

## Chapter 9

# 5 Secrets To Successful Video Marketing

---

With every video marketer trying to go viral with their videos, it often leaves some lost and stuck in a creative block. Sometimes video marketers just overthink and confuse themselves when they don't even focus on the simplest of aspects when it comes to video marketing. The idea I'm trying to get across is that it doesn't take a genius to get the hang of being a successful video marketer.

### **Stop The Sales Activities And Focus On The Story**

So many video marketers are way too inclined to make a sale rather than understanding their audience. If you're to be a successful marketer, stop the salesperson act and step into the shoes of your audience. Embrace the story of your video if you want to get your message across. There's perfect timing for everything, and that how you have to deal with promoting your brand. The main focus is to get through to your audience with your video. Remember that content writing and video market go hand in hand as it's all about the content.

Content is and always will be king, which is why you need to take hold of how you display your story in the video. Whether it be humorous or emotive, make your audience feel something after every video. You need to focus on attracting and appealing your audience so you can grip their attention. This is bound to have a positive response as an outcome, and your audience may even become potential customers.

### **The First 20 Seconds Are Vital**

Remember to think like a content marketer when it comes to video marketing. Your content needs to have an appeal that grips and holds the attention of a viewer so that

they watch your video fully. To hold their attention, you need to remember that the first 20 seconds are vital.

The first 10 seconds is a viewer being interested in the thumbnail and title, and the last 10 seconds is a result of how well the video impacts a viewer. Make it mandatory that your thumbnail and title are both eye-catching and attractive. More importantly, they need to be fully optimized according to the right keywords. By optimizing your video, you allow your videos to be more discoverable, which can help increase the number of views. Furthermore, work on the starting of your video so that your audience knows that they want to continue watching your video within the first 10 seconds of your video. Use a strong hook and try utilizing a vibrant atmosphere with a strong color. Be relatable and funny

## **Respect The SEO**

Utilizing Search Engine Optimization is probably one of the most helpful secrets behind being a successful email marketer. You need to make sure that optimization takes place within the video and the title or description. Remember to use keywords for the tags, video descriptions, and titles.

The basic gist of optimization is making your videos more accessible, as the algorithm is more likely to promote good quality content videos that have the right keywords in their videos. When you have massive search engines like YouTube and Google, you need to try your level best to up your promotion game. The more you promote your videos, the more likely you spread your message, and you get more views.

## **Target Relevant Audiences**

As a video marketer, you want to get your message across; however, you might not get your video across every viewer that views your video. This is the reason why you need to target your audience wisely. Not everyone is going to be interested in what you're trying to market, so you need to be smart in the way you market. How does one be smart in the way they market? They simply choose a target audience and focus on

getting your message across to them. This, therefore, increases the number of views and the number of potential customers.

## **Collaborate And Use Other Platforms**

One of the key factors in establishing success is making contacts and collaborating with many other influencers. It is a cost-effective method that benefits both sides, which work out perfectly in the method of promoting. By working with other video marketers or influencers, you gain support, and you further allow your marketing horizon to be broadened.

If you support other influencers, they might just help support you by promoting your company and your products. One of the best ways of keeping up with various influencers is by joining different platforms and interacting with influencers that have similar interests as you. This can help further broaden the way you perform video marketing, which can lead to more views and more prospects.

[LINK TO YOUR BLOG / SPECIAL OFFER / AFFILIATE OFFER]