



Beginner's Guide to Video Marketing



Yelena Kadeykina
Pixability
@lanka79



Jay Wilder
Brainshark
@jaywilder



Jim Kukral
@jimkukral



Maggie Georgieva
HubSpot
@mgieva

Twitter hashtag

#VideoTips

Why Is Video So Important?

Americans Spend Nearly 3.5 Hours Per Week Watching Online Video



Source: Arbitron and Edison Research, "The Infinite Dial 2011: Navigating Digital Platforms," April 5, 2011

Why Is Video So Important?



7,500 video views a day = **46** Hyper-efficient Reps



Assumptions a) average video view is 2 minutes
b) average hyper-efficient rep pitches 8 hours a day, no breaks

thinkB2B
with Google



4-Step Agenda:

1. How to Get Started with Video Marketing
2. How to Optimize My Video
3. Where to Publish and How to Promote
4. How to Measure Success

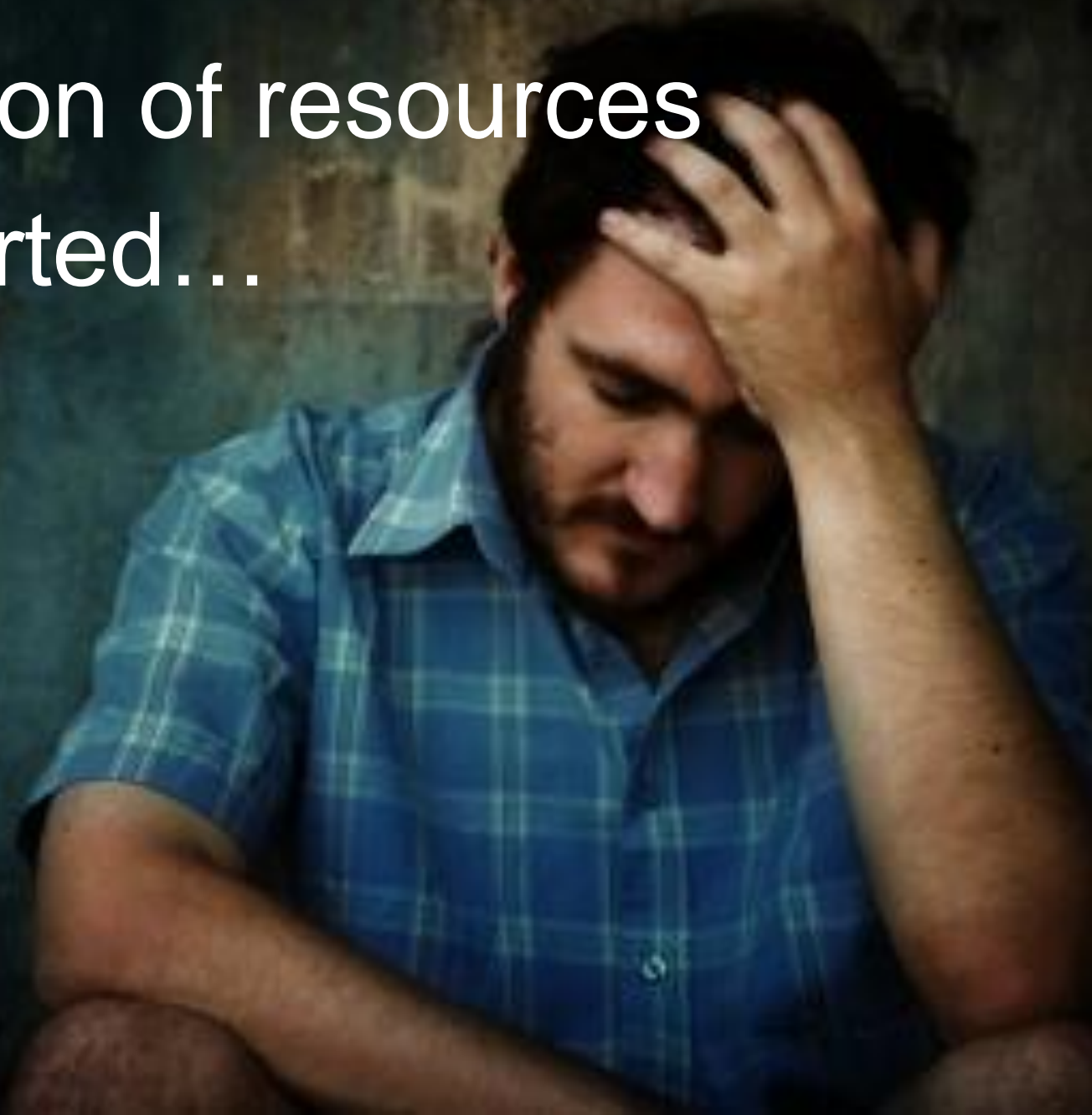




How Do I Get Started with Video?

Maggie Georgieva, HubSpot

I need a ton of resources
to get started...



WRONG

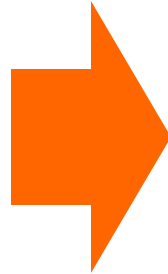


There are **multiple** options

Produce a Video by Recording Your Presentations



Build a Presentation



 brainshark™

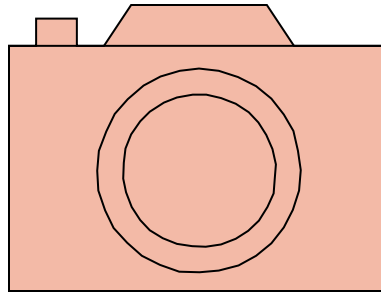


Screen-capturing software
(e.g. Camtasia)

Mix Together Some Images & Music



Video production
person



Picture + Music



Video-editing
software

Record Footage with Your FlipCam



FlipCam or
another camera
to record footage

Video-editing
software

Video production
person

A woman with long brown hair and blue eyes is looking upwards with a questioning expression. The background is a dark green chalkboard filled with numerous white question marks of varying sizes. A semi-transparent dark grey horizontal band is positioned across the middle of the image, containing the text.

What **types** of videos can I create?

What Types of Videos Can You Create?

For Brand Awareness:



Fun TV series



Meet the Team



Video Podcast

What Types of Videos Can You Create?

For Lead Generation:

Watch the Webinar Recording Below:



Webinars/Presentations

Science of Email Marketing Webinar Trailer



Event Invitations



In Email Marketing

What Types of Videos Can You Create?

For Sales Empowerment:



Case Studies



Product Demos

Create Videos Based on Your Business Goals

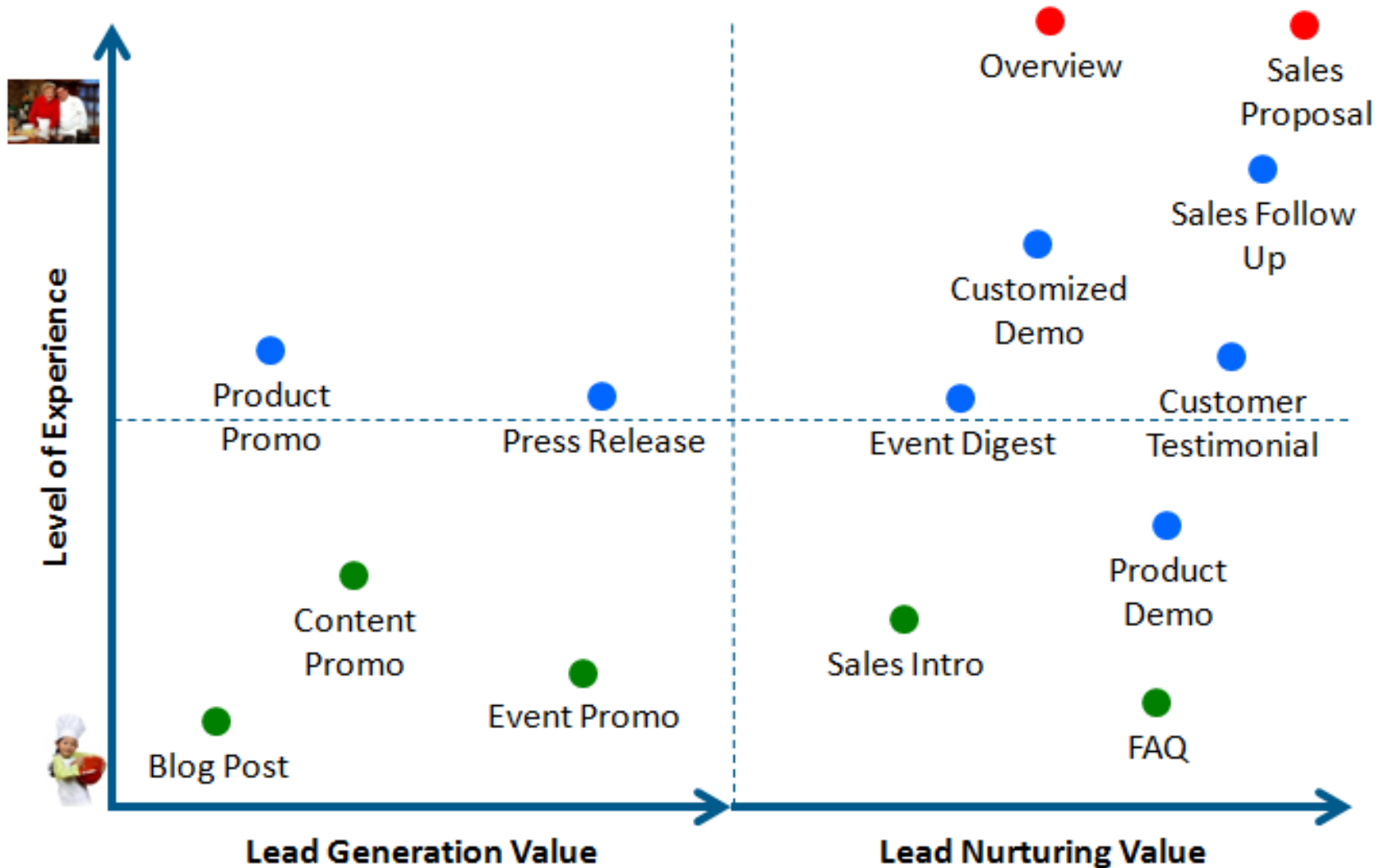


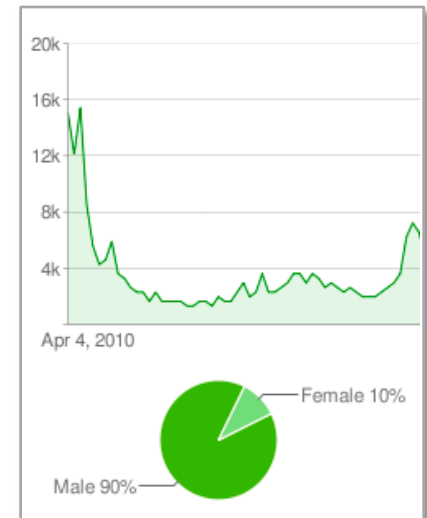
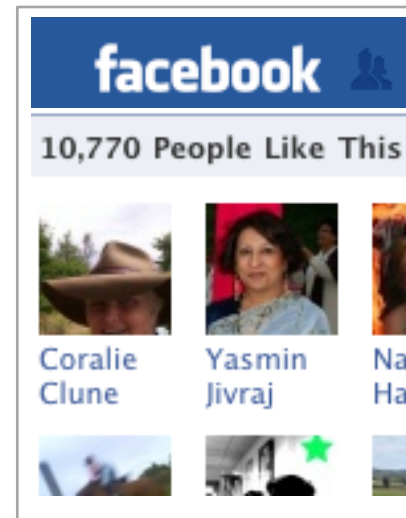
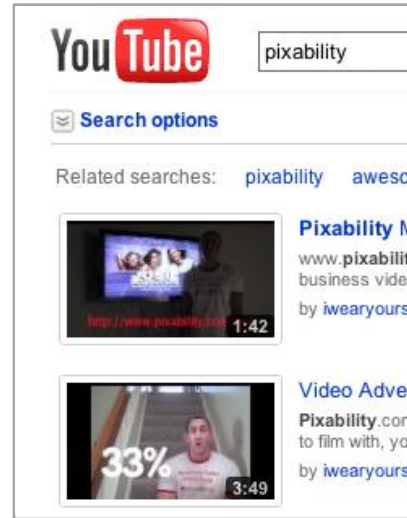
Image credit: Visible Gains



How to Optimize Video for Marketing

Yelena Kadeykina, Pixability

Pixability: Video Marketing Made Easy



STEP ONE

CREATE

STEP TWO

PUBLISH

STEP THREE

PROMOTE

STEP FOUR

TRACK

How Do Your Videos Get Found?

- About 30-40% of video views are the result of search queries
- Another 30% are the result of social sharing on Facebook, Twitter, blogs, etc.
- The rest of the viewers discovered the video right on a website or a video platform (“stumbled on”)



Where Do Your Videos Get Found?

- Public platforms where users can upload their videos (YouTube, Facebook, Vimeo)
 - ▶ YouTube practically owns the market
- Public platforms that distribute professional content
 - ▶ Dominated by TV networks (Hulu)
- Video hosting for corporate customers
 - ▶ Pretty fragmented (major players are Brightcove, Kaltura)



What Can You Influence?

**“Hosted”
Company website
with embedded
videos**

**“Posted”
YouTube and
other platforms**

**Search Engine:
Ranks and filters
the videos it finds**

Provide a “video sitemap” to Google that contains a list of the videos that you host.

Google will find these videos much more quickly and rank them higher for the right keywords.

Use strong description texts and plenty of tags.

Post to multiple platforms.

Search users

Pixability Video Grader www.onlinevideograder.com



Your Video Marketing Grade for easycareinc.com:

71

out of 100

Website score: 100%

Search engine score: 67%

Youtube score: 71%

[Share on Facebook](#) [Share on Twitter](#)

Top 3 Strengths:

- 100% You have 13 playlists on your Youtube channel.
- 100% 1632 average views per video on your Youtube channel.
- 100% 189349 total video views on your Youtube channel.

Top 3 Areas For Improvement:

- 0% No video results for your website found on Google.
- 1% 114 Youtube videos that do not have any link in their description text.
- 9% Bing finds 9 videos that are related to your company name.

Pixability's new Online Video Grader automatically measures how effectively a company uses video marketing:

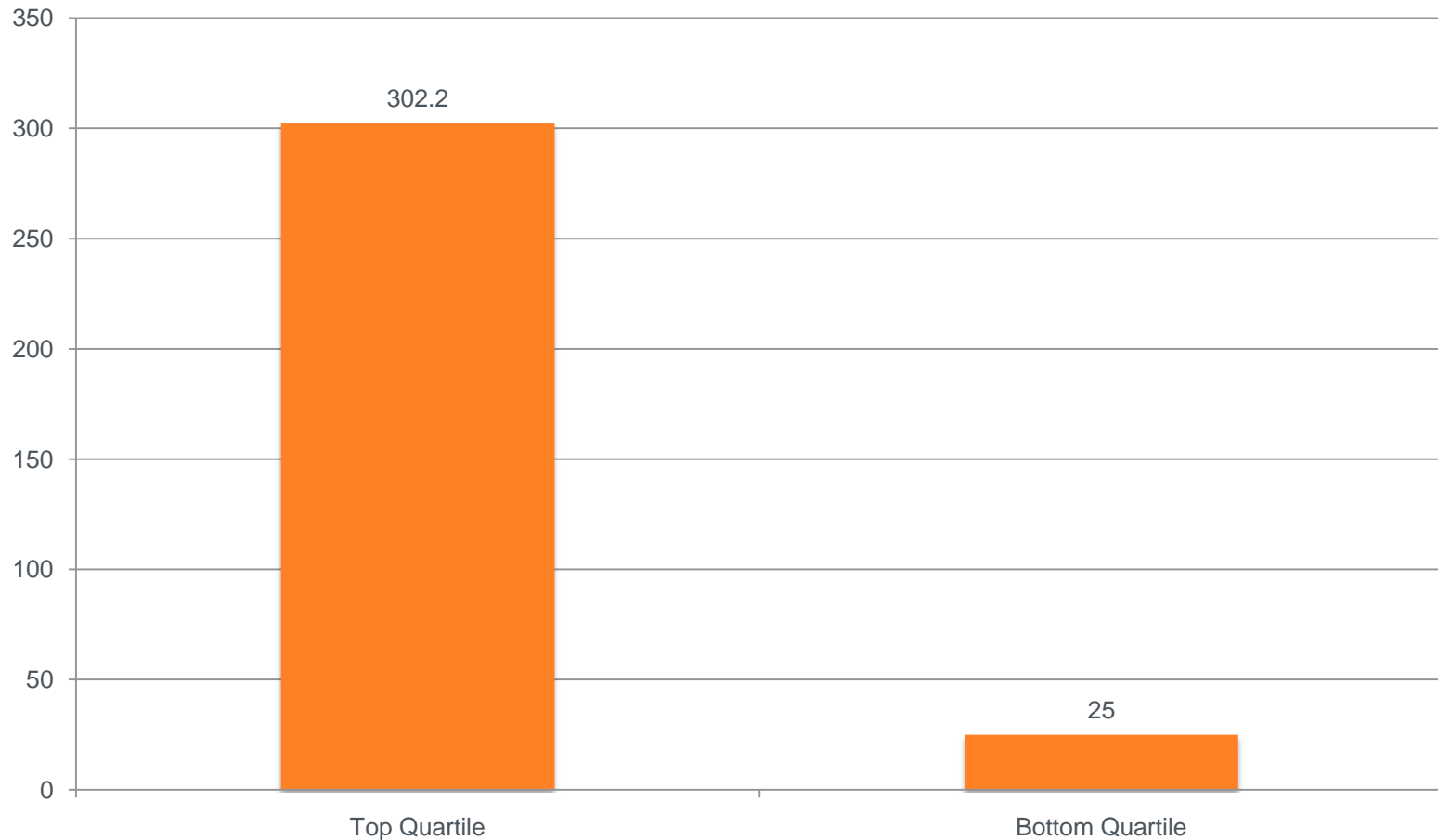
- Use of video on company website
- SEO results
- Effectiveness of company YouTube channel

Online Video Grader
analysis results
(empirical data from
1600+ cases)

- 1. Produce way, way more videos:**
Top marketers published **11x** more videos on YouTube
- 2. Invest in metadata that drive SEO:**
Top marketers used **52% more tags**, 20% longer description texts and **585% more playlists**
- 3. Use video assets on all channels:**
Top marketers had **53% more videos on their websites**

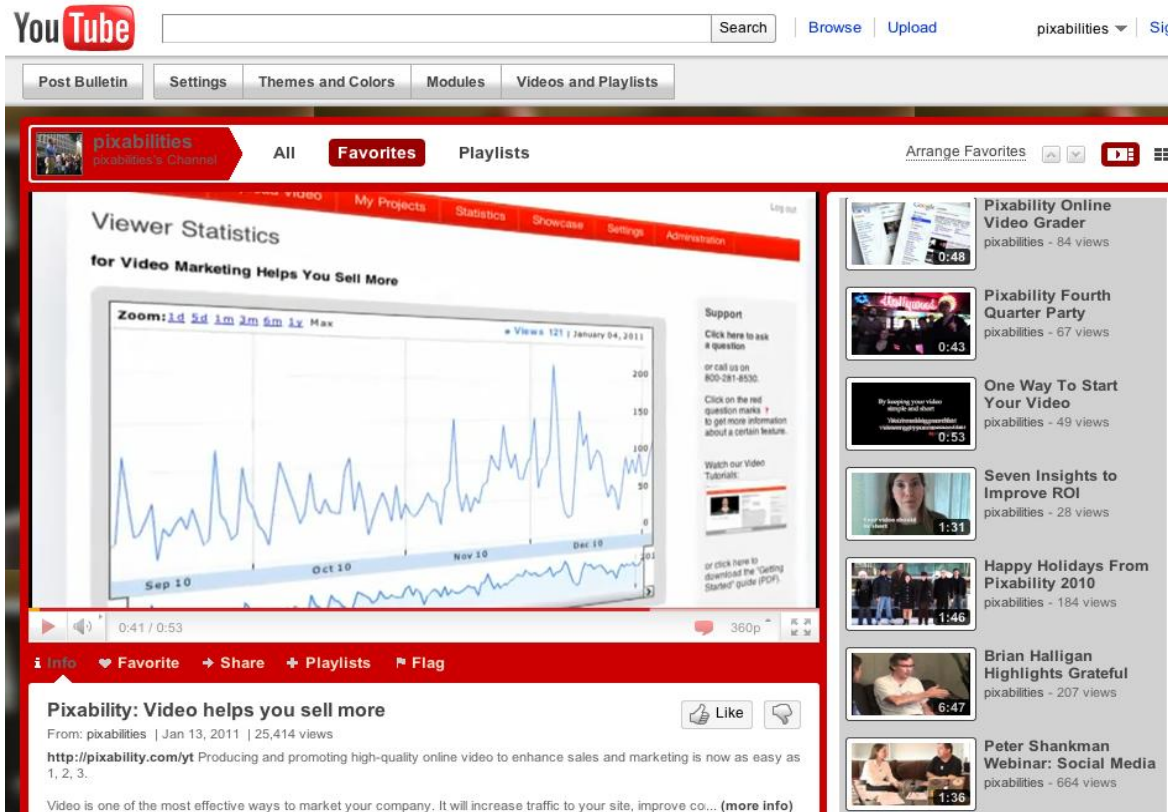
Successful Marketers Produce...

Number of YouTube videos



YouTube Success Recipes

- Have a lot of videos with various topics to attract niche traffic



- Use long, keyword-rich description texts and plenty of tags

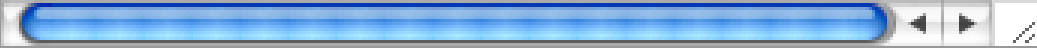
YouTube Success Recipes

- Have a link (<http://...>) as the first thing in the description

Video Information ▼

Title:

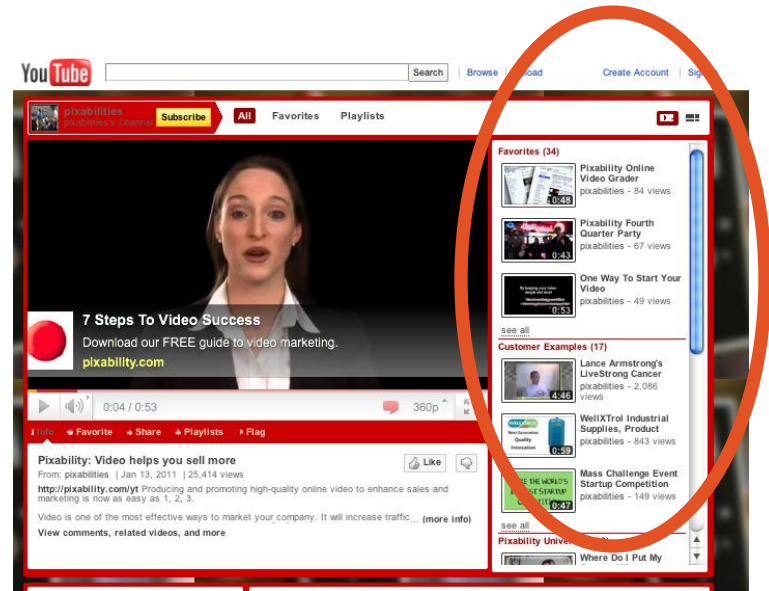
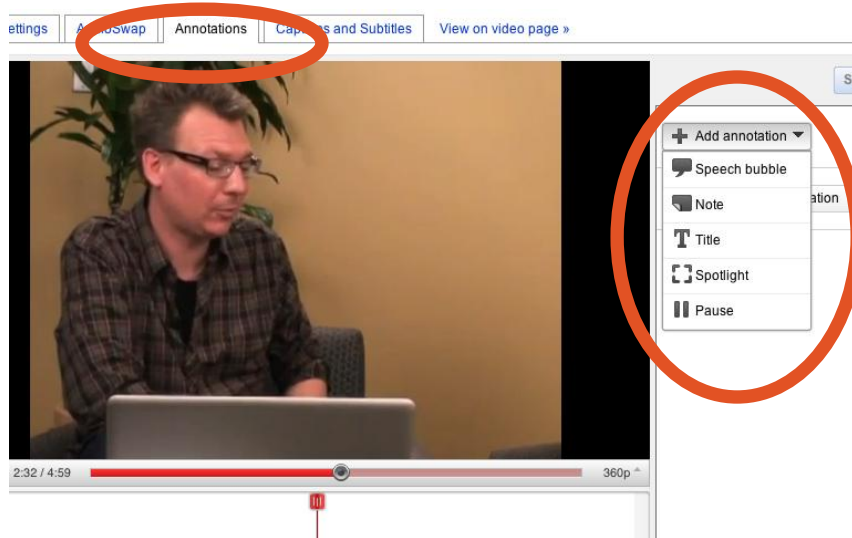
Description:



Tags:

YouTube Success Recipes

- Use annotations for call-to-action
- Use playlists



- Be active in the community

Facebook Success Recipes

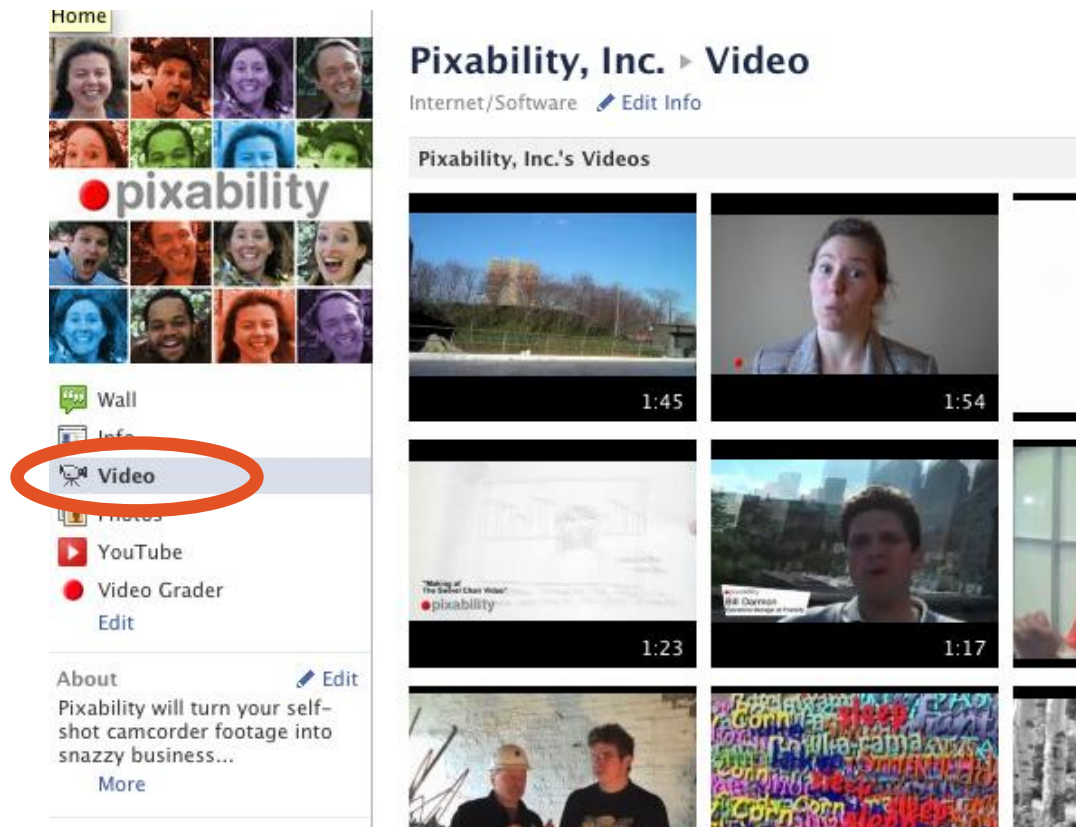
- Have a landing page video on your Facebook page



- Have a follow-up video for “new” fans

Facebook Success Recipes

- Have a customized video tab



- Find influencers and those who are most likely to share your videos

Thank you!

Upcoming Pixability Webinar: Online Video Grader: How to Rock Video Marketing Optimization.

Register today at www.pixability.com/graderwebinar

Try Pixability's Online Video Grader today:

www.onlinevideograder.com



Sharing and promoting video

Jay Wilder, Prod. Marketing Director, myBrainshark

Key Video Considerations

Audience



suspects



prospects



customers

Video types

Personality

Testimonials

Thought
Leadership

Demos

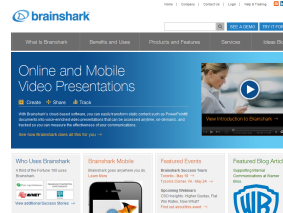
How to's

Company/product

Placement



Google



Goal

Entertain

Trust

Inform

Drive
Traffic

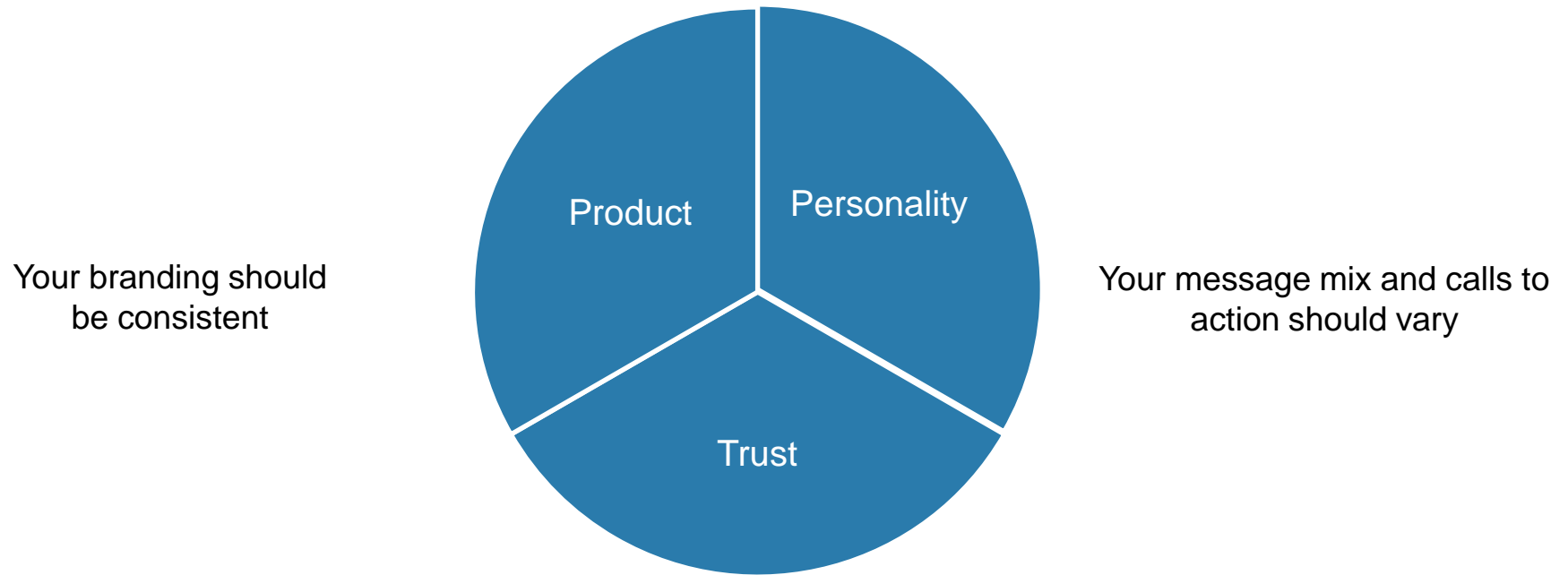
Convert

Adopt

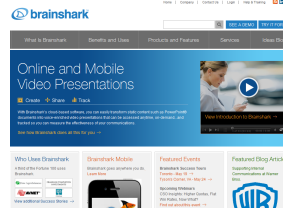
Re/Upsell

Refer

Different videos, placements, goals



Google



3 Golden Rules




engage



**GOOD
CALL TO
ACTION**

Website: product

[Home](#) | [Company](#) | [Contact Us](#) | [Login](#) | [Help & Training](#) [RSS](#) [in](#) [f](#) [t](#)



[SEE A DEMO](#)

[TRY IT FOR FREE](#)

[What Is Brainshark](#)

[Benefits and Uses](#)

[Products and Features](#)

[Services](#)

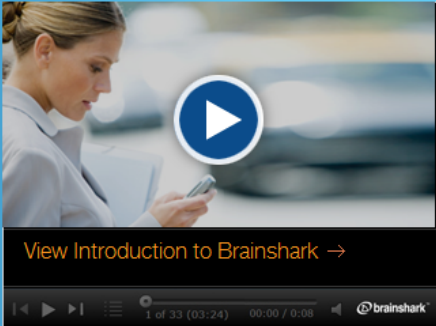
[Ideas Blog](#)

Online and Mobile Video Presentations

[Create](#) [Share](#) [Track](#)





With Brainshark's cloud-based software, you can easily transform static content such as PowerPoint® documents into voice-enriched video presentations that can be accessed anytime, on-demand...and tracked so you can measure the effectiveness of your communications.

[See how Brainshark does all this for you →](#)



Who Uses Brainshark

A third of the Fortune 100 uses Brainshark.




[View additional Success Stories →](#)

Brainshark Mobile

Brainshark goes anywhere you do.

[Learn More](#)




Featured Events

Brainshark Success Tours
Toronto - May 19 →
Tyson's Corner, VA - May 24 →

Upcoming Webinars
CSO Insights: Higher Quotas, Flat Win Rates, Now What?
[Find out about this event →](#)


Flat Quotas

Supporting Internal Communications at Warner Bros.



Product overviews and demos


Website: trust


[Feature Tour](#) [Examples](#) [FAQ](#) [Pricing & Signup](#) [RESOURCES](#) [LOGIN](#)

Create an online store

- ✓ Quick setup & free 30 day trial
- ✓ Easy and simple to use interface
- ✓ 10,000 stores use Shopify

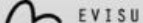





[Open your store now](#)







"Shopify has a super-clean design that makes setting up a store incredibly easy."

— Rafe Needleman, Editor at large






DODOcase is one of over 10,000 stores that use Shopify




Gorgeous Storefront




Shopping Cart

Establish trust with authentic customer testimonials



100% Customizable

Use your own HTML & CSS and have complete control over the look and feel of your online store.



Super Secure

We have a dedicated team of security experts that make sure your e-commerce site is as secure as possible.

Website: content marketing

Build Leads with Facebook: Marketing Tools & Tips for Businesses Using Facebook

featuring...
Mike Gingerich Marketing Director for TabSite
& **Troy Rumfelt** President of TabSite

Fill out the form to view the full video ➔

Presented by our guests Troy Rumfelt, President, and Mike Gingerich, Marketing Director for TabSite, a Facebook application by Digital Hill Multimedia, Inc.

Topics covered include:

- Importance of a custom Facebook
- Value of having a "Like" this page
- Opportunities for lead capture

Great use of preview ->

Watch Building Leads with Facebook

First Name *
Last Name *
Email *
Phone *
Company *
Your Role *
-Please Select-
Industry *
-Please Select-
Number of Employees *
-Please Select-
Company Website *
Your Biggest Marketing Challenge *

38
Tweet
5
Like

Why
Done r
client r
reports
success
that at
leads fr
It's No
This or
ads and
marketed-to some other way. It just means we hate the old ways. What is it about inbound marketing that keeps us engaged?

HubSpot

Thought leadership. Opt-in option for valuable content.

eCommerce: conversion

+40% growth of video views on retail sites 2010
(2x vs. *non-retail sites*)



68% of top 50 online retailers launching video programs

FORRESTER®



+10% sales

- **58,000** short videos of mostly staff—not professional models—showing off shoes, bags and clothing in 2010.
- Video explanation = +10% purchases, decreased returns

Inform, personality, trust, demo

Website: engagement

The screenshot displays the YouTube channel for 'Zappos Experience'. The header includes the Zappos logo, a search bar, and navigation links like 'Shop Zappos', 'Sign Out', and 'Press Center'. The main content area features a 'Welcome to the Zappos Experience' video with a description about sharing customer experiences. Below this is a 'Video Responses' section with 17 responses, each showing a user's video and their name. The channel's sidebar on the left lists various Zappos-related links.

part of the Zappos fan YouTube

Shop Zappos | Search | Browse | Upload | grantast | Sign Out | Press Center

Welcome to the Zappos Experience

2:21
Share the experience

We here at Zappos love to read the heartfelt, touching, and sometimes funny testimonials we get from our customers about their experiences shopping with us. We are a company th (more)

From: ZapposExperience
Joined: 2 years ago
Videos: 2

Video Responses (17 Responses)

Play All Video Responses

Video Title	Views	Channel
zappos.com experience	14 views	free1999
Mike's Zappos Unboxing	206 views	CornelSSO
Re: Welcome to the Zappos Experi...	47 views	agrammc77
zappos10	126 views	painter33
Get Buck in Here Part 1	536 views	volleyballswimgirl
ZAPPOS	3,531 views	favorseal
Re: Welcome to the Zappos Experi...	669 views	zapposxxsw
Re: Welcome to the Zappos Experi...	464 views	zapposxxsw
Re: Welcome to the Zappos Experi...	301 views	zapposxxsw
Re: Welcome to the Zappos Experi...	186 views	zapposxxsw
Re: Welcome to the Zappos Experi...	345 views	zapposxxsw
Re: Welcome to the Zappos Experi...	283 views	zapposxxsw
Re: Welcome to the Zappos Experi...	207 views	zapposxxsw
Re: Welcome to the Zappos Experi...	150 views	zapposxxsw
Re: Welcome to the Zappos Experi...	476 views	zapposxxsw
Re: Welcome to the Zappos Experi...	252 views	zapposxxsw
Re: Welcome to the Zappos Experi...	301 views	zapposxxsw
Re: Welcome to the Zappos Experi...	902 views	zapposxxsw

Inviting users to add their video testimonials

Blog videos can be “business casual”...

“Better to be on time than perfect.”



Variety keeps people coming back
Goals: engagement, sharing, site
traffic, repeat visits

Blog: inform, engage, trust, personality, news, thought leadership, fun.....

Constant Contact + myBrainshark: 3 Steps to Video Email Campaigns
Submitted by: [Jey Willard](#), myBrainshark Product Marketing Director, Brainshark
March 23, 2010 07:30 AM

In this post and others forthcoming, I'm going to highlight using Brainshark together with email campaign management tools. Today we're taking a look at sending a Brainshark video presentation as an email campaign through [Constant Contact](#).

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How to's



How to Create a Facebook Business Page in 5 Simple Steps (with Video!)

Posted by [Brian Goldberg](#)
Wed Feb 10, 2010 @ 01:30 PM

You may already use Facebook for personal reasons such as keeping up with your friends or sharing photos, but the idea of running a business page on the world's largest social network might still seem interesting. [Where do you start?](#) What should your goals be? How much work will it take?

First no more! This short video and blog post will offer step-by-step instructions on how to set up a Facebook fan page, covering some of the [reasons why you should set one up](#) and why its interactive elements make it such a great tool for business promotion.



Valuable content

twitter blog

Twitter Video
Monday, August 04, 2010



How Do You Use Twitter? from biz stone on Vimeo

Several weeks ago we invited folks in New York City and San Francisco to share with us a little about how and why they use Twitter. We talked to lots of interesting people. Also, we had to edit way down for time so only a few people made it into the final cut. We plan to put this material somewhere on our site for potential new users to get a better idea of how they might use Twitter. In the meantime, check out the video if you're curious. Thanks to everyone who took the time to chat with us. We enjoyed meeting you! Also, special thanks to [@julietweets](#) for taking the lead on this project.

Posted by [@biz](#) at 3:19 PM

pixability

Download our free
7 step Business Video Guide

Why Video Works Products Samples Learning Center About Us

Daily Grommet's Jesse Buckley discusses the human side of product videos on PixabilityTV, April 28 12:30 EST

Posted by [Rachel Blumenthal](#)
Thursday, 21 April 2011



The secret to gaining new customers often lies in targeting hearts - not wallets. You may have the best prices and the best products in the world, but sharing your company's human side is what will really build a loyal following. [Daily Grommet](#), an online retailer that uses video to share the remarkable stories behind the products for sale, knows exactly how to do it.

Vision/thought leadership (by you and guests)

Customer features



Fun stuff

A video message from our CEO

Here's a short video message from ShipServ's CEO Paul Ostergaard on the acquisition of Mariner's Annual, announced today.



To see the official press release on the announcement go [here](#).
A frequently Asked Questions (FAQs) document on the acquisition.

News/Vision

August 18 Webinar Replay: Making your Presentations Mobile-Friendly

Submitted by: [Irwinn Hipsman](#), Director of Customer Community, Brainshark

August 23, 2010 11:00 AM

The final event of the summer series of 30-minute webinars prepared to making your Brainshark presentations mobile-friendly.

- What tells not support
- Understanding your mobile audience
- Best practices when creating mobile presentations
- Upcoming product enhancements

There were many questions asked during the presentation and we are on the last slide. Click on the link to view the 30-minute Q&A session. In the meantime, check out the



Image compares the screen size of a BlackBerry as compared to an iPhone size device. We estimate that the iPhone screen is about 10% the size of a typical notebook PC and the BlackBerry screen is half as large as the iPhone. The presentation makes specific suggestions on how to address the limitations of screen size.

Currently, about 1% of Brainshark

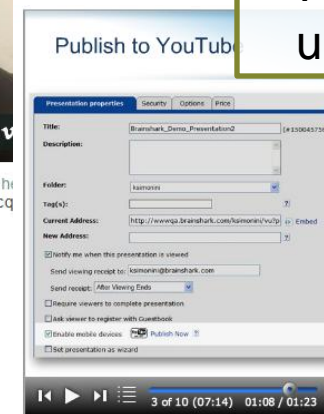
Event clips / Replays / Previews

July Release: New functionality? It's in there!

Submitted by: [Kristin Simonini](#), Product Management Director, Brainshark
July 26, 2010 01:30 PM

Whoever said anything about the last days of summer should really meet the Brainshark Product and Development teams.

Product updates



- CAdmin on/off
- Requires access to YouTube account
- Available when mobile is enabled
- Private and password content not supported
- Limits to first 10 minutes of presentation
- Removal from YouTube must be done on their site

Email: show and tell

You're Invited to the NETSEA April 7th Business Mixer!

brainshark

NETSEA

Contents

- 1. You're Invited 00:13
- 2. 4 reasons to attend 00:23
- 3. How to register 00:10
- 4. Where to go 00:19
- 5. Our sponsor, Brainshark 00:21
- 6. Register now! 00:18

Total duration: 00:42/01:44

NETSEA

New England Technology Sales Executives Association

You're Invited to the NETSEA April 7th Business Mixer!

brainshark

NETSEA

New England Technology Sales Executives Association

NETSEA Business Mixer
Sponsored by Brainshark
April 7, 2011 from 6:00-9:00pm at the Waltham Westin

Click Here to Register Now!

Viewing on a mobile device? Please head to www.netsea.org to register.

Thank you to

ELOQUI GENERAL CATALYST PARTNERS brainshark

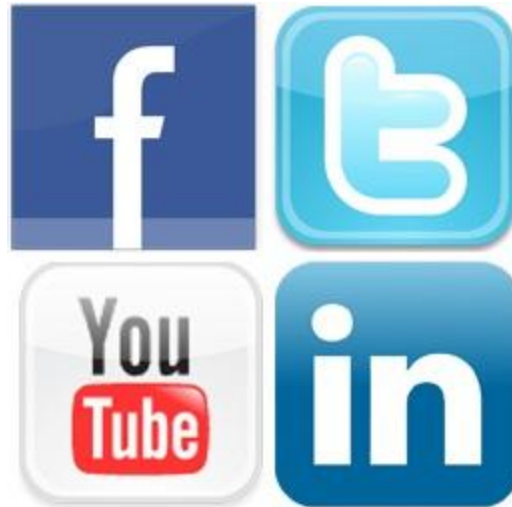
Total duration: 00:04/01:44

Slide 6 of 6

Open Rate 13%
- "normal"

Clickthrough 10%
- 300% increase!

Social Media



“The Big 4”

Social Media

信

Trust



Sharing



Interaction

**Give valuable advice and content! Be informative or entertaining!
Don't oversell!**



- Drive site traffic
SEO
- Show personality
- Sharing/commenting
- Ad network
- Video responses



Blocked by businesses
SEO competition?
Your competitors are there
too.

YouTube: content marketing



Search results for **shopify**

About 130 results



Best Way To Sell Online

Safe, Top Features, Free Support
20,000+ Live Stores, Free Trial!

by [volusion](#) | 9,740 views

Competition's
ADS



Upgrade Your eCom System

Checkout Nexternal's Shopping Cart
Better Customer Support. Robust.

by [nexternal](#) | 2,312 views

Promoted Videos



Shopify Pro Tips #2 - Seth Godin on Marketing - Part 1

Seth Godin, marketing man extraordinaire
takes in his thoughts about getting marketing right for your Shopify store.

by [jadedpixel](#) | 1 year ago | 7,878 views

HD

Content marketing - tips

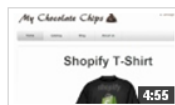


Shopify: Do what you do best.

Having an online store has never been easier.

by [jadedpixel](#) | 10 months ago | 6,010 views

Case study



How to Configuring a Shopify Store

www.eshopwiz.com eshopwiz.com is a free online teaching with technology newbies and veterans how to build a successful e-commerce business.

by [eshopwiz](#) | 5 months ago | 541 views

How to



Using collections in Shopify

by [jadedpixel](#) | 1 year ago | 4,541 views

HD

How to



Shopify Case Study - Charleston Biscuits

Shopify recently visited Charleston Biscuits and have been running their store with Shopify since 2006 and have...

Case study



Shopify Pro Tips #3 - Gary Vaynerchuk on Promoting - Part 1

Gary Vaynerchuk shares his thought about promoting your online store. To learn more about Shopify visit: [www.shopify.com](#)

by [jadedpixel](#) | 11 months ago | 5,279 views

HD

Content marketing - tips



Shopify to FreshBooks Invoice Importer Demonstration

Carry The One's invoice importer for e-commerce stores. This demonstration shows how Shopify users can import their invoices into FreshBooks...

by [carrytheonedemos](#) | 1 year ago | 1,650 views

How to/demo

Youtube: content marketing

Call to action – Drive site traffic from YouTube



7 min of how-to

How to Configuring a Shopify Store

eshopwiz 10 videos



Push to website to complete

YouTube Video Responses

YouTube

Search Browse Upload AquahenMusic Sign Out

HubSpot Explained: 4 Years of Inbound Marketing Success

HubSpot 219 videos Subscribe

Brian Halligan
HubSpot CEO & Co-Founder

0:06 / 3:45 CC 360p

Like Add to Share 2,825

Uploaded by HubSpot on Nov 2, 2010
Brian Halligan shares how the idea of inbound marketing first emerged and led to

23 likes, 0 dislikes

Show more

All Comments (0) see all

or Create a video response

500 characters remaining Cancel or Post

Suggestions

- Miracles Video by Pampers 111,912 views Promoted Video
- HubSpot Customer Case Study - Objective Managem... by HubSpot 2,433 views
- Massage School Stops Buying Leads By Leveraging... by HubSpot 182 views
- Just HubSpot It - Episode 3: Office Pro Wrestling by HubSpot 2,043 views
- Brian Halligan on Bloomberg by hubspotTV 144 views
- Baby Got Leads by HubSpot 34,283 views
- Science of Lead Generation by HubSpot 116 views
- Foursquare Cops - Episode 1 by HubSpot 44,343 views

Vision, trust

YouTube Video Responses

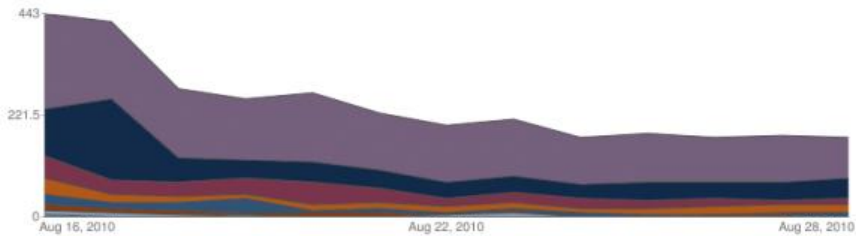
Free YouTube Tools

Discovery

How are people finding this video?

Links followed to this video

Display as: ☒ Stacked chart ☐ Line chart



<input checked="" type="checkbox"/> Links followed to this video	Views	% of total views
<input checked="" type="checkbox"/> No link referrer - embedded player	1,673	52.0
<input checked="" type="checkbox"/> YouTube search	717	22.3
<input checked="" type="checkbox"/> External links	346	10.8
<input checked="" type="checkbox"/> No link referrer - mobile devices (?)	204	6.3
<input checked="" type="checkbox"/> Related videos	134	4.2
<input checked="" type="checkbox"/> No link referrer - YouTube watch and channel pages (?)	77	2.4
<input checked="" type="checkbox"/> YouTube other	36	1.1
<input checked="" type="checkbox"/> Link from YouTube channel page	13	0.4
<input checked="" type="checkbox"/> Google search	9	0.28
<input checked="" type="checkbox"/> Video annotation (?)	5	0.16
<input checked="" type="checkbox"/> YouTube subscription modules	1	0.03

Insights

YouTube Video Editor Sign Out

My Videos Audio

Title of new video Publish

0:00 / 4:00

"Alba"
Paco de Lucia With Antonio Flores

Advertisements may be displayed on videos that contain soundtracks from the AudioSwag library.

Video Editor

Facebook: personality



facebook

Vs.

First Name: *

Last Name: *

Email Address: *

Much lower opt-in threshold...customer data already in FB.

Facebook: personality

facebook Search Home Profile Account

Audi USA ▶ Livestream

Cars

Audi
Truth In Engineering

Share

Luxury has progressed.
The new Audi A8 is here.

Wall
Info
Livestream
A7 Bold Design
Audi quattro
Welcome
Photos (9,783)
Audi Regions
More

About
The official Audi USA Facebook page
3,150,268

Most Engaging Facebook Pages

(Min. 100k Page Likes)

Page	Avg Post Likes per 100k Fans
Audi	228
Justin Bieber	181
Chamillionaire	142
Lady Gaga	136
American Airlines	128

Latest Videos **livestream**

Chat: Twitter Facebook

Check in & Chat

Check-in to discuss this live event and invite your Facebook friends.

Checked in now 1 person

You and Audi USA
Garry Koch likes this.

Event Invitations See All

Boston Uncorked's 6th Anniversary...
Tomorrow, April 27
RSVP: Yes · No · Maybe

Ted Shred's 5th Annual Beach Cruis...
Saturday, May 7
RSVP: Yes · No · Maybe

<<< PINBACK SHOW >>>
Friday, April 29
RSVP: Yes · No · Maybe

People You May Know See All

Willie Nile
2 mutual friends
Add as friend

“Like gating with video”

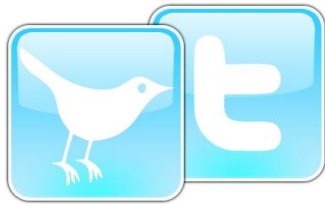
Twitter: real time, content marketing



michelleberdeal

Apr 26, 5:00pm via HootSuite

On demand video presentation on 7 attributes of organic search marketing: <http://ow.ly/4EZww> #SEO #marketing



Content Marketing



Xcedex

5:37pm via bitly

Improve VMware performance by up to 66%. Click here to learn more <http://bit.ly/jDwZHE>

Overviews/demos



Leadfabric

Apr 26, 9:57am via Facebook

Scoop: exciting product update coming up at Brainshark on May 1st, now supporting 21 languages! <http://fb.me/JA5Hw1W8>

Real-time updates

7 Guidelines of Search Marketing in 2011

Search Marketing in 2011

March 22, 2011

Delivered by

Bernie Borges

Find and Convert.
Internet Marketing. Measurable Results.

BB
BernieBorges.com

1 of 13 (06:35) 00:01 / 00:13 brainsark

Embed Share Email Author

XCEDEX

Disk Alignment Assessment
Using X_Factor Data Collector

X_Factor Data Collection

- Automated Agentless Data Collection
 - Physical
 - Virtual
 - Cloud
- Application Inventory
- Storage Alignment
- Storage Utilization
- Maintenance Inventory
- Dependency Mapping
- Click of a Button Report Generation

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13 of 17 (02:50) 00:02 / 00:10 brainsark

April 2011 Product update

brainsark

Where to find it

Contents

- 1. Brainshark Prod...
- 2. Release Summary...
- 3. What is a Q&A...
- 4. Q&A Codes in Br...
- 5. Where to find it...
- 6. Training Material...
- 7. New Player Trans...
- 8. Increased file si...
- 9. Transcript Reports
- 10. Coming Soon!
- 11. Thank You

Marketing Presentation

File: Marketing Presentation (14122805470)

Description:

Topics:

Chapters:

Folder:

Use the checkboxes to select multiple topics or links. Click to download all.

Includes folder is currently selected.

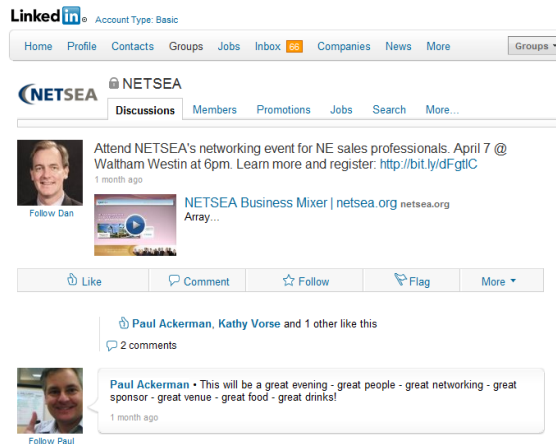
Embed

Stand alone Player URL: <https://www.brainsark.com/preview/vc7p>

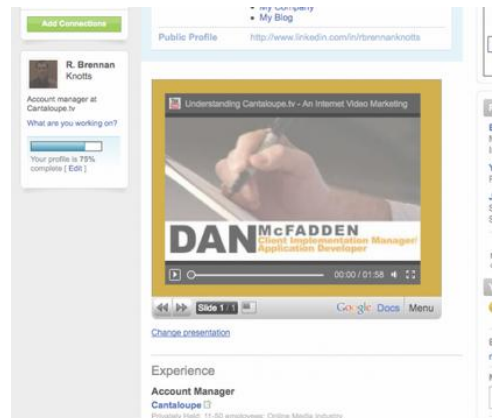
Total duration: 02:24:00

00:01 / 02:24

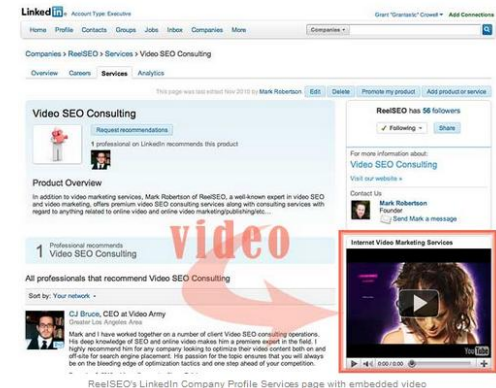
LinkedIn: interaction, trad. overview



Real-time and content marketing
info for groups and discussions – ie.
Events, how-to's, top 10's



Overview about you and/or
your company



Overview info on Company Page

Mobile

nielsen Mobile video views soars 40% (in 2011)

Smartphone market to grow 50% this year



QR Codes



QR Codes

- Connect the offline and online world



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- Share links to presentations and track viewing results



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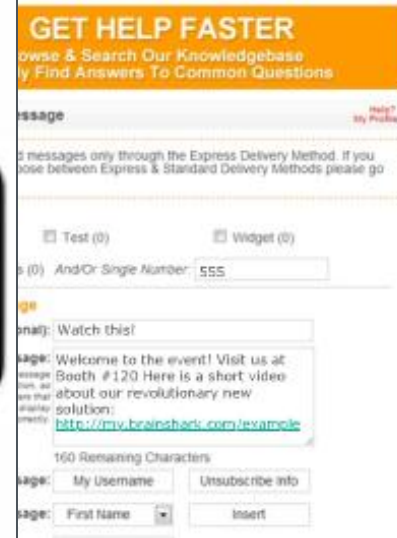
Keywords and SMS Campaigns



Keywords



SMS Campaigns



Platforms


- Tracking
- Privacy
- Distributed authorship
- Content management
- Online/mobile playback consistency



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SAS Global Forum 2011
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Great Uses for myBrainshark

-  **Add Voice to PowerPoint**
Promote your Business
-  **Narrate a Document**
Create a Talking White Paper
-  **Upload a Video**
Narrate your Product Demo
-  **Make a Photo Album**
Add Voice to your Pictures
-  **Produce a Podcast**
Share your Expertise



Jim Kukral

How to Measure Success of Video

How To Measure Success?

Standard Analytics Such As...

- Video views (plays)
- Embeds (reach)
- Watch for spikes & correlate to events/promotions/mailings, etc.
- Google blended search results

Advanced Tools...

- YouTube Insights
- Google Analytics

How To Measure Success?

Conversions, Conversions, Conversions...

- ROI is what matters
- Use video on landing pages
- Test, test, test!
- Calls to action during video (lower third) (annotations)
- Calls to action at end of video (Fiverr.com & Animoto.com)
- Use special tracking link and/or coupon code (bit.ly)
- Add video to your local page
- Ask for video testimonials

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- Google blended search results

Advanced Tools...

- YouTube Insights
- Google Analytics



Thank you!



Q&A



Yelena Kadeykina
Pixability
@lanka79



Jay Wilder
Brainshark
@jaywilder



Jim Kukral
@jimkukral



Maggie Georgieva
HubSpot
@mgieva