

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.

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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.

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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 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 Robert 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."

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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

## 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

## 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

## 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 bottom right. Below the navigation bar is a blue banner with a privacy policy notice. The main content area features a video player for 'RIDE' with a 'get more into action sports' overlay. Below the video player is a 'Sign in to customize your homepage' section with a 'Sign In' button and a 'Create Account' button circled in red, with a red arrow pointing to it from the top 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'.

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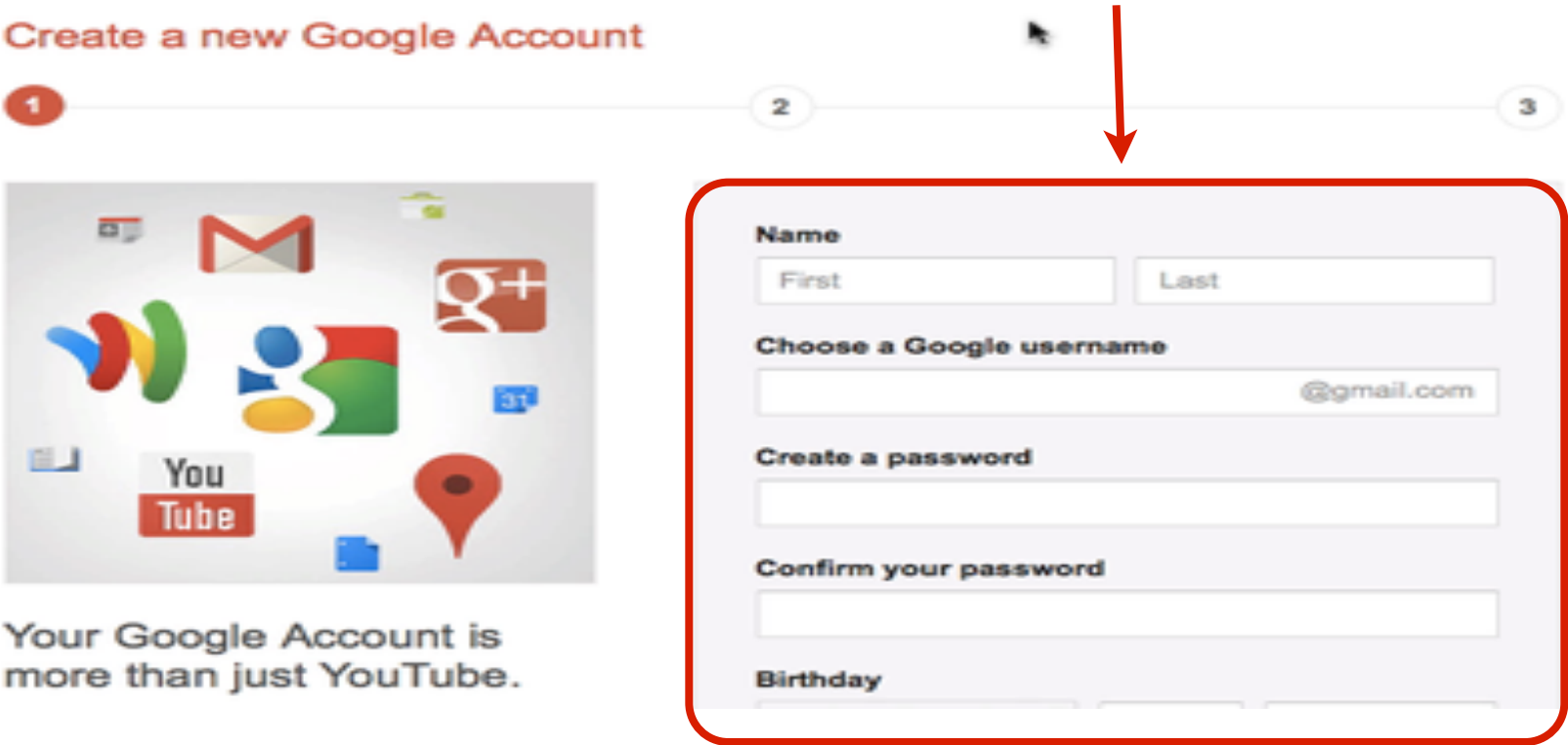
Step  
2

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

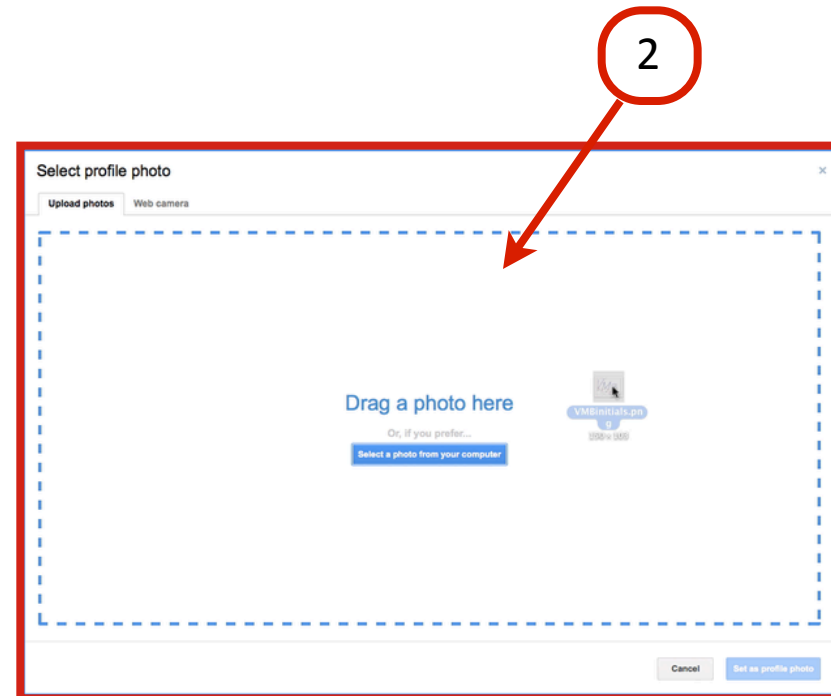
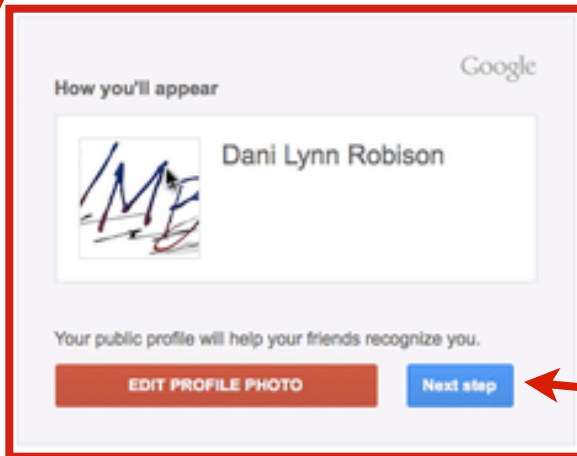
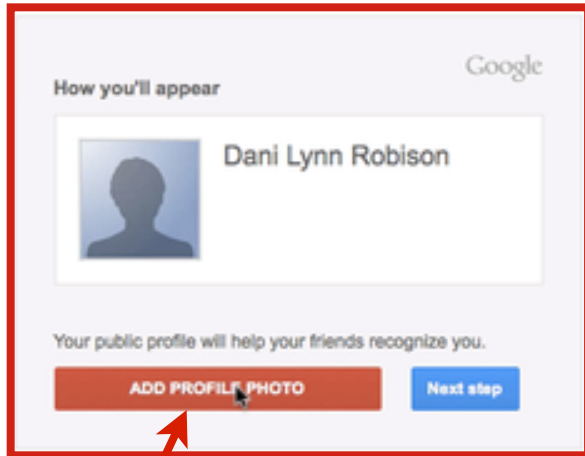
Next step

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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”.

Objective 1 Introduction Video Creation

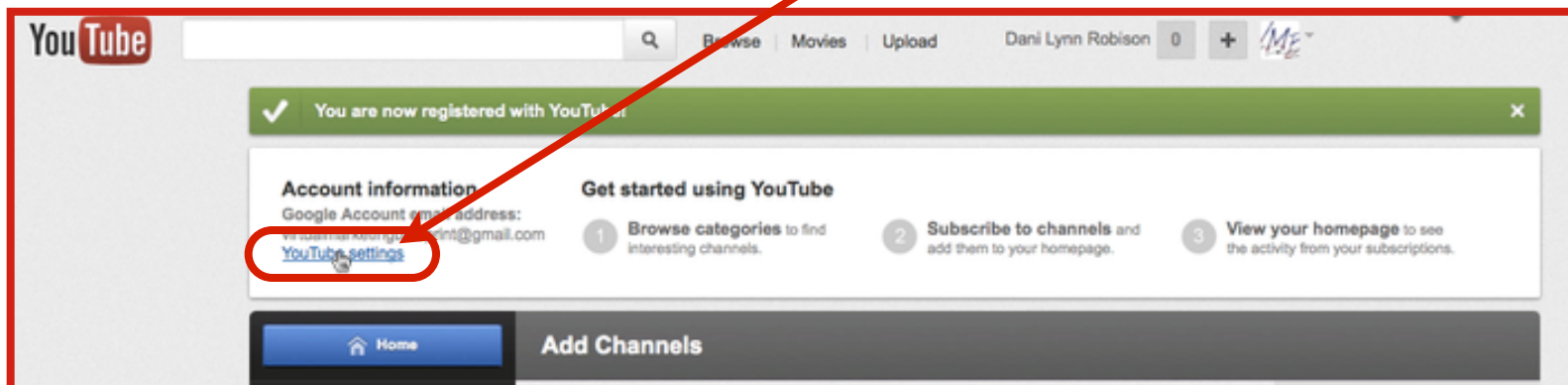
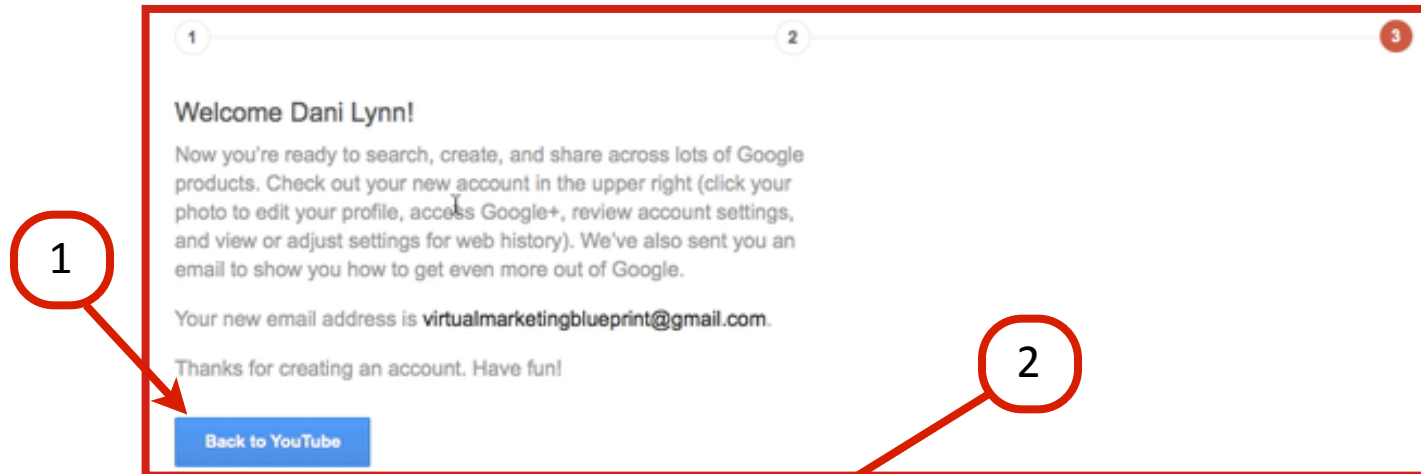


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Step  
4

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





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 left sidebar contains navigation options: 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. A profile picture placeholder is shown with a red circle around the 'change' link below it. A red arrow points from a red circle containing the number '1' to the 'change' link.

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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!”

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.

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Step  
7

Click on "Edit Channel".

Objective 1 Introduction Video Creation

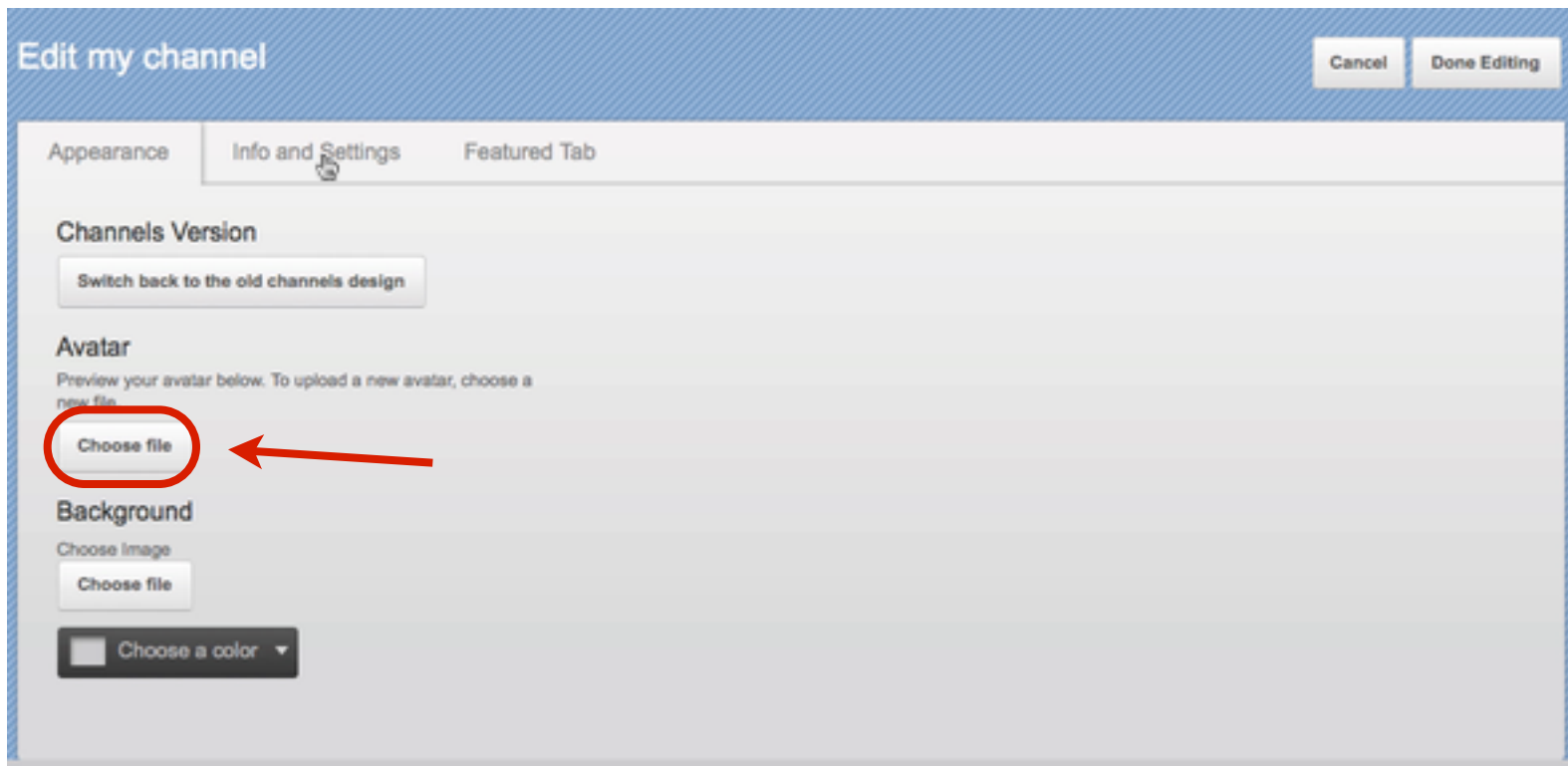
The screenshot shows the YouTube channel page for 'thevirtualmarketing'. At the top, the YouTube logo is on the left, followed by a search bar and navigation links for 'Browse', 'Movies', and 'Upload'. The user's profile name 'thevirtualmarketing' is on the right. Below this is the channel header with a profile picture, the name 'thevirtualmarketing's channel', and statistics for '0 subscribers' and '0 video views'. The 'Edit Channel' button is circled in red and pointed to by a red arrow. Below the header are tabs for 'Feed' and 'Videos', and a 'Search Channel' bar. The main content area includes a 'Post to feed' text box, 'Activity' and 'Comments' buttons, 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 box and 'Post' button, and a 'Created by thevirtualmarketing' section.

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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.

Objective 1 Introduction Video Creation



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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

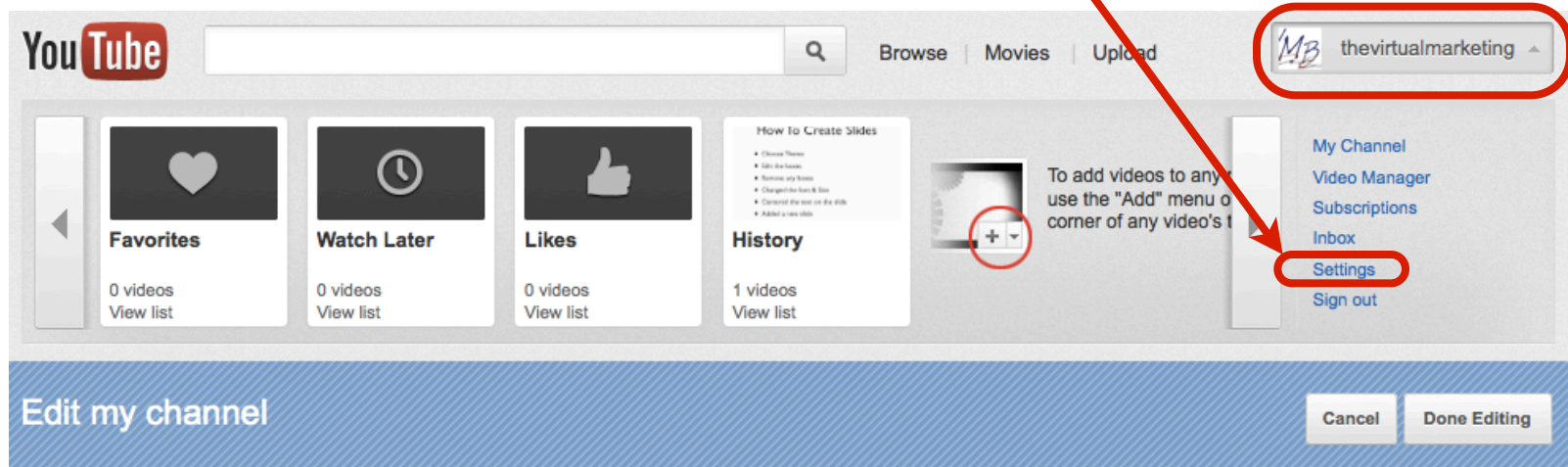
The screenshot shows the 'Edit my channel' interface with the 'Info and Settings' tab selected. The 'Channel Information & Settings' section is highlighted with a red box. It contains the following fields and options:

- 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

Other visible elements include the 'Default Tab' dropdown set to 'Feed Tab' and the 'Always take subscribed users to the feed tab' checkbox, which is also checked. The 'Cancel' and 'Done Editing' buttons are located at the top right of the interface.

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

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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.**

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## 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...



2

1



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

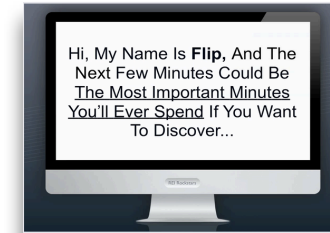
 **2) Creating Voice Over Video Recordings**

3) Creating Direct To Camera Video Recordings

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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

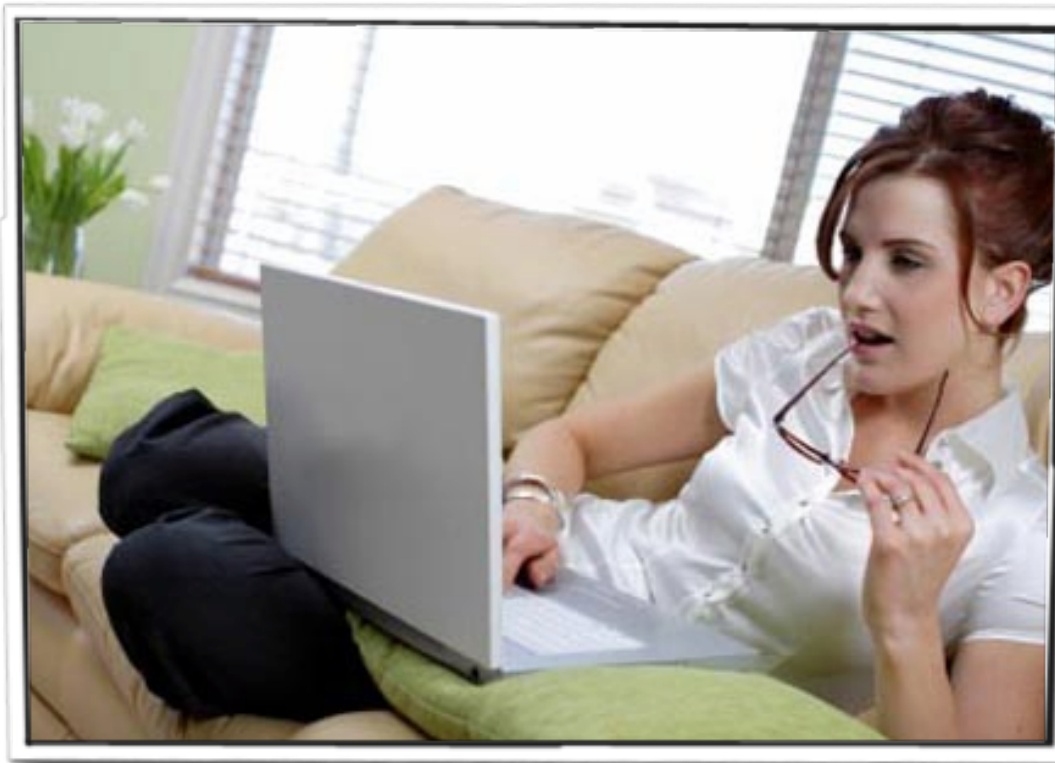
**Write your presentation outline.  
(Topic, Intro, Bullet Points, Close)**



Objective 2 Creating Voice Over Video Recordings

Step  
2

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



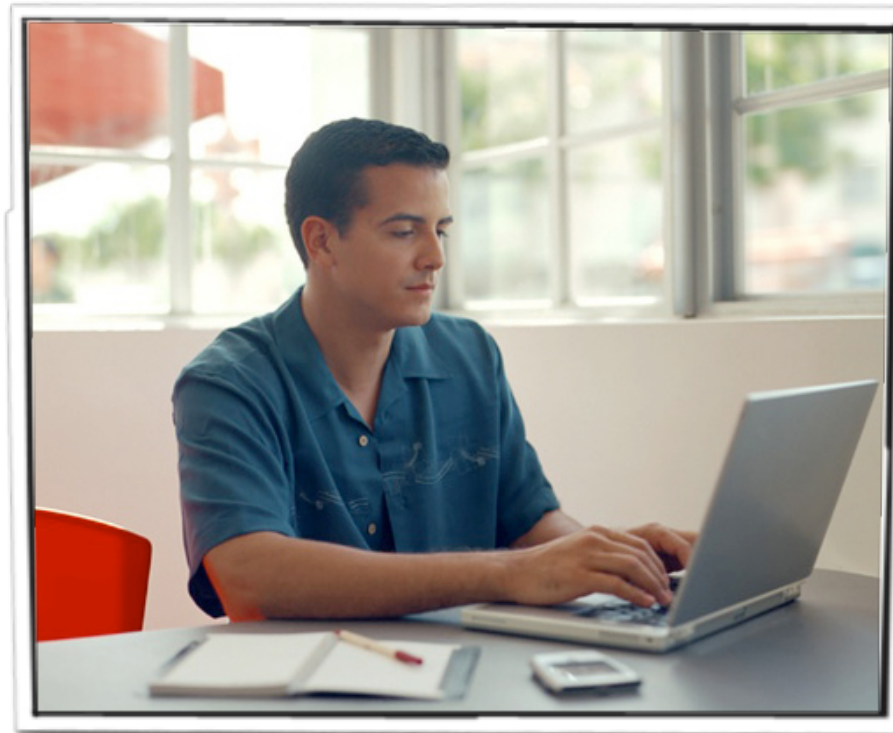
Objective 2 Creating Voice Over Video Recordings

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Step  
3

Create your slides/presentation.

Objective 2 Creating Voice Over Video Recordings



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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

Objective 2 Creating Voice Over Video Recordings



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Step  
5

Record your presentation using Jing,  
Keynote or Powerpoint.

Objective 2 Creating Voice Over Video Recordings

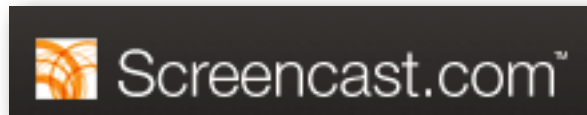


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Step  
6

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



Making Media Easy by Unleashing the Power of Amazon S3 Hosting

Objective 2 Creating Voice Over Video Recordings

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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

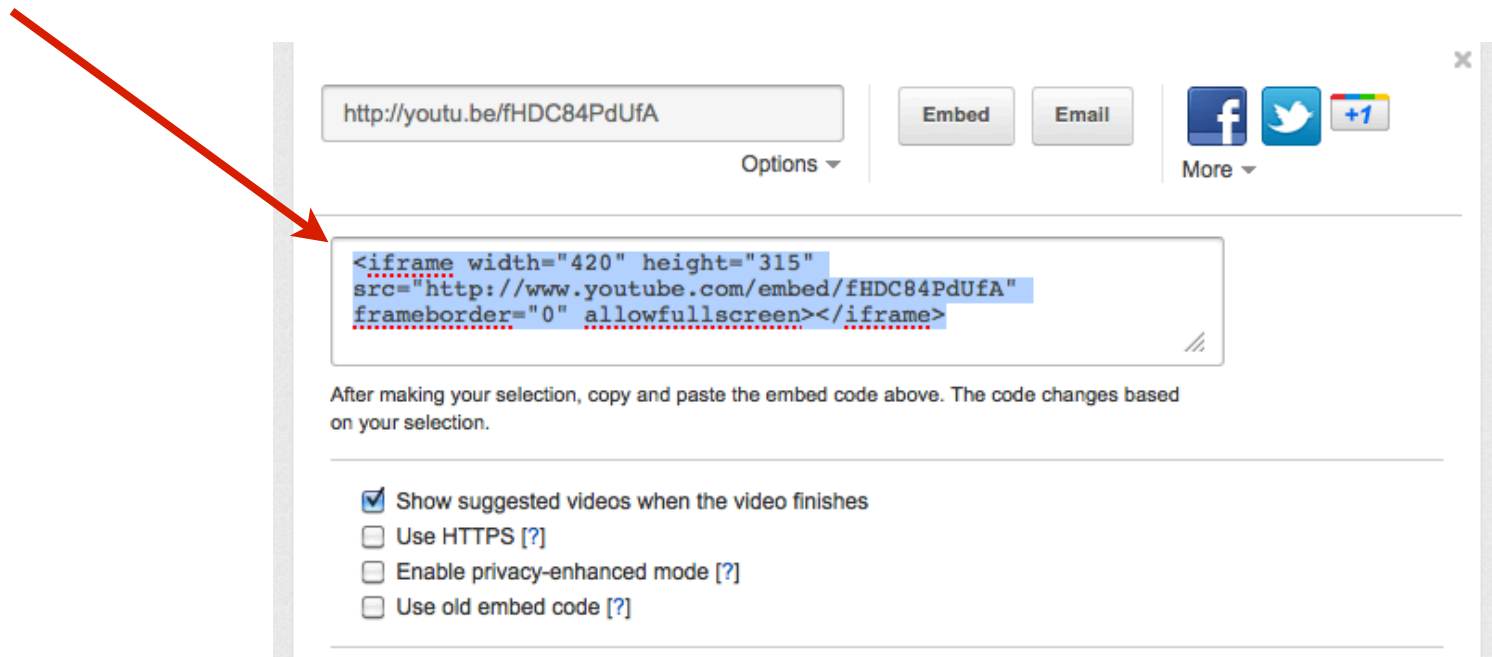
The screenshot shows the YouTube video upload interface. On the left, the 'Video Information' section is expanded, showing fields for Title, Description, and Tags. A red circle with the number '1' is around the 'Title' field, which contains 'Keynote Slide Example for VMB'. A red circle with the number '2' is around the 'Description' field, which contains 'My great slideshow.'. A red circle with the number '3' is around the 'Tags' field, which contains 'Slideshow'. Below the tags, there are several tag buttons: '+ Reversal Film', '+ Slide (song)', '+ Slide Show', '+ Fun', '+ Wanna', '+ Have', '+ Iris', and '+ Educational'. The 'Category' is set to 'Education'. Below this is the 'Video Thumbnail' section, which shows three thumbnail options. The middle thumbnail is selected and shows a preview of the video content. On the right, the video player is visible, showing the title 'Keynote Slide Example for VMB' and the content 'Other Cool Tools'. The video player has a play button and a progress bar. Below the video player is the 'Date and Map' section, which includes fields for 'Date' and 'Map Location'.

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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



The screenshot shows a video embed 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 buttons for "Embed" and "Email", and social media icons for Facebook, Twitter, and a "+1" button. Below the input field is a text area containing the following HTML code:

```
<iframe width="420" height="315"
src="http://www.youtube.com/embed/fHDC84PdUfA"
frameborder="0" allowfullscreen></iframe>
```

A red arrow points from the top left towards the code box. Below the code box, there is a paragraph of text: "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 with labels: "Show suggested videos when the video finishes" (checked), "Use HTTPS [?]", "Enable privacy-enhanced mode [?]", and "Use old embed code [?]".

# 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**

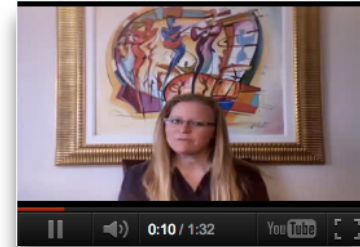
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# Introduction to Direct To Camera

## 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.

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Step  
1

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

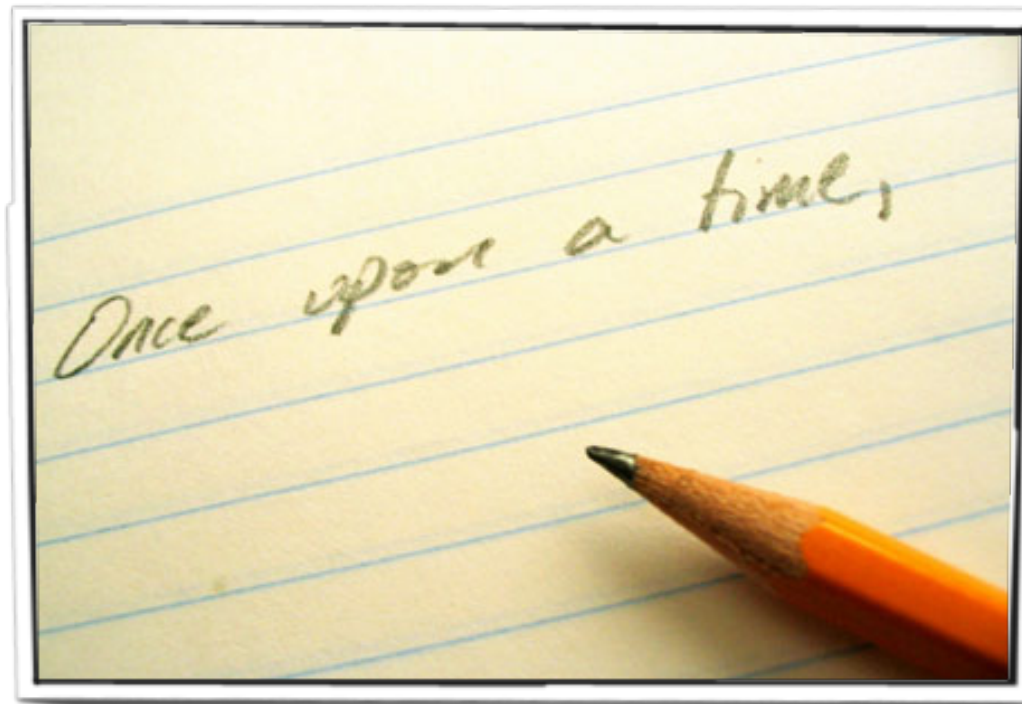


Objective 3 Creating Direct To Camera Recordings



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.

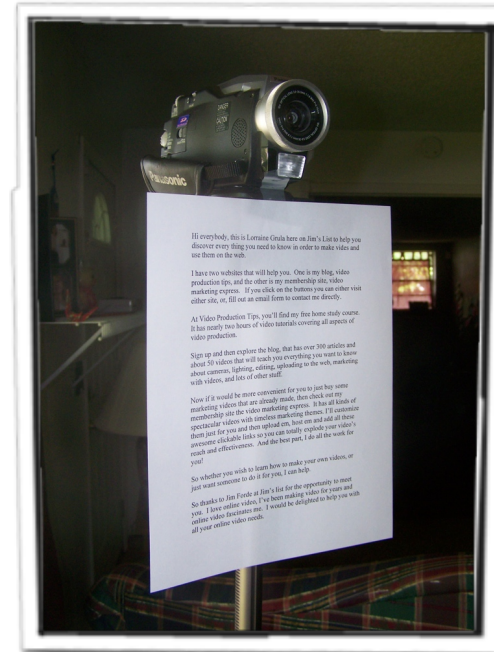


Objective 3 Creating Direct To Camera Recordings

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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.



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

Objective 3 Creating Direct To Camera Recordings

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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

Step  
6

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



Objective 3 Creating Direct To Camera Recordings



Step  
7

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



Objective 3 Creating Direct To Camera Recordings

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.

The screenshot shows the YouTube upload interface for a video titled "Keynote Slide Example for VMB". The interface is divided into two main sections: a metadata form on the left and a video player on the right. The metadata form includes fields for Title, Description, Tags, and Category. The video player shows a slide titled "Other Cool Tools" with a list of items: Shapes, Duplicate Slides & Delete Slides, Table, and Charts. A play button is visible in the center of the video player. Three red circles with arrows point to specific elements: circle 1 points to the Title field, circle 2 points to the Description field, and circle 3 points to the Tags field. The video player has a progress bar at the bottom showing 0:00 / 0:50. The Date and Map section is visible at the bottom right of the form.

Keynote Slide Example for VMB

Cancel Save Changes

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

▼ Video Information

Title: Keynote Slide Example for VMB

Description: My great slideshow.

Tags: Slideshow

Which of these tags describe your video? + Reversal Film + Slide (song) + Slide Show + Fun + Wanna + Have + Iris + Educational

Category: Education

▼ Video Thumbnail

Headline for VMB Slide Show Training

Other Cool Tools

Thank You!

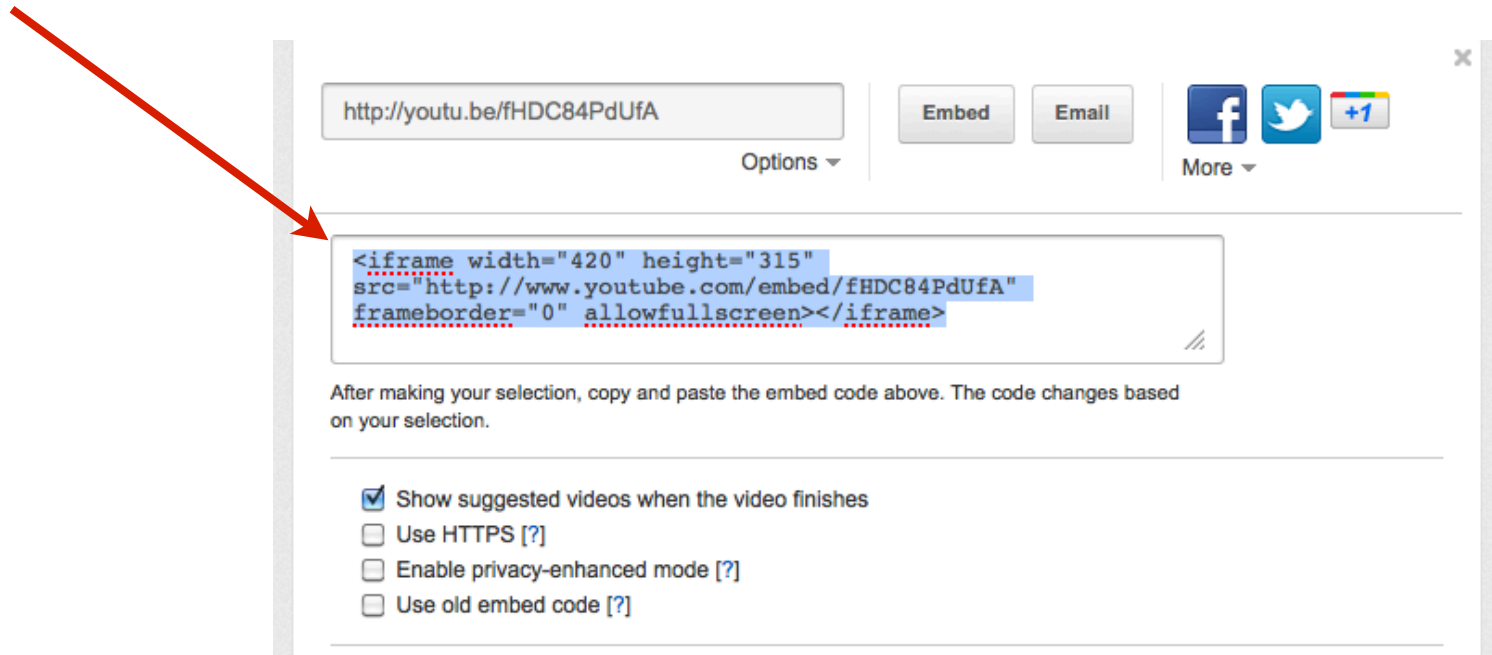
Date: Today Clear

Map Location Search Clear

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 a video embed 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 buttons for "Embed" and "Email", and social media icons for Facebook, Twitter, and a "+1" button. Below the input field is a dropdown menu labeled "Options". A red arrow points from the left towards a code box containing the following HTML code:

```
<iframe width="420" height="315"
src="http://www.youtube.com/embed/fHDC84PdUfA"
frameborder="0" allowfullscreen></iframe>
```

Below the code box, there is a text instruction: "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 with labels:

- Show suggested videos when the video finishes
- Use HTTPS [?]
- Enable privacy-enhanced mode [?]
- Use old embed code [?]

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# Virtual Marketing Blueprint

## Video Creation

### Objectives:

- Introduction To Video Creation
- Creating Voice Over Video Recordings
- Creating Direct To Camera Video Recordings

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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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