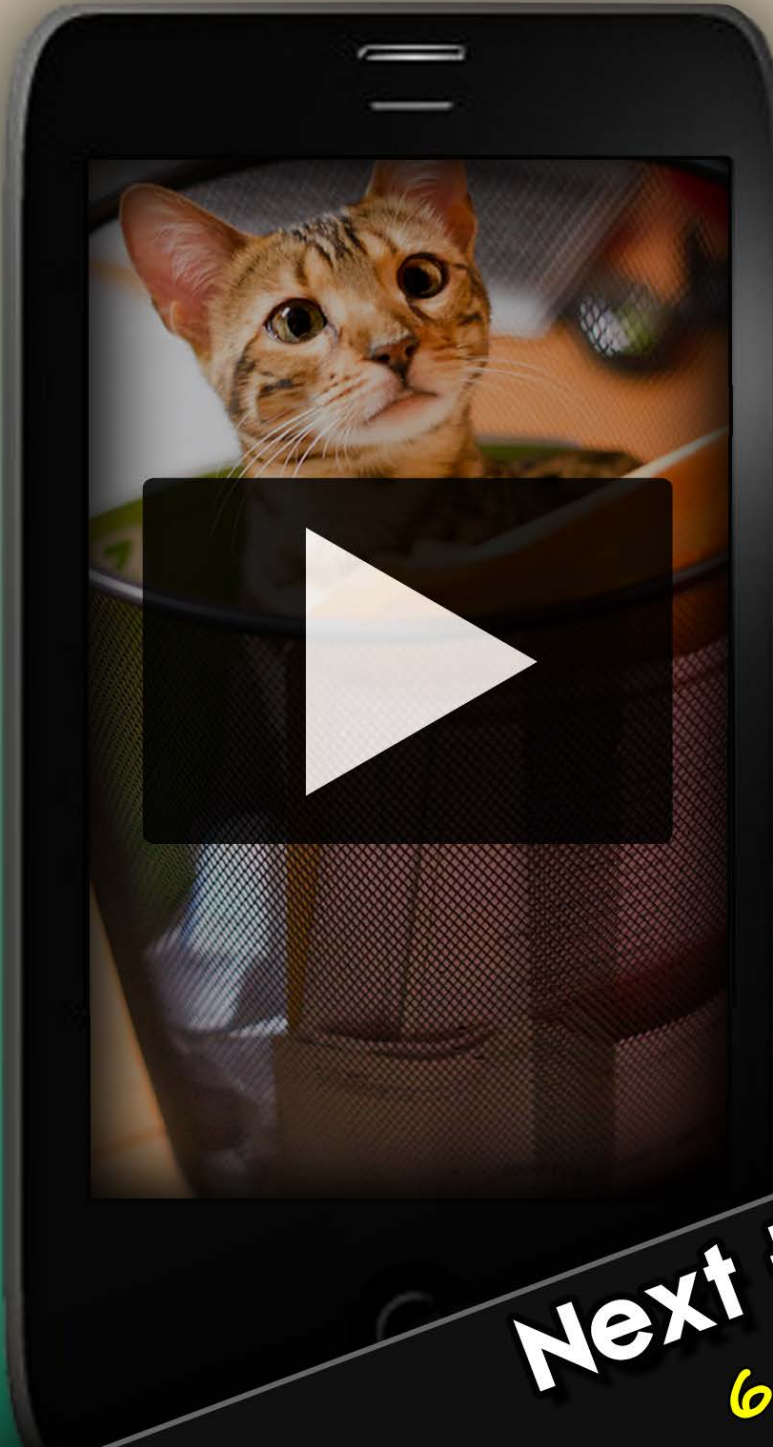


# MICRO VIDEO Marketing



**Next BIG Thing**  
*6 Second Profits*

# **MICRO VIDEO MARKETING**

**6 Second Profits!**

The internet has grown very fast in the last 10 years and the online market is evolving into a very competitive field. The introduction of the web 2.0 that brought the social media revolution is definitely one of the most important changes that have occurred in modern times. We are all connected to these networks and it has become essential to be a part of them in order to gain more success in any field. If you are still working offline exclusively and advertising your business with old school media such as TV, billboards and radio, you will fall way behind the competition.

The days of the old school methods for advertisement are truly over and you have to adapt to the modern world. It's very likely that you already noticed that most companies that make any kind of substantial profit are online with their own website and at least one major social media platform page too. Even the most traditional business owners are aware of the fact that if you don't go into the web, you are not going to make it very far with your projects. This report is going to open your eyes to a whole new world of possibilities as far as your marketing strategies go and hopefully you will be convinced of how important it is to take your business online. Micro videos are taking the spot light right now as the next big thing in marketing and I will guide you with every step that you need to take in order to take advantage of these methods and use them to reach your goals.

There are many business owners and entrepreneurs who are selling the same products and services you are selling and they have been advertising their business online for many years now. Even if you have something unique and new to offer to the world, there is no way you could compete with them if you don't go online yourself and start using all the different platforms that allow you to reach a much wider and international audience. You need to become familiar with the latest changes in the internet marketing world and how you can adapt to those changes if you want to be able to keep up with the rest of the competitors. Now there are hundreds of ways in which you can promote your business and you need to implement the best ones if you want to see great results.

In this report I am going to talk about the latest and most popular way of marketing that is being implemented by many companies and small business owners alike. It's called micro video marketing and it has grown quite popular for the last 12 months. Now in 2014 it seems to be one of the most useful and engaging ways to get your

message across. I am going to talk about the sites that provide the best micro video platforms, how long a micro video has to be and what kind of information you should be putting in these videos if you want be able to get your point across in the shortest amount of time possible.

I'm also going to give you details on how you can start using this in ways that will help you gain a lot more traffic and get your business to be noticed by larger amounts of people. You will also learn how these places work and what you need in order to start becoming popular inside each of the networks. It's going to require that you dedicate enough time and effort to making this work and there are no easy magic formulas to achieve your goals online just as it happens in real life. The good news is that with the correct guidance you will be able to turn your business into a much more profitable and successful venture.

## **THE TOP MICRO VIDEO PLATFORMS – VINE AND INSTAGRAM**

There are two places that have become very popular in the last few months but they are only accessed in the form of smart phone applications. For those of you who are still not aware of what this means, the applications are programs that developers create for cellular phones and tablets that you install and run on your operating system (android and iOS). This means that in order to become micro video marketers you need to have access to a device that allows you to run this kind of application.

The good news is that this technology has become a lot cheaper now and you can purchase a decent phone or tablet for a very affordable price. It's important to have a device that allows you to constantly check the progress of your marketing efforts in both of those sites and this is why you should purchase reliable hardware for this reason.

First of all I have to explain what Vine and Instagram are. Instagram is a photo sharing application that has grown extremely popular lately and Vine is the equivalent of Instagram for video uploads. The thing is that Instagram has now updated their service and they also allow for video to be uploaded and promoted to their network. Due to this change there are some people who are thinking that

Vine will be left out because Instagram allows for micro videos that are 15 seconds long while Vine only lets you use 6 seconds. This would seem like a complete advantage for Instagram, but the truth is that Vine is being very clever about the situation.

According to marketing experts the average attention span of a person when looking at advertisement is about 5 to 6 seconds and this is probably the reason why Vine has decided to stick to this number instead of allowing longer files to be used. The advantage that Instagram has is that if you really need to squeeze in more than 6 seconds, you have the option to go as high as 15, but this does not mean that Vine is out of the competition, they have actually grown larger in the last few months and they now have over 13 million users. Instagram is a photo and video sharing site and they have a much larger user base that is well over 130 million strong. You would think that this large difference in numbers should be enough to ditch Vine, but they are growing fast and they have enough viewers to be considered the second best option available for your micro video marketing efforts.

You should download both apps which happen to be completely free and take a look at what they have to offer. Create profiles for your business in both of them and get familiarized with the interface and features that they offer. They can both be shared into the major social networks every time you update them. It's curious to note that regardless of the much higher number of users that are currently on Instagram, there are at least twice as many links to Vine every day at Twitter than there are at Instagram. This means that while there are more registered accounts at Instagram, there seem to be more active members constantly sharing videos at Vine. This is something that needs to be considered too if you are even considering dropping Vine and only using Instagram. It should also be noted that Vine is a Twitter app.

They both offer very good filtering and editing features that make things easier for marketers too. The apps would seem like simple social media sharing novelties at first glance, but this is exactly what people thought about Facebook and Twitter in the beginning. Both of those social networks are now used by millions of business people and they have been able to increase their sales dramatically thanks to them.

No one can predict what the future holds for Instagram and Vine, but the near future looks very bright and the micro video marketing tactics seem to be the wave of the future in a world that is fast paced with people who are constantly busy. The possibilities are endless and the potential to attract new customers is certainly something that should not be taken lightly. You need to be able to work your way through both of these applications and learn how to properly setup each one of them to get traffic.

### **USING VINE:**

First you download the Vine app for your operating system. If you have iOS you download the app from the iTunes App store:

<https://itunes.apple.com/app/vine-make-a-scene/id592447445>

If you have Android you need to go to the Google play store to get your app:

[https://play.google.com/store/apps/details?id=co.vine.android&hl=es\\_419](https://play.google.com/store/apps/details?id=co.vine.android&hl=es_419)

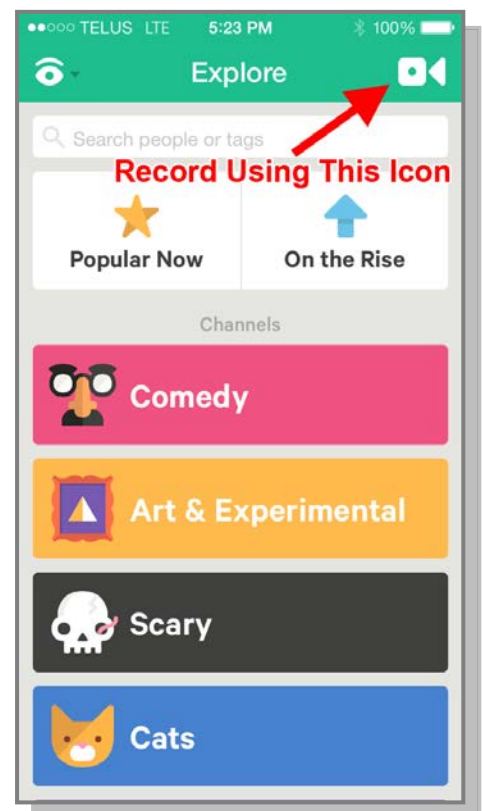
Vine also has an app for Windows phones:

<http://www.windowsphone.com/s?appid=f9e6f07e-e47e-47f5-806d-55d4f79f2b60>

Once you have installed the app you will be required to fill out certain things such as your location, name, phone number and others. Then you can proceed to login with your Twitter or email account if you wish.

If you use Twitter you will automatically have your information updated to be the same as what you have provided at Twitter. You can then start following other people in your Vine.

Creating a vine is very easy. Click on the camera icon on



the top of the home page and you will be able to start recording a six second video from your device. You can choose to save this or share it immediately. Later on in this report I will talk about the creation of complex micro videos that are made externally and then transferred into the app.

## USING INSTAGRAM:

The first thing you need to do is go to the corresponding store for your operating system to download and Install your app.

iOS users:

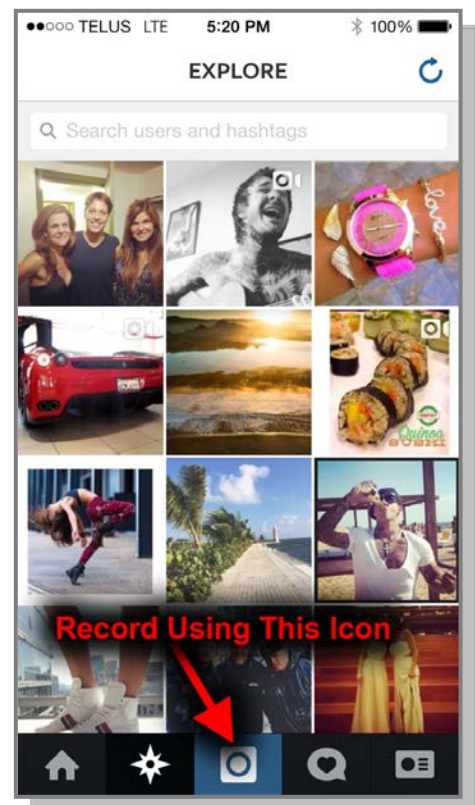
<https://itunes.apple.com/us/app/instagram/id389801252?mt=8>

Android users:

<https://play.google.com/store/apps/details?id=com.instagram.android&hl=en>

Once you download and install the app you will be asked to register to Instagram. The first step is that it will ask you if you want to find Facebook friends and I suggest that you do this because it will instantly give you a list of people who use Instagram. Then you have to upload a pic and the best thing to do is to use the logo of your business if you have one.

It's important that you fill out the bio because his is the best way to let people know what your company or freelancing business is about. You can always edit this information but it's a good idea to create your bio as soon as you start using the app.



## **GETTING TRAFFIC TO INSTAGRAM AND VINE:**

Now that you have both of your apps setup in your device, I'm going to start explaining about how they can be used for internet marketing and the reasons why they have proven to be extremely helpful tools that are being used by thousands of business owners to reach potential customers that they could not have contacted without the help of these apps.

You have to understand that in order to reach as many users as you can you need to build a nice network first. There is no use in having an excellent micro video to advertise your business if you don't have enough people looking at your updates. In this next chapter I am going to teach you some great techniques that you can implement in your efforts to gain more followers in those two networks.

The first advice is that you create a link to your Instagram and Vine networks in every single page you have online. This means personal websites, blogs and all social media platforms. If you do not own at least a free blog and an account on Facebook and Twitter then you really need to consider getting them because there is no way you could ever become a successful internet marketer if you don't have any internet pages that people can check.

The way it works is that search engines like Google are the ones that drive most of the traffic to your websites. When people type any keyword that relates to your business, you will have a higher chance that your pages will show up in the results and someone will click on your links. Without this, you will have a very hard time finding clients online. If you have a domain name and a website of your own, you can start to create quality content that will build up your reputation in the search engines and this is the perfect way to gain more fans for any of your apps. Just make sure that your websites and blogs have a very clear and visible link to both Instagram and Vine.

Setup a blog and start creating a daily blog with content that is related to your products or services. Remember to always include a call to action for people to join your Vine and Instagram as well as other social networks you have. The same goes for your website and the content you create. Keywords are important but now you also have to find a way to create content that has more contextual value because



the latest Google search update (hummingbird) is looking for context instead of keywords to provide results for each search.

Something else that you can do is hold contests and ask people to send you their best snapshot of them enjoying your products or maybe eating at your restaurant if you have a food service. Then tell them that the winner will get a special discount or a free meal. You need to make certain sacrifices and give away some stuff if you really want to see results fast. There has to be a constant flow of news feeds on all of your platforms and you should always have share buttons available so that people can recommend your site, blog or social media page. There is no easy way to get quality followers. You need to be updating continually and your content has to be of quality.

Remember that we are living in modern times and a lot of people have traded their laptops and their desktops for smart phones and tablets to access the internet on a daily basis. You should optimize your websites so that they can be easily browsed on mobile devices. There are plenty of online services that allow you to create an app out of your entire website so that people can browse it efficiently. The mobile market is growing so fast that eventually there will be more people accessing the internet from those devices exclusively and they will only connect to the web from their desktops and laptops when they are at the office working.

I am telling you all of these things that seem to be unrelated to Vine and Instagram because they are actually closely related to every one of the elements I just mentioned. You need to think of this as a combination of things that need each other to work right. This is the only way to get good results and that is why you have to watch every single aspect of your internet campaigns closely. It's like a chain that needs all the links to be optimal. If one of them is weak it will bring all your efforts down.

If you have some money to invest in advertisement you could also spend it in hiring an SEO expert that will help you get the most out of all your material and allow you to get faster results. This is not to say that you can't get great results by doing all of this yourself, but the best idea is to always get as much help as you can if you want things to move forward faster. If you do hire someone just make sure they are truly professional because there are a lot of scammers out there.

Once you start seeing those numbers go up and you see more of a following in both Instagram and Vine coming in, you can then start to focus more of your marketing time to these two networks. There are many ways that you can use them to build up your customer base and I am going to give you details on what you can do.

### **USING MICRO-VIDEOS FOR MARKETING:**

Before I even begin with the strategies that will help you boost your marketing online by using micro-videos, I want to remind you of just how important this marketing method really is. Forbes actually said that micro videos will be one of the trends that will dominate the social media marketing of 2014. That is just how powerful it is and how much attention it has captured. You have to make it part of your marketing strategy for this year if you really want to be competitive because every respectable online marketer out there is going to be implementing this method.

In order to get a good idea of the kind of micro-videos that you can provide to your audience, you need to take a good look at everything that could be related to your products specifically. Let's say that you sell martial arts gear such as gloves, MMA shorts, belts, punching bags, mouth guards and similar items. The best thing that you can do is find ways to expand this and not just advertise your products in the micro videos, but also provide people with helpful tips that relate to the things that they are passionate about.

If your target audience is made up of people who like martial arts then they probably also like fitness and all kinds of self-defense tips and information. This means that your 6 to 15 second videos don't really have to be about the products you are selling, but instead they can be about things that make people feel like you give them with something that will provide valuable information. As long as it relates to your products then you will be on the right track.

A good example would be to create a micro video that shows people how to properly perform a certain martial art move and at the end it will read "we care about proper technique as much as we care about quality gear". This is the kind of

message that will be educational and also build trust between you and your customers. Linking your main topic with everything that could be related to it is very important.

You could also make a short video of a pair of MMA gloves and some damaged knuckles next to them. The announcement could end with a message like “never fight without them”. This has a much stronger impact than you could ever imagine and it can easily be done in 6 to 15 seconds. This is why you need a good creative mind or a team of people who will brainstorm excellent ideas for micro videos for you. You can’t just come up with elaborate a long ideas because this will not fit the format of micro videos at all.

Another example can be found in a vegan restaurant. If you happen to own such an establishment and you want to expand your marketing strategies, you can create micro videos that give people advice on how to make delicious vegan combinations with very little efforts and at the end there could be a message saying “imagine what we can make for you at our restaurant”. This is the kind of thing that sticks to people and they will remember your business for longer periods of time thanks to the video they saw. This is one of the reasons why micro video marketing is going to have such a strong impact on your business.

You could use this feature to give sneak peeks into a new product you are creating, or maybe allow people to look at the prototype stages of something you are building. Show people the many ways in which they can use your products. Create a fast slideshow of the different presentations of your product. The possibilities are truly endless and as long as you have enough creativity you should have no problems at all coming up with some great ideas.

If you can come up with clever video ideas to upload at least once a week and you are also able to create a bigger fan base daily by doing some heavy promotion of your Instagram and Vine networks in all your other online platforms, you are sure to start seeing great results from these efforts. You should remember that these are the early stages of the micro video phenomenon and the faster you get into it the better. Those who make the first moves in this trend will see the largest amount of benefits, just like it happens with any other business strategy.

This is the reason why I gave you so much information on how to advertise your entire network in order to have success with micro-video marketing. You could create the most amazing and visually stimulating videos in the world, but if your audience is not large enough, you will be wasting that media away. You need to create a solid campaign around your business and if you want to go online and succeed you need to do things right.

Right now as you are reading this there are marketing teams from many companies that are already creating these micro videos for their businesses. The race started already and you need to catch up as soon as you can. This is the right time to do it and you will definitely see the benefits by the time 2014 is over. All the marketing trends have been announced as the most promising are definitely to be taken seriously and micro videos seem to be one of the most powerful because they allow you to provide visuals in very short clips that will be remembered by people a lot easier.

This is not to say that places like YouTube are ever going to stop being useful. There will always be need for longer videos to be created if you want to explain something with more detail, but micro videos are definitely going to become one of the most common as far as marketing goes. We live in fast paced times and this means we need to start creating fast paced advertisement. Everyone knows that one of the main elements and keys to success in business is to adapt to the changes.

The best thing about this approach is that you will have a very vast supply of ideas that you can use in order to run a successful micro video campaign on your apps. Now that the micro video revolution is growing so fast, there are many apps coming out that will allow users to create their videos on their PC and then upload them to Instagram and Vine. This will help you get as creative as you want without having to limit yourself to making simple videos that you record on your mobile devices. This is the basic principle of Instagram and Vine, you record and video on your phone and then you upload it to the network, but if you want to create a more professional and proper micro video you can always do it on your PC and then transfer the video to your network of choice. Just remember that you need to make the videos in the length allowed by each of the networks as well as the formats they allow.

Don't even waste time thinking about which of the two apps is more reliable and useful for your marketing campaigns. They are both still growing and it's still way too early in the game to say if they will both remain or one will fall behind. The best thing you can do is grow your following in both of them and make this one of your 2014 marketing goals. If you start seeing that either one of the platforms is falling behind, you can prioritize your time in the most popular of the two. It's always important to keep yourself updated on what is going on in the internet marketing world in general.

A good way to do this is to turn your social media pages into virtual newspapers. Look for the most accurate and relevant Facebook pages and follow their news feeds. This will allow you to be updated on a daily basis in regards to what is going on with marketers all over the globe. You need to do this if you really want to be able to know what your next step is going to be in the world of marketing. Strategies that work today might be obsolete next week and you cannot afford to be left in the dark if you want to be successful with online marketing. This is why you have to update your knowledge base with every aspect of the game.

Instagram and Vine will probably change and evolve even if they both continue to grow steadily. They will use new criteria for the kind of videos they will feature, they might change the length of the micro videos that they allow you to upload and they could announce new features sooner than you think. You need to be aware of these changes and implement them as soon as they come out. There is no way you could ever be a top marketer if your business doesn't evolve. The businesses that evolve are the ones that survive.

Another thing that is very likely is that we will probably see another competitor in the micro video market and there is a good chance that it will happen in the first half of 2014. You should be on the lookout for any of these things and you need to familiarize yourself with any new platforms that come out and start showing signs of success and popularity.

The internet has become extremely essential to people all over the world and it's obvious that it will only continue to evolve and become more popular. Even the poorest countries in the world have access to the internet and eventually most people will be able to browse it. The equipment required to surf the net is getting

cheaper by the minute as new technological advances come out and this means that day by day there are more potential clients who are becoming regular users of this virtual world.

Follow all the guidelines that I have given you and you will see great results. Do not procrastinate on your strategies and make sure you create quality videos every time. Just like great videos with no audience are pretty much worthless, the same goes for having a large audience and low quality videos. You will lose many followers that you worked hard to gain if you don't provide quality media for them.

Thank you for reading this report and I hope that you get started as soon as you finish reading it. There is too much potential in micro videos to let it go to waste and you could end up wasting a great opportunity to jump into one of the most useful and powerful methods of marketing available. Never forget that the most successful business owners are always jumping into the latest marketing trends way before they are completely established and this is exactly what is happening right now with micro video marketing.