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A Cost-Effective Video Marketing Guide For Business Owners

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Article:

Every savvy business owner is looking for cost effective ways of increasing their turnover and profits while minimising their marketing spend. At FBI Consultancy we have identified one of the most popular and inexpensive methods for spreading the word about you, your business and your products and services.

Video marketing is not a new concept, but it is a concept being utilised in conjunction with contact networking and word of mouth marketing campaigns. Few mediums offer such an affordable return on investment as video marketing.

But in today's world of instant multimedia marketing campaigns, how does a business owner capitalise on video marketing for business? The answer lies in first understanding the concept. For example

Offline Marketing.

- Owner? Send your video to everyone in your personal address book.

- Get a STAMP made with the statement 'GO TO OUR VIDEO' also showing the URL for your video on the stamp. Stamp every piece of paperwork leaving your office/s until your reprint all your stationary. Make sure your video URL is on all business cards.

- Put your video URL or GO TO MY VIDEO in all 'On The Page Advertising'.

- Put your video in all Power Point presentations.

- Ask all members of staff to send your video URL to everyone in their own address books.

- If relevant have your video looping on a TV screen where visitors can easily see it.

Online Marketing

Using **Online Video** is active marketing as opposed to the passive nature of a web site

The first thing to do is collate all email data for existing clients and contact them by using your unique Electronic Video Business card available from The Business Video Company.

Never assume any of your clients know all that you do.

Next collate all your LOST and OPHAN clients and repeat the email process with a Electronic Video Business card – invite them to return to you to have another look.

Place your video in every page of your Web Site as Google has a priority to search for video.

The skill is in naming each player differently in each page to attract the Google spiderbots.

Create a LOGO'd USB Data stick for clients to carry on their key ring. Keys go where their owners go and so will your video. An opportunity for extra marketing opportunities to the curious.

Social Media

The choice of social media is quite varied and it is important that you choose the social media to suit the style of your business. Remember many social media sites have page ranking in Google therefore by linking your social media to your website you get FREE extra SEO ranking on Google.

Twitter Quality connections can be made with high net worth individuals

Facebook A mix of B2B and B2C contacts both individuals and companies

LinkedIn For B2B contacts allowing individual pages as well as companies

Blogs For delivering comment and expertise for interaction and collaboration

FBI Consultancy FBI Consultancy is a professional business growth consultancy, which specialises in business social media, primarily LinkedIn. With a number of professional services, such as business troubleshooting, interim director, LinkedIn consultancy, and consultant partnerships, the company looks at building strong, powerful networks of like-minded professionals.

This is mainly down to the fact that the founding partners carefully studied every other social media networking organisation and set out to ensure FBI Consultancy was a huge improvement on all the others.

In particular the founding directors implemented a very clever 10 added value concepts for business interested people who join FBI Consultancy By creating a '**nothing to lose and everything to gain membership**' it looks set to make a huge impact in the contact network industry. Simply visit the web site to view the 10 concepts.

Summary

If you want to cut to the chase and find lots of added value benefits from a social media networking group, then you need to join FBI Consultancy today. It takes less than 30 seconds to join, is absolutely technophobe friendly and it's FREE to join.

When you join, be sure to check out our cost-effective video marketing guide for business owners And our in-expensive state of the art video production service for all business sectors.

END:

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