

WHAT CAN **TRUMP** TEACH YOU ABOUT VIDEO MARKETING?



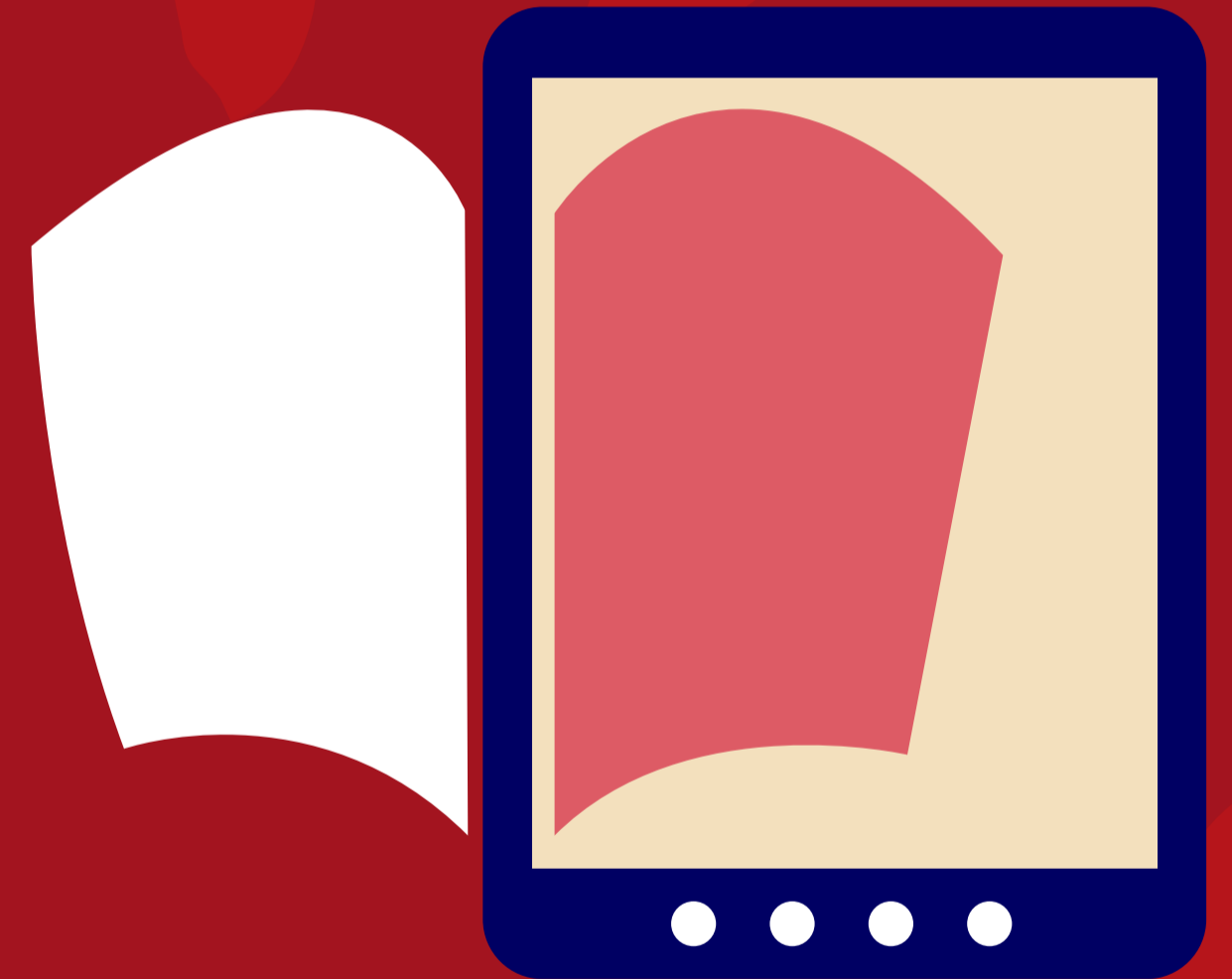
WHAT DOES THIS E-BOOK CONTAIN

DONALD J TRUMP :

Love him or hate him, he captures the attention of the world. How can you make your videos do the same?

In this eBook, we bring to you three marketing lessons from the uber-popular and ever controversial Donald Trump that you can use to create amazing videos.


Happy Reading !



TRUMPSUASION



"You're going to have more World Trade Centers"

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- Trump knows exactly what his voters are most afraid of and then communicates it without sounding like a prophet of doom.
 - He taps into their greatest fears and persuades them to believe he is the savior to jar more votes.



KEY TAKE AWAYS

- As a marketer, you can actually “positivize” fear by identifying your customers’ worst nightmare and positioning yourself as the solution to what they are afraid of.

Pay attention to and invest emotionally with your customers. They’ll notice and make their buying decisions accordingly.

PERSONALITY BRANDING



"...Larry Kudlow is an example, who I have a lot of respect for, loves my tax plan..."

- Trump associates himself with thought leaders and makes people draw conclusions about his authority on the subject.
- He often tells the audience how he predicted 9/11, subtly suggesting that he knows more about terrorism & national security.



KEY TAKE AWAYS

- Videos act as your “call-to-action” and helps establish your expertise to solve customer problems.
- Videos help you express these associations better and help build trust and credibility.
- Videos project your product/service as a key to solving customers problems because it has the power to do so effectively.



TRUMP



STORY-TELLING

“Are you ready to make America great again?”

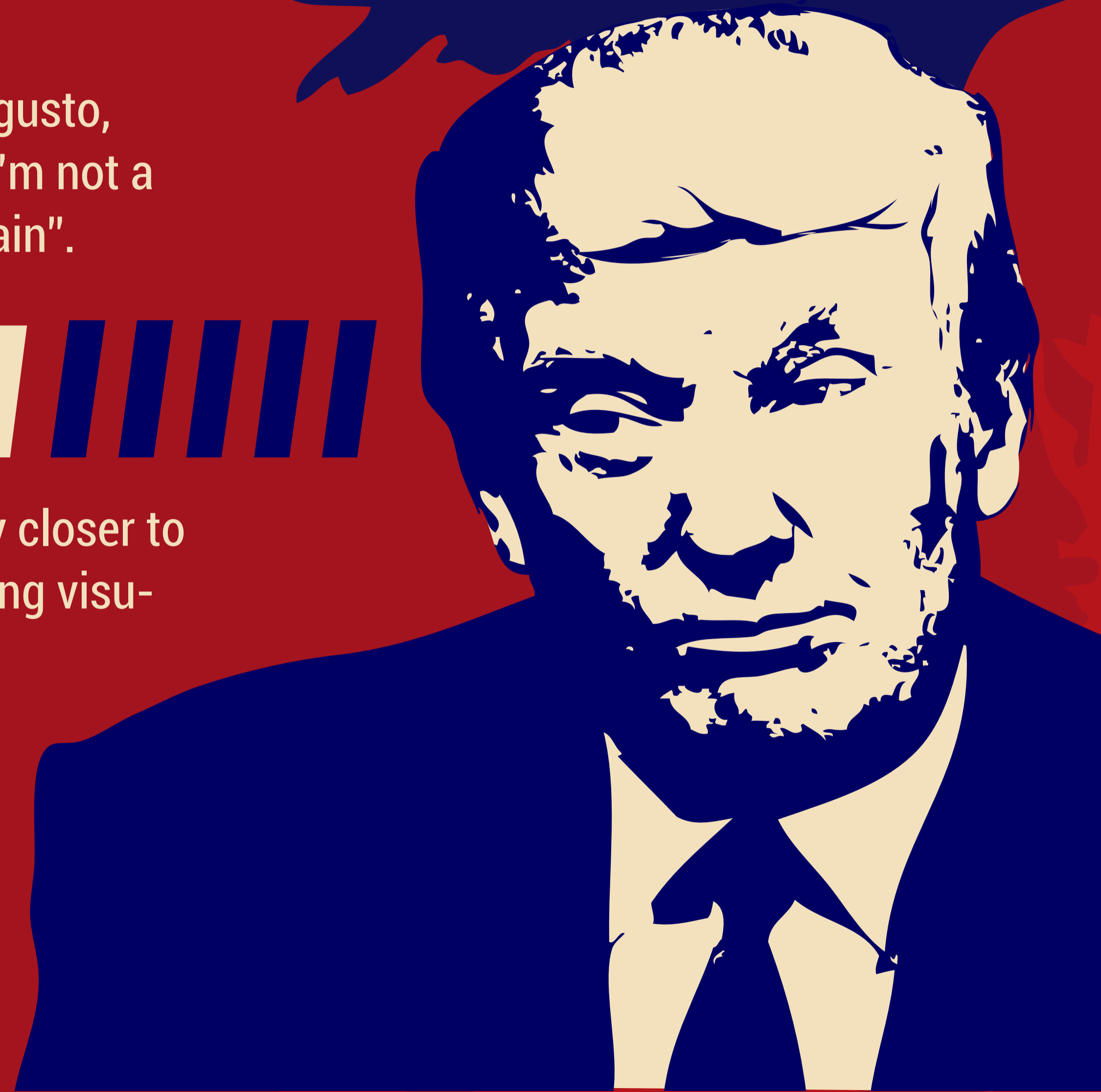
“Are the Trump rallies the greatest?”



- This is Trump's strategy of including his audience in his speeches.
- He maintains the same rhetoric with gusto, you hear him saying time and again "I'm not a pussy, and I'll make America great again".

KEY TAKE AWAYS

- Video marketing must bring your story closer to home by referring to "we" and by turning visuals into questions.
- Create a clear and simplified story focusing on the big picture. If you want to go into detail, create a video dashboard on your website such as an "Our Stories".





That's all, Folks !
Hope you enjoyed !

★★★★★ **Thank you** ★★★★★