



Web 2.0 Internet Marketing - Website Design - Video eNewsletter Marketing

The Power of a Video eNewsletter Marketing Campaign



Is your website used as a driving marketing force that generates web traffic, qualified leads, top search engine rankings and ultimately sales? **It better be!**

Today's web-based strategies are moving at the speed of light. What used to be nothing more than an "electronic brochure". Today's websites have quickly turned into a sales and marketing "necessity" of any successful organization.

The majority of companies today have websites. At the same time, most companies don't know how to optimize their web presence and use their website as a driving marketing force that generates web traffic, qualified leads, top search engine rankings and ultimately sales.

The little known secret to web dominance and success is **Web Video Marketing**. The benefits associated with this non-threatening, information sharing approach to selling your products and services include:

- **Establishing credibility and trust with visitors and prospects. You quickly become a "trusted advisor" rather than some guy selling your stuff.**
- **Positions you as a leader in the field and separates you from the competition. Very few businesses are using these video based systems.**
- **Creates desire for your product or service quickly.**
- **Decreasing or eliminating the need to "sell". You'll move your viewers from ignorance, to becoming qualified prospects, and finally, to becoming buyers.**



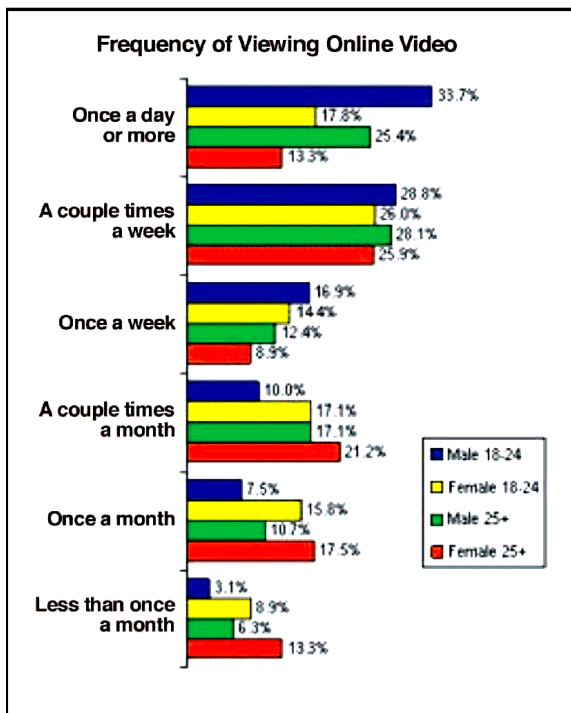


Chart 1 - Frequency of Viewing Online Video
Source: Burst Media Research, December 2007, n=1,657

What is Web-Based Video Marketing?

The little known secret!

Web! Based Video Marketing is the newest, quickest and easiest way to increase your web traffic, product inquiries, search rankings, and customer leads for your business.

Think about it, how does somebody conduct the necessary research to find your product or service today? **They go online!** And in the age of YouTube, research shows that users of all types of demographics are watching-instead of reading information. (See chart).

Search engines are now favoring video over text as users view, share, and upload videos on the web. Google is logging over 2 billion searches a day.

Our Video eNewsletter Marketing Strategy

How it Works

STEP 1...LISTEN and LEARN! Any successful marketing initiative/campaign starts with a plan and blueprint. The very first thing we'll do is listen and learn about you, your business, what makes your product or service different and why a potential customer should do business with you. Only then can we come up with a custom video script and strategy that will accurately define the unique attributes your company offers.

STEP 2...VIDEO SCRIPT / MESSAGE! The most important part of an effective video is the script. Powerful scripts and stories will accurately define who you are and properly instruct what you want the viewer to do (call to action). When done properly, we'll provide "social proof" rather than "sell" a product or service. After all, nobody wants to be sold anything.

STEP 3...VIDEO PRODUCTION! Once the script is approved, we shoot, edit and produce your customized video. We then design a dynamic Video eNewsletter "landing page" that will be used in your e-mail campaign.

STEP 4...ELECTRONIC DISTRIBUTION! This form of video electronic communications is rapidly becoming the new standard and will sets you apart from the typical "text only" e-mail messages

Developing a Keyword Research Strategy

This is HOW you are found!

A successful **Keyword Strategy** focuses on solving problems and answering questions. 9 out of 10 times when you are searching on line is to solve a problem and answer a question. So the key is to name videos to solutions of problems in an interesting way.

Now this process may sound quite simple, but it's tricky. There are numerous factors to take into consideration when selecting keywords that will make you found. As an example, we research specific keywords and generate suggested keywords based on the 3 following criteria:

- **Keyword Density**
- **Keyword Popularity**
- **Keywords-Using-Location**

We know this can sound complicated. The good news is you don't have to learn or understand this stuff because we do!

Front Page Google Rankings PLUS!

Front Page Google Rankings (Many Times #1). Establishing credibility and trust with visitors and prospects. Positions you as a leader in the field and differentiates you from the competition.

Our Web! Based Video Strategies are designed to do a number of things to help with your marketing objectives

Keywords	Estimated Ad Position	Estimated Avg. CPC	Advertiser Competition	Approx Search Volume: June
Keywords related to term(s) entered - sort by relevance				
digital camera	1 - 3	\$1.54	<div style="width: 100%;"></div>	24,900,000
photography	1 - 3	\$2.29	<div style="width: 100%;"></div>	20,400,000
cameras	1 - 3	\$2.01	<div style="width: 100%;"></div>	16,600,000
digital cameras	1 - 3	\$2.37	<div style="width: 100%;"></div>	13,600,000
camera phone	1 - 3	\$2.02	<div style="width: 100%;"></div>	11,100,000
wireless camera	1 - 3	\$2.04	<div style="width: 100%;"></div>	13,600,000
models	1 - 3	\$0.71	<div style="width: 100%;"></div>	7,480,000
canon camera	1 - 3	\$1.19	<div style="width: 100%;"></div>	4,090,000
canon digital camera	1 - 3	\$1.22	<div style="width: 100%;"></div>	3,350,000
digital photography	1 - 3	\$2.97	<div style="width: 100%;"></div>	4,090,000
canon cameras	1 - 3	\$1.40	<div style="width: 100%;"></div>	2,240,000
photographer	1 - 3	\$2.09	<div style="width: 100%;"></div>	1,500,000
slr camera	1 - 3	\$1.21	<div style="width: 100%;"></div>	1,500,000
canon digital cameras	1 - 3	\$1.43	<div style="width: 100%;"></div>	1,830,000
digital slr camera	1 - 3	\$1.25	<div style="width: 100%;"></div>	1,500,000
nikon camera	1 - 3	\$1.34	<div style="width: 100%;"></div>	1,220,000
photographers	1 - 3	\$1.86	<div style="width: 100%;"></div>	1,220,000



Added Bonus...

FREE Companion Booster Website!

As an **ADDED BONUS** with each Video eNewsletter sent your business receives a **FREE** one page website that is search engine optimized locally to be ranked in Google and all major search engines.

This works in tandem with your existing website to give you a **FRONT PAGE GOOGLE LISTING!**

So when a potential customer is looking for your product or service, your website will appear right in front of their eyes. **IT DOES NOT GET ANY BETTER THAT THAT!**

Google roofing williamsville ny

About 1,270,000 results (0.14 seconds)

Everything

- Images
- Videos
- News
- Shopping
- Places
- More

Williamsville, NY
Change location

All results

Places for roofing near Williamsville, NY

- A** [Stiglmeier Roofing Inc](#) - Place page
www.stiglmeierroofing.com - 360 Harding Road, Williamsville - (716) 631-3223
- B** [G P Siding Inc](#) - Place page
maps.google.com - 582 Hopkins Road, Buffalo - (716) 691-4111
- C** [Built-Right Home Improvements - Roofing Contractor Amherst NY](#) - Place page
www.built-righthomeimprovements.com - 5140 Main Street #303, Williamsville - (716) 778-9748

[More results near Williamsville, NY](#)

Roofing Williamsville NY | Siding Williamsville NY | Roberts ...

Roofing Williamsville NY, Siding Williamsville NY, Roberts Roofing, Lockport, NY, 716-433-2883. As a 75 year old company we value our customers first.
www.videoenewsletter.com/Roberts/robertsroofing.html - Cached

#1 Google Page Ranking

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