

# 101 Video Marketing Tips and Strategies for Small Businesses

Lasse Rouhiainen



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New updated version! Includes tips and strategies such as: YouTube advertising, Facebook advertising, wearable computing with Google Glasses and Aerial video marketing with drones etc. Discover how to plan, record and promote videos to attract more clients and customers to your company. Learn to implement the latest YouTube and iPhone video marketing strategies in this insightful book. Most small and medium size companies are unaware of the huge power of utilizing video as a tool to improve their credibility and confidence with their customers, and to teach and educate them about the benefits of your products. Find out 101 very easy to understand quick tips and clear strategies There is a lot of information online regarding video marketing, however most small business owners, marketers and business professionals find video marketing somewhat confusing as there are too many option on how to start. This book provides you with a clear list of the most important topics related to video marketing and explains it in 101 very easy to understand quick tips and clear strategies you can action immediately. The book is divided into five sections: Section 1: Planning Section 2: Recording Section 3: YouTube Promotion Section 4: Additional Video Strategies Section 5: IPhone Video Marketing Strategies This book will save you countless hours so that you start producing videos that will impact and improve your online presence right away!



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