

### 3 Tips To Help Your Online Video Marketing Beat The Competition

By David Bain

Got a new business product but don't know where to start? Video marketing just might be for you. This article discusses video marketing, its advantages and a short guide on how to make a video perfect for any marketing campaign.

There are a lot of ways through which you can market your products and your services. Among these methods, the most cost-effective means is perhaps the internet. Through the internet, you can come up with every marketing campaign possible. The internet is so flexible and vast that with the right moves, it can help your business become more popular and more prominent. That being said, let me introduce you to the latest trend and possibly the most effective of all online marketing strategies: video marketing.



--- Video Marketing ---

Video marketing just might be the hottest trend to date in the marketing field. The time for telling through text marketing copy has passed. Instead, it's now time for showing and demonstrating through video clips.

If you're not that familiar with video marketing, there's absolutely no need for you to worry. The internet provides a lot of resources on how you can make your videos. You can learn about the tools that you need to make videos and the techniques that can make your videos work for marketing purposes. The following are some tips on how you can make video marketing work for your business.

#### 1. Determine where to post your videos.

First of all, you have to know where you are going to post your video marketing material. There are many choices available to you. You can place your video in your website for more interesting site content. You can also post video clips in online communities and blogs. Of course, you should not neglect to post videos in video blogging sites like YouTube.

#### 2. Determine the video content.

The prior step will help a long way in determining the content of your video marketing materials. As a general rule, your videos must contain information that will build more interest in your business' products and services. However, the actual and specific content will have to vary, depending on where you're posting your videos.

For instance, videos in your website can be much more product- or service- oriented. Particularly, your videos can demonstrate how effective your product or service is. Your videos in your site can also be video testimonials from your customers. Moreover, they can be video clips about your special promotions and special updates.

Videos posted in online blogs should be more about updates, news and special promotions. They should merely inform your viewers about the latest news and induce your audience to click on the link to your site for more details.

For video blogging sites like YouTube, your video should be less product-oriented and more entertaining and

creative. Your website link can be provided with the video and your products can be featured in them, but your videos must never be a simple sales pitch. You're never going to be referred and reposted that way.

### 3. Identify your audience.

All along, you should keep your audience in mind. How old are your intended consumers? Who are they and where do they come from? The content of your video marketing materials will also heavily depend on the demographics of your intended recipients.

After you have done all of the abovementioned steps, all you will need to do is to make your videos and post them online. Of course, you may have to engage the services of a video server for your purposes.

Internet marketing consultant [David Bain](#) is author of the 200-page free-to-download "13 Pillars of Internet Marketing" eBook and founder of the [26-Week Internet Marketing Plan](#).