

WELCOME TO

# Virtual Marketing

# Blueprint

Rei Rockstars

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Virtual Marketing Experts



Dani Lynn



Flip

Rei Rockstars

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# 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.

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# Virtual Marketing Blueprint

## Video Creation

### Objectives:

- 1) Introduction To Video Creation
- 2) Creating Voice Over Video Recordings
- 3) Creating Direct To Camera Video Recordings

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# Virtual Marketing Blueprint

## Video Creation

### Objectives:

- 1) **Introduction To Video Creation**
- 2) Creating Voice Over Video Recordings
- 3) Creating Direct To Camera Video Recordings

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# 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.

Objective 1 Introduction Video Creation

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# 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 Bloomberg Businessweek article from January 12, 2012. The main headline is "YouTube: The future of entertainment is on the Web". A large graphic features a grid of red YouTube play buttons with the text "90% of traffic will be video" overlaid. The article text discusses how YouTube logged 1 trillion hits in 2011 and predicts that 90% of web traffic will be video in the next decade. The author is Mailey Tsukayama. The article is dated January 12, 2012. The page also includes navigation links like "Sign In", "Register", "Print Subscription", "Conversations", "Today's Paper", and "Going Out Guide". There are also several small thumbnail images and headlines on the right side of the page, such as "Homeowners in Florida may be eligible for 2.5% refinance rate with any credit type." and "Penny stocks are the secret to buying happiness during a recession...".

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# 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 view & download content on the internet
- Most powerful form of marketing if done correctly

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# Introduction to Video Creation

Objective 1 Introduction Video Creation

## Video Creation Tips

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



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# Introduction to Video Creation

Objective 1 Introduction 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.



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# Introduction to Video Creation

Objective 1 Introduction Video Creation

## Video Creation Tools

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



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Step  
1

Go to youtube.com and click on “Create Account”.

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A screenshot of the YouTube homepage. The 'Create Account' link in the top right navigation bar is circled in red, with a red arrow pointing to it. In the bottom left corner, the 'Create Account' button is also circled in red, with a red arrow pointing to it. The page shows a video player for 'RIDE', a search bar with 'action sports', and a 'Sign in to customize your homepage' section with a 'Create Account' button.

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Step 2

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

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

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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".

How you'll appear Google

Dani Lynn Robison

Your public profile will help your friends recognize you.

ADD PROFILE PHOTO Next step

Select profile photo

Upload photos Web camera

Drag a photo here

Cancel Set as profile photo

How you'll appear Google

Dani Lynn Robison

Your public profile will help your friends recognize you.

EDIT PROFILE PHOTO Next step

Objective 1 Introduction Video Creation

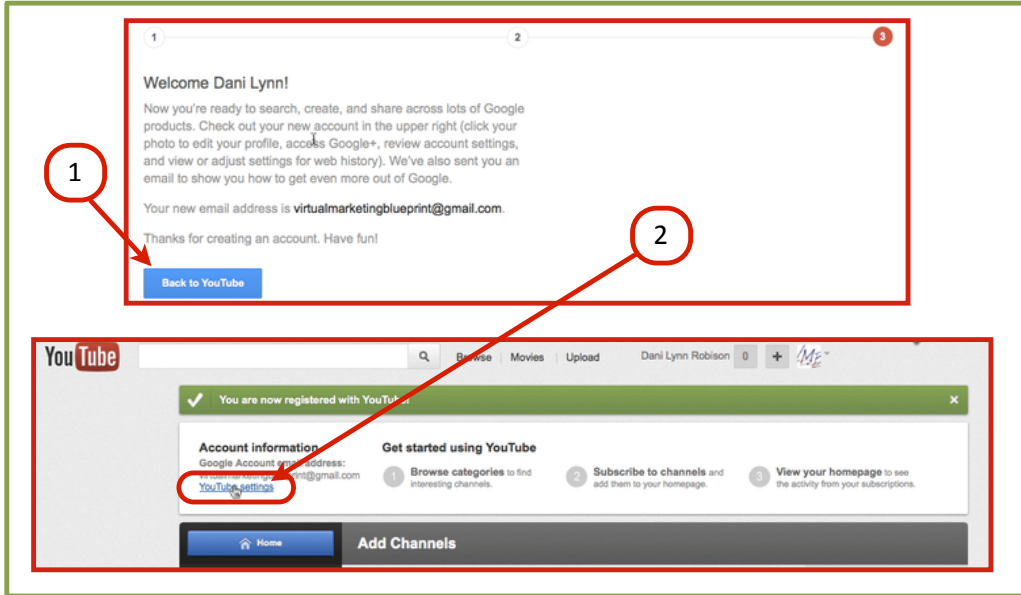
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Step 4

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



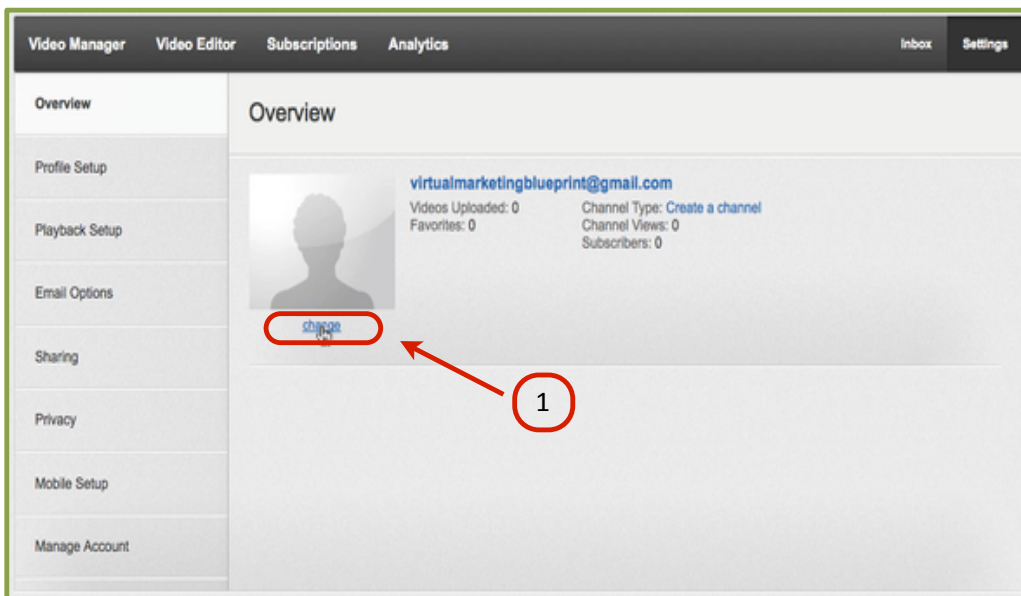
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Step 5

On the Overview tab, click on "Change" below the picture.

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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!"

The screenshot shows two parts of the YouTube channel setup process. The top part is titled "Set up your YouTube username and channel" and contains a text input field for "Choose a name" with a "Check availability" link to its right. Below the input field is the text "Letters and numbers only". There are 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. A red arrow labeled "1" points to the input field, and another red arrow labeled "2" points to the "Next!" button. The bottom part is titled "Privacy and Sharing" and contains introductory text. Under "Share these actions in my channel:", there are four checked checkboxes: "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, and a red arrow labeled "3" points to it.

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Step  
7

Click on "Edit Channel".

The screenshot shows the YouTube channel page for "thevirtualmarketing's channel". At the top right, there is a user profile icon and the name "thevirtualmarketing". Below this, the channel name "thevirtualmarketing's channel" is displayed. To the right of the channel name are statistics for "0 subscribers" and "0 video views". A red box highlights the "Edit Channel" button, which is located to the right of the video views. A red arrow points to this button. Below the channel name, there are tabs for "Feed" and "Videos". A "Search Channel" input field is also present. The main content area includes a "Post to feed" section with a text input field and a "Settings" button. On the right side, there is an "About thevirtualmarketing's channel" section with an "Edit" button, a "Post a channel comment" section with a text input field and a "Post" button, and a "Created by" section listing "thevirtualmarketing".

Objective 1 Introduction Video Creation

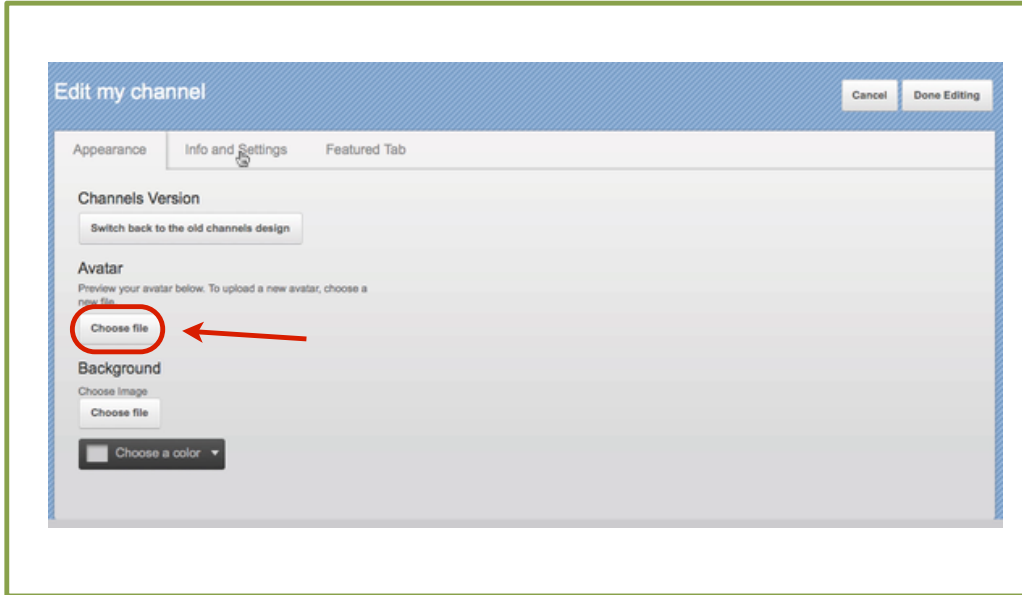
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Step 8

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

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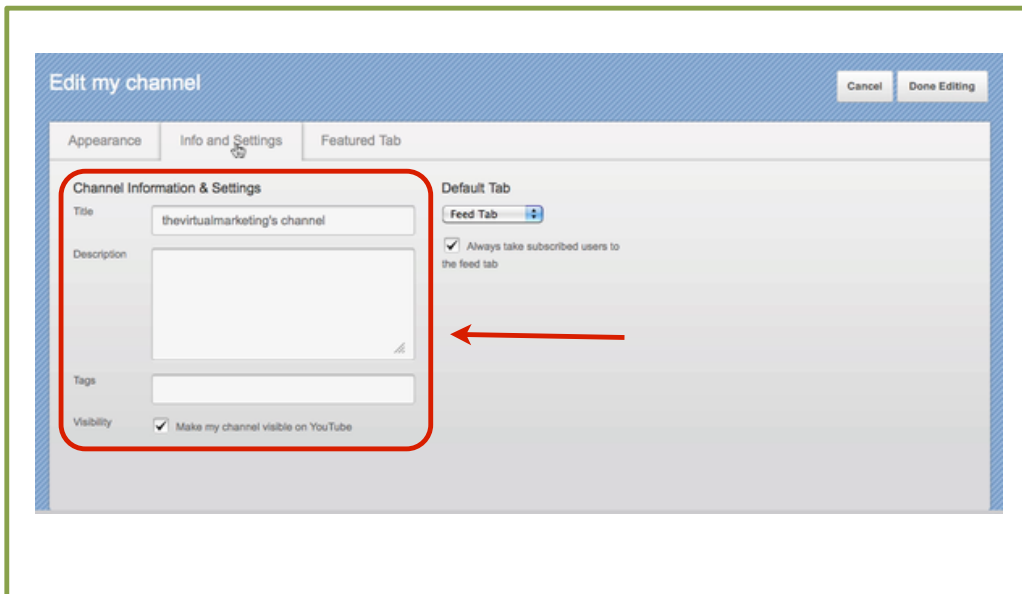
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Step 9

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

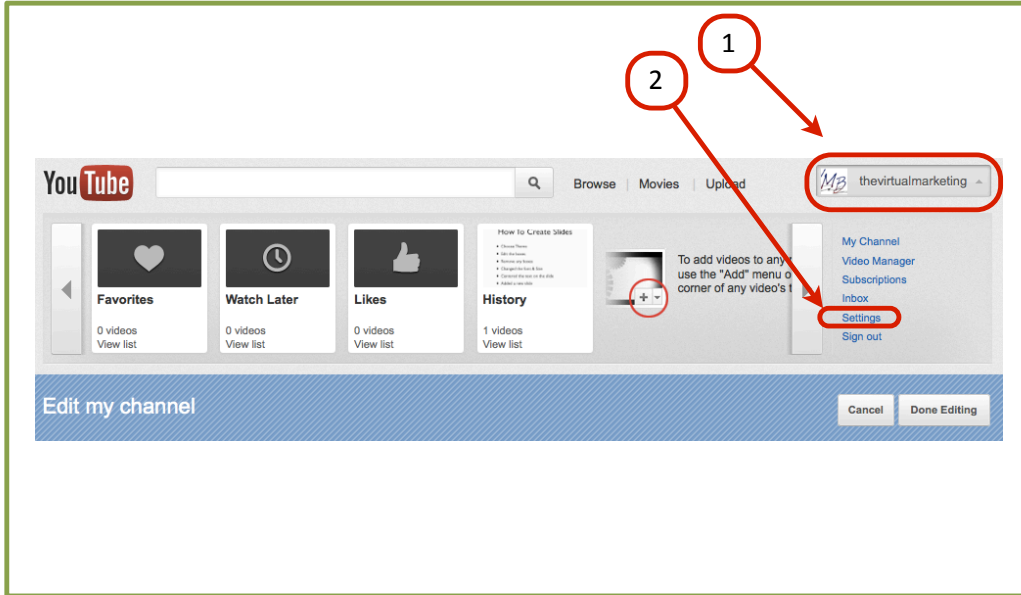


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Step 10

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".



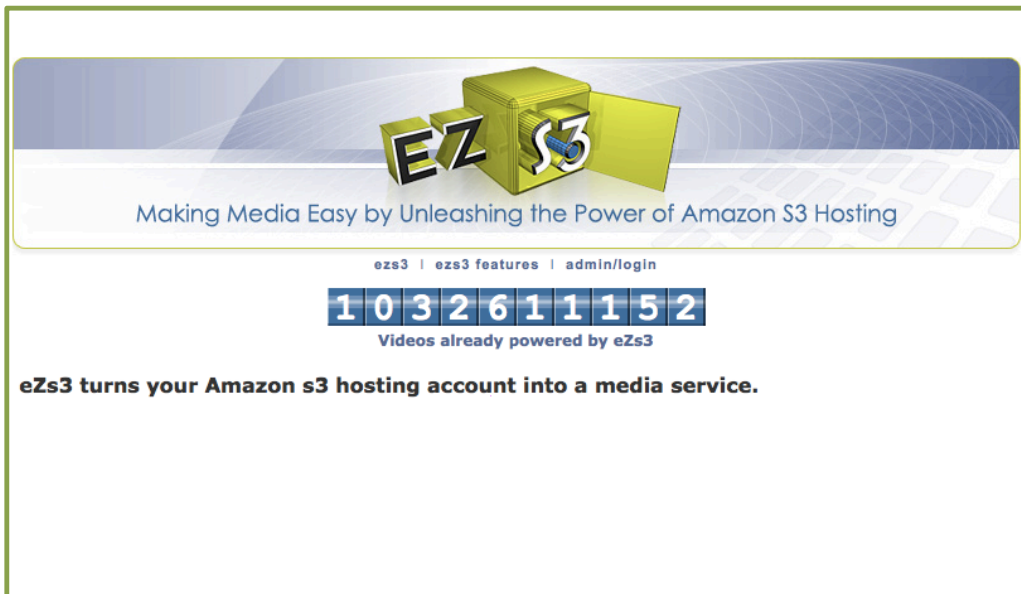
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Step 11

Optional: Sign up for a eZs3 Account.



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Step 12


Optional: Click on "The \$1 Trial" and then click on "Join Today".


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Click on each button to learn more...

 **What is eZs3?**

 **What is S3?**

 **Cool features**

 **Combo Power**

 **The \$1 trial**

**Take the dollar trial today**


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

Want to try it out?

Well 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...

 **JOIN TODAY**

1

2


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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 ]

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# Virtual Marketing Blueprint

## Next Video...

### Objectives:

- 1) Introduction To Video Creation
- 2) Creating Voice Over Video Recordings**
- 3) Creating Direct To Camera Video Recordings

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# Virtual Marketing Blueprint

## Video Creation

### Objectives:

- 1) Introduction To Video Creation
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- 3) Creating Direct To Camera Video Recordings

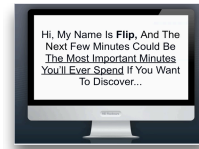
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# Introduction to Voice Over Video

Objective 2 Creating Voice Over Video Recordings

## Voice Over Video



### **What Is It?**

Voice over video is when you see a slide presentation or a video sequence of some kind instead of a person but you can hear someone talking over the slides.

### **Why Is It Important?**

It's one of the ways to incorporate video into your business if you are uncomfortable being in front of the camera.

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Step  
1

Write your presentation outline.  
(Topic, Intro, Bullet Points, Close)

Objective 2 Creating Voice Over Video Recordings



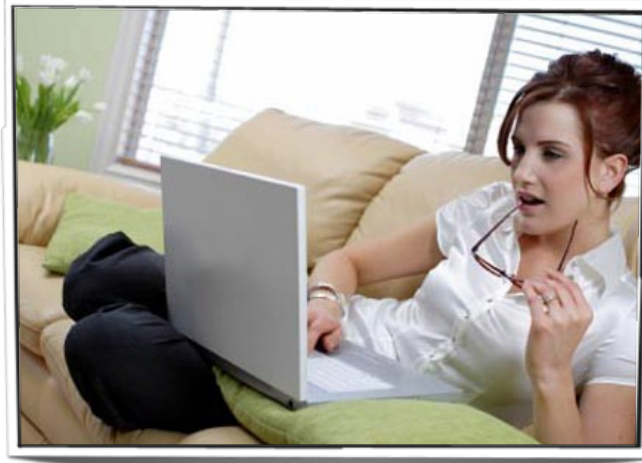
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Step  
2

## In VMB, Watch the Keynote & PowerPoint Slide Creation Video Tutorials (#1 & #2)

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Step  
3

## Create your slides/presentation.

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Step  
4

In VMB, watch the following videos:

- Keynote To Youtube Tutorial
- PowerPoint Recording Tutorial
- Jing Recording Tutorial
- Screenflow Recording Tutorial
- EZS3 Hosting Tutorial



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Step  
5

Record your presentation using Jing,  
Keynote or Powerpoint.



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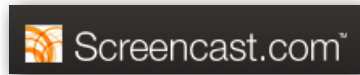
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Step 6

Upload your recording to Screencast, YouTube, eZs3 or some other video hosting service of your choosing.

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Step 6 TIP

When uploading videos to YouTube, create enticing titles to get viewers to watch and use your keyword! Write a description using your keyword again, add your website link or deep link if appropriate and add tags.

Objective 2 Creating Voice Over Video Recordings

Keynote Slide Example for VMB

1

2

3

Keynote Slide Example for VMB

Other Cool Tools

This is a square

- Shapes
- Duplicate Slides & Delete Slides
- Table
- Charts

0:00 / 0:50

Date and Map

Date: [dropdown] [dropdown] [dropdown] [dropdown]

Map Location [input] Search Clear

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Step  
7

Embed video code onto your website, sales page or squeeze page. (watch video example)

Objective 2 Creating Voice Over Video Recordings

http://youtu.be/FHDC84PdUfA

Options ▾

Embed Email

Facebook Twitter +1

More ▾

```
<iframe width="420" height="315"
src="http://www.youtube.com/embed/FHDC84PdUfA"
frameborder="0" allowfullscreen></iframe>
```

After making your selection, copy and paste the embed code above. The code changes based on your selection.

Show suggested videos when the video finishes

Use HTTPS [?]

Enable privacy-enhanced mode [?]

Use old embed code [?]

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## Virtual Marketing Blueprint

Next Video...

**Objectives:**

- 1) Introduction To Video Creation
- 2) Creating Voice Over Video Recordings
- 3) Creating Direct To Camera Video Recordings**

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# Virtual Marketing Blueprint

## Video Creation

### Objectives:

- 1) Introduction To Video Creation
- 2) Creating Voice Over Video Recordings
- 3) **Creating Direct To Camera Video Recordings**



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## Introduction to Direct To Camera

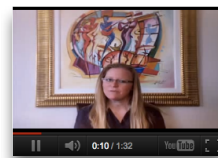
### Direct To Camera Video

#### **What Is It?**

Direct to camera video is when you see someone standing in front of the camera talking to you via video.

#### **Why Is It Important?**

It's one of the ways to incorporate video into your business if you have the type of personality that enjoys being in front of the camera.



Objective 3 Creating Direct To Camera Recordings

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Step  
1

Write your presentation outline.  
(Topic, Intro, Bullet Points, Close)

Objective 3 Creating Direct To Camera Recordings



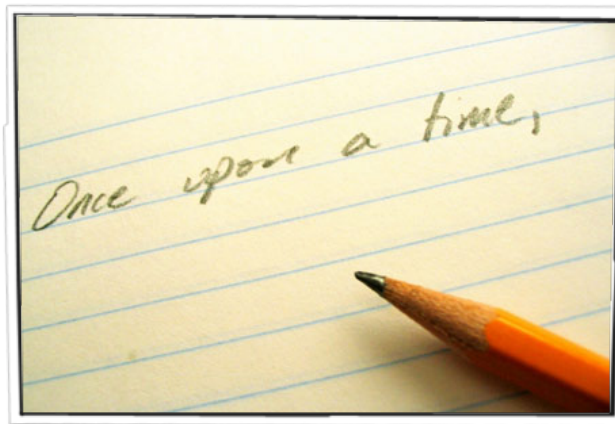
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Step  
2

Write your video script.

Objective 3 Creating Direct To Camera Recordings



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Step  
3

Decide on a recording location and set up your camera.  
Do a practice record to see what is visible to the camera's eye.  
Try to keep any objects or distractions out of your video.



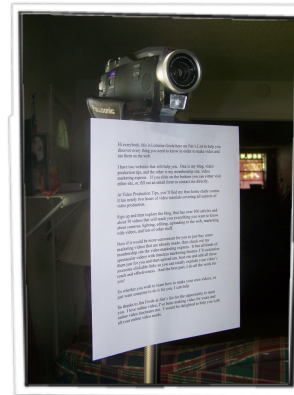
Objective 3 Creating Direct To Camera Recordings

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Step  
4

Memorize your script or import your script into a teleprompter.  
Alternatively, you can also write notes on a flip chart  
or tape notes somewhere close to the camera for reference.



Objective 3 Creating Direct To Camera Recordings

<http://www.movieclip.biz/prompt.html>

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Step  
5

Record a couple practice sessions and watch them back to see how things look. Also take note if it will be obvious to a viewer that you are “reading” a script.



Objective 3 Creating Direct To Camera Recordings

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Step  
6

Download your final recording to your computer and edit as needed.



Objective 3 Creating Direct To Camera Recordings

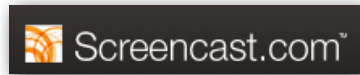
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Step 7

Upload your recording to Screencast, YouTube, eZs3 or some other video hosting service of your choosing.

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Step 7 TIP

When uploading videos to YouTube, create enticing titles to get viewers to watch and use your keyword! Write a description using your keyword again, add your website link or deep link if appropriate and add tags.

Objective 3 Creating Direct To Camera Recordings

Keynote Slide Example for VMB

1

2

3

Keynote Slide Example for VMB

Other Cool Tools

This is a square

- Shapes
- Duplicate Slides & Delete Slides
- Table
- Charts

0:00 / 0:50

Cancel Save Changes

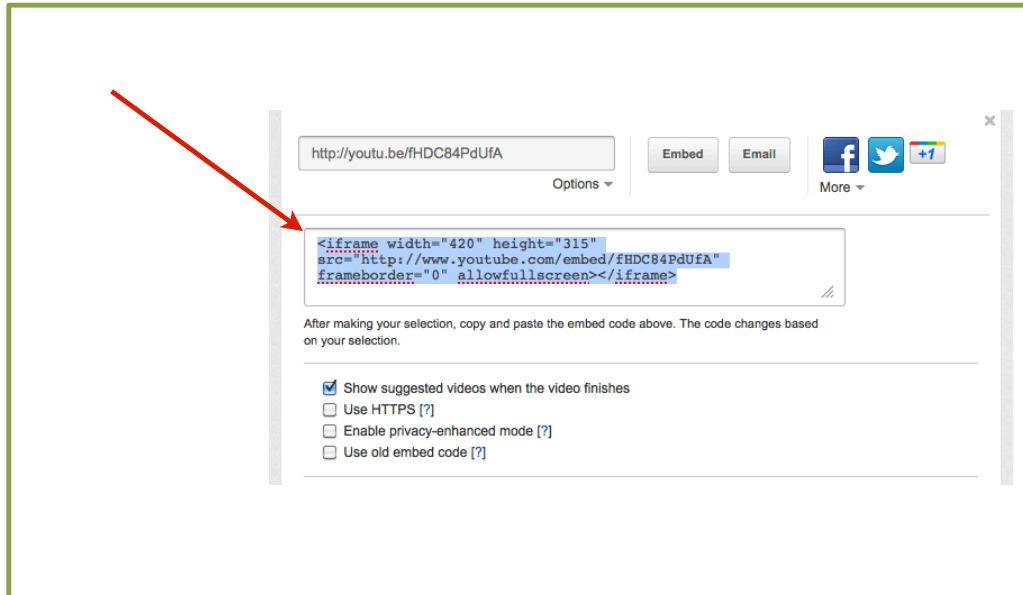
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Step  
8

Embed video code onto your website, sales page or squeeze page. (watch video example)

Objective 3 Creating Direct To Camera Recordings



The screenshot shows the YouTube embed code generation interface. At the top, there is a text input field containing the URL "http://youtu.be/fHDC84PdUfa". To the right of the input field are "Embed" and "Email" buttons, and social media icons for Facebook, Twitter, and a plus sign for more options. Below the input field is a dropdown menu labeled "Options". A red arrow points from the top left towards the embed code box. The embed code box contains the following code: 

```
<iframe width="420" height="315" src="http://www.youtube.com/embed/fHDC84PdUfa" frameborder="0" allowfullscreen></iframe>
```

 Below the code box is a note: "After making your selection, copy and paste the embed code above. The code changes based on your selection." At the bottom, there are four checkboxes: "Show suggested videos when the video finishes" (checked), "Use HTTPS [?]", "Enable privacy-enhanced mode [?]", and "Use old embed code [?]".

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## Virtual Marketing Blueprint

### Video Creation

#### Objectives:

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# VMB: Video Creation Homework



Prior to the start of the next session, you should complete the following tasks:

- 1) Set Up Your YouTube Account
- 2) Choose Your Video Strategy and GET TO IT!
- 3) Create 10 short videos to fill your youtube channel with and post on your website.

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# Thank You!



*We look forward to seeing you on the next  
Virtual Marketing Blueprint Q & A Session!  
Dani Lynn, Flip, Tucker and Sasha*

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