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A healthy presence on YouTube is just as important as your Facebook Page, Twitter account and even your website.

Spring Cleaning Video Checklist: Optimize Old Videos by Jim Folliard

YouTube is the world's largest and most-popular video sharing platform. Many businesses are already taking advantage of this free tool to provide engaging and interesting video to their potential clients. But where do most of them go wrong? They don't optimize! And what good is a great piece of content if no one can find it? Videos do show up in Google search results but only if they are optimized.

This spring, focus your cleaning efforts on your YouTube Channel.

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Photo by Jim Folliard



Killer Video Marketing for Professionals

YOUR MARKETING PLAN SHOULD INCLUDE VIDEO

Did you know that video adds depth to your story, builds trust and positions you as an expert in your industry? It's not too late to start.

CONVERSION PACKAGES

Our video packages are designed to produce informative and effective professional videos that answer questions your customers are asking.

\$2,000 / \$3,500 / \$5,000

BASIC SPOKESMODEL

We have video clips ready to go, you just need to select your spokesmodel. You can also mix and match from our library of spokesmodels.

\$150/CLIP

CUSTOM SPOKESMODEL SERVICE

Our professional spokesmodels can deliver custom crafted scripts that help your clients get specific answers to common questions.

\$200/CLIP

BREAKING NEWS VIDEOS

When major news breaks in your practice area we have a 48 hour solution to blanket the web with hyper-targeted content.

\$750/CLIP

SYNDICATION PLAN

Similar to a monthly newsletter or weekly blog, videos can be slow released to keep your name out there.

\$500/MONTH

QUESTIONS? ASK AWAY!

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10521-A Braddock Road
Fairfax, VA 22032-2250

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www.fairfaxvideostudio.com

On Location vs. Green Screen Studio

When it comes time to shoot videos for your company, you have a number of choices.

One of the most important decisions you will need to make with your video production company is where the videos will be shot. You can shoot in your office, in a nice hotel or outdoors or you can shoot on a green screen. Each has benefits so let's compare and see what works best for you.

ON LOCATION

- Showcase your office
- Utilize depth of field for blurred backgrounds and sharp foregrounds
- Natural look and feel



GREEN SCREEN STUDIO

- Customize the background with colors, images, calls to action, etc.
- Controlled environment with perfect sound and lighting
- Embed seamlessly into your website



You can see more examples of each at youtube.com/fairfaxvideostudio. Every business has different needs and a good production company will work with you to create a plan that works for you. If you have questions about video, we encourage you to give us a call at 877-477-STUDIO. ❄️

FAQ



Q: What is Camtasia?

A: Camtasia is a software program that allows you to take video recordings of your screen. "How To" videos are some of the most popular on the web. Why? Because they provide useful information to searchers. This is a great way to get your videos to show up in search results. Video gives you the ability to show and tell, rather than just tell. This is useful to all kinds of businesses. You can show users how to use your checkout system or how to return a product. It's pro-active customer service and marketing at the same time.



Camtasia "how to" videos allow you to show and tell.

Marketing in the Age of YouTube

Marketing is not a static process; it is constantly changing. Video is an evolution in marketing that you can no longer afford to ignore.

Video has transformed marketing, just as the Internet did in the past. No one wants to read through pages and pages of text to find the answers they are looking for. Our current society demands that information be delivered faster than ever before. Video is what people crave.

The Proof is in the Numbers.

We can spend hours telling you how important Web video is and how incredibly relevant it is to your business. Do not take our word for it though, take a look below at these recent statistics regarding YouTube and online video.

- In 2010 alone, over 13 million hours of video were uploaded onto YouTube.
- YouTube receives an average of 2 billion views a day.
- There were over 700 billion playbacks on YouTube in 2010.
- In a 60 day time period, more video is uploaded to YouTube than the amount of video that 3 major U.S. networks created in 60 years.
- YouTube mobile has been generating over 100 million views a day.

But more importantly, video is generating cases for lawyers. Our good friend Gerry Oginski has generated over \$200,000 in legal fees from clients who called him after watching videos.

Web Video Accomplishes Things that Text Cannot.

While articles, blog posts and other texts are essential to your Internet marketing campaign, Web video is able to accomplish things that these content pieces cannot. For example, online video establishes you as an expert and introduces potential clients to your personality. Additionally, Web video allows you to intimately build trust and credibility by visually providing answers to your prospects' questions. Think of Web video this way— it adds life to your marketing.

Search engines also list videos in search results. You need to ensure that you have video relating to your practice in order to maximize your search engine exposure.

How are You Using Web Video?

Do you have video on your website? What about video on YouTube? If you answered “no,” it is time you stepped into the next age of marketing. You need to create powerful, informative video before your competitors grab all of your ideal clients. Just like your text content, you have to be pumping out new videos every month. We are now offering a video syndication plan to get your videos out the door on a regular basis! ❄️

To find out how you can create quality video for YouTube and your website, check out www.FairfaxVideoStudio.com.

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Spring Cleaning Video Checklist—Optimize Old Videos

Here is a checklist of items you'll want to make sure are spic and span.

- ❑ **Video Title:** This is the first thing a search engine will look for. If you wanted to find this video, what would you search for? Think like a searcher!
- ❑ **Description:** Go into detail about your video. Include links back to your website as well as the keywords that you want to rank for.
- ❑ **Tags:** Include a few tags (keywords) to help YouTube categorize your video.
- ❑ **Activity Sharing:** You can link your YouTube account to your Facebook and Twitter accounts so that your friends and fans will know when you've uploaded new videos. This is a MUST considering how important social media is these days.
- ❑ **Theme:** Your YouTube Channel doesn't have to be bland. You can change the colors, theme and even upload a custom background.

YouTube is a social network, an SEO tool and a conversion platform. If internet users can't find information about you on YouTube, you could be missing customers. There is no better time than right now to get your YouTube Channel cleaned up and commit to producing videos on a weekly or monthly basis. ❄️



Client Success Story: Concealed Carry Academy

Jason Hanson of the Concealed Carry Academy recently hired Jim Folliard of the Fairfax Video Studio and Gearshift Productions to help him create a complete media package for his new company.

Jason teaches concealed weapon and gun safety classes right here in Northern Virginia and was looking for help marketing his business. Just like any other small business owner, Jason wanted to make the most of his marketing dollars. They came up with a plan to create an interactive DVD where Jim Folliard would shoot and edit the video and even create the designs for the cover and materials inside.

Jason came into the green screen studio for a two-hour shoot. This was all that he needed to create enough footage for his DVD. He covered everything from how to holster a gun, how to draw your weapon and how to choose the right gun—all with safety in mind. In this very informative video, Jason demonstrates the techniques that he is describing—something he could not have accomplished with photos or text alone.

After editing the footage, Jason and Jim broke the video down by category and created a menu for the DVD. Now Jason's students can easily navigate to the lesson they are looking for. Jim also created the graphics you see here as part of the Concealed Carry Academy media package. You can check out the Concealed Carry Academy online at www.ConcealedCarryAcademy.com.✿

Just like any other small business owner, Jason wanted to make the most of his marketing dollars.

Interested in a media package for your business? Call Jim Folliard at 877-477-STUDIO!

