

WELCOME TO

Virtual  
Marketing

*Blueprint*

Rei Rockstars

# Virtual Marketing Experts



Dani Lynn



Flip

Rei Rockstars

# Virtual Marketing Blueprint Concept

The Virtual Marketing Blueprint Program was designed to provide you with an easy to follow, step by step process of incorporating key internet marketing concepts into your business.

Rei Rockstars

# Virtual Marketing Blueprint

## Video Creation & Driving Traffic

### Objectives:


- 1) Introduction To Video Creation
- 2) Creating Voice Over Video Recordings
- 3) Creating Direct To Camera Video Recordings
- 4) Introduction To Driving Traffic
- 5) Top Paid Traffic Strategies Overview
- 6) Top Free Traffic Strategies Overview

**Rei Rockstars**

# Virtual Marketing Blueprint

## Video Creation & Driving Traffic

### Objectives:

- 
- 1) Introduction To Video Creation**
  - 2) Creating Voice Over Video Recordings
  - 3) Creating Direct To Camera Video Recordings
  - 4) Introduction To Driving Traffic
  - 5) Top Paid Traffic Strategies Overview
  - 6) Top Free Traffic Strategies Overview

*Rei Rockstars*

# Introduction to Video Creation

## Video Creation

### *What Is It?*

Creating recorded content to post online for prospects & visitors to your website to view at their leisure.

### *Why Is It Important?*

It is one of the most effective and popular ways of online communication in today's market and is predicted to be the dominant form (90%) of communication by 2013.

**Rei Rockstars**

# Introduction to Video Creation

## Video Creation

*YouTube: The future of entertainment is on the web.*

*YouTube announced in December that it logged 1 trillion hits in 2011...predicting that soon 90% of Web traffic will be video.*

The screenshot shows a news article from The Washington Post with the Bloomberg Business logo. The article title is "YouTube: The future of entertainment is on the Web". The main image features a man, Robert Kyncl, standing in front of a wall of red YouTube play buttons. A large graphic on the wall says "90% of traffic will be video". The article text includes a quote from Kyncl: "In the next decade, 75 percent of all channels will be born on the Internet. That's the bold prediction of the day from Robert Kyncl, the head of global partnerships for YouTube. In a speech at the Consumer Electronics Show in Las Vegas, Kyncl said the Web is poised to become the premium channel for entertainment distribution within the next decade." Another highlighted section states: "YouTube announced in December that it logged 1 trillion hits in 2011 and is anticipating an even bigger year ahead as more politicians and newsmakers turn to the site to distribute Web ads, speeches and weekly video casts. On Thursday, Kyncl said all of the entertainment industry should be paying attention to Web video, predicting that soon 90 percent of Web traffic will be video."

Rei Rockstars

# Introduction to Video Creation

## Why Video?

- You aren't hiding behind a web page or sales letter
- Makes something so impersonal (internet) into something very personal
- Allows visitors/prospects to get to know YOU
- Builds trust & rapport
- Entertaining (well...this depends on you)
- One of the most popular ways to to view & download content on the internet
- Most powerful form of marketing if done correctly



# Introduction to Video Creation

## Video Creation Tips

- Have Fun!
- Be Personal
- Have the Right Mindset
  - Authentic, Passionate, Caring, Sincere
- Bring Value
- Be Real
- Enjoy the process



Rei Rockstars

# Introduction to Video Creation

## Video Creation Tools

- **Video Equipment:**
  - Flip Video or Webcam
  - Computer Mic or USB Mic
    - Yetti
    - Snowball
- **Video Editing Software**
  - Mac - iMovie
  - PC/Windows - Movie Maker



flip  
video



Rei Rockstars

# Introduction to Video Creation

## Video Creation Tools

- **Screen Capture Video Software**
  - Mac - Screenflow
  - PC/Windows - Camtasia
- **Video Marketing/Syndication Resources**
  - TubeMogul (“baby TG” & free)
  - Traffic Geyser



Step  
1

Go to youtube.com and click on "Create Account".

Objective 1 Introduction Video Creation

The screenshot shows the YouTube homepage interface. At the top, the YouTube logo is on the left, followed by a search bar and navigation links for 'Browse', 'Movies', 'Upload', 'Create Account', and 'Sign In'. The 'Create Account' link is circled in red, with a red arrow pointing to it from the right. Below the navigation bar is a blue banner with a star icon and the text 'We're changing our privacy policy. This stuff matters. Learn more Dismiss'. The main content area features a video player with a 'RIDE' video, a 'WINTER GAMES ASPEN' logo, and a 'get more into action sports' advertisement. Below the video player is a 'Sign in to customize your homepage' section with 'Sign In' and 'Create Account' buttons. The 'Create Account' button is circled in red, with a red arrow pointing to it from the right. To the right of the sign-in section is a 'From YouTube' section featuring a video titled 'ASAP Rocky Brings Out Drake in Toronto' and a 'Spotlight' section for 'Celebrating One Billion Views of Annoying Orange'.

Rei Rockstars

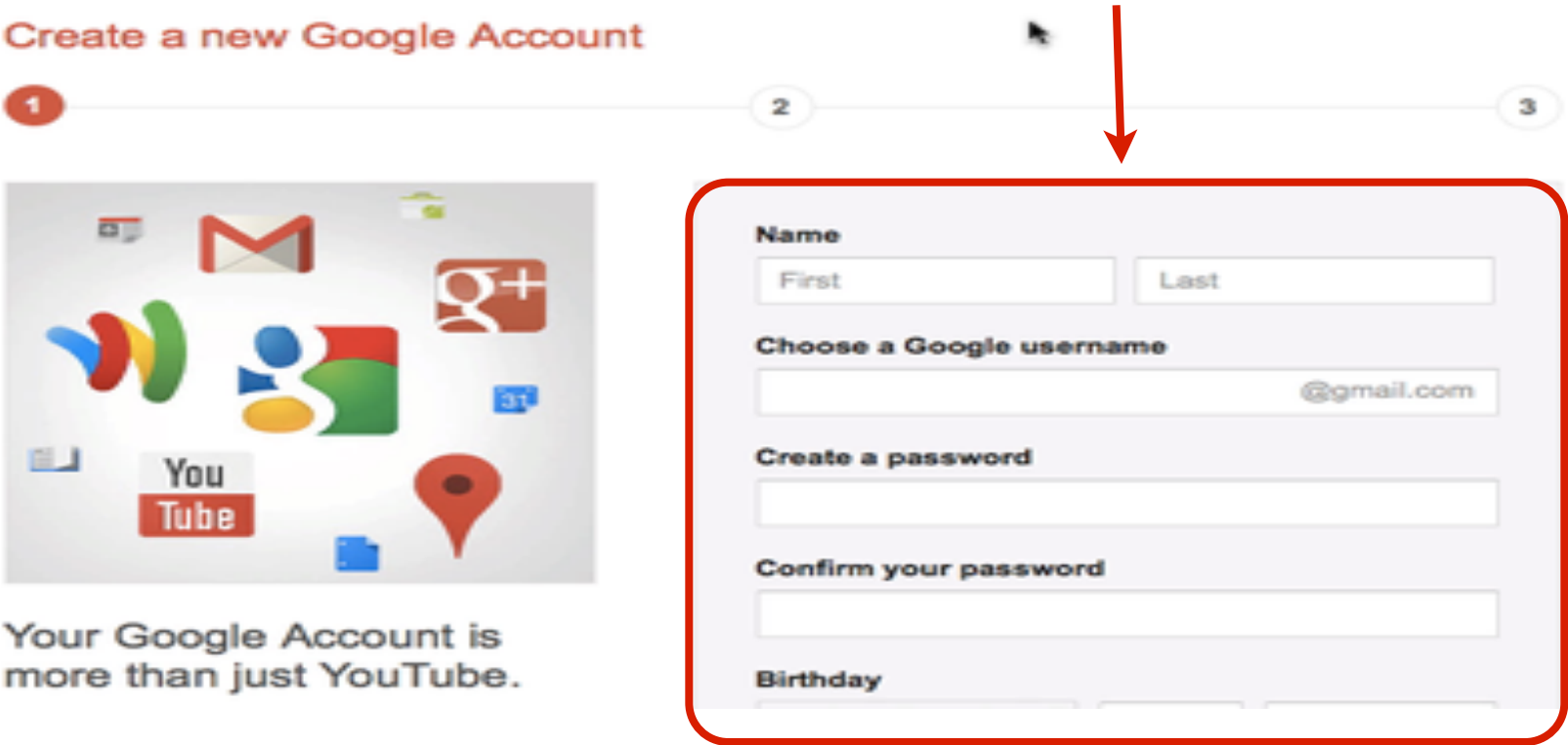
Step  
2

Fill out all of your information and when you are done, click “Next step”.

Objective 1 Introduction Video Creation

Create a new Google Account

1 2 3



Your Google Account is more than just YouTube.

Name

First Last

Choose a Google username

@gmail.com

Create a password

Confirm your password

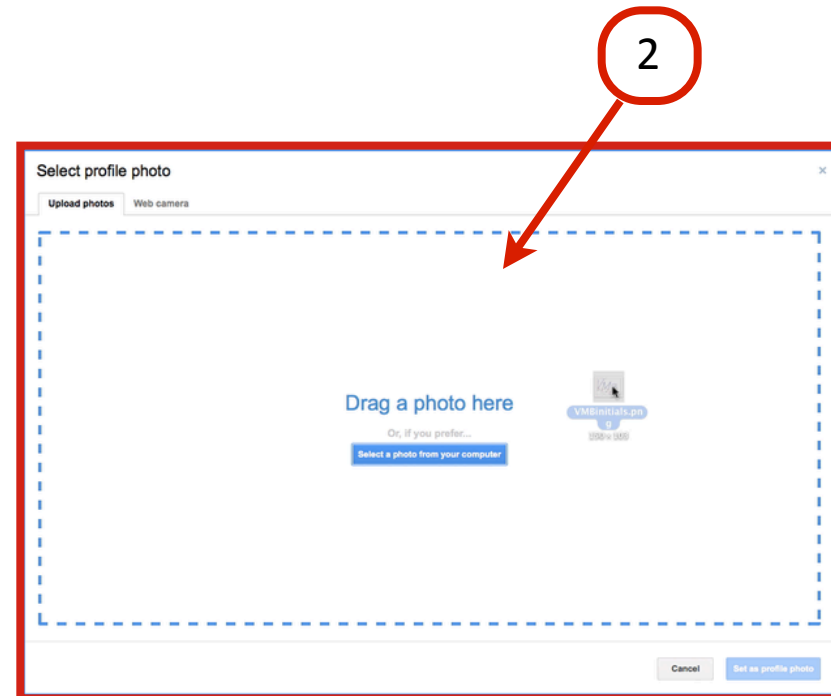
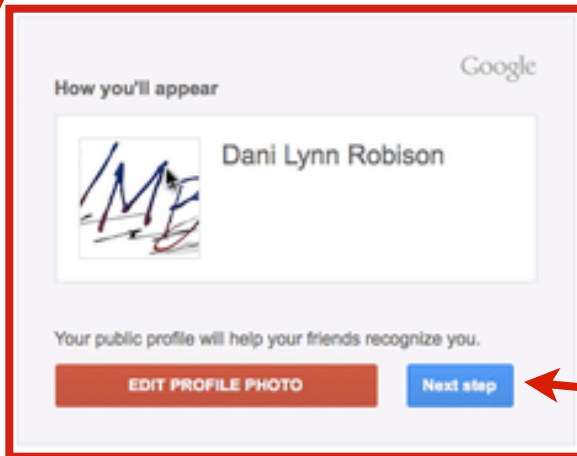
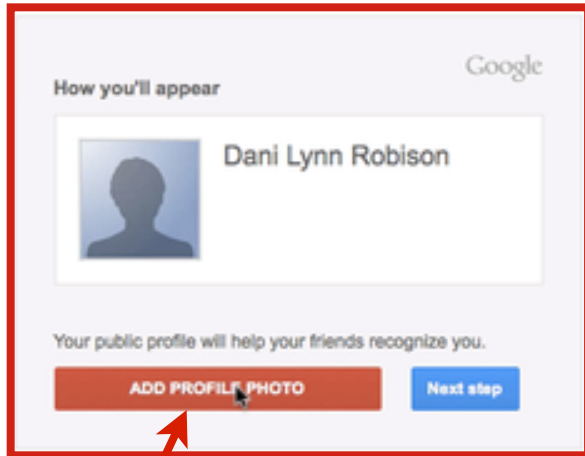
Birthday

Next step

Step  
3

Click on “Add Profile Photo”, drag your photo into the selected area.  
Crop your photo as needed and click “Set as profile photo”.  
To finish, click on “Next step”.

Objective 1 Introduction Video Creation

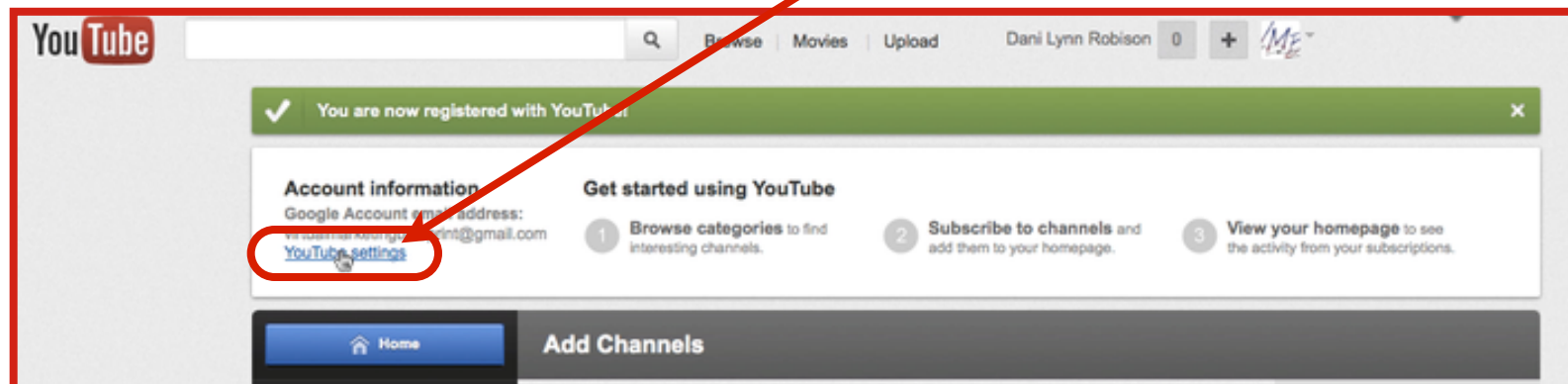
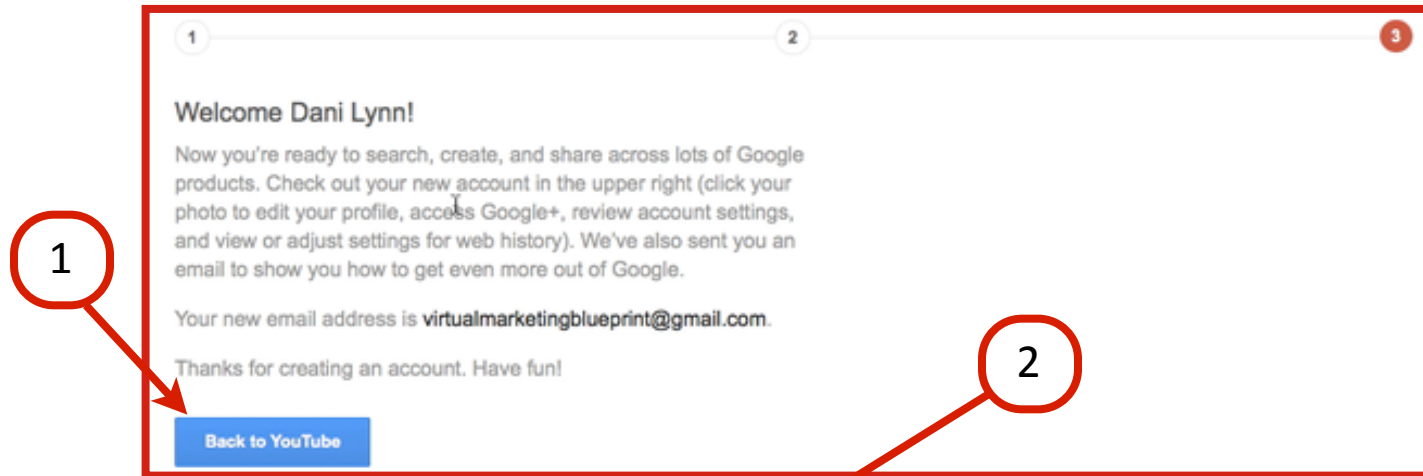


Rei Rockstars

Step  
4

Now that your youtube account is set up, click “Back to YouTube”.  
Then on the next page click on “YouTube Settings”.

Objective 1 Introduction Video Creation



Step  
5

On the Overview tab, click on  
“Change” below the picture.

Objective 1 Introduction Video Creation

The screenshot shows the YouTube channel overview page for 'virtualmarketingblueprint@gmail.com'. The page is divided into a left sidebar and a main content area. The sidebar contains navigation links: Overview, Profile Setup, Playback Setup, Email Options, Sharing, Privacy, Mobile Setup, and Manage Account. The main content area displays the channel name, email address, and statistics: Videos Uploaded: 0, Favorites: 0, Channel Type: Create a channel, Channel Views: 0, and Subscribers: 0. Below the channel name is a profile picture placeholder. A red circle highlights the 'change' link below the profile picture, and a red arrow points from a red circle containing the number '1' to this link.

Rei Rockstars



Step  
6

Set up your YouTube username and then click “Next”.  
Then review the privacy and sharing settings and select your preferences and when finished, click “All done!”

Objective 1 Introduction Video Creation

The image shows two screenshots from the YouTube channel setup process. The first screenshot, titled "Set up your YouTube username and channel", features a text input field for a name, a "Check availability" link, and two checkboxes: "Let others find my channel on YouTube if they have my email address" (checked) and "Send me occasional YouTube product-related email" (unchecked). A "Next!" button is at the bottom. A red box highlights the input field and the "Next!" button. Red callout circles with numbers 1 and 2 point to the input field and the "Next!" button, respectively. The second screenshot, titled "Privacy and Sharing", explains that the channel will contain all uploaded, liked, shared, and favorited videos. It lists four sharing options, all of which are checked: "Like a video", "Comment on a video", "Subscribe to a channel", and "Favorite a video". A blue "All done!" button is at the bottom. A red box highlights the "All done!" button. A red callout circle with the number 3 points to the "All done!" button.

Rei Rockstars

Step  
7

Click on "Edit Channel".

Objective 1 Introduction Video Creation

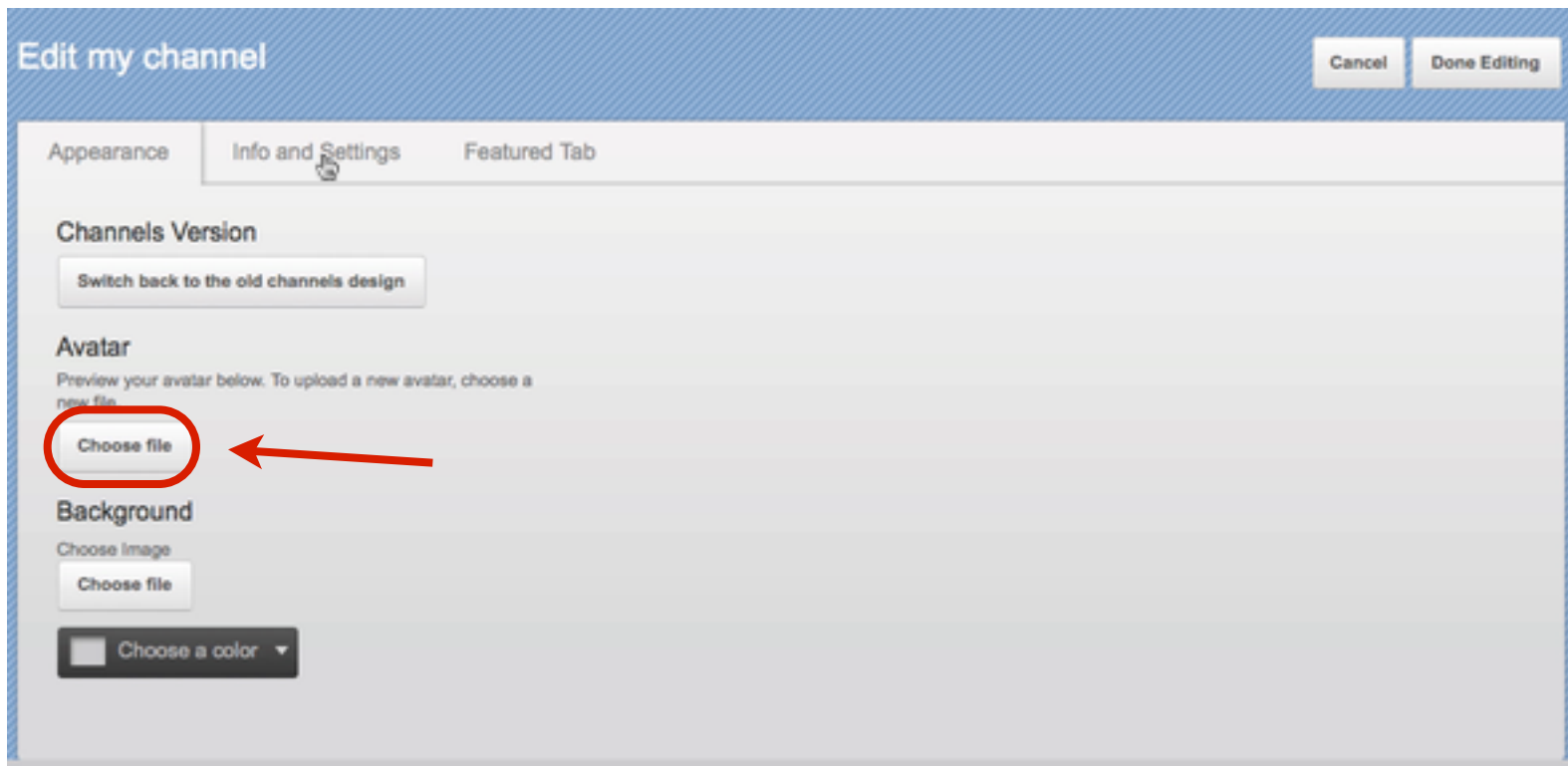
The screenshot shows the YouTube channel page for 'thevirtualmarketing'. The channel name is 'thevirtualmarketing's channel'. The page features a search bar, a 'Post to feed' section, and a 'Settings' button. The 'Edit Channel' button is highlighted with a red circle and a red arrow pointing to it. The page also displays '0 subscribers' and '0 video views'.

Rei Rockstars

Step  
8

Under the Appearance tab, under “Avatar”, click “choose file” to add a image or logo to your YouTube channel.

Objective 1 Introduction Video Creation



Step  
9

Under the Info and Settings Tab, fill in the title, description and tags for your YouTube Channel. (Tags are keywords to help identify what your channel is about.) When done, click “Done Editing”.

Objective 1 Introduction Video Creation

The screenshot shows the 'Edit my channel' interface with the 'Info and Settings' tab selected. The 'Channel Information & Settings' section is highlighted with a red box. It contains the following fields and options:

- Title:** thevirtualmarketing's channel
- Description:** A large text area for the channel description, with a red arrow pointing to it.
- Tags:** A text input field for channel tags.
- Visibility:**  Make my channel visible on YouTube

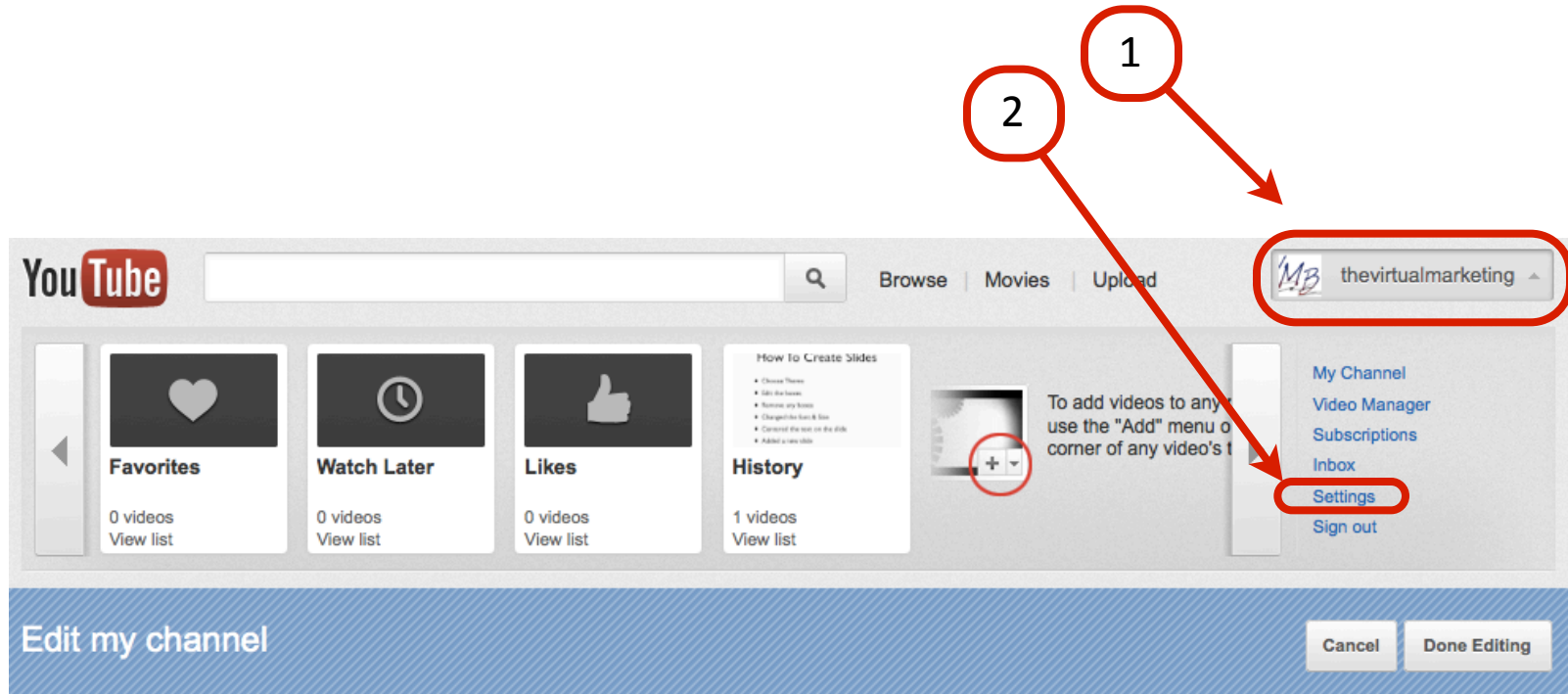
To the right of the 'Channel Information & Settings' section, there are additional settings:

- Default Tab:** Feed Tab (selected)
- Always take subscribed users to the feed tab

At the top right of the interface, there are 'Cancel' and 'Done Editing' buttons.

Step  
10

Explore the rest of your new YouTube Channel to customize it as you wish. To get back to the main settings, click on your channel name and then click on "Settings".



Objective 1 Introduction Video Creation

Rei Rockstars

Step  
11

## Optional: Sign up for a eZs3 Account.

Objective 1 Introduction Video Creation



Making Media Easy by Unleashing the Power of Amazon S3 Hosting

[ezs3](#) | [ezs3 features](#) | [admin/login](#)

1 0 3 2 6 1 1 1 5 2

Videos already powered by eZs3

**eZs3 turns your Amazon s3 hosting account into a media service.**

Rei Rockstars

## Optional: Click on “The \$1 Trial” and then click on “Join Today”.

Click on each button to learn more...



### Take the dollar trial today

We charge just \$20 per month, rather than a big 'one time fee'

Want to try it out?

We'll then test drive eZs3 over the next fourteen days for only \$1!

You can manage your media, create players - even embed them on your website

Go ahead...



1

2

Step  
13

**Optional: Fill in your Customer Information and when done, click “Click to Confirm & Join Now”.**

Objective 1 Introduction Video Creation



Making Media Easy by Unleashing the Power of Amazon S3 Hosting

[ezs3](#) | [ezs3 features](#) | [admin/login](#)

**eZs3 Secure Subscription Form:**

**\$1 Test Drive - \$1 for 14 days - \$20 per month thereafter**

**NOTE:- You must have your [OWN Amazon s3 account](#) to use eZs3**

**Customer Information**

**First Name**  
[ required ]

**Last Name**  
[ required ]

**Rei Rockstars**



# Virtual Marketing Blueprint

## Next Video...

### Objectives:

- 1) Introduction To Video Creation
- 2) Creating Voice Over Video Recordings**
- 3) Creating Direct To Camera Video Recordings
- 4) Introduction To Driving Traffic
- 5) Top Paid Traffic Strategies Overview
- 6) Top Free Traffic Strategies Overview

**Rei Rockstars**