

FREE Ideas & Tools To

**SHARPEN** Your

**Video  
Marketing  
Edge**



**Get Potential Leads From A Single Video**

The  
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LEAD GENERATION STRATEGIES THAT WORK

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## FREE IDEAS TO SHARPEN YOUR VIDEO MARKETING EDGE

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Video marketing is one of the more powerful approaches to online marketing for various reasons. When executed right, a single video lasting a couple of minutes can pull a potential lead in and get the person to join that mailing list or make that purchase.

It is also an effective way to convince others to take you seriously simply because video creation is something that actually takes effort. Anybody can design a plain and simple webpage full of hype text but people will take products, online opportunities and other content more seriously if an intriguing video takes the center stage.

Perhaps the best thing about video marketing is the fact that many marketers, both experienced and inexperienced, are hesitant to get started due to its seemingly complex nature. Having video presentation skills and graphics and animation skills definitely help but if you don't possess those skills, there is still another way and you don't have to pay anything either. These free ideas should give you the motivation you need to get involved with video marketing and gain the upper hand over those that ended up skipping this type of marketing approach.



### Presentations Made Easy

If you are a well-versed in Web design, a good approach would be to spend more time in making a better website to promote whatever business you are in or products you are selling. But if you don't have that skill, you can make a very basic page with a presentation video and let that video do the explaining. [PowToon](#) and [emaze](#) are two great free tools to try out and work entirely from your Web browser so you can create a video presentation out of all sorts of templates no matter what operating system you are using. It is also possible to share your creations immediately, which is nice if you lack the

time in doing some video marketing. Paying for these services may unlock additional features too although it is best that you get comfortable with the free plans and seek out alternatives.

## **Stitching Everything Together**

Video editing isn't exactly as complicated as you think. You just have to work with the right video editing app that doesn't give you a headache. We are not talking about [Adobe Audition](#) or even [Camtasia Studio](#) (both fantastic commercial video editing applications) but something you can get for free like Windows [Movie Maker](#) or [iMovie](#) if you are using a Mac. These apps provide you with the tools you need to stitch different resources together.

There are plenty of ways you can use these apps and create a solid video for marketing purposes. One of the simplest ways to go would be to get or design a series of images and import them all so you end up with slideshow. You might be able to accomplish this using the online tools mentioned earlier but a dedicated application can give you more control on how the video turns out. If you are not comfortable with recording a video of yourself talking, you can try recording your voice. Once recorded, you can add that as an audio channel to your slideshow. Adding transitions and animations can make the presentation even more interesting.

Don't forget too that Windows Movie Maker and iMovie are both capable of stitching multiple videos. This means that if you have a webcam, you can actually record yourself and make an actual presentation if you have the skills and then integrate it to your video creation.

Don't have a webcam? Be resourceful and use your smartphone or tablet's rear or front camera. Combining slideshow, voiceover and video presentation elements can make the video more dynamic and can keep viewers hooked regardless of the length. You can even use the same tools to spice up the video a bit by adding things like background music or video effects. Just make sure you don't add any copyrighted material.



## **Rolling the Video Out**

Bringing the video online is the fun part of video marketing because there are countless free methods out there and the more you tackle the greater the potential in attracting more viewers. [YouTube](#) should be your first stop since it is the top free video sharing service that Internet marketers use. You can actually use YouTube to look for videos just to see how these marketers succeed in video marketing. Take note of the way they describe and title their videos and how their uploads are organized in the channel. Having SEO skills is a huge bonus as these video sharing sites allow you to put descriptions that

search engine bots can read. YouTube is also a great tool to use because you can monitor how many unique views each upload has and you can embed the video directly to your website or blog.



But don't stop at YouTube because we are also in the age of social media where news can spread rather quickly thanks to people active in their favorite social networking sites. [Facebook](#) isn't just about sharing family videos and selfie shots with your friends; it is also a zone where good videos can potentially go viral. All it takes is a good video that you can indeed make using the free tools mentioned above and a few friends that are willing to share the video to their profiles so their friends can share it too.

It doesn't have to stop there either as you can [create your own](#) Facebook page where you can not only upload videos but also attract subscribers so Facebook users will immediately know if you upload a new video. Like article writing, pumping out new video content will help your bottom line. Many free social media sites also have a groups feature where you can join different groups and promote videos to specific audiences and niches.

## Getting Creative

Although video marketing isn't exactly a common tactic for beginner Internet marketers, it is still widely practiced and that is why you can find all sorts of marketing fluff on Facebook and YouTube. But if you strongly believe that your online business or product is bringing something new to the table, you have to get creative and show to everyone that you are aware of the current trends. Branching out to new and emerging avenues can make your marketing campaign very trendy.

Most video marketers will settle with Facebook and YouTube but creative marketers will explore other services like [Instagram](#) and [Vine](#). Both of these services allow you to upload a video that lasts a few seconds. Come up with a short and simple advertisement just to show to your target audience that you are embracing social media. People may take you a bit more seriously once they notice the effort you exerted in using various social media channels.

Like other methods of marketing, video marketing won't bring you results overnight. What matters most is all the fun things you have to do to reach that position. Once you have created that awesome set of videos or presentations and started sharing them, you can sit back and wait for the comments to roll in. From there, you can connect with these individuals and build your reputation – all because of the free tools and services that unexpectedly turned you into a seasoned video marketer.

For more information on video marketing and other web marketing strategies, please visit [The Leads Hub](#).