

Video marketing for global breakthrough

Sergej M. Rinc, spletin.net, 2011

PODIM 31, Maribor, April 21st 2011

- *Can you use video for promotion, JV and sales?
- *Can you leverage YouTube marketing for your business?
- *Can you get to #1 in Google with simple videos?

Warm up ...



Multimedia 1992 >

Internet marketing 1994 >

Video marketing 2000 >

- *Several top spot positions for local businesses in Google (SEO)
- *Several videos ranking #1 in Google/YouTube for our company and others

Sergej M. Rinc

CEO at spletin.net, winner of Best Innovative Business Plan, Finance, 2008

1. Why video marketing is great Internet promotion, marketing and sales method?
2. 3 YouTube Marketing Tricks
3. Videos in Your Website

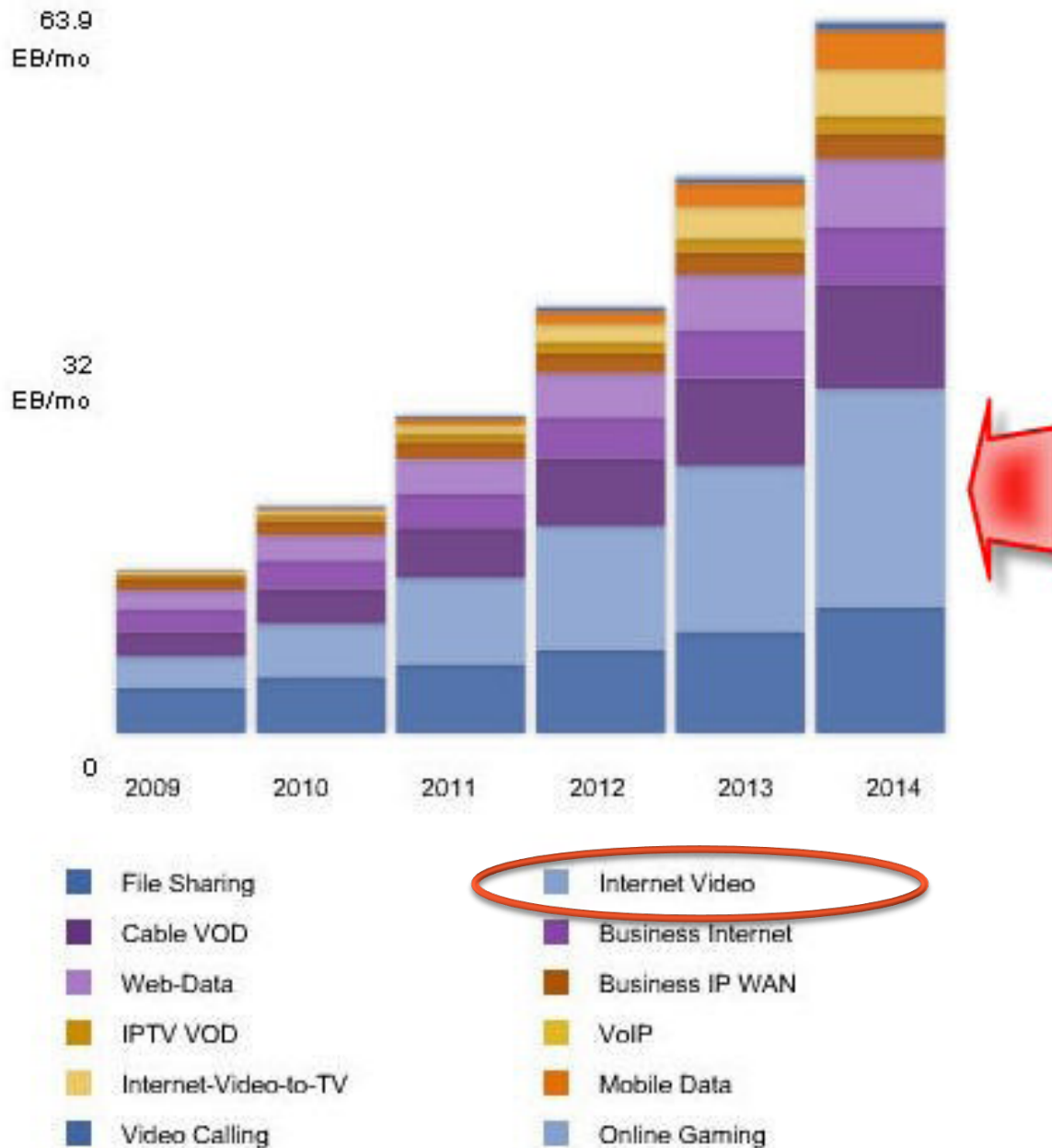
So today ...

What and Why?

What is video marketing and
why should entrepreneurs use it?

“Video marketing is marketing
with videos to get
leads and sales.”

Video marketing



300%
From
2010
To
2014

Source: Cisco 2010

“... if you tell us where your videos are, we will try to index them a little bit harder ...”

- Matt Cutts, Google, June 2010

Search Engine Support



electric car video

Search

About 12,000,000 results (0.05 seconds)

[Advanced search](#)

Everything

Images

Videos

News

Shopping

Realtime

More

Any duration

Short (0–4 min.)

Medium (4–20 min.)

Long (20+ min.)

Any time

Latest

Past 24 hours

Past week

Past month

Past year

Custom range...

[More search tools](#)

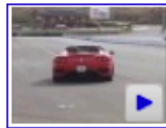
Videos for **electric car video** - Report videos



[How **Electric Cars** Work](#)
1 min - Dec 17, 2007
[videos.howstuffworks.com](#)



[Electric Car - They Might Be Giants w/ Robin ...](#)
3 min - Aug 24, 2009
Uploaded by ParticleMen
[youtube.com](#)



[Fast **Electric Car**](#)
2 min - May 24, 2006
Uploaded by Wright Speed
[video.google.com](#)



[Ford's New **Electric Car**](#)
3 min - Jan 10, 2009
[video.nytimes.com](#)

News for **electric car video**



[CTV.ca](#)

[Nissan's New **Electric Car** Ad Zeroes In On Weird Coincidences \(Video\)](#)
1 day ago
... title to Nissan's latest ad-campaign for its all-electric family hatchback. ... of typical **electric car** advert hyperbole what the true value of zero is. ...

[All Cars Electric \(blog\)](#) - 311 related articles

[April 20: Live Webcast about BMW **Electric Car** Plans](#)
[PluginCars.com](#) - 71 related articles

[The year of the **electric car**? - Video - Technology](#)

Apr 12, 2011 ... Fortune Brainstorm Green attendees think **electric car** technology is promising, but it's not ready to make a dent in the auto market.

[money.cnn.com/video/.../bsg_electric_car_2011.fortune/](#) - [Cached](#) - [Add to iGoogle](#)

[Who Killed the **Electric Car**? NOW | PBS](#)


Search for
“electric car video”


SITE EXPLORER


video.nytimes.com/video/2009/01/10/automobiles/12315448


Explore URL

Site Explorer


 Add to MySites


 My Sites


 Submit Your Site

 Preferences

 Blog

 Badge

 Web Service API

 Feedback

Results

Pages (2)

Inlinks (26)

Show Inlinks: Except from this domain

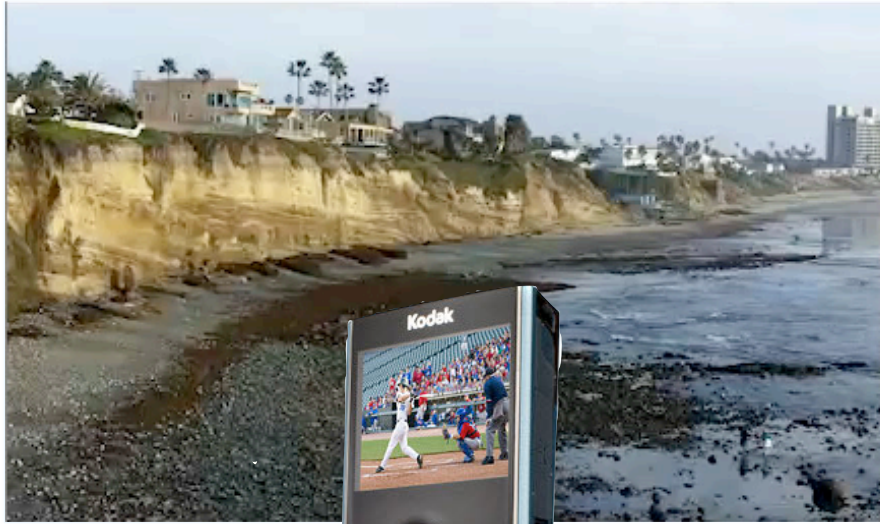
Result details:



Submit webpage

1. Peugeot and Mitsubishi Form Electric Car Alliance – Gas 2.0
text/html gas2.org/2009/09/04/peugeot-and-mitsubishi-form-electric-... - 63k - cache
2. NYT's US News (Video)
unknown nytsynvideo.com/itunes/10 - 376k
3. All electric cars
text/html office430.jp/images/Extropia/27/index.php?...&id=100253 - 8k - cache
4. NYT's Business (Video)
unknown nytsynvideo.com/itunes/11 - 246k

Less Competition!

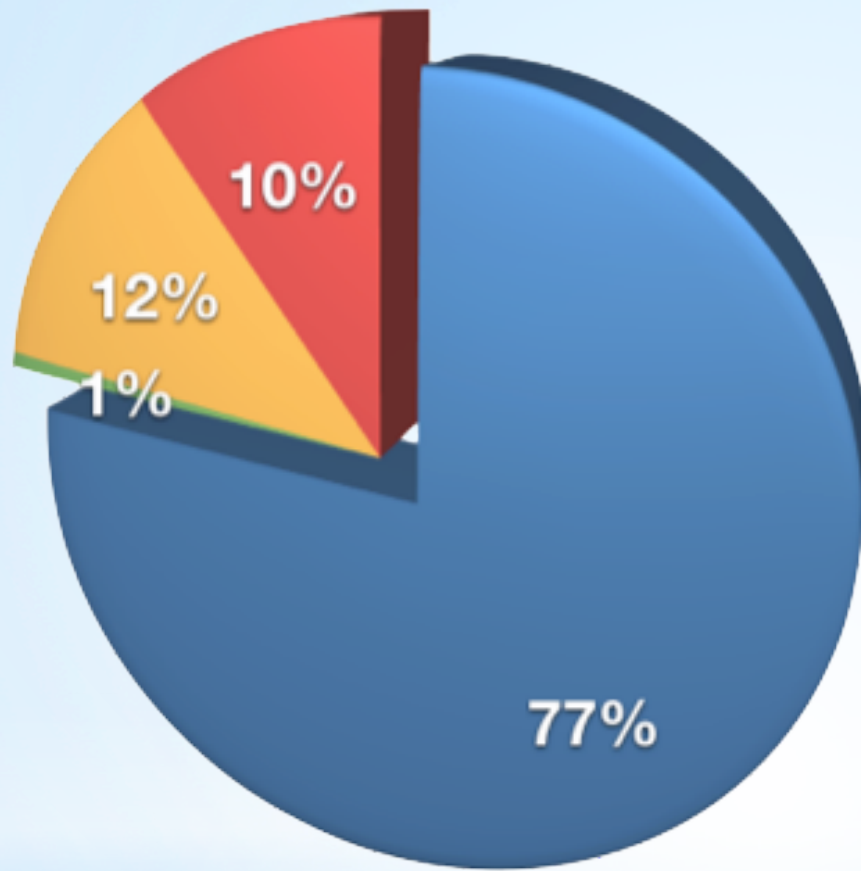


Video camera for 54x
less money!

Video Snapshot Source: <http://www.videoboss.com>, 2010

1. Growth of Online Video Views
2. Search Engine Generous Support
3. Less Competition (SEO and SEM)
... and cheap equipment!

**All the Necessary
Conditions**



77% plans to **increase** their YouTube and/or video marketing

- Increase
- Stay the same
- Decrease
- No plans to utilize

Don't forget
the
competition!

*More sales (25%+ NOT watching video!)



An Example



Source: <http://www.zappos.com/dansko-ryder-brown-crazy-horse-leather>

1. Who (you)
2. What (company)
3. Why (are you showing me this)
4. How (to order/get more info)

Hard to do?

1. Make a video!
2. Change start and end for each potential JV partner.
3. Upload videos and send them an email with a link to your video proposal.

Looking for Joint
Venture?

3 YouTube Marketing Tricks

How To Gain Top Positions,
Overtake Competition and Get More Views

- * Exclusive rights for YouTube videos
- * Always a backup copy
- * “Entertain, inform or educate”

Just a Warning ...

Audi e-tron concept electric car

losangelestimes

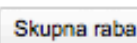
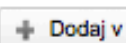
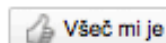
Št. videoposnetkov: 3,352

Naročite se



0:25 / 2:08

360p



247,054



Od: losangelestimes | Ustvarjeno: 17. dec. 2009

Los Angeles Times automotive critic, Dan Neil, takes a drive in the plug-in electric Audi e-tron concept car that seems ready for production. Read more at

<http://bit.ly/5V5XXc>

Video by Jeff Amlotte / Los Angeles Times

Kategorija:

Avtomobili in vozila

Oznake:

Audi e-tron electric car concept plug-in auto hybrid green Dan Neil
Jeff Amlotte Los Angeles Times Rumble Seat cars

377 glasov »Všeč mi je«, 4
glasov »Ni mi všeč«

 Všeč mi je   Dodaj v  Skupna raba 

247,054 

Od: [losangelestimes](#) | Ustvarjeno: 17. dec. 2009

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Oznake:

[Audi](#) [e-tron](#) [electric car](#) [concept](#) [plug-in](#) [auto](#) [hybrid](#) [green](#) [Dan Neil](#)
[Jeff Amlotte](#) [Los Angeles Times](#) [Rumble Seat](#) [cars](#)

377 glasov »Všeč mi je«, 4
glasov »Ni mi všeč«

Gain Top Positions

0:25 / 2:08

360p

247,054

377 glasov »Všeč mi je«, 4 glasov »Ni mi všeč«

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Mercedes SLS AMG Gullwing
avtor losangelestimes
Št. ogledov: 204,071

Lotus Evora 2010
avtor losangelestimes
Št. ogledov: 60,013

Facebook moving headquarters
avtor losangelestimes
Št. ogledov: 2,621

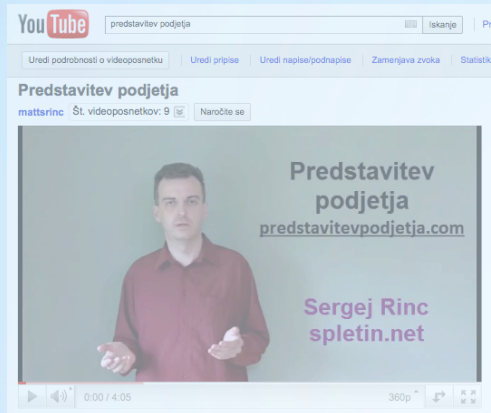
RuPaul's Drag Race queens talk about their live...
avtor losangelestimes
Št. ogledov: 4,696

Audi e-tron mark II
avtor glzmag
Št. ogledov: 52,779

New Electric Cars Are Better
avtor SuperiorMind
Št. ogledov: 82,580

Overtake competition

Tip: use company name and your personal name - reversed!



“Moved” left
from view with
CSS style,
calling
`<url>&autoplay=
1&start=<len-7>`

Predstavitev podjetja

Učinkovita predstavitev podjetja zdaj

POMEMBNO: Vključite vaše zvočnike ZDAJ

Predstavitev podjetja

Ste že videli brezplačno video predstavitev o treh vrstah predstavitev podjetja (v video portalih YouTube, Viddler idr.)?

[DA, video o predstavitvi sem že videl](#)

[NE, pokažite mi video](#)

Sergej Rinc

Ste že videli **videoposnetek o predstavitvi podjetja** drugje?

DA, želim videti več!

NE, pokažite mi video!

Izberite eno od možnosti

[Blog](#) | [Kazalo](#) | [O straneh](#) | [Pogoji uporabe](#) | [Povezave](#)

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za@predstavitevpodjetja.com

Get More Views

Tip: 7-10s of silence at the end of “non-displayed” video.
This is in the “gray hat” area. Only up to 1.000 views!

Videos in Your Website

What Needs to Be Done

1. Create and upload videos to your website.
2. Embed videos in average SEO content (best: blog post) titled “keyword ...” e.g. #1, #2 or adjective
3. Tell Google the location of videos!

Step by Step

1. You need a videositemap.xml (locations of your videos).
2. Add this file in Google Webmaster Tools.
3. With every new video, “ping” Google to include it in index.

A requirement

1. Every website needs robots.txt file.
2. Sitemaps must be included so ...
3. ... video sitemaps, too!



Robots to the Rescue!

```
Disallow: /?q=logout/  
Disallow: /?q=node/add/  
Disallow: /?q=search/  
Disallow: /?q=user/password/  
Disallow: /?q=user/register/  
Disallow: /?q=user/login/
```

```
Sitemap: http://spletin.net/sl/sitemap.xml  
Sitemap: http://spletin.net/en/sitemap.xml  
Sitemap: http://spletin.net/seminar/sitemap.xml  
Sitemap: http://spletin.net/seminar/videositemap.xml
```

Your videos indexed!



site:spletin.net

Search

4 results (0.02 seconds)

[Advanced search](#)

Everything

Images

Videos

News

Shopping

More

Any duration

Short (0–4 min.)

Medium (4–20 min.)

Long (20+ min.)

Any time

Past hour

Past 24 hours

Past week

Past month

Past year

Custom range...

Sorted by relevance

Sorted by date

Any quality

High quality



[Optimizacija spletnih strani | video](#)

15 min - Dec 2, 2010

Povezave: optimizacija spletnih strani (povezave pod originalnim video posnetkom)
[spletin.net](#)



[Cenik spletnih strani za vas](#)

4 min - 6 days ago

Tukaj je video posnetek za cenik spletnih strani za vaše podjetje. Za podroben cenik, opis posamezne storitve za vas in ...
[spletin.net](#)



[Video marketing | video](#)

12 min - Nov 29, 2010

#video0 {margin-left: 28px; } Povezave: video marketing (povezave pod originalnim video posnetkom)
[spletin.net](#)



[Seminar Video marketing 2011 | video](#)

9 min - Dec 11, 2010

Seminar Video marketing 2011 je prvi slovenski dogodek, posvečen izključno video marketingu v spletu, ki je najcenejša ...
[spletin.net](#)

Check? Yes!

<http://spletin.net/podim31>



A copy of this presentation

1. Why video marketing is great Internet promotion, marketing and sales method?
2. 3 YouTube Marketing Tricks
3. Videos in Your Website

We've seen ...

- * Use videos for lead generation, sales and JV
- * Include videos in social media marketing (testimonials, help desk, webinars etc.)
- * Kill competition by ... shooting videos!

Final thoughts

- * Sergej M. Rinc, spletin.net, 2011
- * PODIM 31, Maribor, April 21st 2011