

Published based on [A Strategy On Video Marketing](#)

# **A Strategy On Video Marketing**

Would you like to increase the number of visitors to your website and, along with that, sales? You may have tried SEO, Pay Per Click and other marketing tools, but have you thought about video marketing? It has become very efficient in the past few years. Here are some tips you need to learn if you want to bring your online business to success.

The first thing to do is to create a video greeting for your home page. Make it yourself or your company spokesperson talking about the benefits which you are going to offer to your customers. Think about this: If you are marketing with video off of other websites, what are people going to think when they get to your website and don't find one? Chances are that if they came there because of a video they would like to see another one, so make sure that you are setting yourself up to win from the start.

Once you have this in place it is time to create your first video to market your business. Make sure that whatever it is long enough and interesting enough to keep people's attention. Once this is done, your immediate goal should be to get the person to move on to viewing a video on your site. Think about it, what if you give them what they want before they get to the place where you can collect their information or make them an offer? This one principle is the difference between going fishing and feeding the fish.

When the video is ready, start building back links to it in places like social networking websites, forums and blogs. In this way it will get a greater attention from the audience, than if you would submit an article to some website.

Well, just like for websites, videos need to have their SEO done too. SEO is not a mystery, and as for website, you have to ensure that keywords you use are relevant to content and that they are included into links you have build to your video, alt tags, etc. You need to do it to make your video noticed and ranked by search engines.

Finally, have someone insert captions into your video to illustrate the things which you or your spokesperson is talking about. This will give it a more professional look and will help give people a clearer idea of what it is that you want them to learn from the video. Using these strategies will give you the edge over your competition which you need to win in the internet marketplace. Good luck!

If you would like to [Outsource SEO](#), make sure you check out this great Search Engine Marketing Company and their [SEO Pricing](#), they are available via live chat 24x7-365 and ready to answer your questions regarding your website promotion.

You can also find this article published on [A Strategy On Video Marketing](#), and on the tag pages [Advertising](#), [business online](#), [Conversions](#), [internet](#), [internet marketing](#), [online promotion](#), [paid search](#), [sale](#), [search engines](#), [Traffic Building](#), [Video Marketing](#).