8. Don't express a confusing concept.
9. Don't sell too soon.
10. Don't post and pray.

## Make tons of money with Videos as an Online Marketer.

- ✓ YouTube
- ✓ Coaching
- ✓ Revver
- ✓ Sell your content on iStockVideo
- ✓ Seek sponsors for your videos
- ✓ Sell products
- ✓ Create promotional videos for local businesses
- ✓ Place Google ads next to your videos
- ✓ Start a campaign
- ✓ Have a call to action