

Video Marketing Results and Templates

One of the most effective tools in a content marketer's arsenal is video. That's because 43% of consumers prefer video content. Over 50% of marketers share that they see the biggest return on investment with video. This means that **video is not only popular with consumers; it's also a great way to grow your content marketing skills.**

When it comes to video marketing, there are two important things that you should always do:

Brand Your Content

First, you want to make sure your content is branded. You can do this by including your logo as a watermark. When viewers click on your logo, they'll be taken to your website.

To set one up, you'll want to go to [YouTube Branding](#). Then upload an image of your logo. YouTube recommends that your watermark should be only 1 color and be transparent so it can easily be seen in all of your videos.

After you've added your watermark, you'll want to use a special intro that's unique to your brand. Keep in mind that online videos are short, so viewers don't want to sit through a long intro. Try to keep yours to around 5-10 seconds. This is long enough for viewers to be exposed to your brand without being annoyed.

Once you've created an intro, upload it to YouTube and leave the video unlisted. Then go into [YouTube's Featured Content](#). If you click on the "Feature Content" button, you can select the intro you uploaded earlier. When you do this, YouTube will automatically add your intro to every video you publish.

Next, you'll want to create a thumbnail image that features the title of your video. You want all of your thumbnails to look similar so viewers will associate them with your brand. One company that does this well is Mashable.

Sharp Science PLAY ALL

Tony Lee explains how science affects our daily lives. From the chemistry of cilantro to why we fear of clowns, you'll always learn something new.



9 Mind-Blowing Facts About the Avocado - Sharp Science

Mashable

5.4K views • 4 days ago

CC

Should You Spend Money on Juice Cleanses? - Sharp

Mashable

8.6K views • 2 weeks ago

CC

The Disturbing Truth about Vitamin Supplements - Sharp

Mashable

8.6K views • 1 month ago

CC

Each video title is white text on a blue background. In the corner of the thumbnail, you can see the Mashable logo. This makes it easy for viewers to spot Mashable's videos when they're on YouTube browsing for fresh content.

Ultimately, the reason for branding your video content is to help viewers recognize your business and remember your content. So, make sure you're consistent and include the same elements like your intro and thumbnail in each video you upload.

Include a Call to Action

The second thing you want to do in each video is add a call to action (CTA). A call to action is the point in your content where you ask the reader or viewers to take action.

Think of a commercial on the radio. You've probably heard the announcer say, "Dial 1-800-555-5555 to schedule your free consultation!" That was a call to action. If you pay attention and listen, you'll discover that there are CTAs all around you every day.

The reason the CTA is so important is because it tells the consumer what to do next. Most customers are overwhelmed with information and don't know what action to take. That's why you add a CTA at the end of your videos. You're making it more likely that they'll take the next step in your sales funnel.

But that doesn't mean that every CTA has to be about making the sale. Sometimes, you'll be focused on deepening the relationship you have with viewers. In this case, you might say something like, "Subscribe to my weekly newsletter". Some other calls to action might include:

- Subscribe to This Channel (Use it when you want to get more subscribers for your YouTube channel)
- Follow Me on [Social Platform] (Use it to grow your followers on another social media network)
- Share Your Thoughts in the Comments Below (Use it when you want to boost the activity on your videos)
- Request a Free Quote (Use it when you offer custom work that requires leads to tell you about their project)
- Start Your 30-Day Trial (Use it when you have software that you'd like to share with your viewers)
- Register Now to Reserve Your Spot (Use it when you have an upcoming event like a webinar or summit)

Don't just use CTAs blindly. YouTube offers [Analytics](#) about your videos that will give you data about how your videos are performing. This can give insight into which CTAs are resonating with your community.

If you see that your audience responds well to one CTA but not to another, you can adjust the CTA on the video that's performing poorly. Then track your results and see if your conversion rate rises as the result of your change.

Tips for Short, Succinct Videos

When it comes to video marketing, the best thing you can do is make sure your content is valuable. You need to give your followers something in exchange for the time and attention they devoted to watching. If watchers don't find your video valuable, they will click away.

But it's not enough to just give valuable content. You have to do it in a way that's both entertaining and short. If you've ever searched YouTube for a tutorial, you've probably seen one or two videos that featured a host speaking in a monotone or one where the video marketer rambled on and on. Don't do that to your viewers!

Before you record a video, get clear about what your purpose is for the content. Will the video be part of a free course that visitors get when they sign up for your newsletter? Is the video meant to tease viewers about your upcoming book or product? Did you want to use the video to get sign-ups for your webinar?

Once you know the purpose for the video, outline your content briefly. Do this bullet point style and include a phrase or two. Making a quick outline keeps you focused while recording. A sample outline for a video about WordPress themes might look like this:

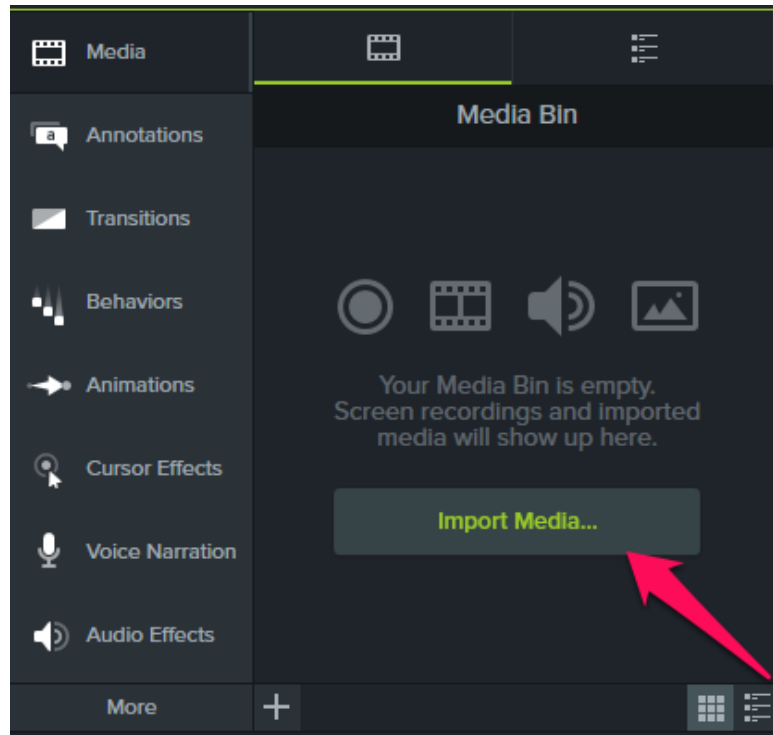
- Intro: WordPress Themes for Beginners
- Point #1: Are Free Themes the Way to Go?
- Point #2: When It's Time to Upgrade to a Premium Theme
- Point #3: Customizing Your Free or Premium Theme
- Conclusion: Themes I Love and Recommend

When you've shared all of your point in your video, wrap it up quickly. Don't waste your viewers' time by rambling on. Instead, thank them for watching, share your call to action, and end your recording. Doing this gives viewers confidence that you value their time as much as you do your own.

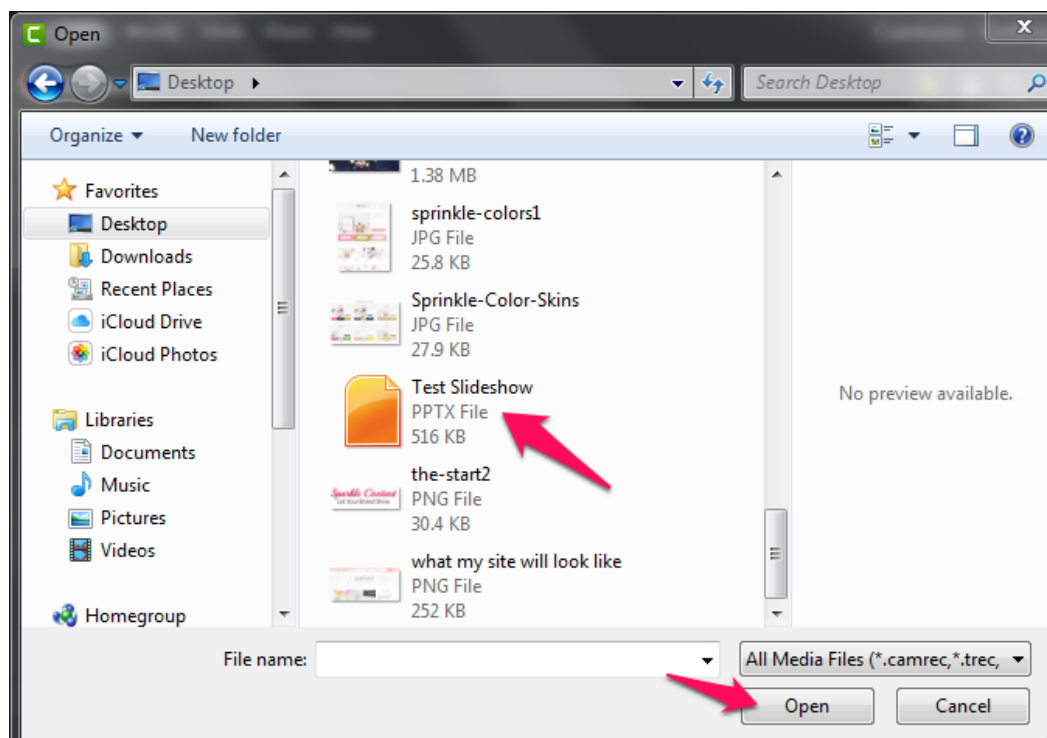
Use Camtasia to Make Videos

Camtasia is video recording and editing software. It's easy to use and popular. One of the best things about Camtasia is that you can take a slideshow and import it. This means you could import a presentation into the software and add audio. Then you can save your video and upload it to YouTube or other video sites. Here's how to do just that:

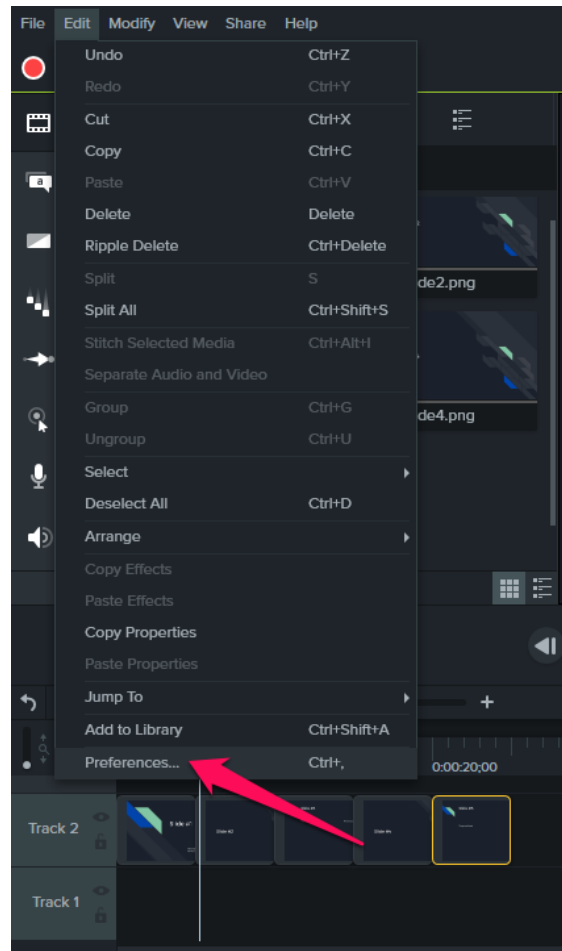
Start by opening the Camtasia program on your computer. Click on the Import Media button.



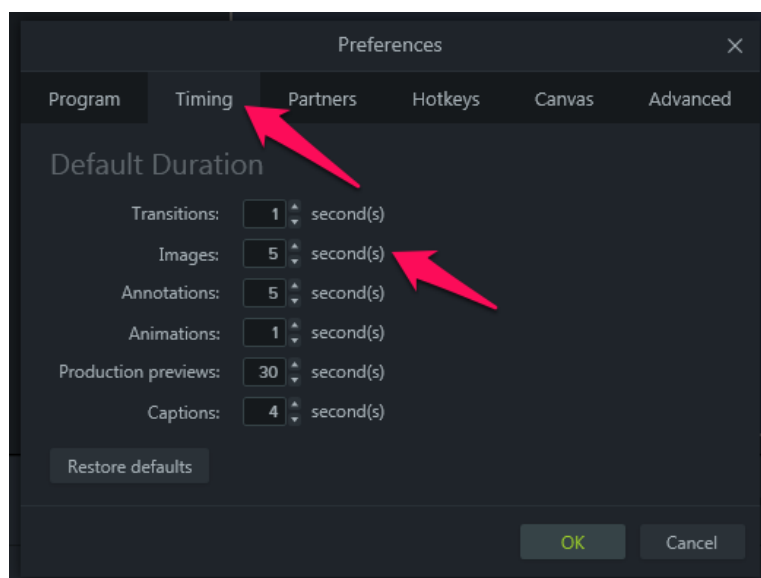
Select your presentation then click the “Open” button.



You can adjust the length of each slide by clicking on Edit > Preferences.

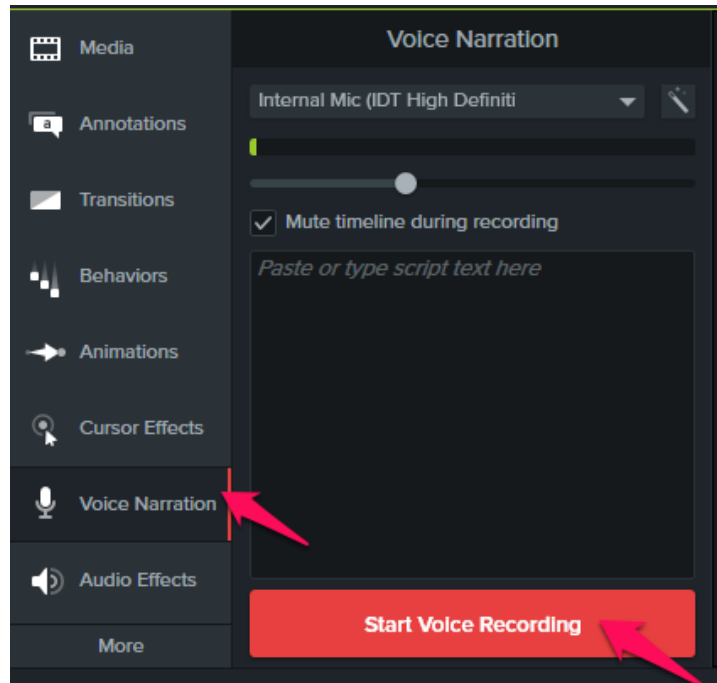


Then click on Timing > Images. Adjust the number of seconds each slide displays.

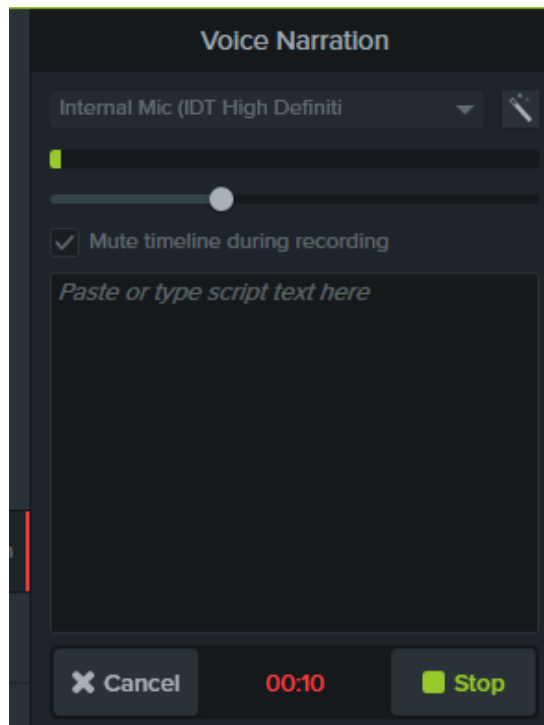


Recording Audio for Your Slideshow

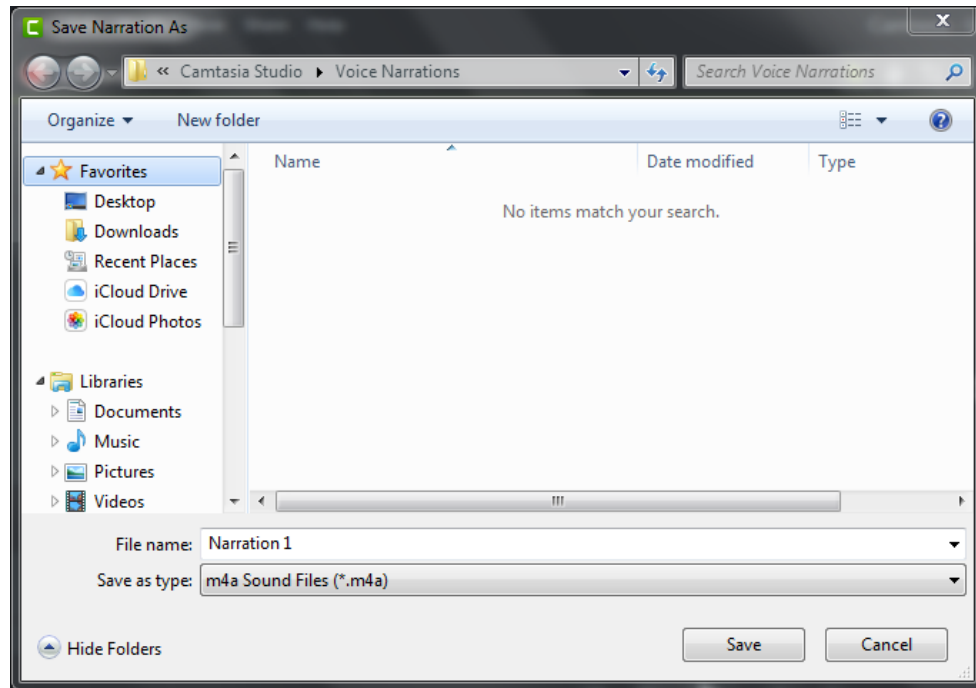
Once you've imported your slideshow into Camtasia, it's time to add your audio content. You can do this by clicking Voice Narration > Start Voice Recording.



When you're done recording, click the stop button.

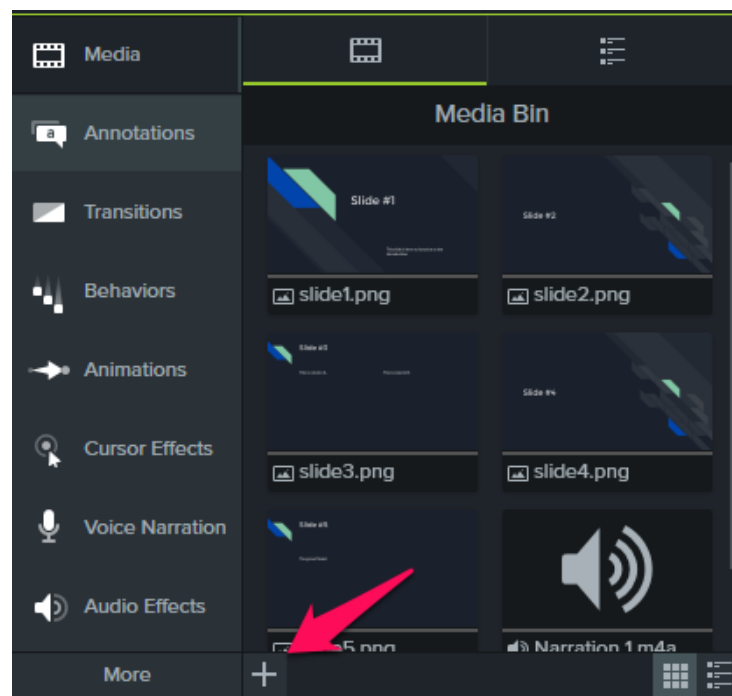


Save your narration as an audio file.

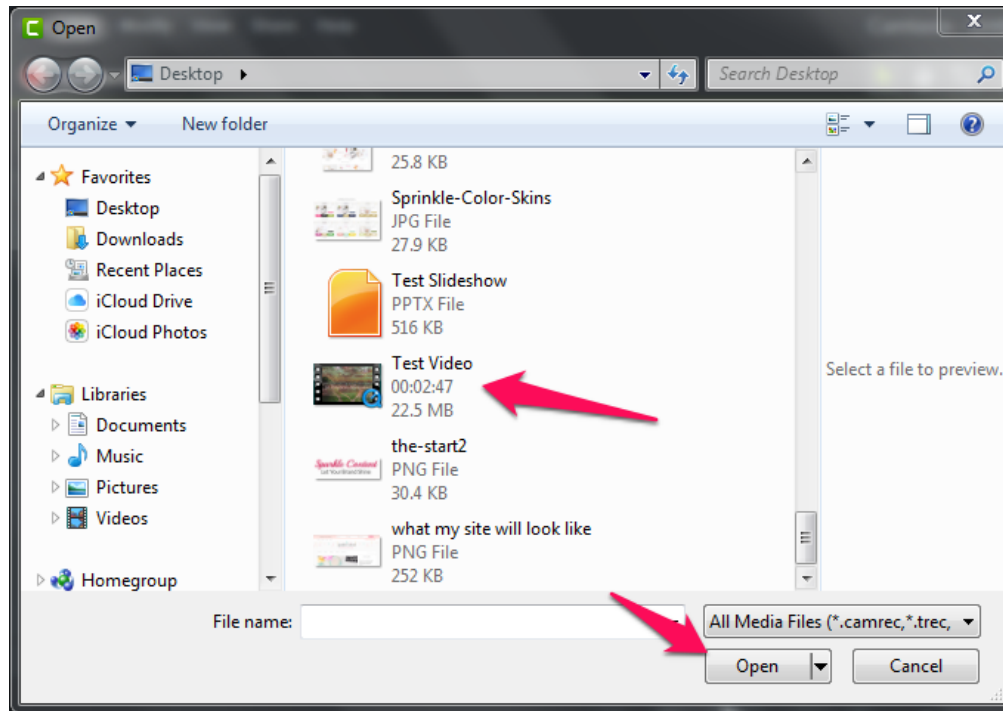


Add Video into Your Slideshow

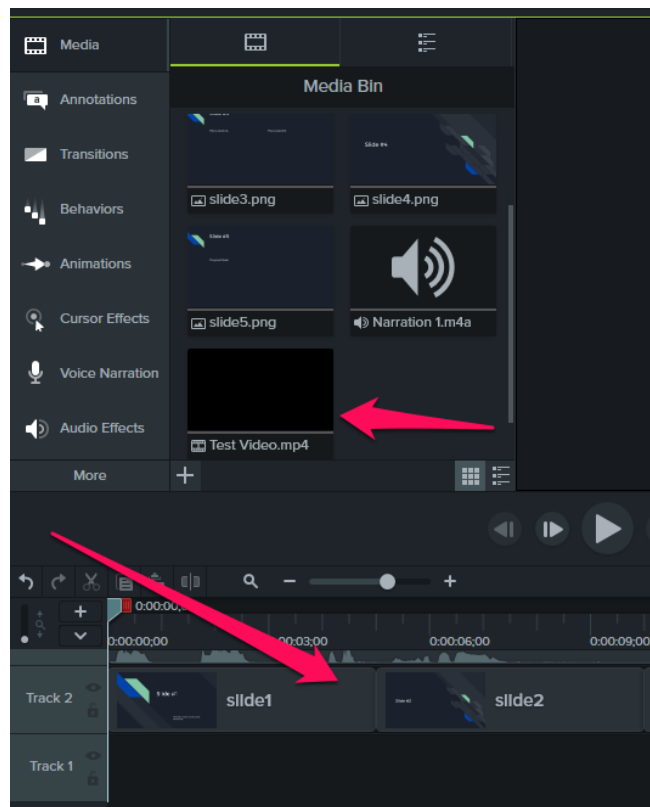
If you want to add video into the middle of your slideshow, you can import a video. Do this by clicking the + symbol in the media pane.



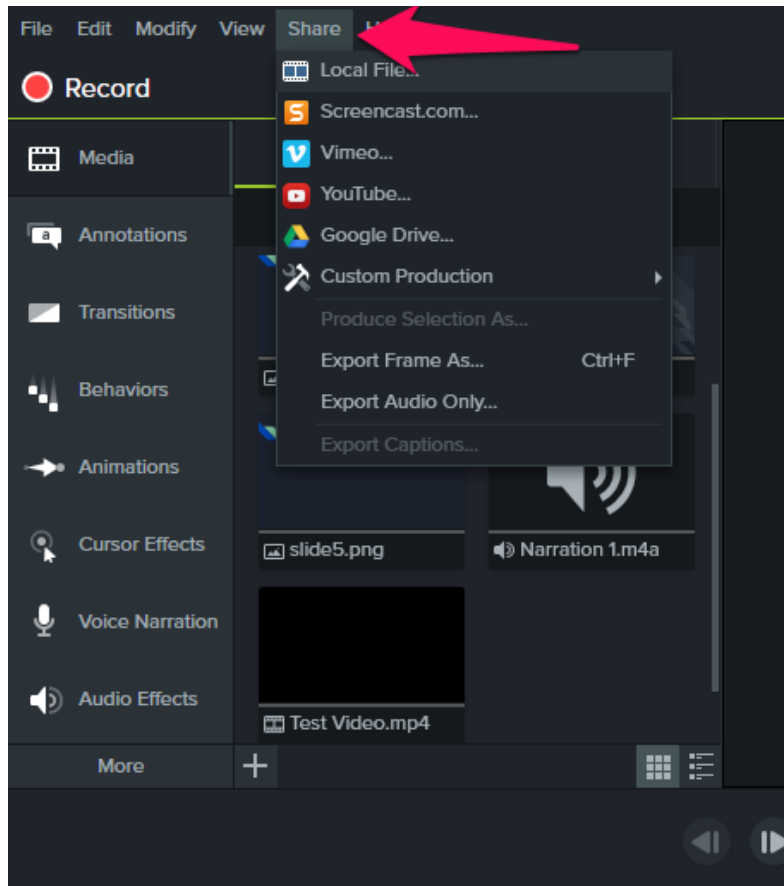
Select the video file.



Drag the video file into the timeline between your chosen slides.



When you're done with your project and want to save your video, click on the Share menu.



You'll see options to upload your video to sites like YouTube and Vimeo. If you want to save your video and upload it to a site manually, click on Local File.

Don't Forget...

Video marketing can be profitable and fun for marketers of all experience levels. Just like other forms of content marketing, remember to make sure your videos provide value to your customers and you'll be on your way to seeing a big ROI.

This information along with the templates we're including will help you get started with video marketing.

Let's Talk About the Templates and Tools We've Included:

Our goal is to make things simpler for you...to make it easier for you to start marketing videos so you can reach more people and get more sales. With that in mind, let's look at time-saving templates we've created to save you time and energy.

13 Video Marketing Slide Show Templates

Product Promotion Slide Show Templates

Use this slide show template to promote one of your products or services to your audience.



Product Review Slide Show Template

Use this slide show template to conduct a thorough product review for your audience.



Product Demonstration Slide Show Templates

Use this slide show template to demonstrate one of your products or an affiliate product that your audience may be interested in.



3 Testimonials Slide Show Templates

Use these templates to showcase your favorite testimonials to your audience. Includes 3 templates for the following:

- Written Testimonials
- Video Testimonials
- Testimonial Compilation



How to / Solve a Problem Slide Show Template

Use this template to show your audience how to solve a common problem they may be having.



Interview Slide Show Template

Use this template to showcase an interview you did with someone your audience will find interesting and helpful.



2 Just for Fun Slide Show Templates

Use these templates to have some fun with your audience while sharing valuable information with them.



Case Study / Success Story Slide Show Template

Use this slide show template to describe a success story or a case study with your audience.



Special Offer Slide Show Template

Use this slide show template to give your audience a special offer to work with you or to purchase one of your products.



Event Invitation Slide Show Template

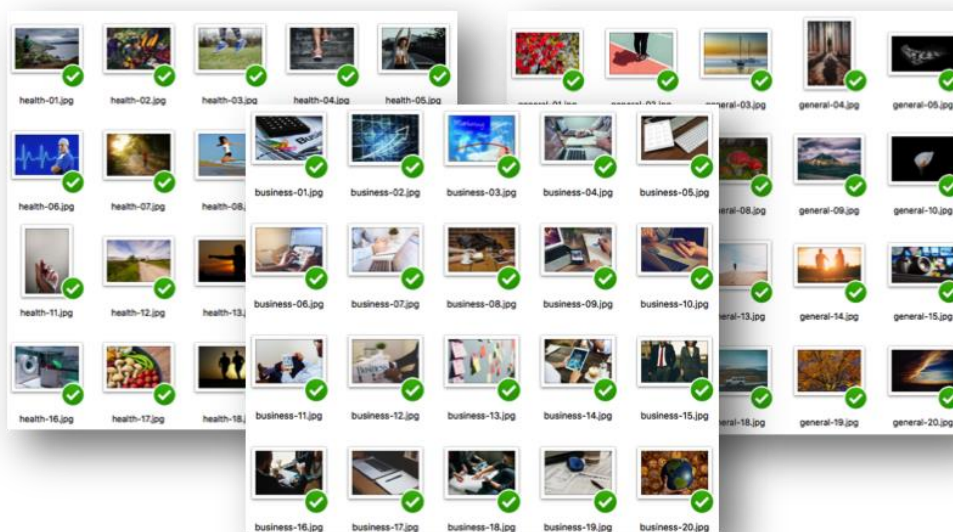
Use this slide show template to invite your audience to special event you will be hosting.



60 Royalty Free Images

60 images you can use to jazz up your slide shows and videos. Includes the following:

- 20 General Images
- 20 Business Related Images
- 20 Health Related Images



As you can see, all of the slide show templates included in the Video Marketing Results Templates will give you the kickstart you need to get started video marketing.