

## How To Create “Content Videos” For Your Business

### Step 1: Brainstorm Possible Topics

Answer the following – try not to filter or edit as you write.

1. What's the stupidest question you've ever been asked?
2. What's the most common question? What else? Try to come up with at least 5.
3. What do you hate talking about that you wish you could just direct people to a video?
4. What are some of the questions you WISH people would ask you? In other words, what questions SHOULD people be asking if they knew better?
5. What are some of the words people might use in a google search if they were looking for a company that does what you do? Try to use 2 or 3 word combinations, and include different geographical words if relevant.

### **Step 2: Keyword Research**

1. List all possible keywords from the above answers. (typically in a spreadsheet)
2. Enter list into Google Keyword Tool website (google it)
3. Look for which words or phrases show the most search volume (click on the column that says local search volume to sort from highest to lowest)

### **Step 3: Finalize Video Titles**

1. Create video titles by combining the most searched-for keywords with topics in a way that would most likely compel your prospects to click on it

Typical format is [Main Business Keyword + City] | [Topic]

Ex: Video Marketing Shelton | How To Do Keyword Research

(The topic may or may not include an actual keyword)

Come up with as many as possible. We recommend uploading at least one new video to YouTube a month (and post in social media, website, blog, email, etc). Typically we tape up to 10 videos in one session giving content to last almost the entire year.

### **Step 4: Create, Edit & Upload The Videos!**

This is the easy part! There's lots of info out there on how to record and "produce" videos, but the most important (and overlooked) part about video marketing is what we just covered in steps 1 to 3.

Why? Because the two biggest challenges most businesses seem to have when it comes to making videos is #1 they don't know what to make them about and #2 getting enough people to see the videos (and picking the right keywords and topics will help)

More info at [CTLocalMarketing.com/blog](http://CTLocalMarketing.com/blog) and [YouTube.com/CTLocalMarketing](http://YouTube.com/CTLocalMarketing)

## Tips for Making Videos

1. Have lots of light
2. Get good audio – use a separate microphone
3. Say the keywords in the video – best way is in the introduction  
“Hi this is Mike Liebensohn with CT Local Marketing a **video marketing company** in Shelton. In this video I’m going to talk about **keyword research basics.**”
4. If you’re shy, pictures or power point slides plus narration is a good option
5. Always include a call-to-action at the end
6. Keep it short – for complicated topics, break it up
7. If possible, don’t use a script – talk about topics you know
8. If it’s necessary to read from a script, try using the “jump cut” technique: record one or two sentences at a time and edit out the space in between
9. Use “B roll” - edit in other video footage or pictures to make things more interesting, especially in places where it will help make a point
10. Talk to one person. Imagine talking to your favorite client. You’re not talking to an audience – remember it’s just one person at a time watching your video
11. Upload to YouTube first, then embed on your website and post the YouTube link in places like Facebook
12. Guidelines for uploading to YouTube:
  - title is the most important part
  - keywords in the title, description, and tags
  - link to your website in the description (remember to start with http:// )

**Questions? Call 203-665-8874 or email [mike@CTLocalMarketing.com](mailto:mike@CTLocalMarketing.com)**

