

Video Marketing Blueprint

Chapter 1: Video Marketing Blueprint

- ☐ Niche research
- ☐ Create AutoResponder account
- ☐ Create squeeze page
- ☐ Create free report
- ☐ Create download page
- ☐ Create video

Chapter 2: How To Find Profitable Products To Promote

- ☐ Research on target market
 - ☐ Specific
 - ☐ Highly competitive
 - ☐ Active
- ☐ Research on marketplaces
 - ☐ WarriorPlus
 - ☐ ClickBank
 - ☐ JVZoo
- ☐ Create customer avatar

Chapter 3: How To Create Your Giveaway Offer

- ☐ Create giveaway product
 - ☐ Types of content: e-book, audiobooks, MP3, blueprints, PowerPoint slides, video tutorials, free reports, etc.
- ☐ Topic research
 - ☐ Customer feedback
 - ☐ Surveys
 - ☐ Timely and immediately relevant
- ☐ Create squeeze page
 - ☐ Standalone or splash page
- ☐ Squeeze page elements
 - ☐ Image of giveaway product
 - ☐ Features and benefits
 - ☐ Short testimonials or user reviews
 - ☐ Link to your privacy and data policies
 - ☐ Opt-in form

Chapter 4: Creating Videos The Easy Way

- ☐ Install Camtasia / VideoMaker FX
- ☐ Camtasia
 - ☐ Record on-screen visuals and audio
- ☐ VideoMaker FX
 - ☐ Constructing a story with VideoMaker FX
- ☐ 'Talking Head' Videos
 - ☐ Record visuals and audio by appear in person in the video
- ☐ Outsourcing
 - ☐ Fiverr / UpWork
- ☐ Creating a video
 - ☐ Preparing script or storyboard
 - ☐ Shoot the video
 - ☐ Edit the video
- ☐ Branding your video
 - ☐ Text and images in your video
 - ☐ Watermark your video

Chapter 5: Marketing Your Video Part 1

- ☐ Setting up ad campaign on YouTube
 - ☐ Login to YouTube
 - ☐ Click on Video Manager
 - ☐ Select the video you are looking to promote
 - ☐ Create a campaign
 - ☐ Set up your budget
 - ☐ Set up target audience definition
 - ☐ Design your ad
 - ☐ Headline
 - ☐ Description
 - ☐ Video thumbnail
- ☐ Setting up ad campaign on Adwords
 - ☐ Create an Adwords account
 - ☐ Create and launch campaign
 - ☐ Go to the video campaign
 - ☐ Set up target audience definition
 - ☐ Keyword research

Chapter 6: Marketing Your Video Part 2

- ☐ Create Adwords account
- ☐ Choose video campaign
- ☐ Select daily budget
- ☐ Choose delivery method
- ☐ Choose the type of advertisement
 - ☐ In-stream
 - ☐ In-display
- ☐ Use Dimension Tab

Chapter 7: How To Increase Your Sales

- ☐ Create follow-up emails
 - ☐ Newsletters
 - ☐ Blog posts
 - ☐ Offers
- ☐ Prepare content of emails
 - ☐ Create your own
 - ☐ PLR articles
- ☐ Sending the emails
 - ☐ Link to your Facebook group
 - ☐ Link to your Blog
- ☐ Participate in Affiliate program
 - ☐ JVZoo
 - ☐ WarriorPlus
 - ☐ ClickBank
- ☐ Email marketing
 - ☐ Email every 2-3 days / twice a week
 - ☐ Include your affiliate links