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5 Hacks

*to scale your
business using video
marketing*

"This is what they don't tell you"...

vol.1

Congratulations on leveling up your video marketing game with these 5 awesome hacks! You're now equipped with the tools to take your business to new heights and reach your desired growth. My mission is to help fellow business owners like you achieve success through proven methods that I personally use myself and have seen tremendous growth. So, let's get started and crush it!

I hope you enjoy!

Director Millie X

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- Call to action for readers to start implementing the hacks in their own businesses.

Hack #1: Automate Your Video Creation

Creating awesome videos can be a real grind, not to mention an expensive one. But check this out! You can automate your video creation process with a few clicks and some great tools. Here's how:

Use video creation platforms like Capcut, Animoto or Lumen5 that have customizable templates and automated editing features to help you create professional videos quickly and easily. These are some of the best ways to create high quality looking videos without having to have a ton of technical and editing skills.

Use AI-powered tools like Vidyard's GoVideo to create personalized videos for your prospects and customers automatically.


Tap into the massive libraries of stock footage, music, and sound effects on platforms like Shutterstock and Storyblocks or even Epidemic Sound to speed up the video creation process.

Successful businesses like HubSpot and Moz have harnessed the power of video creation automation tools to create really awesome video content on a budget. By automating video their creation process, you'll have more time and resources to crush other aspects of your business while still delivering quality video content to your audience.

Hack #2: Use Video to Nurture Your Leads

Ok, listen up! If you want to move your leads through the sales funnel more efficiently, you need to use video. Here's how to make it happen:

Create quality videos that speak to the needs and concerns of your leads, and send them key moments that resonates with them and influences them to take action.

Here's a gem! 

ALWAYS SOLVE A PROBLEM IN YOUR CONTENT!

Here's another gem! 

USE SITES LIKE ANSWERTHEPUBLIC.COM TO CREATE CONTENT BASED ON THE MOST FREQUENTLY ASKED QUESTIONS IN YOUR INDUSTRY!

Here's an extra gem! 

ALWAYS CREATE SHORT FORM (PORTRAIT STYLE) VIDEOS 15-30 SEC LONG FOR SOCIAL MEDIA REELS

Use video analytics to track how your leads are engaging with your videos, and use that data to customize your follow-up messaging and content. Check your likes, your comments, what content is your customer engaging with the most?

Host your videos on platforms like your website or landing pages and gate them to collect lead information in exchange for access to your exclusive content, this works like a charm!

Big dogs like Marketo and Salesforce have used video to create powerful lead nurturing campaigns that help them close deals like it's nobody's business. So, start using video to build trust, educate your leads, and make it rain with sales!

Hack #3: Personalize Your Videos with Automation

If you want to take your video marketing to the next level, it's time to get personal. Here's how to do it:

Use automation to customize your videos for individual viewers based on their interests, behaviors, and preferences.

Personalize the video content, messaging, and calls-to-action to make a deeper connection with your audience and drive engagement. When creating content, put yourself in the mind of your audience....What problem are you solving?

Leverage tools like Vidyard, VidGrid, and Hippo Video to create personalized video campaigns at scale, without breaking a sweat or the bank!

Businesses like HubSpot and IBM have already used personalized videos to make an impact in the market and connect with their audience on a personal level.

So, what are you waiting for? Start personalizing your videos today and watch your engagement and conversion rates climb to new heights!

Hack #4: Automate Your Video Distribution

Ok, now! You've created an awesome video, but now what? It's time to get your video out there for your clients to see! Here's how to automate your video distribution like the professionals do:

- Use automation to distribute your video content across multiple channels and platforms, including social media, email, and website.
- Automate the scheduling of your video posts and optimize the distribution based on the engagement metrics.
- Leverage tools like Buffer, Hootsuite, and Loomly to automate your video distribution and save you valuable time and energy.

Talk about a time saver! You just got so much of your time back!

Successful businesses like Red Bull and GoPro have mastered the art of video distribution and used automation to reach millions of viewers worldwide.

So, what are you waiting for? Automate your video distribution and let your customers see what you've got because they are literally waiting on you!

Hack #5 – Use Analytics to Optimize Your Video Marketing **Are your video marketing campaigns hitting the mark?**

Hack #5 is all about using analytics to optimize your strategy! Discover how to measure the success of your videos with data-driven insights, and learn how to track key metrics like engagement, views, and conversions. With the right tools and platforms, you can take your video marketing to the next level and achieve better results than ever before!

Here's some examples:

- 1. Views: Track how many times your video has been viewed to gauge its overall reach.**
- 2. Engagement: Analyze how long viewers watch your videos, what parts they re-watch, and how they interact with the video (such as liking, commenting, or sharing).**
- 3. Conversion rate: Monitor how many viewers take action after watching your video, such as signing up for a newsletter or making a purchase.**
- 4. Audience demographics: Discover who your viewers are, where they're located, and what types of devices they're using to watch your videos.**

In Conclusion

Alright,

it's time to put these video marketing hacks into action! Don't just sit there and soak up the information, go put it to work and most importantly stay consistent!

Start implementing these strategies in your own business today. With automation, lead nurturing, personalization, distribution, and analytics, you have all the tools you need to take your video marketing game to the next level.

So what are you waiting for? Let's get those videos out there and start seeing some serious results!

Good luck!