



Six Key Components to Video Marketing

Objective:

Help you become a better Video Marketer

Nope, putting your video on Youtube is not the only thing you need to do if you want to sit back and watch your view count climb. If you've got a great video and you want everyone to see it, you need to figure out just what all your options are. Here are six simple things you can do to really boost your numbers (views *and* sales):

Upload to Video Hosting Sites

Yes, put your video on Youtube. But also upload it to Vimeo, Dailymotion, Veoh, Google Video, Metacafe and any other video hosting sites you can think of. Correctly marketing your video is all about getting it out there. Anywhere your video can be seen, your video needs to be.

Create Press Release

Creating a press release for your video can increase brand awareness, sales, and get people talking about your service or product. Press releases are an efficient tool to communicate with bloggers, writers, and others within your niche; and for this reason, you can never write too many press releases! Email journalists or bloggers directly, use an online newswire such as Google News or Yahoo, and post your press release to your own website. Your release should engage readers and showcase the best aspects of the video and/or the information the video will present. Be sure to include contact information in case a journalist needs to ask further questions.

Create Blog Post

Create a post with the sole intention to talk up your video. A blog post written around your video is a great way to give readers a small "backstage" tour. Talk about what purpose you want your video to serve, add your personal feelings or your company's mission statement, and use this opportunity to repeat your call to action.

Create Link Wheel

After you've written your blog post, create a few (10+) blogs or microsites on the topic of your post. Each of these sites should contain unique content relating to the original post, as well as two links: one to the target site and another to one of the related blogs/microsites. Including a link to each new site passes value along the sites, building up the value of the links. So the more sites you have that link to your original post the more authority it will seem to have—which looks great to search engines.

Post to Social Media

Now that you've got a video, a press release and a blog post—post everything to any social media site you can create a username for. Facebook, Twitter, LinkedIn, Google+ etc... all these sites give you the ability to show off your stuff to even more viewers. These sites also give users the ability to share your video with each other, as well as give direct feedback. What's better than free publicity?

Let Your Faithfuls Know

Last but not least, shoot an email out to all of your current customers, future customers (if you've got their email address), friends and family. Send links to your video and website until you've completely exhausted your reach. You never know who will see and inquire about the email your grandma had printed out and framed.

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