

HOW TO MAKE YOUTUBE VIDEOS

MY TOP 11 VIDEOS FOR BUSINESS



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Video is the key to marketing on social channels today!

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You're at the right place if you've been wondering whether it's worth putting the resources into video marketing for your business.

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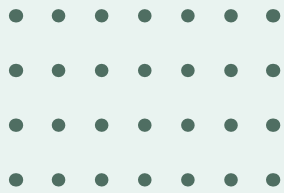
See how my services can improve your business!

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Exclusive Bonus

- *Video Script Template*
- *How to Choose the Best Video Topics*





Why Video Marketing?



Video is the key to marketing on social channels today. It dominates the marketing landscape to the point that audiences now expect crisp, quality edits to inform and entertain them.

But don't despair, because behind-the-scenes footage and authentic shots that reflect reality is what people really crave. Add to that the fact that smart phones now provide better access than ever to quality video production, and you've got the tools at your disposal to achieve great things.

We've put this guide together to help you better understand video content so you can create clips that will become central to your business strategy.

2020 Video Marketing Stats



85%

of all internet users in the United States watched online video content monthly on any of their devices (Statista, 2018).



54%

87% of marketing professionals use video as a marketing tool (Wyzowl, 2019).

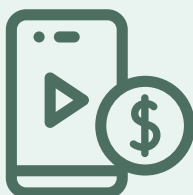


87%

of marketing professionals use video as a marketing tool (Wyzowl, 2019).



Videos are a consumers' favorite type of content to see from a brand on social media (Animoto, 2018).



88%

of video marketers are satisfied with the ROI of their video marketing efforts on social media (Animoto, 2018).



Video marketers get

66%

more qualified leads per year (Optinmonster, 2019).



YouTube is the most popular social media platform for marketers to publish videos with

88%

Marketers say they plan to do video marketing on YouTube (Wyzowl, 2020).



8 out of 10

eight out of every ten users have purchased a piece of software or app after having watched the brand's video (Wyzowl, 2018).



Internet users spent

06h 48min

per week watching online videos – a 59 percent increase from just three years prior in 2016 (Limelight, 2019).



In 2022,

82%

of the global internet traffic will come from video streaming and downloads (Cisco, 2019). That's an 88 percent increase in traffic share from the 72.3 percent in 2017.

Top Tip

Before you hit record, you need to determine the types of videos that will suit YOUR business and YOUR customers!

My top 11 Videos for Business



Demo Videos

Demonstrate how your product works. This can be a tour, an unboxing or a 'test drive'. If your audience is buying online, they'll want to see as much of your product as they can to get an informed opinion before opting in.



Brand Videos

Tell your story. Flaunt your personality. Take your audience along for the ride. Your brand video should showcase your vision, mission, products and services to raise awareness and attract your target market.



Event Videos

Events are key to some industries. However, most business will have the means to create an event video. If you're hosting a competition, organising a conference, attending a fundraiser or presenting as a keynote speaker, you've got the opportunity to create a snappy highlight reel to show your audience how you operate.



Expert Interviews

Offering expert information is both valuable and validating. By finding influencers or leaders in your area, you can deliver quality, thought-provoking content to your audience, which will build trust and authority.



Educational / How-To Videos

Teach your audience something new and they'll value your business more. This can be as simple as an instructional step-by-step video that your sales or service staff can offer or show to customers.



Explainer Videos

Get into the details of how your product or services helps customers. Using a case-study or example can be a great way to build a narrative that shows your audience the solutions that you can offer.



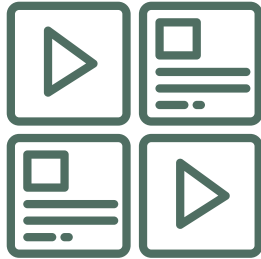
Animated Videos

If you're creating a scene that can't easily be filmed, animations can serve as the perfect substitution. They're a great visual interpretation for more abstract business models. For example, a video that demonstrates how Bitcoin works.



Case Studies and Customer Testimonial Videos

Customers want social proof before they shell out. If you've got satisfied customers willing to vouch for you, then you'll build trust with potential new customers. Getting positive quotes or customer journeys documented is key to your success.



Live Videos

Bring people behind-the-scenes with raw, unrehearsed footage that shows everyone what's really going on. Research shows that viewers spend over 8x longer watching a live video than video-on-demand. You've also got the added bonus of live questions, polls and customer interaction.



360° & Virtual Reality Videos

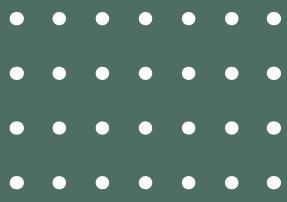
Giving your audience the option to 'scroll' around and explore creates an interactive virtual world for them to immerse themselves in. This option also allows for creative new avenues like VR, AR and fantastical content that is both fresh and exciting.



Personalized Messages

By recording a video, you can add a personalised touch that goes above and beyond the tired old methods of email or text. Sending a personalised message is bound to be memorable and helps you stand out from the crowd for going the extra mile.





Bonus #1

Video Script

Template



Video Script Template

#1 The Hook

*Explain what your viewers can expect to take away from this video – dropping this first, before anything else will hook those in your target audience. Aim to summarise what the viewer will learn from watching your video in one simple sentence. E.g. **Today we're going to run through 5 tips for shooting in low light.***

#2 Introduction

Now you can introduce yourself. Explain who you are, how you can help your audience, and why they should trust/listen to you.

*Then explain how you're going to deliver the information with a more detailed description of the hook. E.g. **In each step, I'll show you which settings to apply and the little details you need to pay attention to...** Don't forget to mention the bonus content to keep your audience watching until the end.*

#3 Content

*Now it's show time! Give your teachings clearly and confidently, leaving the best for last. E.g. **Steps 5,4,3,2,1.** Be sure to provide your audience with tangible outcomes – solve the problem!*

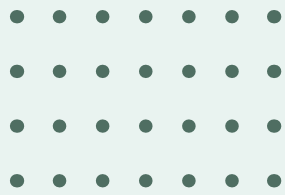
#4 Bonus

Based on the problem you are solving in your content what is something you can over-deliver to further help the viewer?

****Tip: choose something simple yet effective that they can immediately implement.***

#5 Call to Action

what do you want to view what to do next? This could be: Visit your site, click on a link to a resource, watch another video, follow on socials etc. Make it clear and concise.



Bonus #2

How to Choose the Best Video Topics

How to Choose the Best Video Topics

Keyword searches are your friend here.

1. Find the highest volume searches per month (using the tools below).
Tools to use:
 - #1 YouTube search bar suggestions (free)
 - #2 TubeBuddy *We highly recommend! This is what high-fee marketing companies use for market research. It actually only costs a few dollars to do some BIG keyword research! Click here to download to your browser - <https://www.tubebuddy.com/saltycrew>*
 - #3 Keywords Everywhere *Good for general keyword searches for things like SEO (Chrome or Firefox extension)*
2. Create a spreadsheet with the results, relative to your area of expertise and decipher the problems within these top keywords.
3. Now you're ready to create quality videos that solve these common problems!





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