



Checklist: Video Marketing



Trying to jump into Video Marketing without any guidance can be frustrating and end up in complete failure. However, there are some simple steps you can take before you begin that will make the process much easier, as well as increase your chances of success.

- Determine an overall goal for your marketing videos

- Create your Video Marketing Plan
 - Videos should fit into your wider overall marketing strategy
 - Videos should complement all your content and be in line with your overall brand initiatives
 - Video publishing must be done right to achieve the best possible results

- Determine your target audience

- Create a list of video content topics that your audience would like
 - Educational / Tutorial (How-To, Tips, etc.)
 - Behinds the Scenes Introductions
 - Product and Service Overview & Demos

- FAQs Videos
- Customer Testimonials
- Decide what types of videos you will produce
 - Live Footage Videos
 - Animated Explainer Videos
 - Whiteboard Animation Videos
 - Spokesperson Videos
- Write powerful video scripts that will make viewers take action
 - Professional and attention-grabbing
 - Targeted to a specific audience
 - Informative and entertaining
 - Compelling and Intriguing
- Determine how you will implement Local SEO in your videos
 - Create a YouTube Channel and Upload Each New Video There
 - Place Keywords in the Title of the Video
 - Add Tags and Optimize the Description Box
 - Use NAP Data and Geo Tagging
- Decide where you will post your videos for ultimate exposure
 - Your Website and Landing Pages
 - Your Blog
 - Emails
 - YouTube
 - Facebook and Twitter
- Get help from a professional Video Marketing Consultant if necessary

NOTES:

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.

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