

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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# 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.



# 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.*

**YouTube: The future of entertainment is on the Web**

90% of traffic will be video

By Holly Tharion, Published January 10

In the last decade, 25 percent of all content on the Internet... That's the bold prediction of the day from Robert Krul, the head of global partnerships for YouTube. In a speech at the Consumer Electronics Show in Las Vegas, Krul said the Web is poised to become the premier channel for entertainment distribution within the next decade.

YouTube announced in December that it logged 1 trillion hits in 2011 and is anticipating an even bigger year ahead as more politicians and newsmen turn to the site to distribute Web vids, speeches and weekly vlogs. On Thursday, Krul said all of the entertainment industry should be paying attention to Web video, predicting that soon 90 percent of Web traffic will be video.



# 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



# 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



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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 Geysar



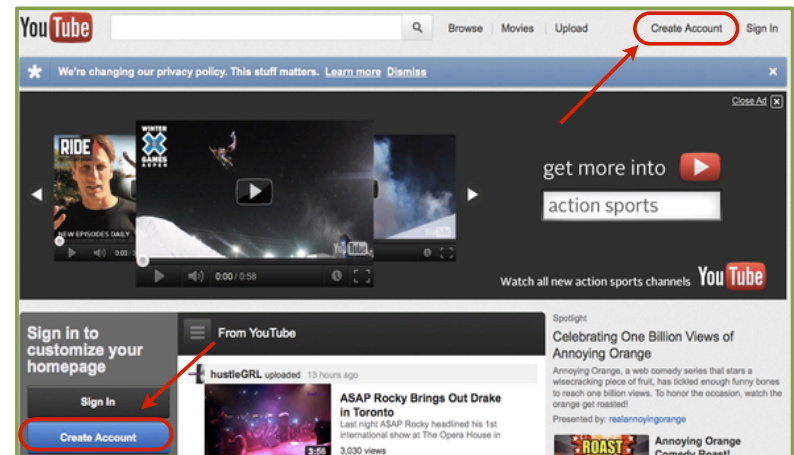
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Step 1

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

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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

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

ADD PROFILE PHOTO Next step

How you'll appear Google

Dani Lynn Robison

EDIT PROFILE PHOTO Next step

Select profile photo

Drag a photo here

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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".

Welcome Dani Lynn!

1 2 3

Back to YouTube

YouTube

YouTube Settings

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Step 5

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

Video Manager Video Editor Subscriptions Analytics

Inbox Settings

Overview

Profile Setup

Playback Setup

Email Options

Sharing

Privacy

Mobile Setup

Manage Account

virtualmarketingblueprint@gmail.com

Videos Uploaded: 0 Channel Type: Create a channel

Favorites: 0 Channel Views: 0

Subscribers: 0

change

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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!"

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Step 7

Click on "Edit Channel".

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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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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

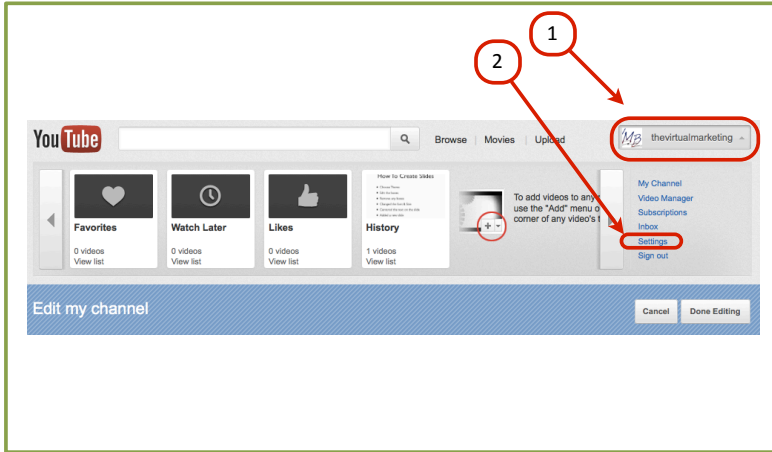
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Step 10

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.



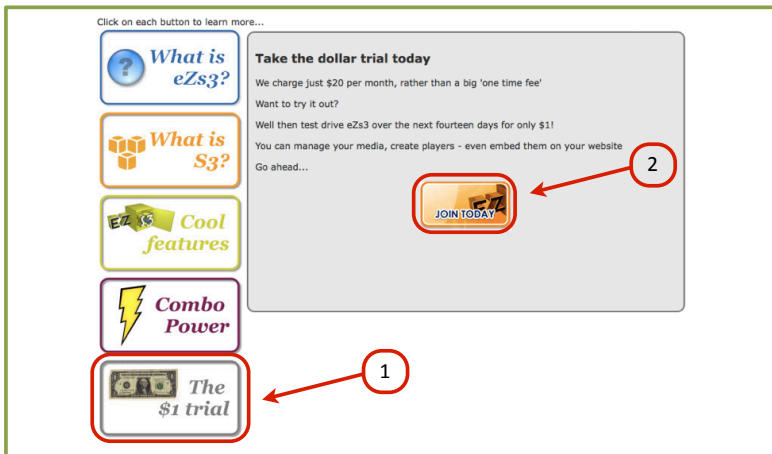
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Step 12

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



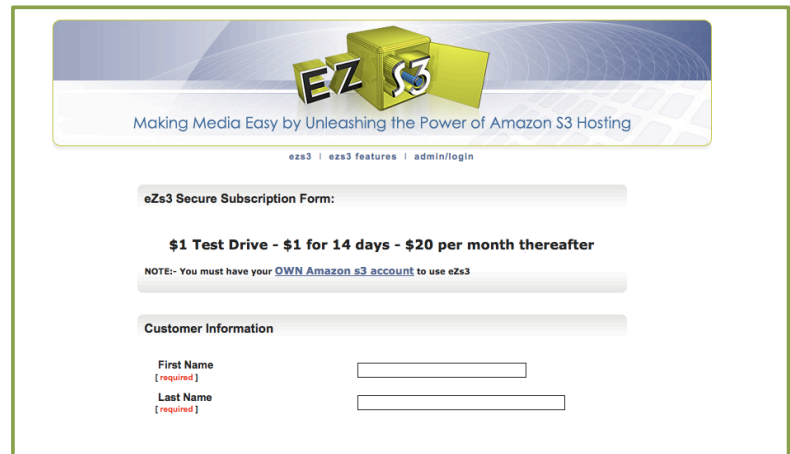
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Step 13

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



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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

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# Introduction to Voice Over Video

## 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

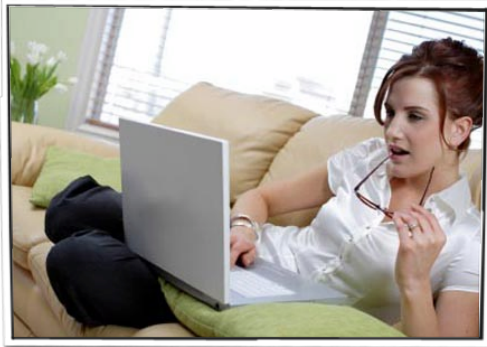
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Step 2

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

Objective 2 Creating Voice Over Video Recordings



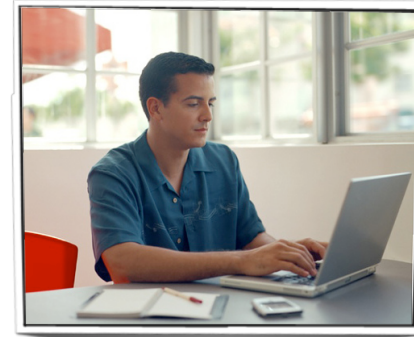
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Step 3

Create your slides/presentation.

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Step 4

In VMB, watch the following videos:

Objective 2 Creating Voice Over Video Recordings

- 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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Step 6

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



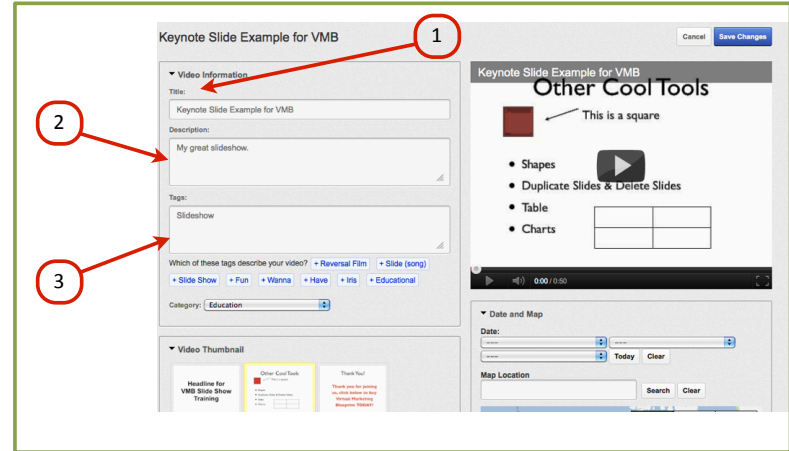
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Step 6 TIP

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.



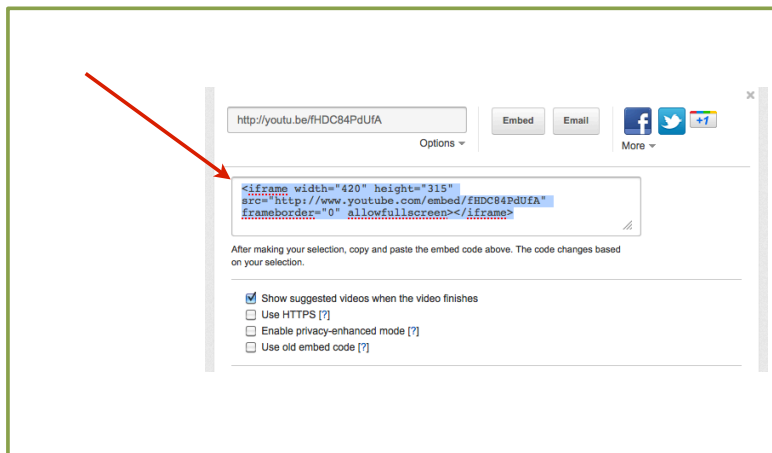
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Step 7

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



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## Virtual Marketing Blueprint

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# Virtual Marketing Blueprint

## Video Creation

### Objectives:

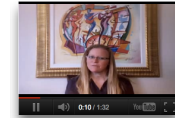
- 1) Introduction To Video Creation
- 2) Creating Voice Over Video Recordings
- ➔ 3) **Creating Direct To Camera Video Recordings**

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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.

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Objective 3 Creating Direct To Camera Recordings

Step 1

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



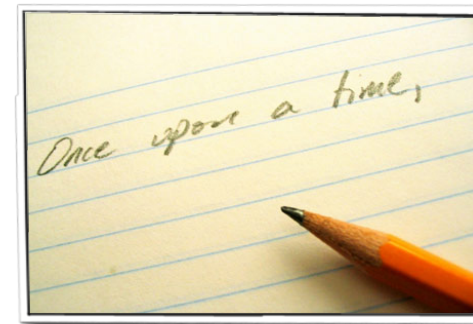
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Step 2

Write your video script.



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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.



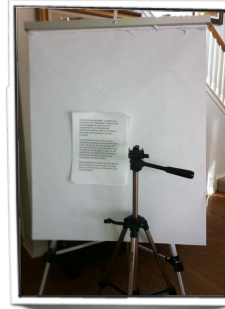
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Step 4

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.



<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.



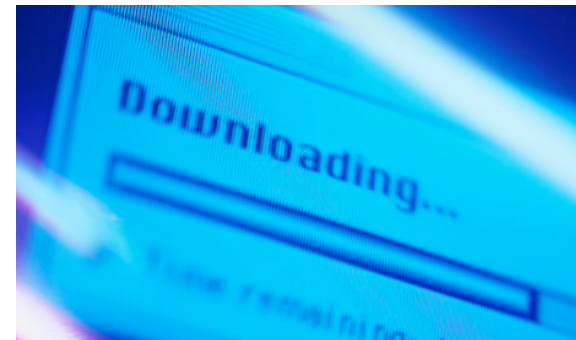
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Step 6

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



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Step 7

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



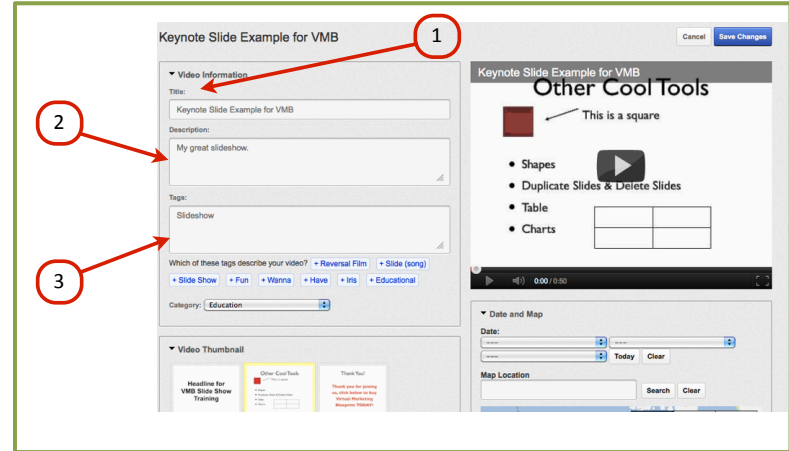
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Step 7 TIP

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.



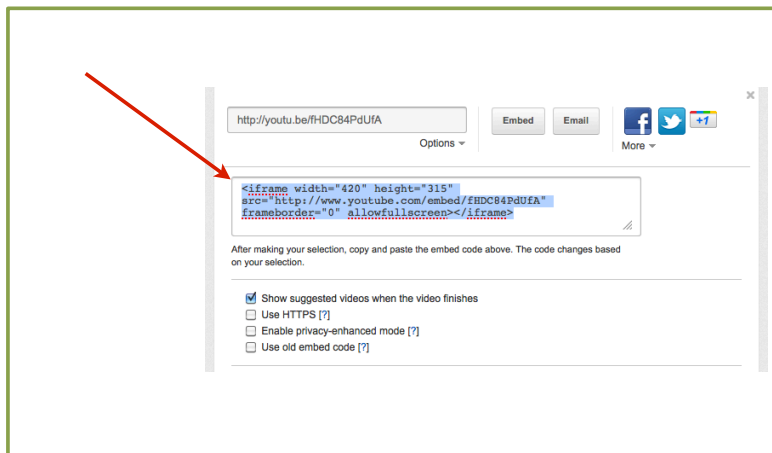
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Step 8

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



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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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