



# Beginner's Guide to Video Marketing



Yelena Kadeykina  
Pixability  
@lanka79



Jay Wilder  
Brainshark  
@jaywilder



Jim Kukral  
@jimkukral



Maggie Georgieva  
HubSpot  
@mgieva

*Twitter hashtag*

**#VideoTips**

# Why Is Video So Important?

## Americans Spend Nearly 3.5 Hours Per Week Watching Online Video



Source: Arbitron and Edison Research, "The Infinite Dial 2011: Navigating Digital Platforms," April 5, 2011

# Why Is Video So Important?



7,500 video views a day = **46** Hyper-efficient Reps



Assumptions a) average video view is 2 minutes  
b) average hyper-efficient rep pitches 8 hours a day, no breaks

thinkB2B  
with Google



# 4-Step Agenda:

1. How to Get Started with Video Marketing
2. How to Optimize My Video
3. Where to Publish and How to Promote
4. How to Measure Success

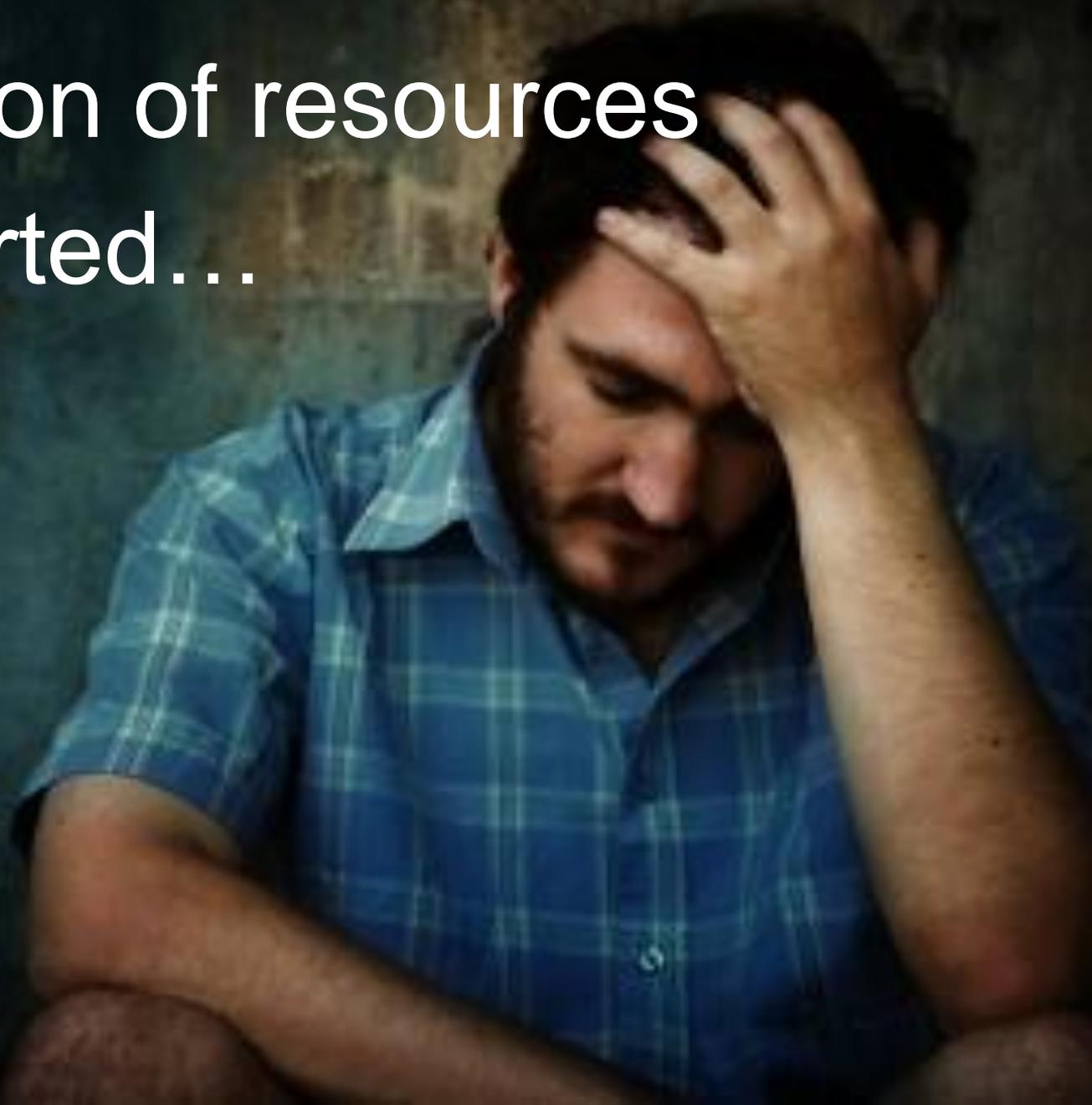




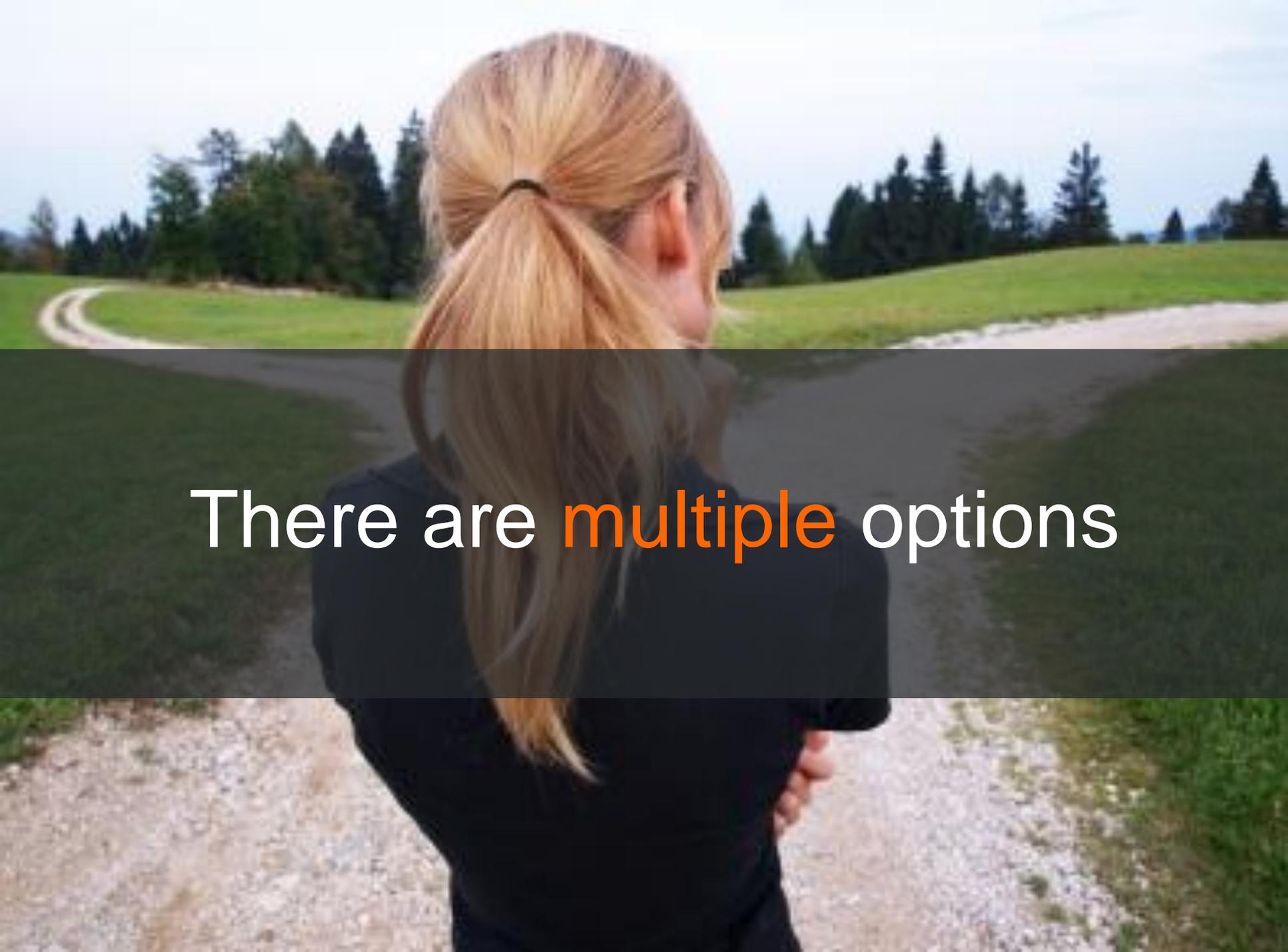
# How Do I Get Started with Video?

Maggie Georgieva, HubSpot

I need a ton of resources  
to get started...

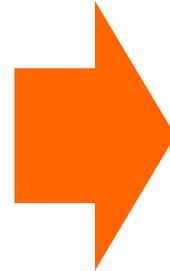


**WRONG**

A woman with blonde hair tied in a ponytail is seen from behind, looking out over a golf course. The scene includes a green fairway, a sand trap, and a line of trees in the background under a cloudy sky. A semi-transparent dark grey banner is overlaid across the middle of the image.

There are **multiple** options

# Produce a Video by Recording Your Presentations



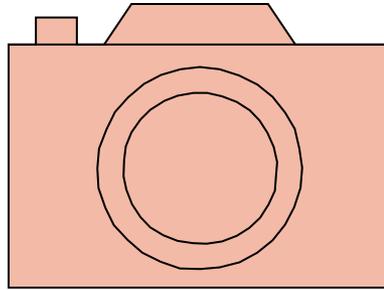
Build a Presentation

 **brainshark™**



Screen-capturing software  
(e.g. Camtasia)

# Mix Together Some Images & Music

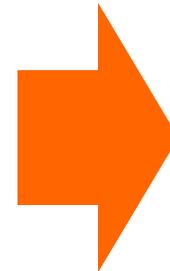
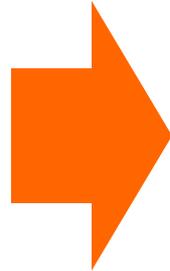


Video production  
person

Picture + Music

Video-editing  
software

# Record Footage with Your FlipCam



FlipCam or another camera to record footage

Video-editing software

Video production person

A woman with long brown hair and blue eyes is looking upwards with a questioning expression. The background is a dark green chalkboard filled with white question marks of various sizes. A semi-transparent dark grey horizontal band is positioned across the middle of the image, containing the text.

What **types** of videos can I create?

# What Types of Videos Can You Create?

For Brand Awareness:



Fun TV series



Meet the Team



Video Podcast

# What Types of Videos Can You Create?

For Lead Generation:

Watch the Webinar Recording Below:



Webinars/Presentations

Science of Email Marketing Webinar Trailer



Event Invitations



In Email Marketing

# What Types of Videos Can You Create?

For Sales Empowerment:



Case Studies



Product Demos

# Create Videos Based on Your Business Goals

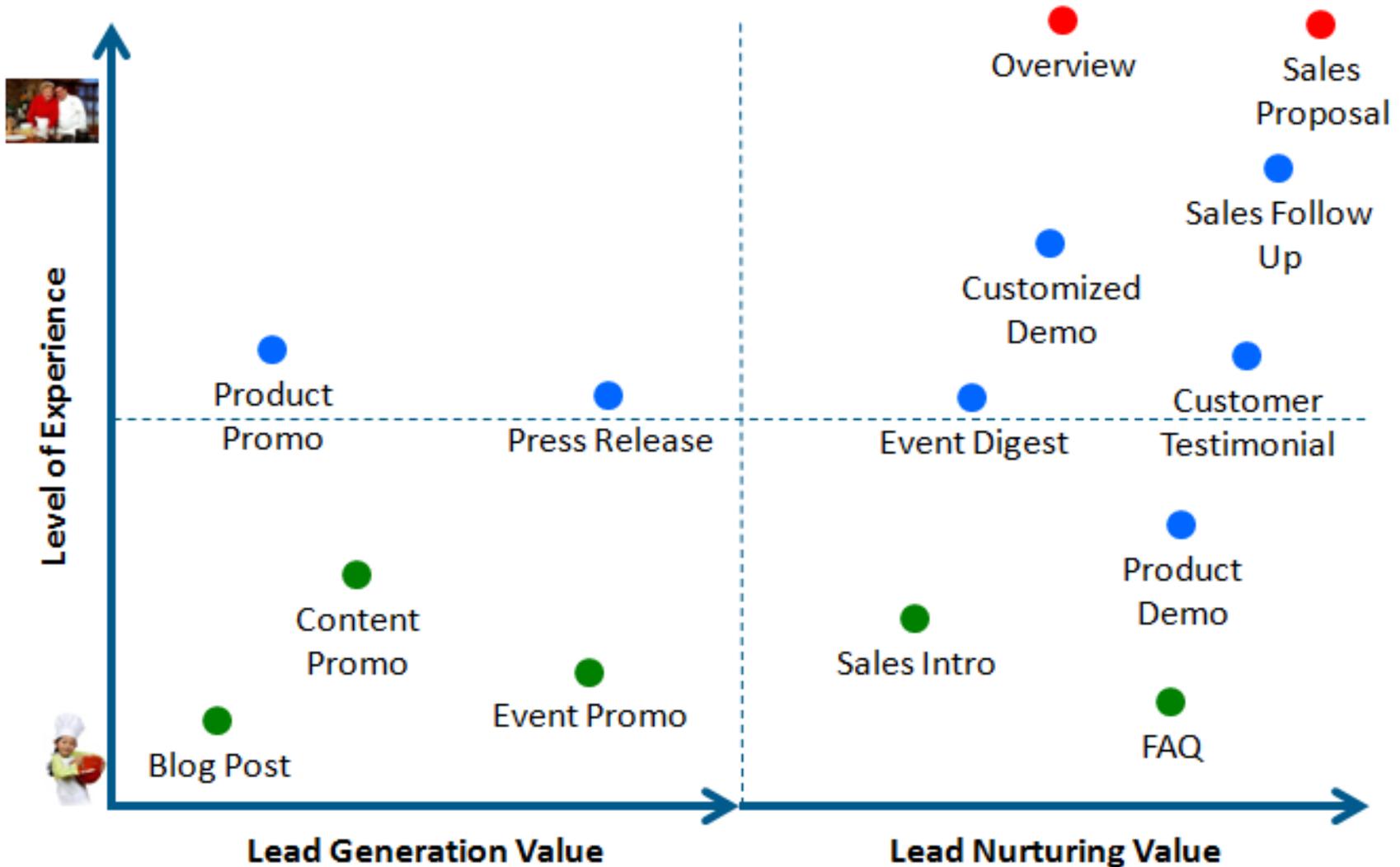


Image credit: Visible Gains



# How to Optimize Video for Marketing

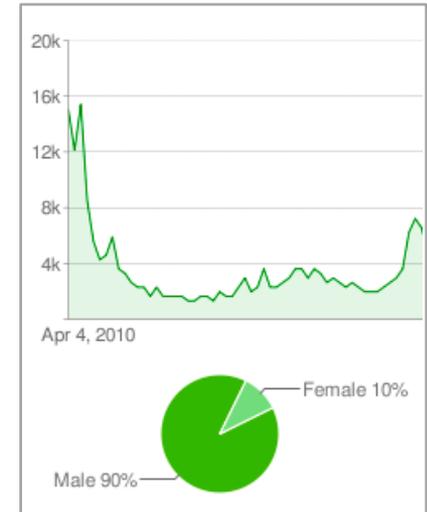
Yelena Kadeykina, Pixability

# Pixability: Video Marketing Made Easy



YouTube search results for 'pixability'. The search bar shows 'pixability' and 'Search options'. Related searches include 'pixability' and 'aweso'. Two video results are shown: one titled 'Pixability M' with a duration of 1:42, and another titled 'Video Adve' with a duration of 3:49. The second video has a '33%' view indicator.

Facebook post showing 10,770 people who like the content. The post features three profile pictures: Coralie Clune, Yasmin Jivraj, and Na Ha. There is a green star icon next to the third profile picture.



STEP ONE

CREATE

STEP TWO

PUBLISH

STEP THREE

PROMOTE

STEP FOUR

TRACK

# How Do Your Videos Get Found?

- About 30-40% of video views are the result of search queries
- Another 30% are the result of social sharing on Facebook, Twitter, blogs, etc.
- The rest of the viewers discovered the video right on a website or a video platform (“stumbled on”)



# Where Do Your Videos Get Found?

- Public platforms where users can upload their videos (YouTube, Facebook, Vimeo)
  - ▶ YouTube practically owns the market
- Public platforms that distribute professional content
  - ▶ Dominated by TV networks (Hulu)
- Video hosting for corporate customers
  - ▶ Pretty fragmented (major players are Brightcove, Kaltura)



# What Can You Influence?

**“Hosted”  
Company website  
with embedded  
videos**

**“Posted”  
YouTube and  
other platforms**

**Search Engine:  
Ranks and filters  
the videos it finds**

Provide a “video sitemap” to Google that contains a list of the videos that you host.

Google will find these videos much more quickly and rank them higher for the right keywords.

Use strong description texts and plenty of tags.

Post to multiple platforms.

**Search users**



Your Video Marketing Grade for [easycareinc.com](http://easycareinc.com):

**71**  
out of 100

Website score: 100%  
Search engine score: 67%  
Youtube score: 71%

[Share on Facebook](#) [Share on Twitter](#)

### Top 3 Strengths:

- 100% You have 13 playlists on your Youtube channel.
- 100% 1632 average views per video on your Youtube channel.
- 100% 189349 total video views on your Youtube channel.

### Top 3 Areas For Improvement:

- 0% No video results for your website found on Google.
- 1% 114 Youtube videos that do not have any link in their description text.
- 9% Bing finds 9 videos that are related to your company name.

**Pixability's new Online Video Grader automatically measures how effectively a company uses video marketing:**

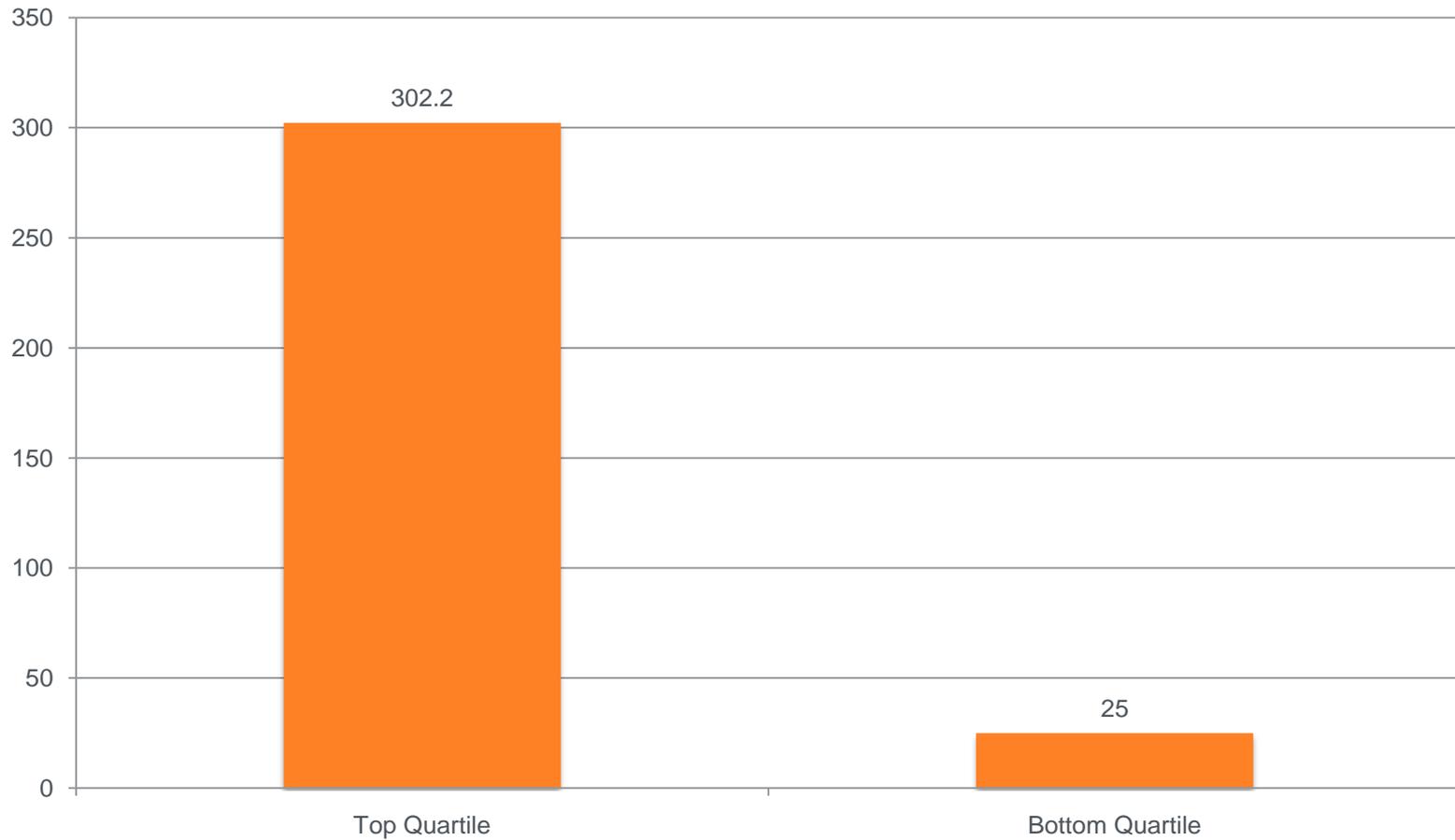
- Use of video on company website
- SEO results
- Effectiveness of company YouTube channel

Online Video Grader  
analysis results  
(empirical data from  
1600+ cases)

- 1. Produce way, way more videos:**  
Top marketers published **11x** more videos on YouTube
- 2. Invest in metadata that drive SEO:**  
Top marketers used **52% more tags**, 20% longer description texts and **585% more playlists**
- 3. Use video assets on all channels:**  
Top marketers had **53% more videos on their websites**

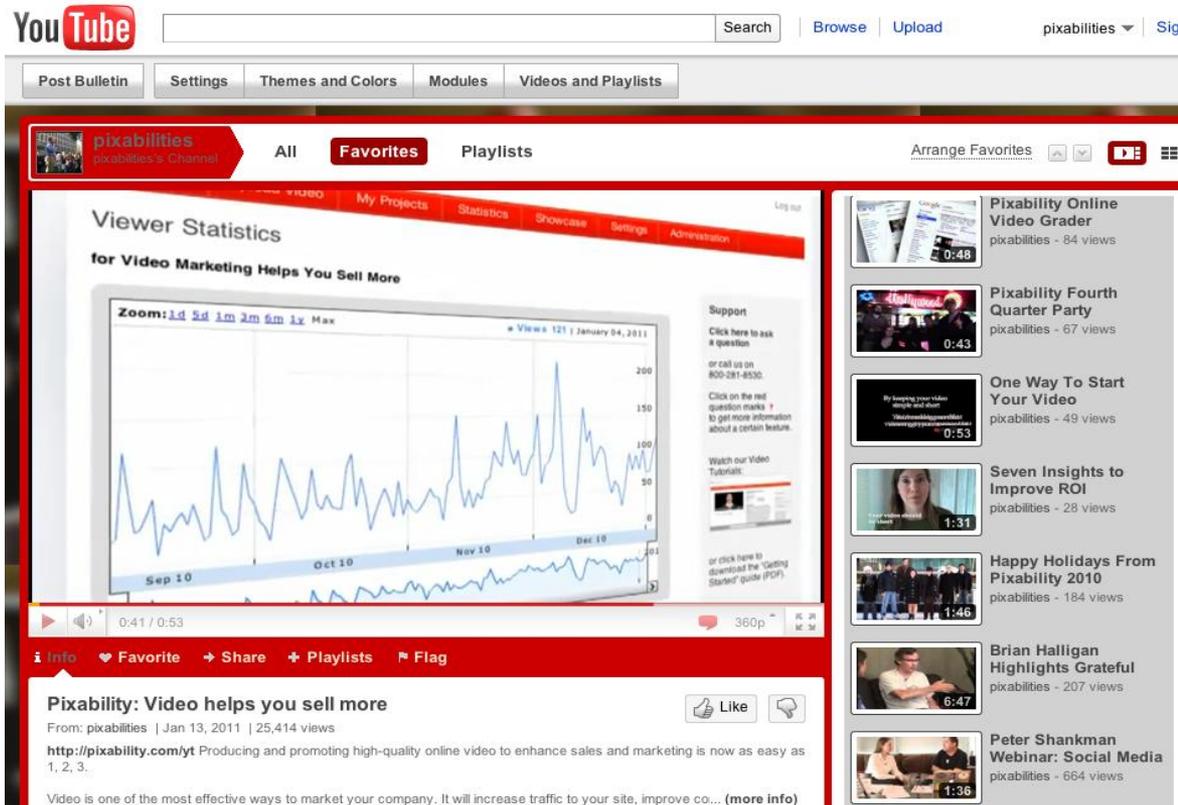
# Successful Marketers Produce...

## Number of YouTube videos



# YouTube Success Recipes

- Have a lot of videos with various topics to attract niche traffic



The screenshot shows the YouTube channel page for 'pixabilities'. The main content area features a 'Viewer Statistics' graph for the video 'Video Marketing Helps You Sell More'. The graph shows a steady increase in views from September 2010 to January 2011, with a peak in late December. The video player below the graph shows a progress bar at 0:41 / 0:53 and 360p resolution. The video description includes the title 'Pixability: Video helps you sell more', the date 'Jan 13, 2011', and 25,414 views. The description text is: 'http://pixability.com/yt Producing and promoting high-quality online video to enhance sales and marketing is now as easy as 1, 2, 3. Video is one of the most effective ways to market your company. It will increase traffic to your site, improve co... (more info)'. To the right of the main video, there is a list of other videos from the channel, including 'Pixability Online Video Grader' (84 views), 'Pixability Fourth Quarter Party' (67 views), 'One Way To Start Your Video' (49 views), 'Seven Insights to Improve ROI' (28 views), 'Happy Holidays From Pixability 2010' (184 views), 'Brian Halligan Highlights Grateful' (207 views), and 'Peter Shankman Webinar: Social Media' (664 views).

- Use long, keyword-rich description texts and plenty of tags

# YouTube Success Recipes

- Have a link (<http://...>) as the first thing in the description

**Video Information** ▼

**Title:**  
Pixability: Video helps you sell more

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**Description:**

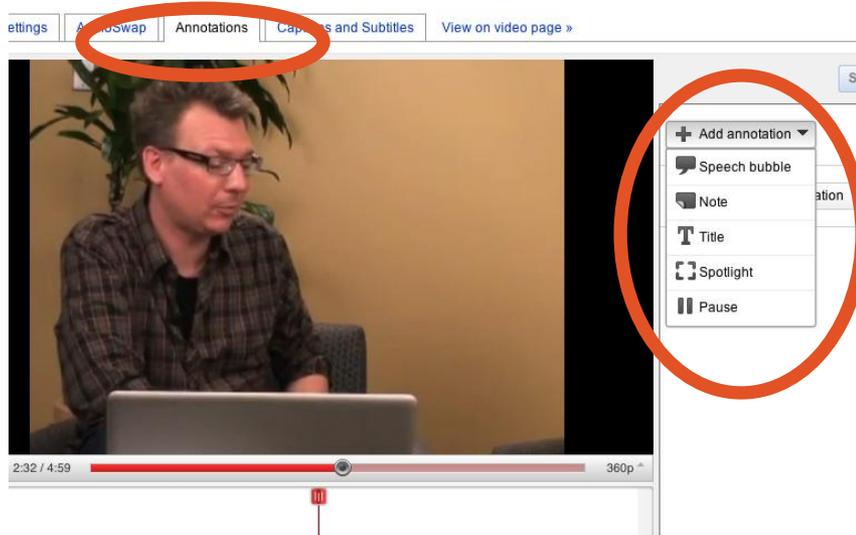
<http://pixability.com/yt> Producing and promoting high-quality online video to enhance sales and marketing is now as easy as 1, 2, 3.

**Tags:**

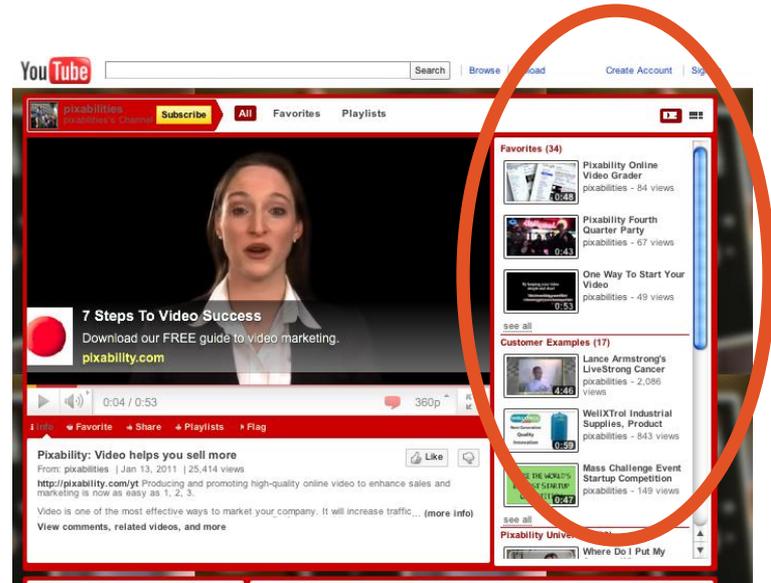
"video marketing" "youtube marketing" pixability "social media" "social media marketing" "video production" "video editing" "video marketing software" "video software" "marketing software"

# YouTube Success Recipes

- Use annotations for call-to-action



- Use playlists

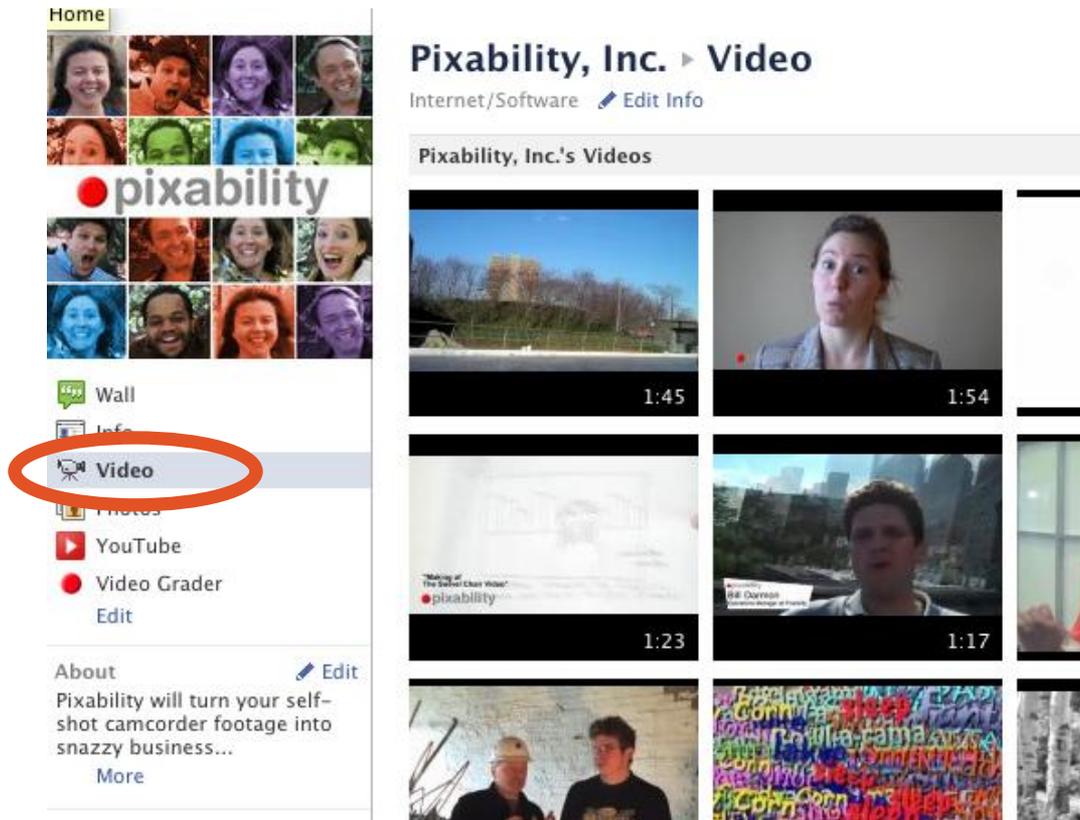


- Be active in the community



# Facebook Success Recipes

- Have a customized video tab



- Find influencers and those who are most likely to share your videos

# Thank you!

Upcoming Pixability Webinar: Online Video Grader: How to Rock Video Marketing Optimization.

Register today at [www.pixability.com/graderwebinar](http://www.pixability.com/graderwebinar)

Try Pixability's Online Video Grader today:  
[www.onlinevideograder.com](http://www.onlinevideograder.com)



# Sharing and promoting video

Jay Wilder, Prod. Marketing Director, myBrainshark

# Key Video Considerations

Audience



suspects



prospects



customers

Video types

Personality

Testimonials

Thought Leadership

Demos

How to's

Company/product

Placement



Goal

Entertain

Trust

Inform

Drive Traffic

Convert

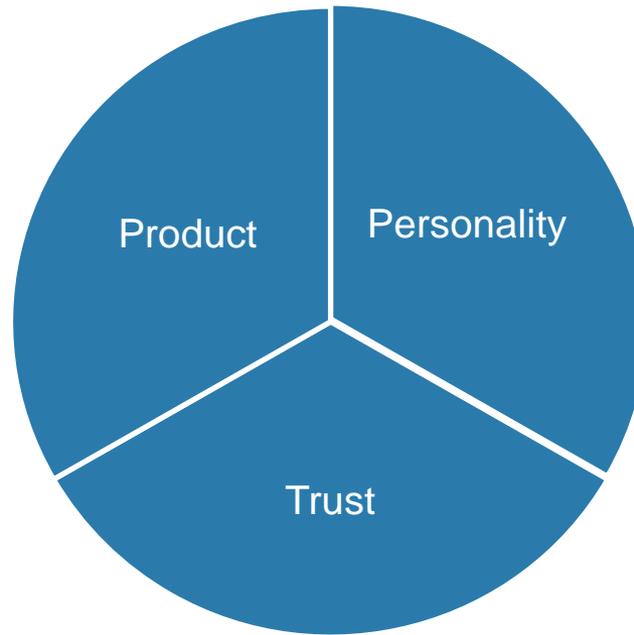
Adopt

Re/Upsell

Refer

# Different videos, placements, goals

Your branding should be consistent



Your message mix and calls to action should vary



Google



# 3 Golden Rules



engage



**GOOD  
CALL TO  
ACTION**

# Website: product



Home | Company | Contact Us | Login | Help & Training



SEE A DEMO

TRY IT FOR FREE

What Is Brainshark

Benefits and Uses

Products and Features

Services

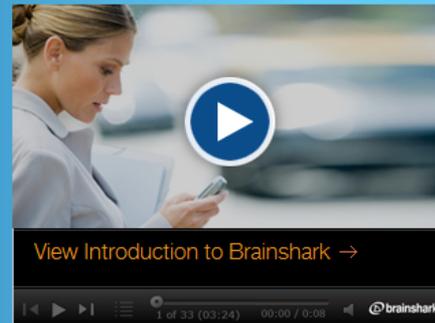
Ideas Blog

## Online and Mobile Video Presentations

Create Share Track

With Brainshark's cloud-based software, you can easily transform static content such as PowerPoint® documents into voice-enriched video presentations that can be accessed anytime, on-demand... and tracked so you can measure the effectiveness of your communications.

[See how Brainshark does all this for you →](#)



### Who Uses Brainshark

A third of the Fortune 100 uses Brainshark.



[View additional Success Stories →](#)

### Brainshark Mobile

Brainshark goes anywhere you do.  
[Learn More](#)



### Featured Events

**Brainshark Success Tours**

Toronto - May 19 →

Tyson's Corner, VA - May 24 →

**Upcoming Webinars**

CSO Insights: Higher Quotas, Flat Win Rates, Now What?

[Find out about this event →](#)

## Product overviews and demos

Flat Quotas

Supporting Internal Communications at Warner Bros.



# Website: trust

shopify

Feature Tour Examples FAQ Pricing & Signup RESOURCES LOGIN

## Create an online store

- ✓ Quick setup & free 30 day trial
- ✓ Easy and simple to use interface
- ✓ 10,000 stores use Shopify

Open your store now

*Shopify has a super-clean design that makes setting up a store incredibly easy.*

— Rafe Needleman, Editor at large

AMNESTY INTERNATIONAL TESLA MOTORS FOOTFIGHTERS

THE INDIANAPOLIS STAR P X A R EVISU

DODOcase is one of over 10,000 stores that use Shopify

Gorgeous Storefront Shopping Cart

## Establish trust with authentic customer testimonials

100% Customizable

Use your own HTML & CSS and have complete control over the look and feel of your online store.

Super Secure

We have a dedicated team of security experts that make sure your e-commerce site is as secure as possible.

# Website: content marketing

The screenshot shows a website layout with a central video preview area and a lead capture form on the right. The video preview features two men, Mike Gingerich and Troy Rumpfelt, with the text "Build Leads with Facebook: Marketing Tools & Tips for Businesses Using Facebook" and "featuring... Mike Gingerich & Troy Rumpfelt". Below the video is a call to action: "Fill out the form to view the full video". To the right is a form with fields for First Name, Last Name, Email, Phone, Company, Your Role, Industry, Number of Employees, Company Website, and Your Biggest Marketing Challenge. A red box highlights a small thumbnail image of the video preview. A green box at the bottom right contains the text "Thought leadership. Opt-in option for valuable content."

**Build Leads with Facebook: Marketing Tools & Tips for Businesses Using Facebook**

featuring...  
**Mike Gingerich** Marketing Director for TabSite & **Troy Rumpfelt** President of TabSite

Fill out the form to view the full video

Presented by our guests Troy Rumpfelt, President, and Mike Gingerich, Marketing Director for TabSite, a Facebook application by Digital Hill Multimedia, Inc.

**Topics covered include:**

- Importance of a custom Facebook
- Great use of preview ->
- Opportunities for lead capture

Watch Building Leads with Facebook

First Name \*

Last Name \*

Email \*

Phone \*

Company \*

Your Role \*

-Please Select-

Industry \*

-Please Select-

Number of Employees \*

-Please Select-

Company Website \*

Your Biggest Marketing Challenge \*

Thought leadership. Opt-in option for valuable content.

**+40%**

growth of video views on retail sites 2010

*(2x vs. non-retail sites)*



**68%**

of top 50 online retailers launching video programs

**FORRESTER®**



## +10% sales

- **58,000** short videos of mostly staff—not professional models—showing off shoes, bags and clothing in 2010.
- Video explanation = +10% purchases, decreased returns

Inform, personality, trust, demo



Blog videos can be “business casual”...

“Better to be on time than perfect.”



Variety keeps people coming back  
Goals: engagement, sharing, site  
traffic, repeat visits

# Blog: inform, engage, trust, personality, news, thought leadership, fun.....

Constant Contact + myBrainshark: 3 Steps to Video Email Campaigns

Submitted by [Jay Wilder](#), myBrainshark Product Marketing Director, Brainshark  
 March 23, 2011 07:30 AM

In this post and others forthcoming, I'm going to highlight using Brainshark together with email campaign management tools. Today we're taking a look at sending a Brainshark video presentation as an email campaign through [Constant Contact](#).

## How to's



How to Create a Facebook Business Page in 5 Simple Steps (with Video!)

Posted by [Brian Kralovic](#)  
 1945 Feb 10, 2010 @ 01:30 PM

You may already use Facebook for personal reasons such as keeping up with your friends or sharing photos, but the idea of running a business page on the world's largest social network might still seem intimidating. *Where do you start? What should your goals be? How much work will it take?*

First of all! This short video and blog post will offer step-by-step instructions on how to set up a Facebook fan page, covering some of the reasons *why you should set one up* and why its interactive elements make it such a great tool for business promotion.



## Valuable content

twitter blog

## Customer features

Twitter Video

Monday, August 04, 2010



How Do You Use Twitter? from biz.stone on Vimeo

Several weeks ago we invited folks in New York City and San Francisco to share with us a little about how and why they use Twitter. We talked to lots of interesting people. Alas, we had to edit way down for time so only a few people made it into the final cut. We plan to put this material somewhere on our site for potential new users to get a better idea of how they might use Twitter. In the meantime, check out the video if you're curious. Thanks to everyone who took the time to chat with us. We enjoyed meeting you! Also, special thanks to [@julietweets](#) for taking the lead on this project.

Posted by [@biz](#) at 3:19 PM

**pixability**

Download our free 7 step Business Video Guide

Why Video Works | Products | Samples | Learning Center | About Us

Daily Grommet's **Jesse Buckley** discusses the human side of product videos on PixabilityTV, April 28 12:30 EST

Posted by [Rachel Blumenthal](#)  
 Thursday, 21 April 2011



The secret to gaining new customers often lies in targeting hearts - not wallets. You may have the best prices and the best products in the world, but sharing your company's human side is what will really build a loyal following. [Daily Grommet](#), an online retailer that uses video to share the remarkable stories behind the products for sale, knows exactly how to do it.

## Vision/thought leadership (by you and guests)

## Fun stuff



## A video message from our CEO

Here's a short video message from ShipServ's CEO Paul Ostergaard on the acquisition of Mariner's Annual, announced today.



To see the official press release on the announcement go to [http://www.shipserv.com/press-releases/2011/04/21/ship-serv-acquires-mariners-annual/](#) or our frequently asked questions (FAQs) document on the acquisition.

## News/Vision

August 18 Webinar Replay: Making your Presentations Mobile-Friendly

Submitted by [Ivyn Hipsman](#), Director of Customer Community, Brainshark

August 23, 2010 11:00 AM

The final event of the summer is our August 18 webinar presentation included:

- What tells not support
- Understanding your m
- Best practices when c
- Upcoming product en

There were many questions asked during the mobile version of a Brainshark presentation on the last slide. [Click here](#) to view the Q&A session. In the

## Event clips / Replays / Previews



Image compares the screen size of a BlackBerry as compared to an iPhone size device. We estimate that the iPhone screen is about 10% the size of a typical notebook PC and the BlackBerry screen is half as large as the iPhone. The presentation makes specific suggestions on how to address the limitations of screen size.

Currently, about 1% of Brainshark

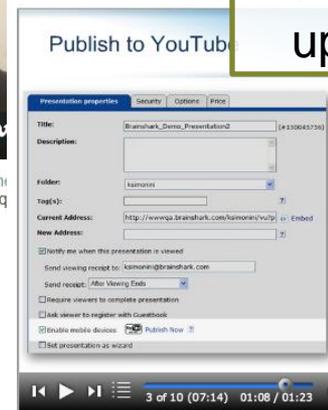
July Release: New functionality? It's in there!

Submitted by [Kristin Simonini](#), Product Management Director, Brainshark

July 26, 2010 01:30 PM

Whoever said anything about the "days of our development team" in the Brainshark Product and Development teams.

## Product updates



- CAdmin on/off
- Requires access to YouTube account
- Available when mobile is enabled
- Private and password content not supported
- Limits to first 10 minutes of presentation
- Removal from YouTube must be done on their site

# Email: show and tell

You're Invited to the NETSEA April 7th Business Mixer!

**NETSEA** New England Technology Sales Executives Association

**NETSEA Business Mixer**  
**Sponsored by Brainshark**  
April 7, 2011 from 6:00-9:00pm at the Waltham Westin

[Click Here to Register Now!](#)

Viewing on a mobile device? Please head to [www.netsea.org](http://www.netsea.org) to register

Thank you to

ELOGUR GENERAL CATALYST PARTNERS brainshark

Total duration: 00:04/01:44

Slide 6 of 6

Open Rate 13%  
- "normal"

Clickthrough 10%  
- 300% increase!

# Social Media



**“The Big 4”**

# Social Media

信

Trust



Sharing



Interaction

**Give valuable advice and content! Be informative or entertaining!  
Don't oversell!**



- Drive site traffic  
SEO
- Show personality
- Sharing/commenting
- Ad network
- Video responses



Blocked by businesses  
SEO competition?  
Your competitors are there  
too.

# YouTube: content marketing



shopify

Search

## Search results for shopify

About 130 results

**Best Way To Sell Online**  
Safe, Top Features, Free Support  
20,000+ Live Stores, Free Trial!  
by [volusion](#) | 9,740 views

**Upgrade Your eCom System**  
Checkout Nexterna's Shopping Cart  
Better Customer Support. Robust.  
by [nexternal](#) | 2,312 views

Promoted Videos

Competition's ADS

**Shopify Pro Tips #3 - Gary Vaynerchuk on Promoting - Part 1**  
Gary Vaynerchuk shares his thoughts about promoting your online store. To learn more about  
Shopify visit: [www.shopify.com](#)  
by [jadedpixel](#) | 11 months ago | 3,279 views

Content marketing - tips

**Shopify Pro Tips #2 - Seth Godin on Marketing - Part 1**  
Seth Godin, marketing man extraordinaire  
about getting marketing right for your shop  
by [jadedpixel](#) | 1 year ago | 7,878 views

Content marketing - tips

**Shopify to FreshBooks Invoice Importer Demonstration**  
Carry One's invoice importer for e-commerce stores. This demonstration shows how Shopify  
users can import their invoices into FreshBooks ...  
by [carrytheonedemos](#) | 1 year ago | 1,650 views

How to/demo

**Shopify: Do what you do best.**  
Having an online store has never been easier  
by [jadedpixel](#) | 10 months ago | 6,010 views

Case study

**How to Configuring a Shopify Store**  
www.eshopwiz.com eshopwiz.com is a  
freelance teaching with technology newbies and  
veterans how to build a successful e-commerce  
by [eshopwiz](#) | 5 months ago | 541 views

How to

**Using collections in Shopify**  
by [jadedpixel](#) | 1 year ago | 4,541 views

How to

**Shopify Case Study - Charleston Biscuits**  
Shopify recently visited Charleston Biscuits  
running their store with Shopify since 2006 and have ...

Case study

# Youtube: content marketing

Call to action – Drive site traffic from YouTube



7 min of how-to

How to Configuring a Shopify Store

eshopwiz 10 videos



Push to website to complete

# YouTube Video Responses

YouTube

Search Browse Upload AquahenMusic Sign Out

### HubSpot Explained: 4 Years of Inbound Marketing Success

HubSpot 219 videos Subscribe

**Brian Halligan**  
HubSpot CEO & Co-Founder

0:06 / 3:45

2,825

23 likes, 0 dislikes

or Create a video response

500 characters remaining Cancel or Post

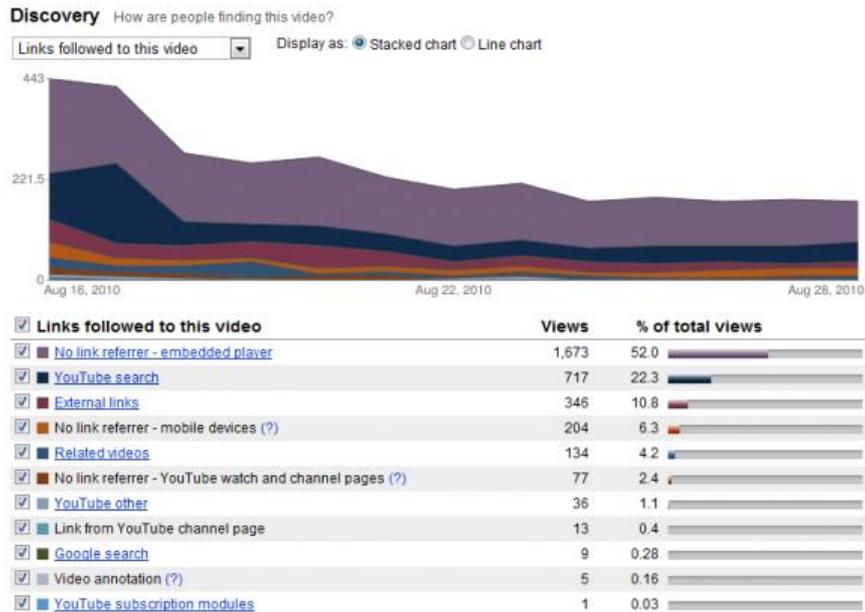
**Suggestions**

- Miracles Video by Pampers 111,912 views Promoted Video 1:01
- HubSpot Customer Case Study - Objective Managem... by HubSpot 2,433 views 4:58
- Massage School Stops Buying Leads By Leveraging... by HubSpot 182 views 3:45
- Just HubSpot It - Episode 3: Office Pro Wrestling by HubSpot 2,043 views 3:04
- Brian Halligan on Bloomberg by hubspotTV 144 views 10:41
- Baby Got Leads by HubSpot 34,263 views 1:22
- Science of Lead Generation by HubSpot 116 views 1:45
- Foursquare Cops - Episode 1 by HubSpot 44,343 views 3:03

Vision, trust

YouTube Video Responses

# Free YouTube Tools



Insights

**YouTube** Video Editor Sign Out

My Videos Audio

Title of new video

Advertisements may be displayed on videos that contain soundtracks from the AudioSwag library.

Video Editor

# Facebook: personality



facebook

**Vs.**

First Name: \*

Last Name: \*

Email Address: \*

<input type="text"/>
<input type="text"/>
<input type="text"/>

Much lower opt-in threshold...customer data already in FB.

# Facebook: personality

**facebook** Search Home Profile Account

## Audi USA ▸ Livestream

Cars

**Audi**  
Truth In Engineering

**Audi**

Luxury has progressed.  
The new Audi A8 is here.

Wall  
Info  
**Livestream**  
A7 Bold Design  
Audi quattro  
Welcome  
Photos (9,783)  
Audi Regions  
More ▾

About  
The official Audi USA Facebook page  
**3,150,268**

### Most Engaging Facebook Pages

(Min. 100k Page Likes)

Page	Avg Post Likes per 100k Fans
Audi	228
Justin Bieber	181
Chamillonaire	142
Lady Gaga	136
American Airlines	128

Share

Latest Videos **livestream** Chat: Twitter Facebook

**Check in & Chat**

Check-in to discuss this live event and invite your Facebook friends.

Checked in now 1 person

#### You and Audi USA

Garry Koch likes this.

#### Event Invitations

See All

- Boston Uncorked's 6th Anniversary...**  
Tomorrow, April 27  
RSVP: Yes · No · Maybe
- Ted Shred's 5th Annual Beach Cruis...**  
Saturday, May 7  
RSVP: Yes · No · Maybe
- <<< PINBACK SHOW >>>**  
Friday, April 29  
RSVP: Yes · No · Maybe

#### People You May Know

See All

- Willie Nile**  
2 mutual friends  
Add as friend

“Like gating with video”

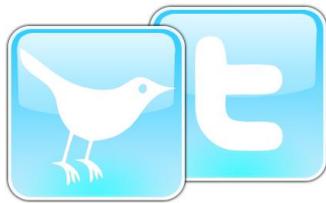
# Twitter: real time, content marketing



**michelleberdeal**

Apr 26, 5:00pm via HootSuite

On demand video presentation on 7 attributes of organic search marketing: <http://ow.ly/4EZww> #SEO #marketing



Content Marketing



**Xcedex**

5:37pm via bitly

Improve VMware performance by up to 66%. Click here to learn more <http://bit.ly/jDwZHE>

Overviews/demos



**Leadfabric**

Apr 26, 9:57am via Facebook

Scoop: exciting product update coming up at Brainshark on May 1st, now supporting 21 languages! <http://fb.me/JA5Hw1W8>

Real-time updates



## 7 Guidelines of Search Marketing in 2011

**Search Marketing in 2011**

March 22, 2011  
Delivered by  
Bernie Borges

**Disk Alignment Assessment Using X\_Factor Data Collector**

- X\_Factor Data Collection
  - Automated Agentless Data Collection
    - Physical
    - Virtual
    - Cloud
  - Application Inventory
  - Storage Alignment
  - Storage Utilization
  - Maintenance Inventory
  - Dependency Mapping
  - Click of a Button Report Generation

DATA CENTER

**Where to find it**

Content	Time
1. Brainshark Prod...	00:00
2. Release Summary	00:07
3. What is a Q&A?	00:20
4. Q&A Content in Brainshark	00:25
5. Where to find it	00:28
6. Pricing Overview...	00:35
7. New Player Trans...	00:52
8. Increased file...	00:57
9. Transcod Reports	00:59
10. Coming Soon!	00:59
11. Thank You	00:59

# LinkedIn: interaction, trad. overview

LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox Companies News More

**NETSEA**

Discussions Members Promotions Jobs Search More...

Attend NETSEA's networking event for NE sales professionals. April 7 @ Waltham Westin at 6pm. Learn more and register: <http://bit.ly/dFgtIC>

1 month ago

NETSEA Business Mixer | netsea.org netsea.org Array...

Like Comment Follow Flag More

Paul Ackerman, Kathy Vorse and 1 other like this

2 comments

Paul Ackerman • This will be a great evening - great people - great networking - great sponsor - great venue - great food - great drinks!

1 month ago

**Real-time and content marketing**  
info for groups and discussions – ie.  
Events, how-to's, top 10's

Public Profile <http://www.linkedin.com/in/rbrennanknotts>

R. Brennan Knotts

Account manager at Cartaloupe.br

What are you working on?

Your profile is 75% complete | Edit

Understanding Cariboupe.br - An Internet Video Marketing

DAN McFADDEN  
Chief Internet Operations Manager  
Application Developer

00:00 / 01:58

Change presentation

Experience

Account Manager

Cartaloupe

Probably hired 11-00 employees; Online Media Industry

**Overview** about you and/or  
your company

LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox Companies More

Companies > ReelSEO > Services > Video SEO Consulting

Overview Careers Services Analytics

This page was last visited Nov 2010 by Mark Robertson

Video SEO Consulting

1 professional on LinkedIn recommends this product

Product Overview

In addition to video marketing services, Mark Robertson of ReelSEO, a well-known expert in video SEO and video marketing, offers premium video SEO consulting services along with consulting services with regard to anything related to online video and online video marketing/publishing...

1 Professional recommends Video SEO Consulting

All professionals that recommend Video SEO Consulting

Set by: Your network

CJ Bruce, CEO at Video Army

Mark and I have worked together on a number of client Video SEO consulting operations. His deep knowledge of SEO and online video makes him a premium expert in the field. I highly recommend him for any company looking to optimize their video content both on and off site for search engine placement. His passion for the topic ensures that you will always be on the bleeding edge of optimization tactics and one step ahead of your competition.

ReelSEO's LinkedIn Company Profile Services page with embedded video

**Overview info** on Company Page

**nielsen** Mobile video views soars 40% (in 2011)

Smartphone market to grow 50% this year



# QR Codes



QR Code(2D Code)

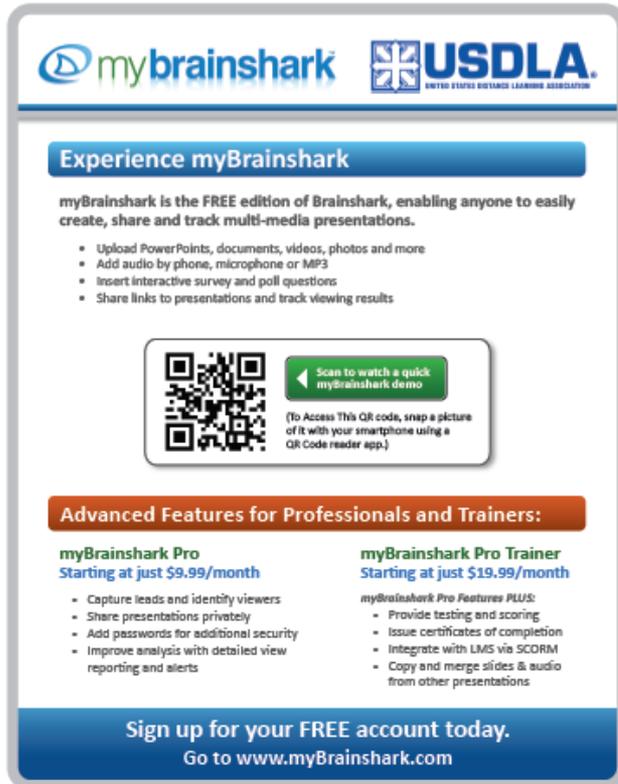


Bar Code



# QR Codes

- Connect the offline and online world



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UNITED STATES DISTANCE LEARNING ASSOCIATION

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- Share links to presentations and track viewing results



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# Keywords and SMS Campaigns



Keywords



SMS Campaigns

# Platforms

- Tracking
- Privacy
- Distributed authorship
- Content management
- Online/mobile playback consistency



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**Great Uses for myBrainshark**

-  **Add Voice to PowerPoint**  
Promote your Business
-  **Narrate a Document**  
Create a Talking White Paper
-  **Upload a Video**  
Narrate your Product Demo
-  **Make a Photo Album**  
Add Voice to your Pictures
-  **Produce a Podcast**  
Share your Expertise



Jim Kukral

# How to Measure Success of Video

# How To Measure Success?

## Standard Analytics Such As...

- Video views (plays)
- Embeds (reach)
- Watch for spikes & correlate to events/promotions/mailings, etc.
- Google blended search results

## Advanced Tools...

- YouTube Insights
- Google Analytics

# How To Measure Success?

Conversions, Conversions, Conversions...

- ROI is what matters
- Use video on landing pages
- Test, test, test!
- Calls to action during video (lower third) (annotations)
- Calls to action at end of video (Fiverr.com & Animoto.com)
- Use special tracking link and/or coupon code (bit.ly)
- Add video to your local page
- Ask for video testimonials

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- Google blended search results

## Advanced Tools...

- YouTube Insights
- Google Analytics



**Thank you!**



# Q&A



Yelena Kadeykina  
Pixability  
@lanka79



Jay Wilder  
Brainshark  
@jaywilder



Jim Kukral  
@jimkukral



Maggie Georgieva  
HubSpot  
@mgieva