

EXPERT VIDEO EMPIRE

YOUR LEGACY OF COMMUNICATION THROUGH EFFECTIVE MEDIA

Build Trust & Authority while Attracting More Leads & Clients with Easy to Create Videos

Online Video effectiveness by the numbers...

600%

Adding video to your website makes your site 600% more likely to convert a casual browser into a paying customer? (Forrester Research)

53x

Videos are 53 times more likely to generate first-page Google rankings over only traditional SEO techniques (Forrester Research)

1 in 3

YouTube search accounts for nearly 1/3 of all Google searches (Google)

10-35%

Adding video to a product page increases sales by 10% to 35% (Zappos)

500 years

YouTube is a social platform. 500 years of YouTube video are watched every day on Facebook, and over 700 YouTube videos are shared on Twitter each minute (YouTube)

90%

By 2014, 90% of all web traffic will be video (Cisco)

Adding video to your business's marketing plan has become **crucial** to your long term success.

With video you can...

- ⌚ **Attract** an extremely targeted group you want to do business with
- ⌚ **Track** where they were referred from, how long they watched & what action they took
- ⌚ **Engage** with people; they get to know, like and trust you by watching you on video
- ⌚ **Boost** your conversions over static content
- ⌚ **Build** your authority in your industry by answering relevant questions

Get a 5-Video Quick-Start Resource & PDF guide at

<http://ExpertVideoEmpire.com/free>

Book your 2013 Marketing Strategy call with Matthew at

<http://ExpertVideoEmpire.com/contact>

Have Greater Impact & Build a Deeper Connection within every video you create

“Identify your target market and understand your ideal client intimately. Create high-quality, high-value videos that answer their questions succinctly and present to them the next step to take.”

8-Steps to Video Marketing Mastery

1. **Research:** Investigate what your ideal clients are looking for and want
2. **Rehearse:** Prepare yourself and your content as if for thousands of viewers
3. **Record:** Use the video camera you already have first, before purchasing something new
4. **Render:** Trim your video's beginning and end and upload it to YouTube immediately
5. **Rank:** Apply the search words and phrases (you found from step 1) to your video Title, Description & Tags
6. **Respond:** Engage when people ask questions or leave comments. Do this at least 1 time a week
7. **Repurpose:** Share your video on your blog, email list, newsletter, social media and provide content for friends and partners
8. **Repeat:** See what is connecting with the right people and do more of that. Tweak what isn't connecting with the people you want

Start increasing familiarity, trust and influence around your brand and accelerate your fresh lead inflow!

Schedule a strategy call with Matthew at
<http://ExpertVideoEmpire.com/contact>

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