

# The Really Useful Video Marketing Guide for Business Owners

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# My Video Marketing Story

Back in 2004 I identified a serious problem in my skip hire business – people were telling us that they were not sure what size skip they needed for their waste problem.

We explained sizes on the phone, we put up diagrams, images and pictures.

We put piles of bin bags next to them to demonstrate how big they were.

But people we still saying stuff like...

*“I just can’t visualize it”*

So it quickly became apparent that we needed something better to illustrate the skips we had on offer.

Video was the answer.

Since then I have produced thousands of videos for my own online businesses and for my clients.

I bang on about video all the time. People get a bit fed up with me actually. But then I keep finding that subscribers to my [Inner Circle](#) and [blog](#) were still having trouble with simple things like embedding a youtube video, or writing a video script optimized for SEO (search engine optimisation) and/or CRO (conversion rate optimisation), or which camera to use, or how to frame a shot, or where to get music from, and so on.

It’s all basic stuff to me and my team now, but sometimes hard to see how difficult some of this stuff is for other people.

So, because I run a teaching business on the side of my main business, I decided I’d run a live seminar in Manchester, England, on Friday, 26<sup>th</sup> November 2010.

To promote this seminar, I would send a bunch of emails out to my subscribers to generate interest in the whole subject and to sell some seminar seats.

These emails form the basis of this guide, which I sincerely hope you find illuminating.

I also hope it inspires you to take the plunge and learn how to increase your online profits by coming to one of my live seminars. Details can be found at [markattwood.com](http://markattwood.com) – if you read this and want more info on my Video Marketing Seminar, just email your details to [IVMSeminar@markattwood.com](mailto:IVMSeminar@markattwood.com) and we’ll send you details of the next live event.

These are the subjects we’ll be covering in depth at the live seminar events:

- how to design and write a script for maximum SEO and CRO value
- when to hire in professionals and when to DIY

- how to upload video content to sites such as YouTube and Vimeo for maximum SEO value
- how to automatically syndicate your videos across hundreds of video content sites for maximum traffic
- how to frame and direct a video for maximum retention
- what length should your videos be?
- how to use video to automate and personalize parts of your sales process
- how to record simple videos using powerpoint presentations and your laptop
- how to source music and sound effects and use them for maximum effect
- how to edit your videos
- how to use visual graphics
- how to use video to emotionally connect with your audience
- how to test video effectiveness on conversion rates

# Proof That Videos Help Get Higher CTRs in Email Marketing

Here are the email subject lines and the Click-Through Rates (*CTR: percentage of people that clicked on the links in the emails*):

09/09/10 **"Have you seen Google "Instant" yet?"**

*CTR: 25.4%*

03/09/10 **"watch this {name}, it's gobsmacking"**

*CTR: 35.4%*

24/06/10 **"Lots of exciting news..."**

*CTR: 3.5%*

24/06/10 **"Exciting news!"**

*CTR: 1.6%*

02/06/10 **"Can you see what's going on here..."**

*CTR: 18.8%*

14/05/10 **"A video you need to watch (name)"**

*CTR: 30%*

See a pattern?

By the way, I've uploaded a screenshot of my [aweber](#) account to PROVE these figures to you in a hidden post of my blog.

Take a look here (just click on the image to see it clearly):

<http://www.markattwood.com/internetmarketing/videos-get-ten-times-the-ctr-proof/>

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The emails that mention video, or intimate there's a video ("watch this") got 30%+ CTR

Compare that to the 1.6% of my "*exciting news!*" email

They weren't interested in that!

(and I had lots to tell as well!)

Why?

Well, one reason is that "exciting news" is usually going to be all about the writer not the reader, and may be trying to sell you something (and we all hate being sold to, don't we?)

Another reason is that we all love watching stuff.

It's a LOT easier than reading.

Your customers love watching stuff too.

BUT a lot of business owners get put off using video in their marketing for a whole host of inaccurate and easily overcome-able reasons:

- it's too expensive
- it's too technical
- I can't write
- I can't even take good video of my own family, let alone make a

corporate video

- I hate my own voice
- I hate seeing my own face on video

*Any of this sound familiar?*

So, I'm going to show you some examples of how powerful video really is in internet marketing.

But before I do that, I want to share a little story with you about one of my long-time subscribers, Will Haseldine.

When I originally wrote this guide as a series of emails for my subscribers to sell seats at my Internet Video Marketing Seminar, I got this email from Will.

Will and I met in San Diego a couple of years ago - he was there when I decided to start teaching as well as doing this internet marketing thing.

I love Will because he does something only a percentage of people do: he actually takes ACTION on my advice.

***"Hi Mark***

***Enjoying the video emails.***

***I sent a 'Watch this video..' email on Friday which outperformed the previous week's 'Grab a bargain..' email by 4X!***

***Comedy can sometimes be tricky with personal topics but I found a vid of someone having their chest waxed for charity which seemed to strike the right balance. See you on the 30th.***

***Will***

***William Haseldine***

***Director***

***SkinGenesis Limited***

***www.skingenesis.co.uk"***

That's a 400% increase.

*Four hundred per cent.*

Will runs a chain of specialist skin treatment clinics in case you're wondering why he's sending videos of people having their chests waxed!

If you doubt the validity of this email at all, I'm sure Will won't mind backing up the accuracy of this email and the quality of what

I teach: [william.haseldine@skingenesis.com](mailto:william.haseldine@skingenesis.com)

(Cheers Will :-)

So, here are those examples of videos I promised....

# The Power of the Testimonial Video

We'll start with the power of the testimonial video.

Take a look at these zero cost videos and tell me what you think about them:

<http://www.markattwood.com/category/testimonials/>

Click on Older Entries at the bottom - really take a look into the eyes of these people - you can tell instantly that these are all totally genuine. This is something that Malcolm Gladwell covers in his excellent book, Blink! Go and get a second hand copy from amazon.

Here are some more from a seminar I did in spring 2010:

<http://www.keywordhospital.com/>

There is nothing more powerful than actually seeing someone say something good about your products or services - because people are naturally skeptical (especially in the business of teaching people about marketing) and are actively looking for reasons NOT to trust you.

It is a total truth that people buy off people.

It is also true that people buy what other people have bought, and nothing proves the value of what you offer more than seeing and hearing someone else telling you what they got out of it.



## The Sales Pitch Video

This video was produced in 20 minutes using just a powerpoint presentation and my laptops' ability to record what I'm doing on screen (an ability available to all computers):

<http://www.youtube.com/watch?v=Xbr9HskcGtc>

It's had 421 views in a niche market.

Those views would have cost over £700 in pay per click advertising.

This video ranked page 1 for an important keyword for a few months also.

Cost: zero (apart from my time)

We then upped the ante and got more professional versions produced. You can see some examples here:

<http://www.topgeneratorhire.co.uk>

<http://www.toptoilets.com>

<http://www.my-carleasing.com>

## The Conversion Rate Booster Video

This video cost a few quid (hundreds, not thousands) because we wanted to present a more professional image for Topskips.com than the previous videos...

<http://vimeo.com/11804027>

We measured the effectiveness of this video against the previous video of me next to a skip, and we got a 2.7% increase in enquiry conversions (quite a lot when you've got 50,000 unique visitors per month) when we tested these in google optimiser.

That's not to sniff at the previous videos (which we've been doing since 2005!).

Take a listen to the green button audio testimonial from a customer on the right hand side of this page:

<http://www.topskips.com>

She was referring to the videos on this site:

<http://www.topskips.tv>

All of the videos on topskipsTV were done on my old hand held camera, me with a hangover for zero cash on a cold Saturday morning.

Untold thousands of views, we know what an impact these have all had on conversions because our customers (nearly 100,000 now) tell us every day!

# The Purple Cow Video

See the number of views on this video:

<http://www.youtube.com/watch?v=uA0ceK7jTVU>

Does this say we stand out in the market or what?

*Wanna know how we did it?*

OK, hands up time.

I spent a good part of my twenties writing poetry, managing bands, producing plays, writing plays, directing plays, acting on stage, TV and radio, doing stand-up comedy.

So, I picked up a few contacts in the performing arts industry.

I merely asked a few friends if they wanted to help me create a funny song about skip hire, and they came up with this, which was way beyond what I expected.

It got to the top ten of youtube's pop video chart in October '08 but, more importantly, everyone remembers it once they've seen it.

(Note: Purple Cow is a term invented by Seth Godin. You really should read his book: <http://www.amazon.co.uk/dp/014101640X?tag=markattw-21&camp=1406&creative=6394&linkCode=as1&creativeASIN=014101640X&adid=0XFBVSGMM9EF1KWM5DZS&> - that's an affiliate link and I'll get about 4p if you buy the book :-)

# How to Leverage Other People's Videos for your Own Business

See the videos here:

<http://www.toptoilets.com/category/funny-portable-toilet-videos>

These are all OTHER people's funny videos.

We tested them in broadcasts in summer 09 and got a massive boost in sales.

They were so successful, we now email everyone who makes an enquiry a link to them.

They push emotional buttons (they make people laugh), they're a purple cow (we stand out from the crowd), they break the monotony of the day up and best of all...

They are completely f.r.e.e.

Beautiful.

Here's another one I just had to sneak in here:

<http://www.theskip.net>

When I invented The Skip magazine (a trade magazine for the skip hire industry in the UK), I knew it would be perfect for the BBC satirical comedy news programme "*Have I Got News For You*", so I sent them a copy or three - *result?*

Ten minutes of grade A comedy on BBC1 in front of 5 million people that we use (leverage) on the homepage of our magazine's little website.

Lovely.

## The Really Silly Cheap Video That Sells Stuff Anyway

This video took 5 minutes and helped us become the UK's largest retailer of a seriously niche product (skip locks) overnight:

*Rocky the Skip Lock:*

<http://www.youtube.com/watch?v=DRda401Vapg>

If you can make comedy out of a piece of metal like this, you can do it with anything.

Here are a few more while we're at it...

*Bernard Manning the Skip Lock:*

<http://www.youtube.com/watch?v=um2DUXl4lJ8>

*James Cagney the Skip Lock:*

<http://www.youtube.com/watch?v=U-bdWet2J3E>

And no, it doesn't matter if it doesn't make you laugh.

I hate to be the one to break it to you, but your opinion is *completely irrelevant* in marketing.

It only matters if you stand out and sell more.

# The Traffic-Getting Video Monkey

Universal search is now well and truly with us. When you search in Google, it's not just search index results, but also:

- news stories
- social media feeds (mainly twitter)
- images
- videos

Getting your video listed on page 1 in the SERPs can be a great boost to your traffic, as this email I got from Rick the parking sensor fitter from Manchester in October...

***"Hi Mark***

***Hope you and yours are well***

***I bought one of those flip video cameras from amazon for £80 it takes 2x AA batteries and has a USB plug and the camera software built in to it so when you plug it into a PC it loads its own drivers and editing software.***

***I've made a couple of videos over the last couple of months which I uploaded to youtube and embedded in my site. I followed your advice on the backlinks to my website in the tags on youtube.***

***My most popular video has had 9000 views resulting in a similar number of visitors to my website.***

***<http://www.youtube.com/watch?v=hHcNS3-gSA>***

***Having followed your advice about using video in my site, my traffic has trebled.***

***So thanks***

***Kind Regards..... Rick***

***Mobileinstall Ltd***

<http://www.mobileinstall.co.uk>"

Yes, Rick gave me permission to show this to you and I'm sure he verify it's validity if you ask him nicely.

I told Rick about the Flip camera back in 2009 on my blog here:

<http://www.markattwood.com/internetmarketing/flip-mino-hd-camcorder-the-ultimate-internet-marketers-tool/>

- everyone I know that has one loves it.

Rick's traffic has **TREBLED**.

300% increases are not uncommon, and they are life-changing results in ever more competitive markets.

*How did Rick achieve this?*

He followed some advice I sent out in an email in early 2010:

1. Google a keyword.
2. Look for video results.
3. Take the URLs of the videos shown by google.
4. Go to [www.yahoo.com](http://www.yahoo.com)
5. Enter "link:URL" (where URL is the web address of the video) to see how many links those videos have.
6. Often, it's less than 10 (the profound bit is that Google is showing a result on page 1 with less than 10 links!)
7. Go and make a short video based around your keyword.
8. Upload to YouTube (put the keywords in the tags, and remember to put you http link right at the start of your "more info" bit)
9. Get as many links as you need built to the video URL using the keyword as the anchor text.
10. Sit back and wait a bit for your video to appear on page 1 for your targeted keyword.

*Note: Google video results do have a habit of appearing and disappearing, so please don't rely on this as a traffic source.*

# **The Relationship Builder Video**

## **(or how to sell more without *selling*)**

Did you ever watch the free DVD of me talking at Manchester Metropolitan University?

If not, get yours here: <http://www.markattwood.com/FreeUniDVD/>

*Was it any good?*

How did it make you feel about me?

Did it convince you that I might know a thing or two about internet marketing?

Was it nice that you didn't have to part with any serious cash to get it?

The really weird thing about that video is that I get strangers come up to me in the bar at conferences and seminars talking to me like we're old friends.

Freaked me out for the first year or so.

Got me a few stalkers as well.

BUT it also helped me build a PERSONAL relationship with thousands of people without actually having to visit every one of them and spend two hours talking to them.

That's how I used to run my old business (a very successful promotional marketing business I set up in 2000 that's still going strong).

Lots of motorway miles, many nights away from home, lots of proposals and chasing proposals, blah, blah, blah.

You're in business, so you're in sales, so you know what I'm talking about.

But the fact is, you are an expert in your field (well you'd better be!) and what you have to say IS interesting to your target market.

Videos allow you to be in the home of your prospective customers and build a personal relationship with them while you're on holiday with your family!

The fact is, that my DVD was so successful I had to stop marketing it for a while because I could not cope with the level of business it brings in.

If you know me, you'll know that I only ever take on a small amount of clients.

It's because I've got a real business in the real world that demands my attention, and any client I do take on has to be someone who:

1. I like and get along with



2. I'm sure will implement my advice
3. Has potential for joint ventures with me

This is a tough climate and *it is* getting harder and harder to get customers to part with their cash, but we're doing it.

Video is just one piece of the puzzle, and one that I'm really pleased I got my head round all those years ago.

Yes it's true that I have made TV comedy pilots and short films in my youth, and that I have actually been a West End director so, yes, I did have a head start and have more of an idea on how to produce videos from scripting to casting to directing and editing than most people, BUT it really is not that difficult or expensive. *Honest!*

Funnily enough, I got an email from someone who did NOT like the way I was offering my free DVD on my blog recently. I'll share it and my reply with you here by way of explanation of my strategy.

*They said:*

***> Enquiry: Hi, I don't understand why you want to mail your free DVD instead of making it available for download which is 1) MUCH faster and 2) relatively anonymous (why should we trust you (a stranger) after all !). So what do you need our name and postal address for ?***

*So I said:*

***>Hi XXXX***

***Very simply because I vet everyone that gets this, don't want to make it freely available, want to know more about where my respondents come from, want to add value with a physical product, and get a higher engagement rate with the DVD vs downloads in split tests.***

***And because it's my site so I'll do what I want to :-)***

***On a serious note - just because the tech is available does not mean it's the best thing to use to achieve the results you want.***

***Cordon bleu chefs would not serve up a reconstituted microwaved meal  
\*just\* because it was faster and cheaper.***

***Does this help answer your questions?***

***Sent from Mark's iPhone***

## The Pleasant Surprise Video

I often just get emailed videos from subscribers without asking them. This is one I got sent the week I started sending out the emails about my video marketing seminar.

It's the kind of video you should be getting in your business. *Are you?*

<http://www.youtube.com/watch?v=ep1Jos1ryY8>

Whenever you get anything like this it helps with:

- traffic
- trust
- conversions

You can repurpose content like this to get massive benefits, especially from your blog (I did an entire 8 hour seminar on blogging in 2009, so there's no room to cover all of that here, but you can watch it inside my [Inner Circle Members Area](#)).

## The Expert Video

If you are an expert in your field – which you are because you wouldn't be in business if you weren't – then presenting videos on your subject can win you a massive and loyal following.

A great inspiration to me back in '05 was Gary Vaynerchuk.

Gary has built his entire online wine business on video marketing.

Check him out: <http://tv.winelibrary.com/>

It's a PR6 site and established of Gary and his business as THE go-to guy in his niche – in spite of preposterous surname.

A great example of what architects call *Technology Transfer* is one of my subscribers, friends and now business partner Mike Philbin's application of Gary's example into the UK floor cleaning market: <http://www.stonecare.tv/>

I love what Mike has done here – part of his motivation was that he hates writing!

This should prove to you once and for all that it really does not matter what market you are in, video marketing can be applied with great success at very low cost.

## So...

I hope this guide has given you something to chew on.

Don't forget that there is a lot more detail on how to really get to grips with your video marketing at one of my live seminars.

You are welcome to get on the list for our Video Marketing Seminar by sending your details to [IVMSeminar@markattwood.com](mailto:IVMSeminar@markattwood.com)

Nothing is a substitute for live training, and I do make them as fun and practical as possible.

We'll be covering everything discussed in this guide in more detail plus the following:

- how to design and write a script for maximum SEO and CRO value
- when to hire in professionals and when to DIY
- how to upload video content to sites such as YouTube and Vimeo for maximum SEO value
- how to automatically syndicate your videos across hundreds of video content sites for maximum traffic
- how to frame and direct a video for maximum retention
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- how to source music and sound effects and use them for maximum effect
- how to edit your videos
- how to use visual graphics
- how to use video to emotionally connect with your audience
- how to test video effectiveness on conversion rates

Plus, we'll be answering all your direct questions about video marketing so we can get some practical, immediate effect on your business.

I hope to meet you in person soon, and wish you every success with your business.

If you have any questions at all, please feel free to email me directly at [mark@markattwood.com](mailto:mark@markattwood.com)