

Video Marketing Secrets Exposed



By Matt Bush

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INTRODUCTION: WHY IS VIDEO MARKETING SO IMPORTANT?

Welcome to Video Marketing Secrets Exposed. I would like to start off by discussing the importance of video marketing. It is becoming more and more important each and every day. If you are not using this as a way to promote your websites, you are really missing out!

Here are just a few of the many reasons why it is so important:

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- **Over half of the traffic on the internet is now video**
- **Video marketing gives you access to tons of valuable backlinks**
- **A “viral” video can be unstoppable once in motion**
- **Many people are not doing it yet**
- **It is pretty easy to do**

To learn more about the advantages of video marketing, please refer to video #1.

HOW VIDEO MARKETING WORKS

Before we go any further, I would like to talk about the basic principles of video marketing, and how it works. It can be summarized in three important steps:

1. You Create a Video:

Before you can distribute a video, you need to have one. Don't worry, this really is not that hard to accomplish! This course will show you how to make one using software you already have. You certainly don't need a video camera or even a microphone.

2. You Submit Your Video to Multiple Video Websites:

This course will show you the best places to be submitting your videos. It will also cover how to optimize your submissions, and automate this process if you wish.

3. You Receive Backlinks and Traffic, as Your Video is Distributed Around the Net:

This last step is automatic. Once you have your videos distributed, just sit back and reap the benefits ;)

To learn more about how video marketing works, be sure to check out Video #2.