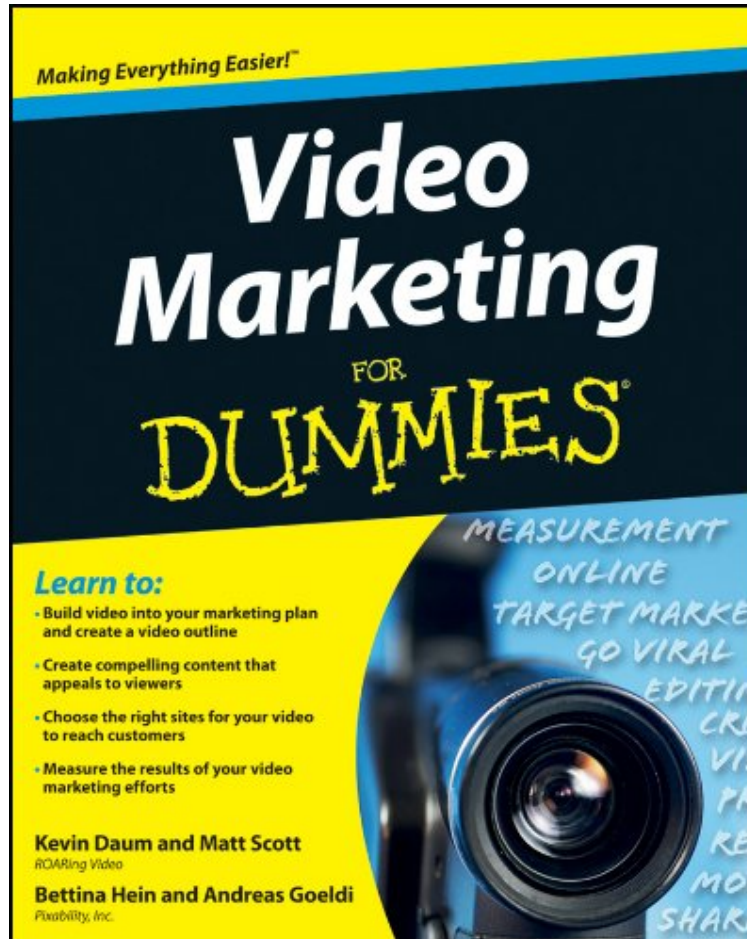


## Video Marketing For Dummies

Kevin Daum, Bettina Hein, Matt Scott, Andreas Goeldi

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**Kevin Daum, Bettina Hein, Matt Scott, Andreas Goeldi : Video Marketing For Dummies** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Video Marketing For Dummies:

4 of 4 people found the following review helpful. Comprehensive, Entertaining, and Useful Guide to Video Marketing By David E. Sarna If you are considering making a video for marketing purposes, or you made some, but were unsatisfied with the cost or result, Video Marketing For Dummies is the book to get. Kevin Daum, a well-regarded For Dummies author and INC columnist and his colleagues have written a thoughtful, comprehensive, and fun book for successful marketing using video. Whether you are a do it yourselfer, or like me, a "manage it and get it done well but inexpensively by others" type, this book helps with all aspects of what can be an intimidating topic. First, it makes the point that videos sell. A posted video, I learned, can increase the chances for a customer purchase by up to 35%. Whatever it is you're selling, video sells it better. Search engines accord pages with video higher ranking. All of which is why you need to make videos whether you are selling services or widgets. Second, the book warns you away from being stiff, boring, and unwatched. Then, it smoothly and comprehensively walks you through all of the steps for creating effective marketing videos, including storyboarding and creating a compelling script, prepping for production,

location-scouting, shooting, editing, refining, polishing and post-production, and most importantly, posting and promoting it. Video Marketing clearly explains how to produce videos that can go viral yet not break the budget. In a nutshell, humor is essential, and brevity is the soul of wit. Planning - with a script - is key to a successful result, and improvisation and imagination, [legally] re-using and re-purposing existing footage, bartering and hiring non-SAG actors (and thus avoiding SAG minimum per-diems and ongoing residual payments) hold the keys to budget relief. Personally, I know messages I want to convey, and maybe I have some idea of how, but having read this book, I understand that video production is not a read the book and do it now activity. Rather, it is a team effort, involving a producer, director, writer, camera-person(s), production crew, talent (actors), graphic artists, and editors. I also learned, however, that a team of two or three can do it all too, with everyone wearing more than one hat. Like a diamond, a video can cost \$500 or \$500,000, and be more or less the same size, but unlike a diamond, the well-done budget film can be worth more in measurable results than an expensively-produced bore. Simpler alternatives, such as animation using Go!Animate or Xtranormal are also covered, and the book is chock full of useful tips and hints, called out in the famous For Dummies style. Video Marketing For Dummies provides good value and is a worthwhile treatment of a complex subject, told with good humor, professional style, and is devoid of condescension. Highly recommended. 8 of 8 people found the following review helpful. Everything you need to get started using video -- good video -- for your marketing. By Customer. And when I say "everything you need" ... this book lays it all out there. How to get ideas, how to script your video, shooting techniques and editing tips. More than just a technical how-to-shoot-video (for Dummies, of course), this book shows how to use the video to strengthen your marketing and improve your sales. My favorite section of the book: all about scripting your video. The authors show how the same marketing message can be delivered using a variety of different story lines. They show exactly how the brainstorming process works. 1 of 1 people found the following review helpful. Early review, probably will change with time. By Connie Harmon. Well, bought this along with the Facebook for dummies at the same time, and so far have read more of the Facebook book than I have of this. I got this book because I want to implement video marketing into my strategy for my website, mostly through Youtube, and well, I had to ignore areas where it mentions about making videos with actors, scripts, and all this technical stuff that goes with major video productions. Not for me!!!! I am sure when I find the time to read more and let more sink in then I will reevaluate my rating and put to video what I have learned in this book. Overall, I am pleased!!!! I just have to give it more time to sink in. Advice, keep an open mind and find time to really understand the concepts in this book.

Savvy advice for adding video to your marketing plan Video marketing is rapidly gaining popularity in online marketing and this fun-but-practical guide presents you with all aspects of video marketing from planning to production to distribution. You'll learn how to create a video strategy, produce an effective video, put it online, and get your video to the right consumers so you can help your business succeed. The author team has vast experience in video creation and marketing and explores ten video campaigns so you can learn from their successes and challenges. Offers an overview of the video marketing process, how to build it into an existing marketing plan, and create a video outline Covers the necessary steps for creating the video, from scripting to shooting to editing Walks you through the process of sharing video on a company site, social site, or other hosts and then draw the right audience Details the new frontiers of video marketing including mobile video and measuring results Featuring invaluable advice for creating an effective video marketing campaign, Video Marketing For Dummies is essential reading on this marketing trend.

From the Back Cover Create a buzz-worthy video to reach the right audience and drive your marketing The rise of online video makes adding video to your marketing plan a must. A good marketing video can grab customers' attention and maybe even boost your profits. This book collects the expertise of four video marketing pros who share the tools needed to get maximum return on video investment. From marketer to producer to editor, you'll learn it all! Get down to the basics mdash; start down the path of creating effective marketing videos by deciding on the right concept for your plan Send the right message mdash; figure out what you want to communicate, make it compelling, turn it into a concept with visual imagery, and script it in detail Prepare for production mdash; find everything you need to know about creating your budgets, finding locations, recruiting cast and crew, and covering all the legal requirements Lights, camera, action mdash; learn the right tools to get it all shot and benefit from techniques and tips used by professional filmmakers Walk the red carpet mdash; follow the right methods to reach your target audience and get viewers on the web Maximize your investment mdash; use your production skills to create videos for training and other internal applications Open the book and find: Why you must take advantage of video marketing Ways to stretch a small budget to make your video shine The tools and tips for creating compelling video content How to master the art of editing Tips for adding the right sounds and effects Steps for sharing your video on YouTube How to use social media to get your video seen Advice on how to use humor to create more memorable videos Learn to: Build video into your marketing plan and create a video outline Create compelling content that appeals to viewers Choose the right sites for your video to reach customers Measure the results of your video marketing efforts About the Author Kevin Daum is the founder of ROARing Video and author of ROAR! Get Heard in the Sales and Marketing Jungle and Building Your

Own Home For Dummies. Matt Scott is head of production for ROARing Video. Bettina Hein is founder and CEO of Pixability. Andreas Goeldi is the CTO of Pixability.