



Call Duane to market your business with video 231-250-9624 * www.dwvideo.com

Five ways to promote Michigan with video

Since 1984 I have had the privilege of producing videos for businesses and organizations all over the State of Michigan and beyond. Today, video still has the power to tell the story. The power is more eyes to see your video. Why? Video is everywhere. And the real cool thing you can share over many sites. Are you taking advantage of that power? Are you reaching out and telling that story? You should and here are five ways to succeed with video. Not in any particular order.

- 1) **Company Image Video:** This is the overview video of who you are and what you do. The Company image video takes a tour of your facility, shows the manufacturing process, covers your services and shows off your people.
- 2) **Video Profiles:** In this day and age of social media, people just want to know who you are. This is so very important in your business. Personalize your business. Today we love to do business with people they know and trust. Why then are you not producing profiles of your key personnel? The CEO or business owner explaining why they enjoy what they do. The shop foreman or cashier and how what they do is important to quality and service. Your sales staff so prospects can get to know them... build that trust.
- 3) **Video Testimonials:** No one tells your story better than your customers. There is a real factor when a customer talks about how you solved a problem for them. How you helped them succeed. These are priceless and need to be part of your on-going video strategy.
- 4) **Safety-Training Videos:** Not every business needs this style of video. However, those that do these are a valuable arsenal for your business to have. People want to feel safe when using your products or have training on an application of your product. Teach and they will buy.
- 5) **Video Blogging:** Becoming the best way to connect with customers and prospects on a consistent basis. You and your business is an expert in something. Begin producing a series of video blogs that answer questions your customers want to know and learn. You are the expert. Share it.

These five styles of video will help you succeed with video. What is the key to success with video? Are you ready because the successful businesses do this. The secret sauce is: Multiple videos all with Local Video Marketing tags that help build up your business. It is cool when your video thumbnail ranks on page one, in some cases ahead of even your website. Again, the secret is video one, video two, etc.

For an example: Go to Google and type in 'Video Production Big Rapids' This video was designed with Local Video Marketing Techniques to rank geographically with a keyword phrase.

Hear me when I say the key to ranking your website and videos comes with a cost. The search engines are there to make money for them. Simply put - ranking is a pay to play strategy. Now, that does not mean you should not at least do what you can with Local Video Marketing for your site and videos. In some smaller geographic areas it may be easy to rank. Larger areas, not so easy without paying.



Call Duane to market your business with video 231-250-9624 * www.dwvideo.com

Five ways to promote Michigan with video

Here are some more tips when using video:

- Keep it short and simple. Volume one, two, three, etc is key
- Keep it real - no hype. Talk to people not at them.
- Be approachable
- Avoid using images, logos and music that is copyrighted.
- Audio is 90% of a good video. Make sure the audio is easy to understand.
- Lighting - use lighting to highlight.
- Composition - know the basics of thirds.
- Do not forget your call to action
- Contact information - embarrassing if you forget phone number and other ways to contact you.
- Share on Social Networks
- Share on your website
- keep your out-takes. Great for social media
- YouTube is the world's second-largest search engine with more than 3 billion searches a month - importance of Local Video Marketing
- Make it Mobile-friendly Facebook alone handles 4 billion video views a day, 75% of those are accessed from a mobile phone. Reason enough?
- Create two videos from every one you produced. One for Youtube the other for Facebook. These need to be a bit different so they do not cancel themselves out in rankings.

Here are some slides from my Video Blogging Series that highlight some important tips that need to be done not only for Video Blogs, but for all your other videos as well.

What do you blog about?



Find a passion - then build on your passion.

You become the expert.

Know your audience.

Provide benefits

Equipment



Five ways to promote Michigan with video

What equipment do you use?

BUY **LOCAL**
Michigan

Your phone, laptop, tablet, zoom camera

Audio 90% of a good video:

Lavalier mic, Shotgun mic

Lighting



Spend some time on what equipment you will use. Your phone? Tablet? Stand-alone Camera's, Zoom makes nice camera for blogging.

What equipment do you use?

BUY **LOCAL**
Michigan

Lighting

LED, Fluorescent, Softboxes

In a room that has a good lighting source

Cut down shadows

- position of lights

Editing



Lighting does not have to be expensive.

Five ways to promote Michigan with video

Editing



Consumer

Camtasia, Windows Media, iMovie

Higher End Systems

Final Cut, Premiere, Sony Vegas

YouTube - Lynda.com

Video Production Tips

Research and find the right editing program for you. Take the hours it takes to learn the software, how to encode the video for the web and have fun.

Distribution - let the fun begin



Set-up You Tube Channel

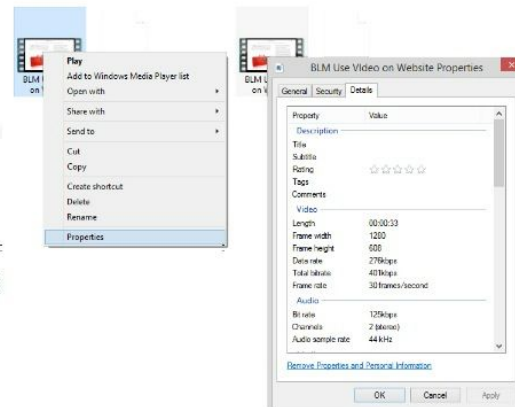
- use your brand name

Encode Video for upload

- mp4 - h264

-Prep the video file - before upload

alt tags and keywords



Distribution

Set up the video file before you upload.

Five ways to promote Michigan with video



Distribution - work unlisted

Upload Video to You Tube

Set playlists

BLM: Industry, Medical, Retail, Service

Write Description

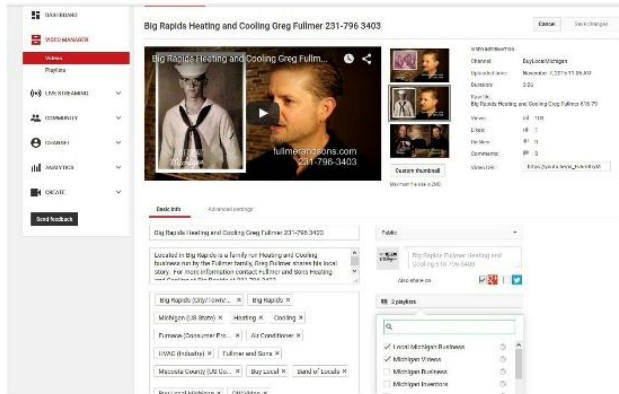
- Build description on keywords
- use authority sites with links (wikipedia)

Title - Local Video Marketing TIPS

Advanced Setting video location

Keyword Tags same as in Description

Social Media & Written Blog



Once you have it uploaded to YouTube, learn basic Local Video Marketing Tips. This is detailed, however very important to ranking.

Sharing Examples



Embed examples

Always 'SHARE' with a message.

Five ways to promote Michigan with video

Sharing Examples



More Sharing Tips

Embed on your website and have a backlink to an authority site, a facebook page. Help drive traffic.

Sharing Examples



Custom URL for SEO

link with personal write up

Embed BLM Video on their site

Another link to BLM

Time To Record a BLM Business Segment for GR Business Breakfast

In this case one of the guest of Buy Local Michigan took our video, embedded on a website page on his site, backlinked to Buy Local Michigan and wrote a nice write-up.

Five ways to promote Michigan with video

How important is video to the success of your business? Here are some facts I found and will share with you.

- According to **Forbes**, 59% of executives would rather watch video than read text.
- 90% of information transmitted to the brain is visual, and visuals are processed 60,000X faster in the brain than text. (Sources: 3M Corporation and Zabisco)
- The average user spends **88% more time** on a website with video. (Source: *Mist Media*)
- **92 percent** of mobile video viewers share videos with others. (Invodo)
- **59%** of senior executives prefer video over text. (Source: *Brainshark*)
- Video equals **higher viewer retention**. The information retained in one minute of online video is equal to about 1.8 million written words. (Source: *Brainshark*)

Internet video is not going to replace your sales staff and personal interaction. But for your business to stay current and at the top of your game. Use the power of internet video to work for you twenty-Four/Seven.



In closing, I am here to help you. Call me at **231-250-9624** to discuss your needs in more detail. I am Michigan's Video Storyteller, ready to help you!

Thank you
dw

Video Blogging

Duane shares tips and production advice in a six part Video Blogging Series.



Video Blogging Introduction Part One



Equipment Used for Video Blogging Part Two



Video Production tips for Video Blogging Part Three



Ways to Distribute Y Blog Part Four

Check out our six part video blogging series on facebook - <https://www.facebook.com/dwvideomultimedia/videos>