



5 Highly Effective Video Marketing Strategies

Looking to gain more results from your marketing videos? While video marketing can be extremely effective, if they're not done correctly, they're unlikely to produce little, if any, results.

Here, you'll discover 5 highly effective video marketing strategies to ensure your future videos are a success.

1. Tap into psychological factors

If you take a look at some of the most successful marketing videos, you'll discover they work so well because they tap into psychological factors.

Storytelling has become particularly important in the world of video marketing; persuading viewers to make a purchase based upon a psychological investment or response. The video should evoke some form of emotional response such as joy, sadness or laughter.

2. Choose the best content for your videos

Of course, another thing which is going to greatly impact the success of your videos, is the content. It's extremely important you avoid making the videos too promotional. It's also equally important to alter the content based upon the channel you'll be using to promote the video.

Did you know for example, that Facebook videos tend to be emotional, fun and highly-sharable, whereas Instagram content is typically thoughtful, captivating and inspiring?ⁱ. Ensuring you create content which is tailored to your specific marketing channel will make a huge difference to how successful it becomes.

3. Write solid video scripts

Following on from the last point, creating a solid video script is key to effective video marketing.

Start by thinking about your goals for the video. Who is your audience and why would they care about the content? Remember, the opening of the video has to tug on the viewer's emotions to get them hooked. It's also highly recommended you create a script focusing on one point at a time, so the viewer isn't easily confused.

Keep the script short and concise and remember to add a call to action at the end of the video.

4. Produce high-quality videos

This goes without saying but ensuring the videos you produce are high-quality is essential. Although you don't necessarily need an expensive camera and lighting equipment, you should make sure the video is clear, has excellent sound and is enjoyable to watch. You have a lot of competition online, so making sure your videos stand out and provide awesome quality is essential.

5. Use local SEO tactics for more visibility

It's easy to forget SEO is important with videos too. Using local SEO will guarantee more visibility and therefore more potential conversions. You can add local SEO tags to the video's title and its description.

To be sure you're using the best keywords, take advantage of free keyword research tools.

Please Note: I am an Advanced Online Traffic Specialist. I create multiple online assets and use mutli-channel marketing to deliver highly targeted, specific traffic to your website.

My job is to get people to call you or visit your website. Your job is to "sell" them your services.

These prospects that I send to your website or call you are people who are typing in YOUR specific keywords in YOUR local area, looking for the services YOUR BUSINESS provides.

These are the HOTTEST type of prospects! If YOUR business is there when they are looking YOU get the business rather than your competitor.

I do everything for your business so you totally dominate all competition and I work exclusively with one business type per area.

I have a very specific system that I've developed over the years and it's working very well to drive more clients/customers/patients to your website and call. My Total Solutions System gets local businesses ranked and found in Google and YouTube so more prospects will find you and utilize your services.

These are just 5 highly-effective video marketing strategies you can follow. Need more help? Contact me today and see how your video marketing strategy could be improved.

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