

## Chapter 2

# Getting Started With Video Marketing

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Whether you are just starting or you're just struggling, you need to understand the concept of perfecting your basics. The gist of getting started is to learn the basics of video marketing. The basics always ground and base a marketer of which you can always improvise and be creative with the way you utilize your basics. This is the beauty behind learning your basics in Video Marketing.

### **The Power Behind Planning**

Remember always to plan your work and work your plan if you want to dominate video marketing. You don't want to just step into an unknown battleground with no backup. To simply put it, all you need to know is what you're getting yourself into and how you can back yourself up. With the hectic life of a video marketer, you are going to want to find a balance to keep up, which is why planning comes into the picture.

Figure out the content you're going to work with, your budget, your equipment, and, last but not least, your schedule. If you are to measure your growth, you have to track your progress, which is why planning is of the essence in a successful video marketer's world. Remember to make sure your plans are always specific, measurable, achievable, relevant, and time-bound if you want to achieve domination in the Video market.

### **Anticipate Your Target Audience**

When it comes to making a compelling video, you have to make sure it has an impact. How does one create an impact within their video content? You simply need to understand the audience you are targeting. No matter how good your content is, you need to target a specific audience if you want to leave an impact.

For example, a 60-year-old is less likely to be enticed by a video game trailer rather than a 16-year-old. By understanding your audience, you unlock the key to creating the right video as you have the right idea of the video format, the content you are going to use, and the way you signal a message.

This enables you to set a clear message which will entice and attract the right audience into becoming potential customers or loyal followers.

## **Figuring Out Your Platforms**

Are you sometimes confused as you can't figure out where you want to publish your videos? Moreover, with the advancement of social media, there's more than one platform of social media. All you need to do is figure out which platform suits you.

Now, as confusing as it is, the advancement of social media helps marketers extend their reach. You can always market on all social media platforms, but it's always better to use platforms that target your audience specifically. Some platforms have different systems and methods of video sharing, so you have to consider that by researching the platforms you want to work with.

### ***However, the usual platforms are:***

- YouTube
- Facebook
- Twitter
- Instagram
- Your website
- TikTok

If you're just starting, it would be better to start with just one platform until you feel like you can expand and grow by using other platforms. Just always take your target audience and marketing goals into consideration before you work with a platform.

## **The Right Setup**

There's good content, and then there's qualitative content. No matter how good your content is, you need to provide quality as a marketer. For example, a viewer is less likely to enjoy good content at 240p than at 720p; therefore, quality always leaves a good impression. Now how does one provide good quality? Get the right tools and the right setup. You need to budget and see what you can afford as you are going to need a camera/smartphone, a tripod, and editing software.

Not to mention the correct lighting and background is a reflection of quality content. Get a lighting system that follows the key light, backlight, and fill light system to eliminate shadows and provide primary illumination. This is therefore bound to provide an appeal to the audience as there is a visual appeal in your content if you make sure you have the right setup.

## **Understand And Embrace SEO**

Before starting up any form of online marketing or if you're struggling, you might want to take a look into the use of SEO. Search Engine Optimization is one of the best practices of getting your content across and its free exposure! You need to understand that for taking the full advantage of optimization, you need to work on your tags, titles, and video descriptions.

How do you work on them, though? You need to understand the keyword system. To simplify it, you need to use trending, and most searched keywords in your titles and tags for more chances of your content being searched. You can always use Google to help you figure out what keywords are trending in titles, or you can use third-party tools meant for keyword searches.

But most importantly, you need to add your touch of creativity by making your titles eye-catching, your tags relevant, and accurate video description. By utilizing SEO, you make it more likely to reach a good amount of viewers as you have more chances of getting your content found, which may lead to new followers and potential customers.

## **The Impact of Ads**

At the start of most marketing ideas, marketers always make sure that their content gets promoted to the fullest. What's a better way other than using the power of Advertisements to spread your content across? As a marketer, you will want to benefit organically and through paid Traffic. The idea is to maximize the number of potential viewers.

Every successful Marketer devotes more time to promoting than selling. Utilize Ads on platforms that target your audience and you will be bound to find new followers. As a video marketer that is just getting started, you will want to make your first attempt to go as viral as you possibly can, and advertising can help make that happen.