

Viral Marketing Using Video

What was the last business email that you forwarded? If that email kept getting forwarded and forwarded, it could have been the start of a viral marketing campaign for a business.

Viral marketing has become an unstoppable marketing force for businesses both off and online. It is a technique that uses people's pre-existing networks to promote a company's or a product's brand awareness.

The term 'viral' comes from the same concept as a virus - **it spreads!** But, in this case the spreading is a good thing.

One of the most effective *viral marketing techniques* involves videos, or podcasts. YouTube has revolutionized the podcast phenomenon with over 200 million clicks per day happening on their site! You can leverage this technology as well as several other **viral video marketing techniques** to grow your business online.

When implemented effectively, viral video marketing can rapidly expand a business online. Millions of short video clips are uploaded onto the internet every day; both by amateurs and professionals.

Amateurs upload the videos for fun or amusement, while professionals create the videos to drive traffic to their website to earn PPC income, affiliate advertising income or to sell their products and services.

What is a viral video?

According to the wikipedia, a viral video is a video clip that gains tremendous popularity being passed around through email, IM, blogs and other social media networks. Click here to read more about their definition: http://en.wikipedia.org/wiki/Viral_video.

The most important thing to consider when you are trying to create a viral video is that it **needs to be something unique**, informative, funny or something that captures the attention of the audience's interest level. *Viral videos* gain effectiveness by the amount of people that it comes into contact with. And, it will only get passed around if it is really great.

This is one of the funniest videos quickly spreading round the net. It has nearly 10 million views so far! Imagine if you, as a marketer were the creator of this video.

One thing to keep in mind is that videos *don't always have to be relevant to your business* to help you to drive website traffic to your site. For example, if someone sees a great video on YouTube that takes them **directly to a business website**, they may stay on the site and take time to **click on an ad or to opt-in** for something while they are there. As long as the video attracts viewers, you have the opportunity to increase your business revenues. The most common places for you to make money on your site are through affiliate advertisers, pay per click ads and the sale of any products and services that you offer. Another huge benefit is that if you leverage opt-ins, you could **quickly build your subscriber list**, allowing you to market to those leads over the long term. Most people don't click on an ad or buy a product on their first visit to a website-so, you need to bring them back again and again.

One of the newest internet marketing tools is called **Social Media Optimization**, or SMO. SMO is like Search Engine Optimization (SEO) for your website but using a different platform. SMO uses [social networking sites](#) to build links to their websites.

How can a Viral Video help make Money for your Business?

People often **like to see something before they like to read something!** Hence, [video marketing](#) has gained tremendous popularity in the last year as a marketing strategy for businesses of all types.

One of the first ways that it can help your business is by generating clickthroughs and subscriptions to your *opt-in offers*. Offer Free e-books, research reports or newsletters of added value to gain new leads for **drip marketing**. Additional opt-in leads of course means **extra money making opportunities**. The new website clicks comes from the links that can be embedded into the videos themselves.

Keep in mind that videos that do not have any specific marketing message or motive can generate profits for your business through clickthroughs. As long as people click on the video, you can gain additional traffic to your website.

How do you maximize your videos effectiveness?

1. Video clips are best when they are short - 3-5 minutes at the maximum. People tend to have short attention spans and when they are browsing through a site of millions of videos, you only have a few moments to grab their attention.
2. If you want your videos to have viral potential, they need to be provocative, entertaining, interesting and unique.
3. Avoid including a commercial effect as these types of videos are not generally viral in nature.
4. Optimize your videos with tags and links so that they are easily passable and easy to find.
5. Design it so that it can be re-mixed
6. Make it shocking
7. Use fake headlines
8. Use a powerful video title- you can use a catchy and misleading title to start and then change it over time to get additional clicks
9. Utilize the thumbnail option when you submit your videos to other sites- people like visuals
10. Release a number of videos in a row and let all of your website visitors know that there will be a series. If the first one is great, people will link back to see the rest.

Here are some other ways that you can leverage the power of videos for your site:

- You can add a video clip to your blog and generate additional click through income by adding social networking links.
- Social networking links can be RSS feeds, tage, trackbacks, reviews, comments, ratings and through direct links such as del.icio.us, dig, furl, Yahoo and Blinklist.

These easy tags at the bottom of your post make it easy for people to add your blog link to other social networking sites, increasing your chances of it becoming viral. Ratings on many of these sites can allow your video clip to rise in popularity simply through the democratic process as well.

How do you make your videos?

You can create videos to attach into your current website content, you can tag videos in [YouTube](#) and you can create your own videos to launch onto other sites.

If you are looking to simply create your own short video on your current website, consider using the services of [mymuvee.com](#) which allows you to easily drag and drop in material, add audio and launch a simple solution within 30 minutes. These simple vides are great to add onto your website for your current website traffic.



Here are some other sources to help you create your own videos:

- [Instant Video Generator](#)
- [Jump Cut](#)
- [Blog TV](#)
- [UStream](#)

If you want to add effects to your own video:

- [Eye Spot](#)
- [Cuts](#)
- [Bubble Ply](#)
- [VMix](#)
- [Movie Masher](#)

If you need an online video converter:

- [Zam Zar](#)
- [Media Convert](#)
- [Vixy](#)
- [Hey Watch](#)
- [MonAvi](#)

You can also create videos from your home using modest video equipment and a microphone or you can have them professionally recorded. Be sure to take into account **background noise** when you are taping your own video and make sure that you are against a solid background.

One of the best tools to create a video yourself is [hellodeo.com](#). You can also use [Bubble Guru](#) or [StumbleUpon](#).

If you are on a budget, you can have students complete them for you.

If you are not interested in actually creating your own video, you can **leverage videos** that have currently been made through other video sites such as YouTube.com to drive traffic to your website.

How do you use YouTube or other Sharing Video Sites to make money on your website?



First, you can *request permission* from people that already have videos on YouTube to link them to your site, or you can create your own videos and upload them using the same process.

Step 1: Hunt on YouTube for the videos that you would like to link to your website. Search for videos on a **specific niche**, related to your business or that are simply just interesting. When you are looking for a video to link - search the most recent posts that have a moderately high viewer count. Once you have found one, ask the creator for *permission* to link it to your website in return for payment or coverage.

You can test many different YouTube videos for your site, so pick as many as you would like to start.

Step 2: Download and save the chosen videos to your computer. You can use many different software programs to help you do this but my favorite is vixy.net. It is a free service that will allow you to download the video into a flash drive, FLV file or to a MPEG4 file. And the best part is that you don't have to download any software onto your computer to use it.

Step 3: Convert the videos to an AVI format. The reason that you want to convert the videos into an AVI format is so that you can import all of the files into [Windows Movie Maker](#) without any problems. If you don't already have Windows Movie Maker on your computer, you can download it directly from Microsoft for free.

Step 4: Add your links to the videos and your customized text. Make sure that you have also added a separate title block.

Step 5: Upload your video onto YouTube.com.

The embedded links in the actual videos will help drive traffic to your website.

YouTube.com Tips

1. Make sure that you use lots of **relevant keywords** to tag the video clip with. This way, when people type in those [keywords](#), your video will gain additional recognition.
2. Don't forget to insert your URL into the description of your video. This is a vital way for people to click on your link directly from a video posted on YouTube.
3. Choose many niches that will draw a large audience of viewers as well as interesting or controversial topics as the combination will drive more website traffic.
4. Consider using a banner at the top of the video to help *drive website traffic*.
5. Use several **different videos** to get the most traffic possible to your site.
6. Constantly *add new videos* with links to your sites. The best to choose are the ones that were most recently added to the website.

How do you market your videos?

The best way to market your videos other than by inserting links and tags into the videos themselves is to use services that post your videos to several sites all at once. These are some of the best resources to help you do this:

- [Video Upload Pro](#)
- [Hey Spread](#)
- [Video Post Robot](#)
- [UnCut](#)
- [Video Google](#)
- [Blip.tv](#)
- [Daily Motion](#)
- [Vimeo](#)
- [Traffic Geyser](#)

In addition to submitting your videos to the top online video services, also do the following:

- Submit your video to other blog sites - business and social
- Embed your videos into forum threads that you post on other people's sites
- Use [MySpace](#) or other [social networking sites](#) to post your videos
- Send the video to your email list
- Include the video link in your E-books, E-zines and Free reports
- Embed the link into your resource box at the end of posts onto other people's blogs and into articles that you are writing and posting. If you use an article directory service, you can also get mass distribution with a single submission.

Video marketing can be a **powerful tool** to drive new users to your website, to generate PPC income, to generate affiliate advertising income, to sell your products and services and to keep your existing website visitors coming back time and time again.

Resources:

Video Sharing Sites:

[YouTube.com](#)

A great website to upload videos and download videos for your site.

Income Generation Sites:

[Clickbank.com](#)

Clickbank is one of the internet's leading retailers of digital products. You can buy, promote and buy digital products on this site.

[Paydotcom.com](#)

This site allows you to sell your products and services through their online marketplace.

Video Conversion Sites:

[Vixy.net](#)

[Zamzar](#)

[Media Converter](#)

[Hey Watch](#)

[Mon Avi](#)

These services allow you to convert a Flash Video/FLV file into MPEG4 file online.

Video Creation Tools:

[Windows Movie Maker](#)

[Instant Video Generator](#)

[Jump Cut](#)

[Blog TV](#)

[UStream](#)

Add your Own Effects:

[Eye Spot](#)

[Cuts](#)

[Bubbly Ply](#)

[VMix](#)

[Movie Masher](#)

Video Promotion Sites:



[Hey Spread](#)

This is a great video promoting website service. You can access a professional, robust and scalable video promoting website service when you use this company. This service

[Video Post Robot](#)

This is a great service to use for uploading your video to multiple sites with the push of a single button.

[Video Upload](#)

[UnCut](#)

[Video Google](#)

Track Your Video Hits

[Tube Mogul](#)

TubeMogul's analytic technology aggregates video-viewing data from multiple sources to give publishers improved understanding of when, where and how often videos are watched, track and compare what's hot and what's not, measure the impact of marketing campaigns, gather competitive intelligence, and share the data with colleagues or friends.