



INTERNET MARKETING
SOLUTIONS

We Love Video - Let Us Make Yours!

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The importance of building an email list of customers is huge when you figure how much time it saves by being able to contact all of your customers at once with a push of a button. By being on my email customer list you will be able to see first hand how an email marketing list can benefit your business as well.

But that's not the only benefit to being on my email customer list...

You see, this saves me a lot of time and money when contacting my customers and I in turn give that money to you in the form of huge savings over the cost that you would normally pay on my website or in person.

You'll see exactly what I mean once you click on the link inside your first email, that will take you to a very special offer page that I made exclusively for you. I'm sure you will be blown away by the offer, and that's what I expect and want because I want to make my email offers so rare and so good that you will look forward to getting them although they will be scarce as I don't normally send an email unless I have something of great value for you that will help your business get more customers and make more sales.

There are also special low price offers throughout this e-book so be sure to save it to your hard drive for future reference.

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Video Marketing Secrets for the Local Business



By Danny Long, owner

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What is Video Marketing?

New technology is constantly changing how small businesses market their companies and their products, and the internet is certainly one of the largest catalysts for such change. Today, videos have become one of the most used media outlets on the web. And in turn, more businesses are starting to use it to their advantage.

People like to watch videos. They're short. Some are entertaining while others are more serious but nevertheless using a promotional video commercial you can get a point across in a short period of time. They eliminate the need for reading, and most online viewers find that videos are a more exciting and intriguing way to learn new information. All of these factors fit into the concept of video marketing.

Video marketing, as is defined in the online world, is marketing a business's products, services or company details through the use of video. This video can be seen in many internet mediums, including social media networks, video sharing websites and more. The goal of any video marketing campaign is to use video to explain to potential customers the value of a company and their products and services.

Unlike other companies who just sell you a video and good luck on learning how to upload it, I upload your video for you and can even embed it into your website for you at no extra charge, or I can give you the embed code to give to your webmaster so he can simply copy and paste it into the HTML to display anywhere on your website. I also upload your video to several social media networks and this takes a lot of time, but I do it because I care about my customers and I want them to have great results with the video I produce for them, from day one and many years afterward.

Video marketing campaigns are similar to other types of marketing strategies such as e-mail marketing, search engine optimization strategies and article marketing. The only different is that video marketing relies on video instead of text. In today's online world, video is quickly changing how people view their surroundings and how marketers can reach people in an engaging manner. To put it simply, video marketing is the wave of the future and should be an important part of any small business's marketing strategy.

Another thing I do that my competitors do not even tell their customers about is I find the best keywords that will target your customers and I write the description of your video using those keywords and I make sure it is search engine optimized before I ever upload it to the Internet. I want to make sure your new video is getting seen by your target customers. In most cases videos I produce get on page one of Google the same day I upload it because of the content of the video plus the keyword rich description.

<http://smallbusinessvideopro.com/5DaySale/?var=1>

This is my Certificate I received in 2011



I have been learning about Internet Marketing for the past 17 years and have actually owned some very successful membership sites in the past. Just recently I got a phone call from Thailand and it was another Internet Marketer I had met back in 2006 and he asked me to train his people. I had not seen or heard from him since 2006 so that kind of blew my mind.

Anyway, I explained to Jay Kay that although I was interested that I had to put all of my time into my own business right now and he just kind of left it open and said whenever I was ready the job was mine. He told me it's going to be another 7 Figure a year business.

I'm not saying this to brag, but if you Google "Who is the Internet Cash Professor" my photo comes up on page one of Google in the top spot, and has for years.

I take Internet Marketing seriously and as of yet I have never paid Google a dime and always seem to get on page one for whatever search term I am targeting.

Not too many people can lay claim to that. In 2007 I even knocked Microsoft off page one of Google for the search term FlowStep-System because they had page one for giving a description to the term, but then I actually built one and sent Microsoft to page 6 of Google as I was on pages one thru five and half of page six.

Anyway, I'm just trying to let you know that I really do know my stuff and most of my competitors are just peddling videos and don't have a clue on how to get the results for their customers like I am getting for mine.

It not only takes the know-how, it takes a lot of time to do it and do it right.

I am a perfectionist when it comes to producing videos, building websites, making graphics or anything I put online, I don't settle for nothing less than perfect, and I'm proud of every piece of work just as if it were a piece of art, because to me that's exactly what it is and I am an artist when it comes to marketing online.

Enough about me, let's take a look at exactly how your business will benefit from having a promotional video commercial online...

How Your Business Will Benefit from Video Marketing

Video marketing is quickly becoming an important marketing venue for many small businesses, and it's not hard to see why.

First, Internet users watch videos online every single day. And those videos can provide a medium for the company to explain what services they provide in an engaging way. Each video could be as short as just one minute long while still including pertinent information in a fun and creative way.

But that's just one benefit video marketing brings to businesses. There are many more including:

- Allows businesses to gather actionable data based on how users engage with the content by using Google Analytics You can see the percentage of men versus women watching your video, see where they live and how much they earn per year, really there is no limit on the amount of information available to you when you partner with Google.
- Informs customers immediately when there's a new product, business, or service. By using certain advertising pixels and adding some demographics your ad will be shown to exactly who you are targeting, saving you big money on advertising while getting the best results possible and driving your ROI right through the roof.
- Generates more leads. I have run split-tests and have found that a lead generation system that incorporates a video attracts not only more targeted leads but more qualified leads as well who are ready to come into your store and make a purchase. Using fine tuned targeting methods I can assure you that none of your advertising dollars are wasted giving you a great return on your ad spend.
- I can actually target customers who are getting ready to make a purchase that very same day and have your ad follow them around the Internet until they click on it using a technology called re-targeting. Remember, you don't pay for impressions, only for click - throughs, so wouldn't it make more sense to have the people who are clicking on your ads be real motivated buyers for what you are advertising? It actually pays to hire an expert like me to manage your advertising.

- Engages more customers. A promotional video is the key to creating engagement and it has become the corner stone of building an effective marketing campaign that actually pays you for advertising over and over.
- This is exactly why I am working so hard to get my video website finished, it takes about the same time to create a sample video as it does to create a promotional video commercial for a customer, so that is why it's taking me so long because I plan on having more than 300 video samples on my video sales site, but I was working on it tonight and thought about you, and I decided to take a break from that and write this book for you so you can better know who I am and what I can do for you as a marketing consultant.
- My promotional video commercials will quickly help you build brand awareness.
- A promo video commercial will help you, or your ad campaign manager quickly analyze potential customers and their level of interest in your business or product based upon how long they actually watched your video, whether they stayed until the end, or watched it twice, or clicked away after watching only a percentage of it, this information is available when using Google Analytics and hooking your website and video to it by adding your YouTube channel to your Google Analytics and then placing the code inside your HTML or simply writing a PHP script and placing it right after the opening body tag in your HTML. This enables you to get a ton of information but if you don't know how to set it up or you don't know how to read the graphs, then you're just wasting your time. That's why most webmasters and video producers don't even mention this to their customers, or maybe they don't even know themselves. Imagine that. You'd be surprised what I've heard people say, some webmasters have actually charged \$20,000.00 for the same type of responsive websites I am building and it took months for them to build it. I can build one of my deluxe business websites and have it online in within one week in most cases, depending on how involved the customer is and how fast they can give me their pictures and whatever else they want on it.
- After watching one of my promotional video commercials your customer has an easier buying decision to purchase your product because they have a better idea of your business and believe it or not your business will be in the top 3% of all businesses that use video marketing. The reason? Video marketing is just now starting to take off like a rocket as the new way to market anything online. And here's why... You retain a little bit of what you read, more if there are pictures, and more if there is a video, and the reason that is because you are hearing and seeing and your brain understands more and comprehends at a much faster rate of processing when you do not have to read you just soak up the information.

- Makes it easier for customers to purchase any product because they have already made up their mind by the end of the video that your company is the best choice because of the information they subliminally soaked up by watching your video, so they are done shopping online at this point and ready to make the purchase. Simple as that. If you think this free report is good, then you'll love my emails because now since I've been creating these little digital products to give away as a bribe for entering your name and email address I don't tend to write such long emails anymore, I just write a free report on whatever I want to tell you and then send you a download link to the free report. I try to make it very informative because I can write a lot better than I can talk, I can really give you a lot of good information that you can use, but as always if you don't have the time to do it yourself, I am available to be your expert and do it for you at an affordable price whatever it may be concerning Internet Marketing, because I live and breathe this stuff, I really love it and I'm constantly learning as things are changing at light-speed online, and what works this month may need to be adjusted or tweaked a bit next month as Google is always changing their algorithms to keep everyone from figuring out how to do black hat tricks to fool the search engines. That's one thing I never do, I have a perfect rating with Google and YouTube and I wouldn't do anything to mess up our relationship.
- My promotional video commercials encourages customers to share your business's information with even more potential customers and even if they just share it once then all of their local friends are able to see it in their news feed as a video that their personal friend liked. This is how your promotional video commercial takes on a life of it's own after a while.
- One of the biggest benefits in owning one of my promotional video commercials is the increase in traffic to your business's website. I can't stress this fact enough that the price you pay for one of my promotional video commercials is directly related to the amount of money you can save each and every month on buying traffic to your site from these other large wannabe webmaster companies who have to sell you traffic because they don't know how to get free organic traffic.

- I not only promote your video myself on my websites, but I cross promote with other local businesses giving you and them the benefit of your/their video being shown on YouTube as a suggested video to watch next, and I do this in correctly placing their business name in your keyword list as a good suggested video and you don't see this being done anywhere but on videos that I produce, it's something that I call cross promoting local traffic, so when someone watches your video the next video in cue for them to watch is another local business who also purchased their promotional video commercial from me and the more businesses around town that get one of my commercial videos the better exposure everyone is going to get, so if you do decide to purchase one of my promotional video commercials be sure to tell other businesses in town because it's a win win situation for you and for them.
- Your new promotional video commercial will help you increase sales by setting you apart from the other similar businesses who chose to stay with the old out-dated forms of advertising like newspapers and radio ads. Everyone is online these days, and the new iphones can play their favorite songs without any commercials so people don't even listen to the radio anymore, and television is a dinosaur that is nearing extinction. Newspapers stay alive mainly because of the local news stories but people very rarely read the want ad section any more. And most phone books that get delivered every year get thrown out into the garbage the next day, I mean what's easier and faster than looking through a phonebook is just simply saying to your phone, Call Taylor Towing and the phone starts ringing like right now, faster than you could even dial it. Ask for an address and you not only get the address but the turn by turn driving directions as well.
- All of the video descriptions I write have your website address right at the top to increase the number of online users clicking on your business's website.
- Your new promotional video will reduce bouncing rates, because the watcher is already pre-sold on your company before they ever get to your website.
- Your new promotional video commercial will increase your business's SEO rankings at Google because your video will already be on page one of Google for select search terms and a link to your website will be coming from YouTube which is owned by Google. Video marketing has quickly proven itself to be the newest advertising trend for the movers and shakers of the business world, and especially in a smaller city you gain a huge advantage over your competition by having a promotional video commercial promoting your business 24/7/365.

- When you own a promotional video commercial it creates more website links back to your company website, making your website rank higher in Google. When you purchase your commercial from my company, I not only SEO optimize the description and keywords and hash tags for you but I actually upload it on YouTube, Facebook onto 3 of my own Facebook business pages, LinkedIn, Stumbleupon, Digg, Pinterest, Google Plus, Tumbler, Trend Mass Media Publications (which I own so no other video producer can post there), Trend News Network TNN which I also own, although I do allow others to post there, and Twitter, giving your business website 13 one way inks from a high-quality video that is on page one of Google. I also perform daily reputation management for your business at no extra charge, as I monitor comments daily and they are held until I personally approve them and I delete all spam comments, and any derogatory comments that may show up and that insures not one bad comment ever gets posted on your video anywhere online no matter where it is. I do more for my customers after the sale than any other company that I have ever heard of and the reason is I truly care about the growth of your business, so much that I pretty much provide a hands free experience for all of my customers. I do everything for you, from start to finish and then on a continued daily basis. When you look good online, I look good, it's a win win situation. Most of my competitors charging upwards of \$1695 to \$2500 don't do anything after the sale except deliver an .mp4 file to you so you can do all the work that I do for free for you!
- When you own a promotional video commercial it will gradually help you build a loyal customer base, now this doesn't happen immediately, but over time.
- With a promotional company video you can set up a video lead capture page for your own business very similar to the one where you got this free report from, and I can even set it all up for you if you like.
- I love advertising, and I love Internet Marketing, building lead generation systems and direct marketing sites that implement attraction marketing techniques is something I've been doing for years, and it works.

Without a promotional video commercial, you're pretty much trying to put the cart before the horse. I believe a promotional video commercial is the cornerstone of building a strong and healthy online presence that can be used to accentuate whatever other online marketing campaigns you decide to integrate into your marketing mix. Why build a nice business website without having the portable power behind it that a promotional video commercial provides.

- Use your new promotional video commercial in your Facebook advertising, your social media marketing, your online classified ads, your lead generation pages, your press releases, It's simply the most versatile tool in your Internet Marketing Toolbox and will prove to be the best investment you've ever made for your business because it offers so much versatility to your marketing.
- With a promotional video commercial you can build a niche channel.
- A promotional video commercial encourages customer participation and feedback. And videos are the most among things shared online, giving you an evergreen marketing tool for one low price, well, that is if you buy yours from me. And why wouldn't you? Take a look at what I offer and factor in all of the work I do after the sale that my competition don't even offer as a paid upgrade.

Just be careful when purchasing your promotional video commercial because just like anything that is trending there's always scammers out there who cheap-sell knock-off productions that have been illegally obtained and it's only a matter of time before they or perhaps one of their customers get busted. All of my customers get personal/business rights to the video I produce for them, not resale rights, but personal use rights to use in their own business as they see fit.

I own the agency rights, resale, and developers rights to all of the videos I have in my library, and as soon as I brand your company name on a video it becomes yours and you have all the rights to use it to promote your business, anywhere online that you choose.

- Video marketing allows your business to be flexible in how you market your company. It lets your business promote itself, its services, products, message or its individuals. Whatever the specific business's marketing strategy or blend of strategies are- video marketing can tell potential customers about it.

This can be extremely helpful when creating a specific niche channel for a business. Video marketing can be designed to display a very specific message and then it can be distributed into a very specific niche. This makes reaching specific viewers- and customers - easier. Video marketing is the perfect tool for targeted advertising.

Video marketing can help businesses create a loyal fan base by encouraging consumer participation across many fronts. Feedback, social media site sharing, blog comments and brand recognition can work together to create a larger customer base and improve the likelihood of repeat customers. When used in conjunction with SEO techniques, video marketing can also drastically increase a business's website traffic.

Finally, most consumers have come to expect videos during their online experiences. If a small business ignores this, they are cutting themselves out of a very large audience of potential customers. In order to stand up to the competition, every small business should consider the importance of video marketing strategies.

In the long run, having a promotional video commercial will continue to give you free advertising online and over time it will not only pay for itself but will always be out there promoting your business 24 hours a day 7 days a week non-stop.



Does Video Marketing Really Produce Results?

Yes! This can be seen not just in actual ROI results, but in the number of people that are watching videos every second of every day.

Consider these facts from Hyperfine Media when thinking of just how important video content is to Internet users.

- 1/3 of online activity includes users watching video content.
- Not only do users watch videos, they remember them. 80% of all users can remember the content of a video that they watched within the past month.
- 90% of viewers say that watching product videos helps them make a purchase decision.
- An average user spends about 16 minutes every month watching video ads alone online.
- Online users spend a lot of time watching video content; that's pretty clear from the stats. But what does that mean for local businesses? It means more results, more purchases, more profit, and more customers! Consider these stats:
- When video content is placed within an email, it increases the chance of users clicking on the included link by 200-300%.
- Placing video content on a landing page can increase conversion rates by 80%. Conversion rates typically refer to the amount of people that buy something on the website after watching the video.
- Engagement on a website increases by 22% when full page ads include video content.

The stats can be staggering, but they still leave local business owners wondering what video marketing can do for them. What are the costs? And the ROI?

You can find a little more about the costs of video marketing further on in the report, but as to the ROI, here's one more statistic. The majority of businesses using video marketing – 76% in fact – state that video content has the best ROI than any other form of marketing they use.

How Does It All Work?

While video content provides companies with a quick way to create interesting, engaging and fast forms of advertising, there is no 'one' way in which it works. And as companies start to use video advertising more and more, they may find that they have their own way of making video marketing work, and that that way may be unique to them.

If there is one hard and fast rule for video marketing it's this – video marketing should always be a supplement to other forms of marketing and not substitute for them completely. So for instance, great content built on strong SEO strategies with a dynamic video added to them can be a powerful form of online marketing. While a page full of strictly videos can seem overwhelming and uninteresting to the user.

At its very core, the way video marketing works is quite simple. A business creates a video of just about any kind and uploads it onto their blog, website, or video sharing website, such as YouTube. That video is then viewed by a number of different users online who then share it, retweet it, like it, and start following the company because of it. In many cases, the user will even click through to the business's website to find out more or purchase the product or service.

How Much Does it Cost?

It's one of the first things many business owners ask when they consider video marketing – “How much does it cost?” And most of the time, business owners also think they already know the answer – a lot. And it's this that keeps them from trying video marketing and realizing the many benefits it brings.

The fact is, video marketing can cost as much as or as little as the business owner wants. And it largely depends on the type of video that's being produced. Short, fun videos with very little production can be made using something as simple as a smartphone. Once that clip is uploaded, the business then has its first video marketing piece published, and it cost next to nothing.

In this scenario, the smartphone bill would be the most expensive part of the budget, and the business is likely already paying that as a business expense. Creating a YouTube account is free (and could even make you money if your channel gets big enough). The owner or another staff member could star in the video, again costing very little, or the video might include charts, or still pictures with a simple voice-over.

Of course, some businesses may want an extremely professional big-budget video that requires actors, scripts, and a production company. With these of course, the cost of video marketing is much greater, sometimes in the thousands of dollars.

Most businesses find the middle ground between the cheapest and most expensive option and typically use their own staff members or themselves to create and be in the video. With some simple editing tools and software, these basic videos can become more customized with things like music, lighting, and other components of the video. Using these can really make a video pop and won't break the company's budget.

Some of the best video editing and video creation software that won't break the bank are:

- AVS Video Editor
- Adobe Premier Pro
- Final Cut Pro
- Sony Vegas Movie Studio
- Lightworks
- Windows Live Movie Maker
- YouTube Movie Maker

Proven Video Marketing Strategies

Once businesses realize how useful video marketing can be, they want to press the record button and jump right in. That passion and energy is great, and it will be needed in order to make the kind of dynamic videos that really stand out on the web. But first, it's important to make sure that the videos being created are well-thought out and have proven video marketing strategies implemented within them.

On the following page we will discuss the importance of having a high quality video that speaks to a specific target market, your target market.

We have videos in our library for literally hundreds of different types of businesses.

If you can't find one that fits your business we can always custom build your video from scratch, and all of our videos carry a 100% customer satisfaction guarantee.

<http://smallbusinessvideopro.com/5DaySale/?var=1>

High-quality production value

There are millions and millions on videos online, and more being added right now. The amount of videos customers are bombarded with every time they're online is one of the reasons why they expect to see them so much; but it also makes creating a video that will stand out among the crowd more difficult. Production value is important, and it needs to be of the highest quality possible.

This doesn't mean that a ton of money needs to be spent on the actual production, just that the video that's created needs to be professional. So even if you're filming the video yourself using only your smartphone, make sure you're not doing it in your pajamas with the television blaring in the background. Dress as though you're addressing a room full of people (because you are, and it's a big room), and make sure you can be heard and seen clearly.

Know your audience

Just like with any other marketing campaign a business will implement, before the video is created, the targeted audience must be identified. Most companies think the target audiences for their videos are the customers currently buying their products or services, and they'll base this information on things such as age, gender, and income bracket. This is a good place to start, but there are other audiences businesses may want to target as well.

Is the video going to target only existing customers, or is it going to include content about the discount the business is offering for new customers? Is it to establish the business as the authority and expert in the matter, meaning that it may be targeted to others in the industry? I strongly suggest not to mention any pricing or discounts in your video, but rather on a lead generation Thank You page the customer will see ONLY after putting in their name and email address and subscribing to your list.

There are a number of target audiences that might be the focus for any given video marketing campaign. And it's important that those are identified before any video is made, as it will greatly affect the content of the video itself. Most of the videos that I produce are Promotional videos, in other words they promote the company, not the deal because the company will not change whereas the deal is flexible and should always be able to be changed to a more attractive deal, a deal related to what season it may be, or a different type of deal all together, maybe one month try a discount coupon, next month try a \$10 off your order deal.

Know Your Goal

Never create a video just because it seems to be the latest thing to do, or because a video marketing report suggested it. While video marketing can be extremely effective, it only works if the videos used are clear and if the goals of the business owner are clear before the videos are made.

A few questions every business owner should ask themselves before creating even one video are: What is the video supposed to achieve? Is it meant to drive traffic to the website, prompt customers to request a quote, or let customers know more about the brand? We make Intro's and Outro's for each of our customers videos that display the company logo (animated) and have a welcome message before the video starts to play and a Call To Action after the conclusion of the video telling the potential client what to do, like Visit Our Website, Call Us Today, Come In And Mention This Video For 10% Off, something that tells the customer exactly what action to take after watching your video, maybe you're trying to build a fan base and you simply want them to Like and Share the video.

If the business owner can't answer these questions and doesn't have a clear goal for the video, the video should not be made.

Be creative

No matter what, businesses need to be creative when creating their videos. And this will be easier in some cases than in others. Some products and some video ideas are already just so fun that there's not a lot of brainstorming needed. But other times, the products and services might not be as exciting, and in those cases, extra creativity will be needed. We make it easy for you to review the videos in our library and choose the one you want, then choose a style and background music that strikes your fancy, then we'll put it all together for you and do the keyword research for your type of business, then we write the description, place the tags, and keywords, then we upload it to YouTube and 12 other sites for you! After we are finished we email or text you the URL.

<http://smallbusinessvideopro.com/5DaySale/?var=1>

The important thing is that any video includes creativity, and that it's fun and engaging for viewers to watch. Our animated and live actor videos are getting a high percentage across the board for viewer engagement.

Tell a story

Every video should tell a story. Stories provide a human touch, and automatically make people more engaged in a video's content. Whether it's how the company got started, a fun collage video of a recent company retreat, or the latest collection of products, every video needs to tell a story. Although we use pre-recorded live actor clips in the making of your video, we can still add additional information in the video using text and images.

Any good story has a beginning, middle, and an end. But how can businesses use this model when creating videos? Perhaps the beginning is identifying a problem customers currently have, such as a lawn full of weeds. The middle of the story could show the many solutions the customer's already tried, and the end could display the new product of the company that will actually get rid of their weeds once and for all. A story has been told, and the business has possibly sold more of their product.

Give the viewer options

It's easy to think that an online user will just watch a video and once done, they'll either navigate to something else, or they'll follow through with the call to action. However, there are so many more options available, and businesses will not serve themselves any better by simply ignoring them.

The first option all video viewers should have is to leave feedback. This scares some businesses when they think that negative feedback might be out there for future customers to see; but nobody should be scared of negative feedback. When negative comments are left on the video, it actually gives the business owner a chance to respond to it and clear up any misconceptions or negative ideas the public may have about the company or their products. We take care of managing your online reputation by holding all comments until approved, and we do this service at no extra cost, forever.

Without this safeguard in place, your comment section quickly becomes a hangout for spammers who are trying to make money online by selling something but they do not have the decency to create their own video to promote their junk, they just clog up everyone else's comment feed with their spam. I delete all of this type of activity from your video comments. I also on the other hand allow the comment to be posted if it in fact supports your company.

Don't give the viewer options?

Okay, in some instances, providing the viewers with options works in the company's favor. However, there's also a way *not* to give the viewer options that can be very effective, too, or can it?

This is the case when it comes to auto-play options. Creating a video that works on auto-play causes the video to automatically play every time they land on the website or click on a certain link. This almost forces the viewer to watch it, making them become interested in it before they even realized there was a video on the page. Problem is this often back-fires and makes the person leave your site early. You have to remember when a person is online they are in their own little world that they control, and when you take that control away from them they automatically resist resulting in lost views and an increasing bounce rate which will hurt your Google ranking. I advise against using such tactics and let the person decide when to push the play button. I have hundreds of videos online and I can think of only one that I made and set it to auto-play, and I think it was on one of my thank you pages.

<http://smallbusinessvideopro.com/5DaySale/?var=1>

Incorporate SEO into video

Combining search engine optimization (SEO) techniques with videos not only has several benefits, but also increases the likelihood that viewers will see them first. Typically videos won't be found online unless viewers are directly given a link to them. But, businesses don't have to rely on just that when incorporating SEO with their videos.

Search Engine Optimization is included at no extra charge for every promotional video commercial I sell. I feel that without providing this service to you your video would be useless, and I want raving fans who brag about how great their video commercial is doing so in order to help you get excited I do all of the work for you that needs to be done to effectively promote a video online. I do for you just as I do for myself, exactly, no shortcuts. I take the time to make sure your video marketing has the best chance of being a successful investment. This is my lead in product and if you're not happy with it you more than likely wouldn't buy anything else from me am I right? Sure I am.

Incorporating things such as targeted keywords, including local keywords and short and long-tails is important and will have just as big an impact in a business's online marketing campaign as anything else. I also include buyer keywords specifically for your business so if someone is searching for best steakhouse in Pendleton for instance your business will be among the listings on page one of Google and if the person is using their iphone and speak into it find me the best steakhouse in Pendleton Oregon then the iphone will start making suggestions based on it's Google search, starting from the top and working it's way down until the iphone user affirms be saying YES, then it will send driving directions to their phone from where they are right to your business and it will ask them if they want to call the restaurant or not. It's really pretty high tech and I can assure you when people are visiting Pendleton from out of town and they want to find a certain business this is how it is done and if you don't have a promotional video commercial and a Google My Business listing you will not receive any of this free customer traffic.

Know where to put it

This is such an important part of video marketing, there's an entire chapter dedicated to it within this report. Simply put, different videos are meant for different websites and locations, and business owners can help themselves out by knowing which videos will fare better on which websites. If you are just starting out with only one video, the best rule of thumb is to put it out there on everything. Once you see the power of video marketing then you will be more inclined to diversify your video listings and segment them accordingly.

Where to Put Your Videos

One of the reasons video marketing is such an inexpensive form of marketing for businesses is due to the sheer number of video sharing websites available today. These websites already have a high ranking within the search engines, making it easy for businesses to latch onto those rankings and benefit from them as well.

Also, each of these websites has thousands, if not millions, of users flocking to them every day, such as the video sharing giant, YouTube. These users have no specific goal when going to a specific site, other than simply watching videos. This provides businesses with the ability to reach a huge market of online viewers in one shot.

In addition to different websites, videos can also be embedded into certain forms of advertising the business is already using, such as email marketing campaigns, lead generation campaigns, etc.. So all in all, where are the best places for businesses to share their videos?

- **YouTube.** YouTube remains the largest video-sharing website, as it has over the past several years. After all, YouTube is the second-largest search engine overall, let alone among its own niche. Any business that is considering video marketing at all needs to create a YouTube account and post videos regularly. Using YouTube alone is not a video marketing strategy, but it is the backbone of all video marketing strategies. My YouTube channel is at <https://www.youtube.com/internetmarketingsolutionspendleton> and as you can see I am very active usually posting new videos on a daily basis.
- **Your website and pertinent landing pages.** It's important for any business to remember that consumers today do the majority of research on their own before ever speaking to someone in sales or making a purchase. Because of this, businesses need to put themselves in front of their customers as much as possible, and the easiest way to do this is by creating a video and placing it on your website. The customer will go here before making a purchase, and you'll be able to "get in front of them" and tell them about your product. It's a way to be there, without making customers feel as though you're actually there. I make it easy for you or your website designer to put your video anywhere on your website you want by giving you the embed code you can copy and paste into your HTML. Whatever I can do to make your life easier, and to give you excellent results that's what I do. Most business owners are too busy so I do it all for you.
- **On your blog.** Just like it's important to get in front of the customer on your landing pages, it's equally important to do the same on your blog. When posting video content to a blog, remember to surround it with a lot of supporting text to increase the likelihood of it getting picked up by the search engines. Use pertinent keywords associated with your business and also with what your story is about. I can't stress enough how important this is for a business to have a blog and if you don't already have one I can install a blog for you at no extra charge when setting up your business website, just let me know you want to have a blog in addition to your business website. I will give you admin access to your blog after it is installed, as I do not manage your blog for you, I only build the database and install the software, but it's fairly self explanatory.

- **Email marketing campaigns.** Did you know that when video content is included in emails, they have a 96% higher click-through rate than email that do not include this content? This shows just how effective videos can be in email marketing campaigns! If you want to get started on creating an email marketing campaign for yourself, please accept this [one month free trial](#) at Aweber and go through the training so you will know how to use it and implement it. If you want us to create an email marketing campaign for you, that would include a lead generation page and a 5 day email series that will go out automatically to all your subscribers you would first have to set up your free trial at Aweber and then add Danny Long as an administrator for your account and we charge \$399 setup fee plus \$199 per month to manage your email marketing campaigns, this includes sending out your monthly newsletter, sending out birthday and holiday greetings to your customers, and one email broadcast from you once a week max. I will only be taking a maximum of 10 more clients in this email marketing management offer and then the door is shut unless there is a cancellation.

As always, no contract, just excellent month to month service. There are no subscribe buttons on my website for this service, to order you need to contact me by phone 541-429-1979.

- **Email signatures.** As long as you're including video content in marketing emails, why not include them in email signatures as well? Each staff member can have a video embedded into their signature and will be seen not only by customers in a marketing database, but by everyone who ever receives any email from the company. This is a common area of advertising real estate that is often overlooked by small business owners. It's easy to set up and once it is set up every email you send out has your sig-line at the bottom along with your ad.
- **Instagram.** It was once thought that Instagram was just used among the younger audiences, so if businesses weren't targeting them, there was no need to be present on there. Today however, that's no longer true. I am guilty myself of making that assumption and it wasn't until recently I noticed some of my online buddies were using Instagram and getting some fantastic results. Older audiences are starting to use Instagram more and more and it's said that by the end of 2017, older users will make up 40% of Instagram's overall audience. The key to using Instagram is to make up 4 or 5 videos a day; they can be as short as 20 seconds each. Here is a great example of a good effective Instagram video and I made hundreds of these in just a few hours:

Google

Trend Network News TNN

All News Images Videos Maps More Settings Tools

About 6,140,000 results (1.88 seconds)

Trend News Network is Coming Soon - YouTube <https://www.youtube.com/watch?v=IOEjh7mE4g>
 4 days ago - Uploaded by Trend News Network - TNN
 Trend News Network is Coming Soon <http://www.MassMediaPublications.com>
 Alternative news, paranormal ...

bECOME a yOUTUBE dj oN TREND NEWS NETWORK - YouTube <https://www.youtube.com/watch?v=b8FYnczDKOY>
 4 days ago - Uploaded by Trend News Network - TNN
 bECOME a yOUTUBE dj oN TREND NEWS NETWORK You choose what to play and
 crank it up! The only ones ...

Trend News Network - YouTube <https://www.youtube.com/playlist?list=PLvvUHQ103ee2RM...>
<http://www.MassMediaPublications.com> IMS Digital Product Reviews will review digital products that are
 locked away inside The Vault on Tr... <http://www...>
 You visited this page on 6/18/17.

bECOME a yOUTUBE dj oN TREND NEWS NETWORK | TNN - Trend ... <https://za.pinterest.com/pin/372391462928927865/>
 Explore these ideas and much more! bECOME a yOUTUBE dj oN TREND NEWS NETWORK. by Trend News
 Network - TNN. TNN reports world events and local ...

TNN reports world events and local news as it happens | TNN - Trend ...

And as you can clearly see I only uploaded 3 or 4 of these short videos just 4 days ago at the time of this writing and I am already ranking number one on Google for that search term, even though I haven't even built the website yet! I completely dominate page one of Google out of over 6 million listings available for that search term.

If you want me to make you similar short 9 or 10 second videos for your company and upload them to YouTube for you so you can easily share on Instagram, if you are already one of my customers I will make them for just \$65 each. For non-existing customers the charge is \$85 each. The great thing about getting these short little promo videos ranked in Google on page one is each one is a one way link back to your website increasing your authority on Google for all of your search terms.

<http://smallbusinessvideopro.com/5DaySale/?var=1>

This is a must have if you really want to get serious about driving some free traffic to your website. You don't need to have 100's of them either as you can see I dominated Google on page one over 6 million other listings by just uploading 4 of my short little videos to YouTube and blasting them out to all the social sharing sites. The reason I made more than a hundred of these is as I get closer to launching this website I will be holding a contest on Facebook to choose our theme background music and that's why each one of the more than 100 videos has different background music. Though the launch of this website is still months away I am creating a buzz around it to promote curiosity. Everything I do is not by chance, it is by design as I know how to effectively launch a new product or website.

I launched a membership site in 2007 and had members from 56 countries all over the world in a matter of 6 short months. When you make a purchase from Internet Marketing Solutions, you are in effect hiring me and I continue to work for you forever, I build a customer profile folder for your company on my computer and each day I go through my customer profiles and see what I can do for them to help them be more effective online. I do this on my own without any input from you. It's totally hands free for my customers and when I make a suggestion of adding something to your marketing mix, believe me it is the right time and the best time to do so. I don't just try to sell you stuff in order to make money, I monitor what I have already done for you and when I need to add something to keep it growing that's when I will send you an email and offer it to you at the best price ever available. Smart business people will accept my first offer as you will come to learn something about me, I will always offer you the best price the first time, because the first time I offer it is the best time to implement it into your marketing strategy and I reward those who are early adopters and put their trust in me managing their online marketing campaigns. I appreciate customers who have faith in what I do for them. I am probably the best salesman I know, but I don't like to sell, I like to merely make suggestions that will help your business grow.

- **Musical.ly.** Musical.ly is much like Instagram in the way that it's thought to be 'for young people only'. While this is still largely true, it's an important outlet for anyone that is targeting young audiences. Also, more women are starting to Musical.ly as a social network, so businesses targeting women stand to benefit from being on the app as well.
- **SnapChat.** Did you know that viewers watch over ten billion videos a day on SnapChat? Pretty soon, SnapChat will be giving YouTube a run for its money. With this vast number of users, SnapChat is one outlet that just can't be ignored.

<http://smallbusinessvideopro.com/5DaySale/?var=1>

- **Pinterest.** Pinterest is another massive search engine where users can find just about anything – including videos. Because Pinterest is even more of a still photo site, a great supplement to video marketing is taking still shots of videos and imposing text from the video over top of them. It's just as easy for me to go ahead and upload your full video to Pinterest so that's what I do personally for all of my customers.
- **Facebook.** Facebook has just reached the 2-billion users milestone, so the importance of businesses having a presence here cannot be overstated. Facebook is simply one of the giants among social networks. An average of 8 billion videos a day are watched on Facebook, with 100 million hours of video being watched *every day*. I upload your promotional video commercial to all 3 of my Facebook business pages.
- **Twitter.** Twitter is still far behind Facebook, with 319 million users and only 67 million of those being active. However, Twitter uses Periscope to offer users the 360-degree live streaming experience similar to Facebook and like all other social networks, it's only expected to grow. Businesses that don't incorporate video content into their feed will definitely lose out on potential business. Every time I finish producing a new commercial for one of my customers I tweet about it on Twitter along with a link where my followers can click and watch your video.

I also like to use Google Plus, Stumbleupon, Digg, Tumblr, LinkedIn, and a couple of my own internet properties to promote your video.

Types of Videos You Should Use

There are many ways that a small business can use video marketing to increase their presence in the eyes of potential customers and then convert this awareness into sales revenues. Depending on what specific message the small business is promoting, there are many types of videos that can be used. One of the best attributes of any video marketing campaign is that it can incorporate many different types and style of videos into a single and broad-based advertising strategy. Here are ways that a small business could use videos to market their products, their services, their individuals or their company as a whole:

- **How-to videos:** These videos can explain in detail how to use the company's products, or how to perform other tasks that might supplement what the company is selling. So for instance, if a company sells lawn mowers and lawn care items, they might include a video explaining how to best cut the grass (at what length, how often, etc.) I will be posting a lot of these type of videos in the near future, actually I already offer 90 how to videos as a free download on one of my websites, you can see it here: <http://www.InternetCashProfessor.com>
- **Company video profiles:** These help dispense knowledge about the company itself and can be used to generate name recognition, trust, and generally promote the company as a whole. This is basically the type of video you are getting when you order a promotional video commercial from me, it helps with your brand awareness and shows the local community you are dedicated to service and it builds confidence in your business in the eyes of the local community. This is the very best video style to start with, and as you grow you can add additional videos to your marketing as you see fit, just remember to save this report so you can refer back to it for tips when you are doing it yourself. It's actually better to hire it done by a professional and know it has been done right than to invest your own time into learning how to do it on your own and maybe making one little mistake that would cost you in the long run.
- **Staff video profiles:** These videos are a great way to build customer appreciation by allowing employees of the company talk about what they are passionate about. This helps to give the business a down to earth, authentic image. People buy or they don't buy based on feelings, and the more feelings you can generate with your audience the better. Get them to know, like, and trust you through video marketing. It's a tool that keeps on working for you long after the initial upload of the video. Kind of like the ever-ready bunny, it keeps going and going, and going.

- **Tours of the company:** Again, these videos help customers see the company as being the result of real people and real hard work. They help put a real face to your company, and people who watch your videos end up subliminally having a personal tie to you and your employees. When they walk into your business don't be surprised if they call you by name and act as if you are long time friends.
- **Funny, good time employee videos:** These types of videos are not designed to advertise directly to consumers. Instead they show the company employees having fun or engaging in some form of interesting activity. The point of these videos is to promote the business's name and allow people to recognize it without a direct advertisement. This can promote more online viewers than advertising alone. These too will point back to your website giving you yet another one way link. I made a Hallmark Christmas greeting video one year and I still get comments about it every Christmas as during the Christmas holidays I promote it on Facebook and other social network sites. Here's the video:

<https://youtu.be/5YKeMphTkn0>

- **Video spokespersons:** These are automated spokespersons who tell website visitors all about the company. Most of the time these virtual spokesperson videos automatically begin playing as soon as a user clicks onto the web page, but with so much of this going on many consumers find it to be annoying. I don't recommend having auto-play option on your videos. The first thing people do is either exit from your site entirely or find the control button to turn it off. They are visitors at your website and they are in control, so to have a video automatically start playing as soon as they land on your page is disturbing their peace. They will click play on your video if they choose to watch it.
- **Cause-based videos:** These types of videos display what community programs or specific causes the company is involved in. Customers like companies that 'give something back' and displaying the company's good deeds can help expand its customer base. Anytime you are involved in community action programs always take the opportunity to shoot a short video to show your involvement.

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- **Testimonial videos:** These are a great way to directly engage the viewer with information regarding the company's product and service while simultaneously advertising its quality points. Interview videos with employees, customers and company executives can also work in this manner. You just can't beat social proof, and when a customer will give you a testimonial it is worth its weight in gold, get as many video testimonials as you can.
- **Mini-documentaries or case study videos:** These show potential customers more sides to the company's service or product. By informing people of the history and the planning required of the company, it helps to build name recognition and respect for the company.
- **Training videos:** These help a small business engage with their customers in a manner that most interests the customers. Online training videos can also include Frequently Asked Questions and other helpful information that will keep the customer engaged and satisfied with the business. How-To videos and Tips of the Trade videos also work in this fashion and can be very helpful with business's looking to develop brand name recognition and customer loyalty. One of my customers is going to be shooting videos of how to make your own cleaning supplies and include them in her email marketing campaigns, offering them on her lead generation site as a bribe in return for getting the potential customers name and email address. This is great thinking, and will lead to more customers undoubtedly.
- **Reviews:** The review is a time honored way to create name recognition, brand loyalty and engage customers. The review video is a new take on this old advertising technique and can be a very effect one.
- **Industry news or commentary videos:** These types of videos are a way to inform the customer and develop the business as an expert in the niche.
- **Video e-mails:** This new take on the classic auto responder message does more than just engage potential customers. Videos also allow businesses to track the customer's response, even if the customer doesn't actually respond. The business can tell if the consumer watched all or none of the video, or if they turned off the video at a certain point. This makes it easy to tell if a company's e-mail video promotion campaign is working or if it requires some changes. To implement this type of response tracking you need Google Analytics. I am no longer taking any more clients in this service as it is very time consuming, but if you purchased your website from me you can email me the Google Analytics

account page for your website that has the .php code and the script and I will install it on your website for you at no charge so you will be able to get live reports on your website traffic and demographics. If you are one of my advertising management clients or Facebook business page monthly clients I will set this up for you in my master account as part of the service at no extra charge. I need this information to effectively maximize your ad spend.

- **Video promotions:** Businesses already use promotions to create new interest in their company, but video promotions are even more engaging and therefore more productive. Video promotions can include announcements, newsletter style content, customer appreciation content and event participations. Company summer outings and picnics are great, maybe a video highlighting some funny situations during a softball game or 3 legged race.
- **Product description videos:** These count as direct advertising and allow a consumer to learn about the specifics of a product in a manner that is more interesting and faster than reading the product's manual. A great video to put on a lead generation page is a product description video and offer a nice discount coupon as a bribe in trade for their name and email address.
- **Video blogs:** Also known as 'vlogs', these are an easy way for a business to share information, content and news with their customers. Vlogs can help a business establish itself as a niche expert, draw in new customers, establish a brand or simply entertain customers and have them coming back for more. Vlogs even create content within themselves and this content can later be used for other means of promotion. Once you get enough videos made I can make you a video vlog website that will not only feature your videos but it will automatically post other videos on your vlog website that are related to your business or service, giving you yet another one way link back to your business website.

The best video marketing campaigns incorporate a variety of these different types of videos into their strategies. By mixing up the style of their marketing videos, a specific business can reach into different viewer niches, environments and types of websites, which increases the chances of the strategy being successful. As time goes on your business will become the authority in whatever niche you are in simply because of all the related video content you have online. Your business will be featured as a suggested for you listing to anyone who searches for a topic concerning anything to do that relates to your business. You will dominate your competition at this point.

Using a Video Marketing Agency

Like everything else in the world of internet marketing, agencies Internet Marketing Solutions that specialize in this form of advertising have a distinct advantage over standard advertising agencies. We already know what to do next, and we know the exact perfect time to implement it into your video marketing campaign. While other agencies are using the shotgun approach hoping something will work, we are strategically planning ahead for successful steady growth for your business.

This is because the world of online marketing, especially video marketing, can be complicated for anyone who doesn't fully understand how such marketing works. For example, in order to create a video that will be found by the search engines, the designer of the video has to understand basic and in-depth SEO techniques. This requires a good deal of current knowledge about the latest trends and algorithms, as search engines and their 'spider crawlers' are both secret and ever-changing.

Understanding how to incorporate the right level of customer engagement is also necessary for success. For these reasons, and many others, many small businesses choose to use the services of an internet video marketing agency.

Internet video marketing agencies have several advantages over traditional advertising companies. First, internet based and video based marketing agencies are designed around today's media platforms, including but not limited to: social media, online broadcasting, online searching tools and networking.

These types of marketers also incorporate media platforms into their own marketing strategies are well versed in platforms like YouTube, Facebook and Twitter. They also have an understanding of what makes a video an internet sensation and what online viewers are most often looking for when they look at online videos. These agencies know what makes a video engaging, insightful and interesting to online viewers.

Finally, internet video marketing agencies know how to create advertisements that are less like a traditional promotional advertisement and more like the message-sharing engaging content favored by most online consumers today. If you have read this far in this little free report, you are already learning about message-sharing engaging content that is favored by most online consumers, this report was written to be favored by my target market to help you understand the importance of getting one of my promotional video commercials, but I can write a simple little report for your business as well and easily have your message being shared among your target market. This is my digital product creation service that I only offer to existing lead generation customers.

Conclusion

Video marketing is certainly a popular form of advertising, and it's surely a market that will only grow in the future. The popularity of video marketing is overwhelmingly reaching new highs daily. As more and more businesses take notice it will increasingly get tougher to maintain a page one listing, but it's fairly easy today, but when it does get tough to maintain page one listings we know exactly what to do and when to do it to keep you on top of the gold rush. Quite simply, rather than paying Google for an advertisement you can save a lot of money by hiring the right agency, and we believe we are the best and most affordable agency out there.

Small businesses are the ones who stand to gain the most from this type of advertising. This is because the large businesses, which already have a high advertising budget for TV commercials and brand name recognition, will still have to compete with the small business in the online world. This is good because once you are competing with a company the size of Microsoft for instance, it's really a lot of fun to be able to bump them back to page 6 like I did in 2007 for the term FlowStep-System.

This means that with some careful content planning and proper video distribution strategies, any small business could become the next big internet sensation and draw in hundreds of new customers. You will be getting traffic from these big companies who are either listed next to your video or they are paying Google for an advertisement on page one. Just because most of these people are not local and may never step foot inside your business is no reason to discount the value of their eyeballs on your video, this helps your video become more popular on YouTube and Google as well. And this is only one of the reasons why online video marketing is becoming so important to most small businesses, because it is so easy and so affordable to compete with the giants out there who have unlimited advertising budgets, and it's crazy fun for me to see them working hard to beat one of my listings on Google.

Next Steps

Thank you again for downloading this free report. We hope that you found it useful and it has given you the information you need to help you better understand video marketing campaigns and how important they are for promoting your business online. I have set up a special secret 5 Day Sale page just for action takers like you and for a limited time you can get one of our deluxe promotional video commercials that are offered at our main company website www.IMSweb.design and www.SmallBusinessVideoPro.com for a whopping 25% OFF during this 5 Day Sale, so just in case you haven't read the first email I sent you about this secret sale, here is your personal invitation link to this 5 Day Sale website where you can get any of our products including your promotional video commercial made for a whopping 25% savings.

→ <http://smallbusinessvideopro.com/5DaySale/?var=1>

Go there now and take advantage of this special offer before it's too late!

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or just give me a call or send me a text at:

541-429-1979 (I prefer phone calls over email)

Thanks for reading this report.

You now have Give Away rights to this free report so if you know of another business owner who may benefit from this report, please feel free to share and they will thank you later.

Danny Long, owner

Internet Marketing Solutions

<http://IMSweb.design>

SmallBusinessVideoPro

<http://SmallBusinessVideoPro.com>

Special Offer Just For Small Businesses

Now that you have seen first hand how a lead generation sales funnel works let's go over it and make sure you understand the inner workings of it and why we use it.

First off, the lead generation sales funnel brings targeted leads to your business, adds them to your customer database while making them an offer they can't refuse.

So you get back your advertising cost and add another customer to your database and email list, and make a little profit along the way and the whole lead generation system pays for itself over and over again and never stops working for you 365 days a year 24 hours a day, better than any employee you could ever hire and more effective too.

Let's break down the ingredients: (remember the cake baking earlier?)

Ok, here are the ingredients of a well thought out Lead Generation Funnel, and the cost.

Your Bribe or Offer = the cost of this depends on you and what you want to give away.
Digital Product = If you want to give away a digital product here are the costs below:

Content writing for a free report = value \$200.00 - \$400.00 your cost (included)

Graphic Images for a free report = value \$149.00 - \$199.00 your cost (included)

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Sales Page and Thank You Page = value \$197.00 - \$499.00 your cost (included)
Website graphics = value \$149.00 - \$199.00 your cost (included)
Sales Copy Writing = value \$149.00 - \$2499.00 your cost (included)
Video Sales Letter =
(video with professional voice over talent) value \$399.00.00 - \$2199.00 your cost (included)

Autoresponder email series (5 emails) value \$195.00 - \$299.00 your cost (included)
Digital Downloadable Product Creation = value \$295.00 - \$499.00 your cost (included)

SEO in sales letter and video = value \$495.00 - \$2199.00 your cost (included)

FTP files to server + upload video to social sites = value \$495.00 your cost (included)

Banners of all sizes for advertising = value \$195.00 - \$299.00 your cost (included)

You get this entire system built for you and Turn it up or down like a thermometer depending on how many customers you want coming into your store ready to make a purchase. This offer is limited to the first 10 action takers.

Recommended Resources

We know that marketing your business can be a very stressful. While we hope this guide has provided you with everything you need to market your business with video we understand you may need further information and assistance. You can always contact us directly at 541-429-1979 In addition, we recommend these helpful resources as well.

[Http://InternetCashProfessor.com](http://InternetCashProfessor.com)

The reason I am recommending this website is I am giving away 90 tutorial videos that will basically teach you about the technical side of things, but another reason is once you add your email address to this website you will receive the download links to my Techie Videos at the bottom of each email, but before the bottom look for a link in the email that goes to my partners website because he has been adding \$2500 worth of products to his membership site each and every month since 2006 and there are tons of products that will teach you and help you market effectively online. There are YouTube products and Facebook products and the best part is you can get access to all of these products for one low fee, it is set up as a monthly subscription as he continues to add \$2500 worth of products to that site each and every month, but you can get access and go through the vault and download whatever you want and then cancel, or remain a

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member if you want to get another \$2500 worth of digital products next month too. Most of these products also come with Resale Rights, and the sales pages that you can brand with your own name and PayPal email address and upload and start making money online. This really is a great way to earn extra money, but the main reason I am suggesting that website as a great resource for you is so you can learn more how to effectively grow your business online using Internet Marketing Methods and Tools. Everything you need is in the Vault, and just one product is worth the monthly fee, but he adds \$2500 worth of products every month. I am a member myself, actually he made me a full partner a few months ago when he offered me the teaching position in his company. So if you do join even though your payment goes to Jay Kay, he sends that payment directly to me because the link I use to his site in the email you get is actually my personal link. I can't think of another website I could honestly refer you to that would give you that kind of value and basically provide you with everything you'll ever need to market anything online. I've known Jay Kay for more than 10 years and he's a real standup guy. I highly recommend his website to you, it has saved me lots of cash

Cheers!

P.S. Your Video Marketing Checklist is on the last page...



Thank you for reading my report,

Danny Long, owner

Internet Marketing Solutions

Pendleton, Oregon

541-429-1979

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Video Marketing Checklist

What Every Small Business Should Have

It can be intimidating to go full steam ahead with making a video and being prepared can definitely make things much easier. Here are just a few things businesses should have before they create a video. These will not only help create a dynamic video that viewers will love, but also help with the planning of the video.

- Video marketing plan
- Good production, including a script, professional environment, etc.
- Video editing and creating software
- A camera, even if it's just a smartphone
- A computer, to upload videos
- A target audience
- A goal for the video
- Creative ideas
- A strategy for the video

- A story to tell
- Appropriate video SEO tactics
- An intended location for the video such as the company website or YouTube
- ***Maybe hiring a video marketing agency like Internet Marketing Solutions isn't such a bad idea after all huh? It's a lot to learn and you need the right equipment and software, then you need to do the painstaking work of making it all come out perfectly. I'm a professional and I look forward to working with you!***

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I hope you get there before the sale is over, as I can't extend this offer to you any longer than 5 days.