



# Five Critical Features to Video Marketing

## Objective:

Help you become a better at Video Marketing and Drive more Business

Video is the ideal format for marketing a company's product or service. Not only is video quicker and easier to process, humans tend to remember images far better than data. We retain only 10% of auditory information after three days, but 65% if the data is presented visually.

So now you know you need video, and you have a basic idea of online marketing techniques. But there are five critical features needed to succeed in video marketing that you should know forwards and backwards before you even begin recording:

## Stand Out

First and foremost: Think outside the box. You've heard before that content is key, so be creative. Playing it safe by using traditional commercial methods is boring and will not generate the buzz needed to drive traffic to your website. Media today is changing rapidly, and if you insist on sticking with your Tony-Robbins-infomercial-style guns—why there ain't gonna be enough room on this interweb for you, partner.

Use humor and play off pop-culture to boost views. Grab viewers' attention right from the start with a catchy title, and don't save the punch line for last—there may be a chance no one will stick around to hear it. Look at successful videos created by your competitors. Use what worked for them but give it your own unique twist. Be different enough and viewers everywhere will appreciate it and even share your creativity with their friends.

## Build A Positive Reputation

Of course use humor, but don't make it gross or offensive. Use basic good taste when promoting your brand. People love positive and tend to hold on to it longer, especially in a world where so much is negative. Another good tactic is to use the same format for each video created by your company, allowing viewers to instantly recognize who created them just by looking at them.

## Make Yourself Available

Consumers today largely rely on internet and mobile media; cater to that. Use every social media platform you can to allow people to find you and potentially buy from you. Make your video interactive. When posting to Youtube, marketers often forget to make use of the free “hot link” feature by typing in your site address to the description. This is important because the point of posting your video is to drive traffic back to your website. Don’t forget a call to action and provide viewers with the site url. Once your video is out there, track your results and make changes as needed.

## Simplify

Your video should first entertain, educate, and inform—don’t *try* to sell. Everyone hates a sales pitch even when they’re the ones who inquired. Figure out your target message and by frequently mentioning the benefits subtly nudge them in the right direction.

Don’t let your video become an information dump. Too much info can cause your audience to miss or even forget you main point while trying to forge through a lot of unnecessary facts. This is why it’s good to keep your video short—decreasing the time frame increases the urgency to give only the most important information. Start with your main idea and build around it.

## Be SEO Smart

Even with a well put together and entertaining video, you’ll need to take a few more actions to ensure that people can find it. Use keywords in the title, the description, the subtitle and the close captioning. Create a link wheel from your website to your video, then to different but similar articles on your site and back to the main page where they can watch your video again. Distribute your video over several social media sites, use search-friendly urls, and always monitor where your video stands.

These tips are not necessarily in order and one could argue that none is more important than the other—But keeping in mind (*and utilizing*) all five of these critical features can guarantee you will enjoy greater success by boosting views, followers, and ultimately sales.

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