

# Video Marketing for “**Lazy**” Marketers



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Thank you for downloading "Video Marketing for Lazy Marketers"



If you're looking for the most visually appealing way to capture an audience or share online content, video currently stands head and shoulder above everything else in what's become a highly visual, video-focused, and competitive marketplace.

It all started back in 2006 with Google paying \$1.65 billion for a relatively tiny business known as Youtube.com.

When they did, nearly everyone laughed.

Not only was it a ridiculously HUGE sum of money they thought (the largest online acquisition to date), as a business concept it seemed downright crazy that such a tiny business sitting on top of a pizza parlor could be viable by Google's standards or ever come close to matching any of the many successes, that Google had enjoyed up to that point.

No one's laughing now, though, 'cause that "*tiny business sitting on top of a pizza parlor*" is now a global phenomenon, the advertising medium of choice for an ever-increasing number of businesses, and the #1 driver in online sales.

And that is what this report is about.

About video marketing, its impact in the visual marketing space, and the difference it can make to you, or your online business.

And why not!

### **Take a look at the following statistics:**

1. Youtube alone attracts over billions of visitors month in month out (with close to **1 billion mobile viewers**) that won't be slowing down any time soon...
2. **Over 500 years of video is accessed daily** on Facebook with over 700 shared per minute on Twitter
3. Video accounts for 70-80% of the search results on Google, with text trailing a miserable third after images
4. Over 64% of all consumer internet traffic comes from video - with that number predicted to increase to 80% by 2019, according to Cisco Systems

So yes, video is where we are: BRIEF presentation; FAST communication...with just enough CONTENT to make it interesting, entertaining and effective.

It's also quick, reliable, the search engines love it, people love it...and it sells.

## SO WHAT DOES THAT MEAN FOR YOU OR YOUR ONLINE BUSINESS?

Well, perhaps you already sell a product or service online and realize that video marketing is HUGE; that people search for information on Youtube and other video-sharing websites that get millions of hits 24/7.

If not, like most online business owners, I'm sure you'd like to get in on the video marketing action yourself.

And since the customers who'd be interested in what you do are already online, what easier way is there to get their attention, than with an eye-popping and informative 30-45 second presentation that gets them excited enough to want to learn more, or do business with you!

Even 19-year old newbie Internet marketers—sitting at home in blue jeans and t-shirts—have mastered the art of bringing the world to their doorstep and becoming millionaires literally overnight.

So can you and we'll show you how. Not only how to get seen by millions of potential viewers but how to create stunning, commercial-grade videos that look like they were created by a production studio.

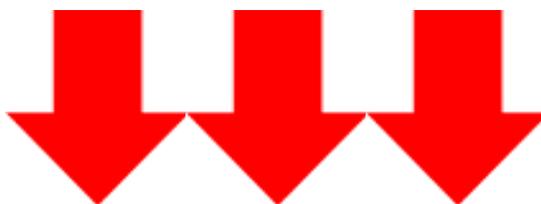
First, though, let's take a look at part 1, our top ten reasons for using online video, and why it can make a difference between getting a million dollar pay rise, and going home broke.





UNLIMITED TRAFFIC WITH FREE AGENCY & RESELLER LICENSE TO THE SOFTWARE

Sell unlimited access and keep every dollar you make. [Learn more](#)





## **10 Compelling Reasons for Using Video In YOUR Online Business**



# Part 1

## 1. Reach

Nearly 152 million U.S. Internet users watched an average of 11 online videos each, this past April alone. That's in the United States alone.

With YouTube now essentially a household name, in fact, video is suddenly where a huge chunk of the action is nowadays.

Even local businesses now realize that without an online video presence they could be missing out on potential customers, big time.

They include Real Estate professionals who've found out how effective, creating and posting stunningly attractive videos (virtual tours, neighborhood guides, etc.) has become, in terms of their ability to help sell real estate properties with impact.

For you, not only is it a way to add a new dimension to what you do, it's a formidable way to directly connect with qualified buyers the very moment they're looking for whatever it is you sell.

Put your marketing on near complete auto-pilot, even.

## 2. Accessibility

When it comes to the Internet, one of the few things that can't be overstated is accessibility.

Central to it all—unlike the early Internet days—is widely available, low-cost, high-speed Internet connection now available nearly everywhere, coupled with the dramatic increase in portable, Internet-ready devices such as smart phones, tablets, etc., capable of accessing all kinds of information, in real time.

They include users with multiple devices and/or access to multiple ways to log on.

Yes, according to a recent survey, 34% of all mobile users own more than one mobile device with multiple ways to access the internet.

That's more than half the number of Europeans, nearly a quarter of Americans, and six percent of users worldwide.

Yet even with a single way to log on, planet Earth currently has 6.9 billion inhabitants alive with 75% active mobile subscriptions.

What's significant here is that viewers in overwhelming numbers can now gain access to online video not just from home, but on-the-go, or from wherever there's internet access...24/7.

### **3. Building Awareness**

Awareness on many levels: from providing potential customers with product information so they can make an informed buying decision, to promoting your business on a whole, and building your brand.

The truth is, most people do not read an entire sales page nowadays. They'll watch a video presentation, yes. A visually stimulating video

more so—about something that’s piqued their interests or more importantly, get them glued to your message!

And guess what: just a single video—uploaded to a single video-sharing network--can mean thousands, even millions of potential buyers getting to see what you do.

## 4. Increased **Visibility**

There’s no secret that the Internet--with billions of websites, millions of blogs and a growing number of active social networks, discussion forums, etc.--is the fastest growing marketplace in history.

It’s engaging too. A single online video for instance, can now be uploaded to one or more video-sharing websites, and using a little snippet of code that they provide, can be embedded into all of the aforementioned locations--social networks etc--ready for instant viewing, leaving comments, sharing your story with family and friends, and a whole lot more.

With the Web gone mobile, you also want to make your website mobile responsive, by the way, so mobile users can have access to whatever it is you do without having to pinch or scroll.

## 5. Lead **Generation**

Whatever your line of business you’re probably aware that every single industry relies on leads—people who are at the very least

interested in, or want to know more, about the things they need or want, to enrich their lives.

That list of targeted subscribers, potential customers or loyal followers is the hinge that the door to success often swings on, yet something that new online marketers, in particular, overlook or ignore.

Lead generation can take various forms, generally takes time and effort but in today's competitive marketplace, there's probably no better way to connect directly with current and potential customers, including people who'll buy from you over and over again. For life, even.

It's a critical aspect of running a successful business, in fact.

That is why the big offline corporations (Industry "Titans" such as SEARS, IKEA and hundreds of others) have no problem pouring in a major part of their multi-million dollar advertising budget into the lead-generating space.

For most small business owners with less deep pockets, throwing a few \$million here or there hoping that your luck will change isn't an option, but video lead generation is, and can make a difference—as stated earlier—between getting a million dollar pay rise and going home broke.

## **6. Social Media Integration**

Since the turn of the century, social media websites have attracted billions of users, many of whom have integrated those sites into their daily routine.

Fuelled by the power and reach of the internet, Facebook in particular (with over 2 BILLION users) has taken center stage in nearly all of our lives.

If you already have a social media presence, it's a great way to create buzz--and keep the buzz going. But more importantly, it's a way to establish a new marketing channel for potential customers searching for your product or service.

What makes Social media websites so effective is that they thrive on content, especially with a video or two, to add value or perceived value to the conversation and Facebook, in particular, makes it easy to add videos to your fan page, business pages or Facebook group.

Bear in mind though: social media for the most part (unlike most other places online) is about sharing. No one goes to those places with credit card in hand waiting to be marketed to. Often, all they want to do is hang out with friends and have a good time.

So don't be pushy. Be cool and give them something of value. At the same time you want to add a call to action of some kind: to visit your website, perhaps, download a free report, your mobile app, even. If they like what they see many will follow wherever your call to action leads and may even tell a friend or two about you.

## **7. Brand Building**

From the first TV commercial aired in July 1941, brand building has been front and center in successfully marketing products and services.

Brand building, has moved beyond the television screen, however, to a host of new ways to building brand identity, including online Video.

From a brief 30-second video welcoming visitors to your website, to a full-blown video presentation, in fact, few mediums are capable of

giving your business a human face as a video can, and here are a few example videos that can help build your brand:

- Introductory video, welcoming visitors to your website or business!
- Testimonial video that highlights your company's values or services!
- Interactive video demonstrating how your product or service works!
- Special offer video with something of value that's hard to resist!

Like email marketing, the key here is to provide useful information, build relationships and interact with your audience and it's becoming increasingly easier to do thanks to advance interactive and other marketing features that can now be embedded directly inside of the video itself.

By the way, about that first TV commercial in July 1941: The Bulova Watch Company created it and spent a wallet-busting \$9.00 for 10 seconds of airtime during a Brooklyn Dodgers/Philadelphia Phillies game.

Overall, though, in an ever-increasingly competitive marketplace, image and brand-building is everything, and videos now play a major role in both.



## 8. Availability

As humans we make buying decisions based on emotion, and a video sales pitch or presentation has the power to tap into our emotional hot spots in ways that ONLY a skilled copy writer can, with just words.

That is one reason why video is so effective and why using it as a marketing tool, is so compelling in 21<sup>st</sup> century marketing.

But what's remarkable about online video is availability.

Once uploaded to the Web, it becomes available—like a silent sales person—24/7 and then some.

## 9. Free Advertising & Traffic

The ultimate goal of having a video online is to attract traffic. Lots of it!

Without which, NOTHING happens: NO Subscriber list; No Relationship building; NO customers; No sales.

That's true and there are literally HUNDREDS of ways to attract traffic to a website or business. Thousands of ways, even.

Not all Internet traffic is created equal, though, and some may even hurt your business.

Video, currently the preferred method of communication for many leading businesses, is very 21<sup>st</sup> century, however, and the kind of traffic you want in your corner irrespective of what you sell.

They also have a long shelf life. Yes, similar to article marketing, each *video* you create and share is a potential lifetime income generator that not only has a chance of being indexed by Google quickly, it can also be picked up on video blogs and websites across the Internet, bringing you traffic from outside sources, in *addition* to the video networks themselves.

So yes, unlike other marketing mediums where you can quickly exhaust your advertising budget, video can live forever, promoting you across any number of niches, and some.

## 10. Increased **sales**

So yes, with video accounting for 70% of search results on Google, it's one of the few "virgin" advertising mediums available to you, minus the cost.

For one thing, it's instant, with an average viewing time of 2.7 minutes per viewer.

With smart phones literally outnumbering PCs and laptops combined, your videos can also be seen on-the-go, not to mention the flurry of activity at video-sharing websites 24/7.

That is why even if only a tiny percentage of visitors end up seeing your offer, the potential for profit is still so HUGE.

# Part 2:

## Creating Your Videos

Video creation is still a HUGE challenge.

That said, a lot has changed in the industry thanks to ground-breaking video technology that'll do much (or all) of the grunt work for you.

Meaning, that depending on the type of video you need to create, you can now easily create them in a few clicks.

And not any old plain-Jane, boring videos that look like a dog's breakfast but commercial-grade videos that look professional, attract interest and send visitors wherever you want them to. Push them into a buying frenzy, even.

They include the lazy marketers' cloud-based apps coming up that'll have you creating engaging videos in no time, using other peoples' video and content. With Monetization options too:

### 1: Octane

100 per cent cloud-based, Octane allows you to legally copy other people's videos (creative commons videos) from Youtube, re-upload them (live stream) to Youtube, which guarantees top rankings and a flood of traffic in any niche.

It's dead easy too:

- Download the videos into octane!

- Edit using a simple interface -- add calls to action, etc!
- Live stream to Youtube with 1 click!

Newbie-friendly and fun, it comes with other high-powered octane technology, plus detailed video tutorials on how to both use the app and how to find the right offers to maximize your sales and profits.

But key to what makes Octane so compelling, is its ability to repurpose a video in just a few clicks, upload it to Youtube as a live event and get page 1 ranking, often in 30 minutes or less.

By the way, the live stream part is significant as live stream is given an unfair advantage over regular Youtube videos, in terms of ranking!

Plus, with viewers spending as much as three more times watching live broadcasts compared to other types of online video, it doesn't take a math genius to figure out the level of TRAFFIC and POTENTIAL SALES that live streaming alone, can attract to an online business.

And just in case you're wondering, you can have your first video edited and live streamed within 30 minutes of getting inside the members' area.

[Click here](#) to learn more.



## 2: VidChomper

While there's no such thing as a 100% "done for you" video creation app, VidChomper is as close as it gets, to not just video creation but an entire video creation business.

Like Octane, it's 100 per cent cloud-based, and like Octane, it allows you to quickly create videos WITHOUT being creative or even writing a single line of text.

Among other things, it:

- Creates ANY style of video you can imagine in minutes!
- Creates viral "Best Of" or popular videos proven to get incredible amounts of traffic and sales!
- Monetizes your videos using dynamic description & links!
- Distributes your videos across social platforms for 10x results!

It's very rare you see an app like this and, you can start seeing results within the 24 hours.

Yes, it's that powerful!

Activate the software, follow 3 simple steps...and in less than 60 seconds, you can produce a traffic machine that'll generate traffic for you over and over again.

Do it once... it's that easy!

[Click here](#) to learn more.

## 3: ClipsReel

Although you may use ClipsReel to create videos for any niche, if you're an Amazon or AliExpress affiliate or run an ecom store, you'll love this app.

All you need to do is enter a URL or paste some content into the software and ClipsReel will automatically pull the highlights of your content and create an engaging video in seconds.

You can also add music, built-in voice overs, captions, logo and more.

Then tap to download or share in seconds and start driving unstoppable traffic from Facebook, YouTube, Twitter and Google in minutes.

Here's how it works in practice:

**Step #1:** Enter any URL, copy-paste an article or Amazon/ebay/AliExpress/Walmart product page.

**Step #2:** ClipsReel creates your video, which you can then customize: edit music, text-to-speech, music, logo, watermarks, video clips, video frames, lower third and more.

**Step #3:** Click FINISH and download your video; convert it into a GIF or share across Facebook & YouTube In a Single Click.

Built in resources:

- 40,000 Images in Image Library
- 5,000 Video Clips in VideoLibrary

- 650 Background Music in MusicLibrary
- 1,000 Professional Fonts in FontLibrary
- Text - to - Speech with 50 Voices & Accent

ClipsReel creates square videos for Facebook, by the way.

[Click here](#) to learn more.

## OTHER LAZY MARKETER VIDEO TOOLS

### 1: Instant video campaigns; hands-free viral traffic; **auto-pilot** income

This is about complete auto-pilot selling, using an affiliate offer (or your own offer) and someone else's video, hosted on Youtube.com.

**And in a few steps:**

**Step #1:** Pick a name and a page template for your campaign

**Step #2:** Enter a niche keyword (a keyword of your own choosing)

**Step #3:** Add your offer URL

All campaigns are built using fully SEO optimized, mobile responsive, ready-to-go promo pages from a library of high-converting designs proven to convert in any niche.

All it takes is a minute or two to create a profitable campaign and you may create as many as you want, or need to.

Again, with no video of your own, a product or a website, plus it's hosted for you so there's no need to even have a hosting account or a website to profit from this.

[Click here](#) to learn more.

Also take a look at:

- a) [StoryReel](#)
- b) [Traffic Extractor](#)
- c) [Traffic Trigger PRO](#)

## 2: Big Wig **Video**

If you're a true lazy marketer, here's a brand new concept that you can put to work for you ASAP!

It's a DEAD, SIMPLE cloud-based software that ethically takes other peoples' videos and products and in a few easy steps, converts them into a potential traffic and commission-sucking machine.

100% legal, you can do it even with no website, no hosting, no product, and importantly, with no need to create a SINGLE video yourself.

## Here's how it works:

**STEP #1:** Choose a high-commission affiliate product to promote and a top quality ready-to-use video from YouTube. (Again, 100% legal)

**STEP #2:** Insert the YouTube URL and your Affiliate link into the software.

**STEP #3:** BigWIGVideo then goes to work making your video SEO, Social, and Viral-traffic ready with no more input from you!

**NOTE:** BigWigVideo allows you to sell right Inside of the Video itself.

It's newbie friendly too.

[Click here](#) to learn more.

## 3: Video Spinning

This is general information that won't necessarily apply when using Octane, VidChomper and most of the apps included here.

But should you need it, it's a new, easy way to create Multiple, UNIQUE Videos from a single copy.

Yes, create a SINGLE video then use it multiple times, as opposed to creating a separate copy for each keyword.

Ideal for product creators, SEO enthusiasts, affiliates, and anyone looking to target multiple keywords on video-sharing websites.

[Click here](#) to learn more.

# Part 3

## Publishing your videos

The first step in getting your videos out there is to upload them to a video-sharing website, meaning that you'll need to create a free account on each of those websites.

They include Facebook, Twitter, Youtube and others.

Youtube is key here.

The #1 video-sharing website, Youtube is owned by Google, so the synergy between the two is high. Meaning that you can get ranked quickly and generate nearly as much traffic from YouTube as you can from Google itself.

First, you'll need a Youtube account.

Sign up at: <https://www.youtube.com>

To sign up, click "SIGN IN", *More Options*, and "Create Account"

NOTE: If you already have a Google account, a gmail address for instance, setting up a Youtube account is simply a matter of logging on to Youtube using your Gmail address—and you may do so by clicking on the Google Apps tab inside of Gmail itself.

If you do not have a Google email address, click on the following URL to sign up. <http://mail.google.com>

NOTE: For help using your Youtube account, log in to Youtube and type your questions into the search box at the top of the page.

# Part 4

## Expanding & Dominating

### Paid Distribution

Whether or not you need to, using paid video distribution services is brutally effective in terms of reaching broad pools of viewers and dominating some of the hottest niches quick and easy.

They include active networks known to drive targeted traffic in droves, 24/7.

Paid advertising, as you may already know, is a compelling way to reach MILLIONS of potential customers. And QUICKLY!

That is why paid traffic exists, in fact, why so many big-name Internet Marketers continue to crush it with each and every product launch or ad campaign they run.

To learn more, visit: [PaidTrafficRolodex.com](http://PaidTrafficRolodex.com)

Designed with you in mind its jam packed with over 100 high-converting traffic sources designed to get YOU in front of MILLIONS of the right customers, and into profit mode quick and easy.

# Finally

## Build a Community around What You Do

A community of like-minded people who have an interest in what you do.

People who get to know and trust you and who WILL buy from you over and over again as your business grows.

People who get to know and trust you and who WILL buy from you over and over again as your business grows, and building a community around what you do is a formidable way to do so.

There are two really effective ways to build your own community:

### 1: BUILD AN EMAIL LIST

Yes, while sending hoards of traffic to a website is critical to succeeding online, few things here, if any, can bring in a quicker buck than an email campaign populated with active buyers on your very own subscriber list.

For one thing, it's easier to sell to list members (the same people) again and again than to sell to a stranger even once.

Once built, you also own that list; it becomes your very own CASH-COW, from which you can predictably make both short and long term profit at will.

In addition to existing customers you also want to build a responsive list of contacts that you can reach at any time, and eventually (like your current customers) sell to them, not just once but over and over again.

It's what all of the big names in Internet marketing do.

Whenever they need to make some extra money---\$1000, \$10,000, \$50,000 or more--all they do is spend a little time looking for something to promote, write a brief e-mail message, then hit the send button, and PRESTO!

It's true, and done well, you can easily earn on average, \$1 per month or more for each and every member on a responsive list, promoting:

- Your own products
- Affiliate offers
- A new service
- All of the above... **and more!**

But you must build that list first and here's where "List Building for Lazy Marketers" can help.

Compiled with the Lazy marketer in mind, it comes with a rare breed of, 21st Century list building tools and resources aimed at helping you build a list and build it FAST.

Plus a bonus section jam packed free downloads, products with rights that you can start selling in an instant, plus Tips and Tricks designed to turn you into perhaps the leanest, meanest, list-building and money-making machine there is.

[Click here](#) for immediate download, 100 per cent FREE.

Also take a look at Stealth Opt-in PRO - a new way to Engage Mobile Users and Change How You Market Online In 2019.

Cutting edge, novel and unique, it captures real names and primary email addresses directly from their smart phone or other mobile device, and ALLOWS YOU TO MARKET TO THEM IN REAL TIME. Check it out at: <https://www.stealthoptinpro.com/sales/>

## 2: BUILD A **WEBINAR COMMUNITY**

Like an email subscriber list, webinars are pretty compelling, in terms of attracting HUGE numbers of potential customers and converting them into buyers.

An easy way to begin is by inviting members on your own email list to join you.

The beauty about webinars, is the ability to sell high-ticket items, as opposed to selling lower-priced items from a Web site.

And just in case you wondering, do I have to go live on camera, you don't. In fact, you can grab videos from Youtube related to what you do, including affiliate products that you promote, and start from there.

And here's where this brand new "Evergreen Webinar" software shines.

Built with the Internet marketer in mind it's priceless in terms of building a following of like-minded people who have an interest in what you do, with the ability to sell them once your Webinar ends.

[Click here](#) to learn more.

Also [Click here](#) to learn more about marketing with pre recorded webinars.

# CONCLUSION

Irrespective of how you build your online business, online video is priceless in terms of grabbing visitor-attention, engagement, and generating online leads and sales.

That is why online marketers in the know, continue to leverage them to generate traffic and sales like few other forms of marketing currently can.

Even a SINGLE video uploaded to one or more video-sharing websites, can, in fact, start a stampede of high quality traffic to whatever it is you do. Within days, even.

It can live forever, too, continuously promoting your business, 24/7.

And that's just a single video. Imagine having 5, 10, 20, 50, 100 videos driving traffic your way 24/7.

The key here is to get your video in front of as many eye balls as you can in the shortest possible time.

And you can, using not just Youtube and other free video-sharing websites, but some of the FASTEST growing Paid Network & Information Portals with millions of viewers and potential customers WORLDWIDE.

Remember, though, that you can't simply toss up any old video and retire to Majorca or Hawaii. It needs to serve a BUYING market, RANK HIGH and attract TARGETED TRAFFIC.

That is why in addition to the volume of information included here up to this point, we've added a list of resources (Coming Up) aimed not only at simply helping get your "feet wet" in the video creation and marketing space, but becoming "TOP DOG" in that space should you want to.

Scroll down to take a look and best of luck with your marketing.

[PumpingUpTheProfits.com](http://PumpingUpTheProfits.com)  
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## **RECOMMENDED RESOURCES**

Run any prerecorded video as live, with lots of cool features. [Learn more](#)

### **Screen Capture Software (Free)**

#### **1: Debut Video Capture and Screen Recorder**

Includes a host of editing options and effects: adding your own images; filming with a webcam; assembly drawings; inserting transitions, and more. [Visit the site](#)

#### **2: Screencast-O-Matic Screen and Webcam Recording**

100% free, Screencast-O-Matic let you create video tutorials in three of the most popular formats: MP4, AVI, and Flash Video.

[Visit the site](#)

### **Video Editing (Free)**

## 1: Video Pad

Fully featured video editor with stunning video transitions and effects. Capture video from a DV camcorder, VHS, webcam, or video file formats such as avi, wmv, mpv, divx and more. [Visit the site](#)

## 2: Cellsea

A free online video editor/converter, it lets you add effects, resize, add sound, or simply convert videos to a different format, such as 3G for mobile use, MP4 for iPod or PSP, among others. [Visit the site](#)

## Video Creation

### 1: Web-based Tele Prompter (Free)

Works like an offline teleprompter with no additional software required. [Visit the site](#)

### 2: Camtasia 9 Video Tutorials (42 over-the shoulder training videos)

You may or may not need to (and isn't necessarily for lazy marketers), but Camtasia is a great way to learn the ins and outs of video creation.

On the other hand, if all you want to do is record a simple presentation-style video, demonstrate something being done on your screen or create a talking head video with NO screen sharing (just you and your audience), Camtasia makes it dead easy. [Learn More](#)

### 2: Youtube Video Ads Training Videos

[Visit the site](#)

For more video marketing tools, download:  
["Traffic for Lazy Marketers"](#)

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