



Video Marketing For Dummies

By Kevin Daum, Bettina Hein, Matt Scott, Andreas Goeldi



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Savvy advice for adding video to your marketing plan

Video marketing is rapidly gaining popularity in online marketing and this fun-but-practical guide presents you with all aspects of video marketing from planning to production to distribution. You'll learn how to create a video strategy, produce an effective video, put it online, and get your video to the right consumers so you can help your business succeed. The author team has vast experience in video creation and marketing and explores ten video campaigns so you can learn from their successes and challenges.

- Offers an overview of the video marketing process, how to build it into an existing marketing plan, and create a video outline
- Covers the necessary steps for creating the video, from scripting to shooting to editing
- Walks you through the process of sharing video on a company site, social site, or other hosts and then draw the right audience
- Details the new frontiers of video marketing including mobile video and measuring results

Featuring invaluable advice for creating an effective video marketing campaign, *Video Marketing For Dummies* is essential reading on this marketing trend.

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Editorial Review

From the Back Cover

Create a buzz-worthy video to reach the right audience and drive your marketing

The rise of online video makes adding video to your marketing plan a must. A good marketing video can grab customers' attention and maybe even boost your profits. This book collects the expertise of four video marketing pros who share the tools needed to get maximum return on video investment. From marketer to producer to editor, you'll learn it all!

- Get down to the basics — start down the path of creating effective marketing videos by deciding on the right concept for your plan
- Send the right message — figure out what you want to communicate, make it compelling, turn it into a concept with visual imagery, and script it in detail
- Prepare for production — find everything you need to know about creating your budgets, finding locations, recruiting cast and crew, and covering all the legal requirements
- Lights, camera, action — learn the right tools to get it all shot and benefit from techniques and tips used by professional filmmakers
- Walk the red carpet — follow the right methods to reach your target audience and get viewers on the web
- Maximize your investment — use your production skills to create videos for training and other internal applications

Open the book and find:

- Why you must take advantage of video marketing
- Ways to stretch a small budget to make your video shine
- The tools and tips for creating compelling video content
- How to master the art of editing
- Tips for adding the right sounds and effects
- Steps for sharing your video on YouTube
- How to use social media to get your video seen
- Advice on how to use humor to create more memorable videos

Learn to:

- Build video into your marketing plan and create a video outline
- Create compelling content that appeals to viewers
- Choose the right sites for your video to reach customers
- Measure the results of your video marketing efforts

About the Author

Kevin Daum is the founder of ROARing Video and author of ROAR! Get Heard in the Sales and Marketing Jungle and Building Your Own Home For Dummies. **Matt Scott** is head of production for ROARing Video. **Bettina Hein** is founder and CEO of Pixability. **Andreas Goeldi** is the CTO of Pixability.

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