

Video Marketing

A man in a dark blue suit and tie is wearing VR goggles. He has a thoughtful expression, with his hand near his chin. The background is a dark blue, futuristic digital environment with various data visualizations, including a large circular network diagram, a line graph, and a bar chart. The overall aesthetic is high-tech and professional.

DMS – Digital Marketing Strategies, LLC

Neal Rabogliatti

Why Videos Don't Work

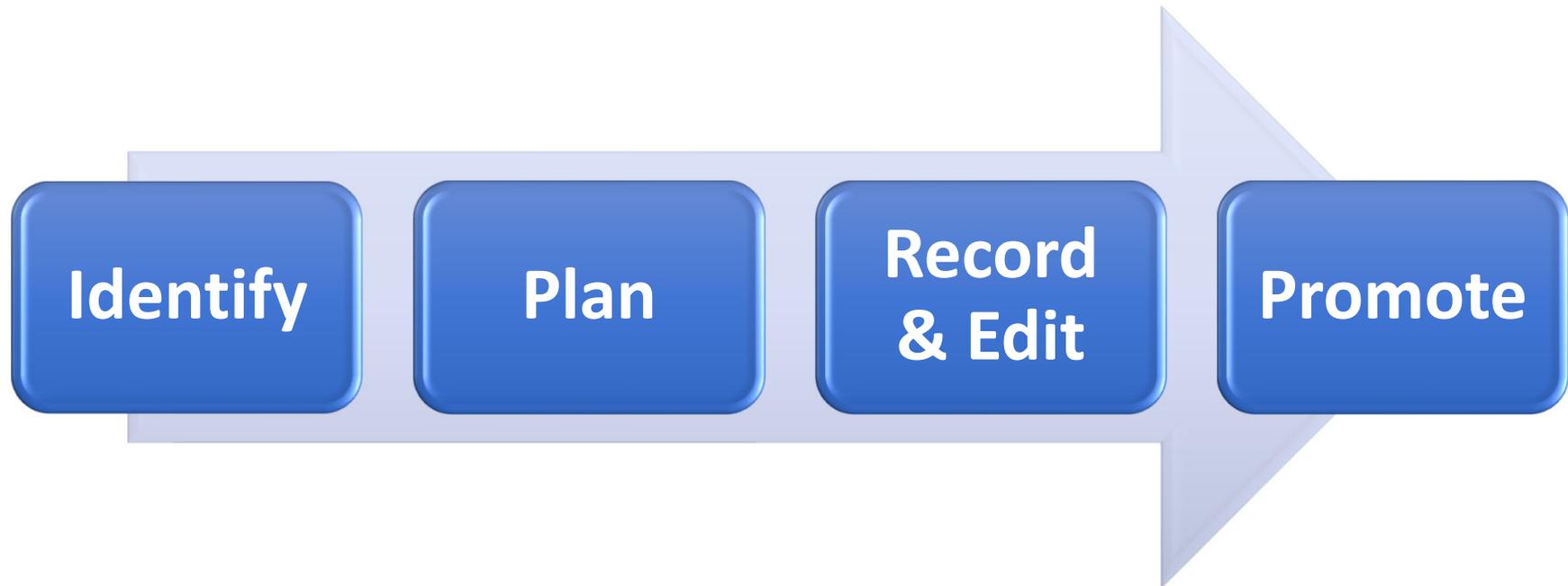
- Poor audio (**Cannot hear or understand speaker**)
- Too over promotional (**Too Salesy**)
- Poor lighting and poor video quality
- Can't find your videos (**Not Optimized**)
- No clear message or information (**Rambling**)
- Low number of views and or likes (**No Subscribers**)



You Can See Your Results in YouTube Analytics



So What Should We Do?



Step 1: Identify

Who is my target audience(s)?

What is the goal or reason for the video?

What is the message of my video?

What type of video will match the audience?

- Promotional Advertising Video
- Educational
- Training or Demonstration



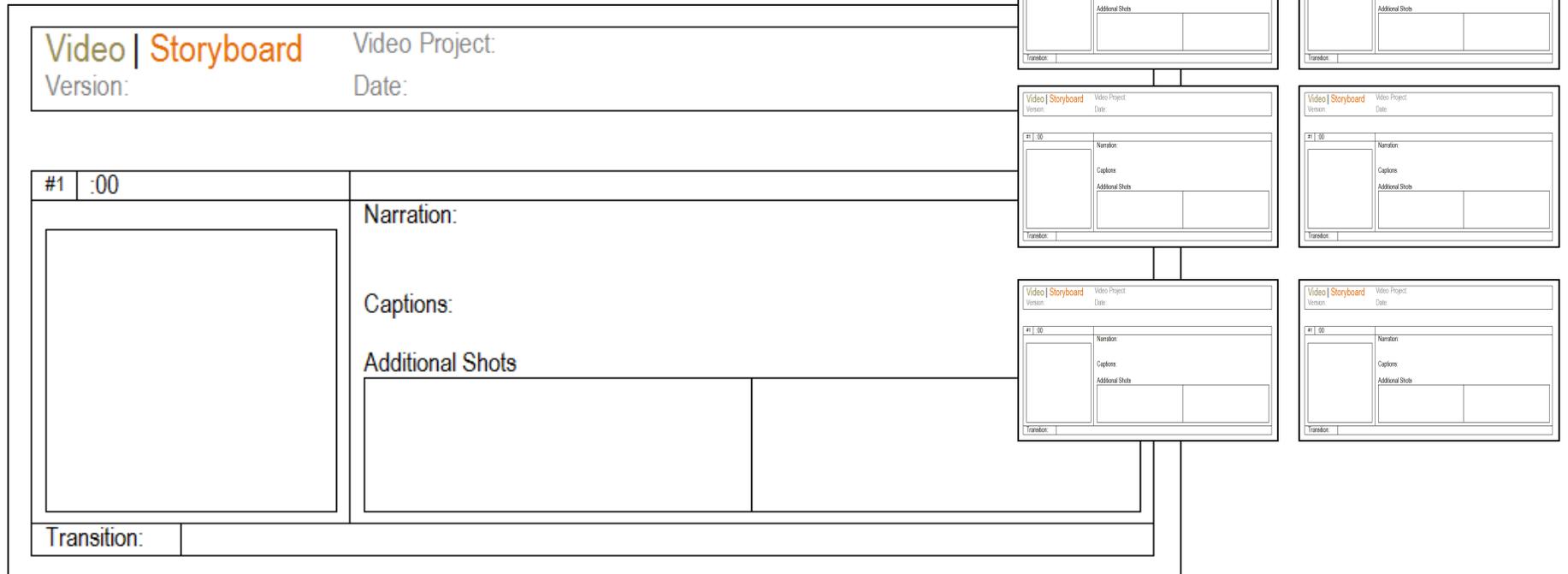
Step 2: Planning

- Develop the video's message
- Create a list of shots
- Create scenes , audio and video
- Create a script (and time it)
- Develop a promotion plan

PLANNING



Step 2: Story Board



Step 2: Create a Checklist

In collaboration with a story board, you will need to have a checklist created before you start to record.

- A script or outline of talking points
- A shot list including “B” Roll Footage
- A list of graphics or captions to be used
- A location that is clean, quiet, and has a neutral background.
- Talent should Familiarize Talking Points



Step 3: Video Recording

- **Use Good Quality Camera/Phone**
- **Lighting** / Natural or Enhanced
- **Audio** / External Mic - Acoustics
- **Stabilization** / Tripod, Gimble, Lean Against
- **Compose Your Shot** / Rule of Thirds – Background - Movement
- **Checklist** / Storyboard, Shot List, Script/Notes



Step 3: Recording Tips

- **Record A Few Seconds Longer** (It Helps in Editing)
- **Test your Recording & Take a 2nd Take**
- **Check Your Viewfinder** (Everything in Frame – Background Distractions)
- **Pan, Tilt or Zoom More Than The Shot Required**
- **Lights to Your Back / Don't Aim Into Bright Lights**
- **Equipment Ready** (Extra Batteries, Charged, Extension Cords)



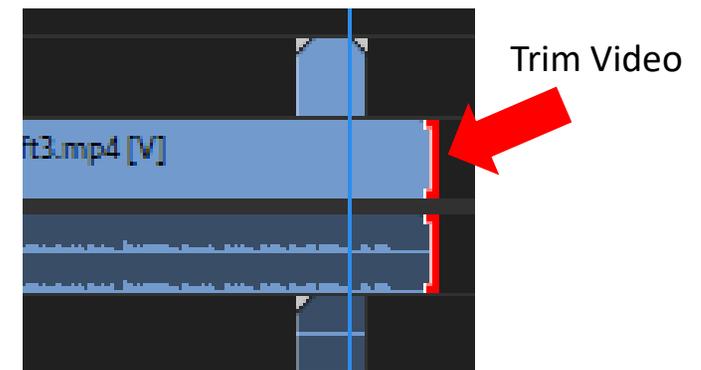
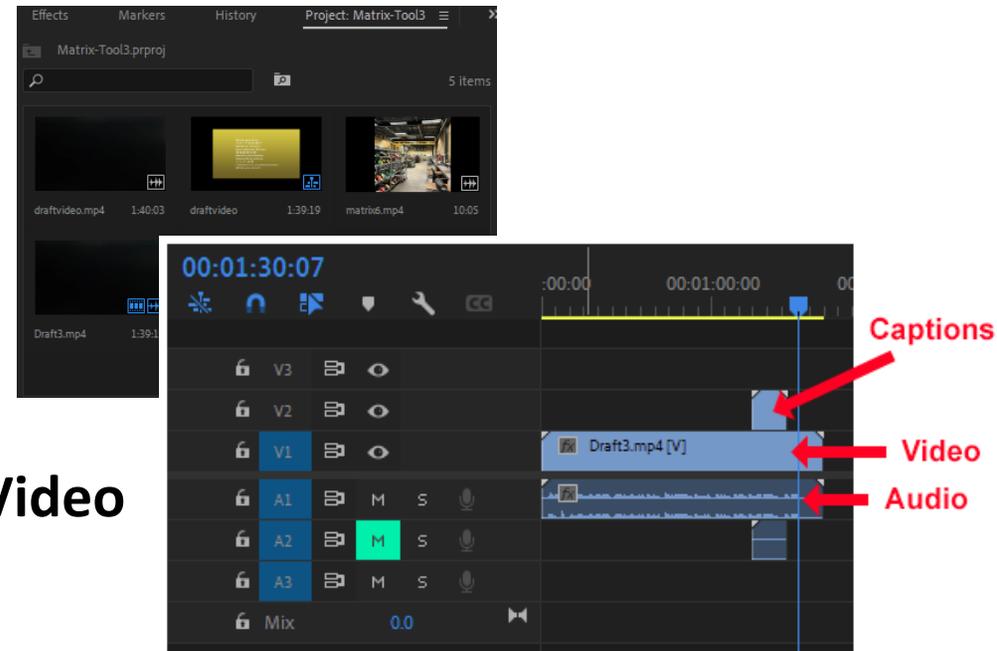
Horizontal or Vertical

- **Where is your audience?**
Instagram or desktop
- **Mobile tend to choose vertical**
- **What is your subject matter and orientation**
- **Stick with One**



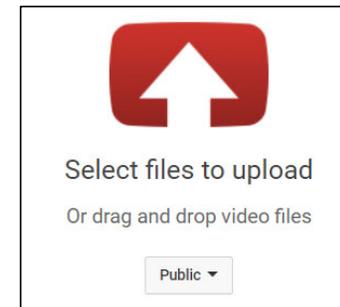
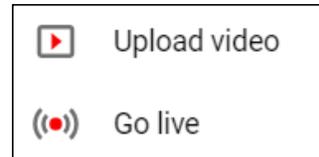
Step 3: Editing

- Create Project
- Put All Assets into Project Folder
- Add Music Bed / Voice Over First Then Video
- Insert Longer Video Clip & Edit Ends
- Add in Captions, Graphics, Intro, End Screens
- Test – Save – Export File (Name file the target keyword)



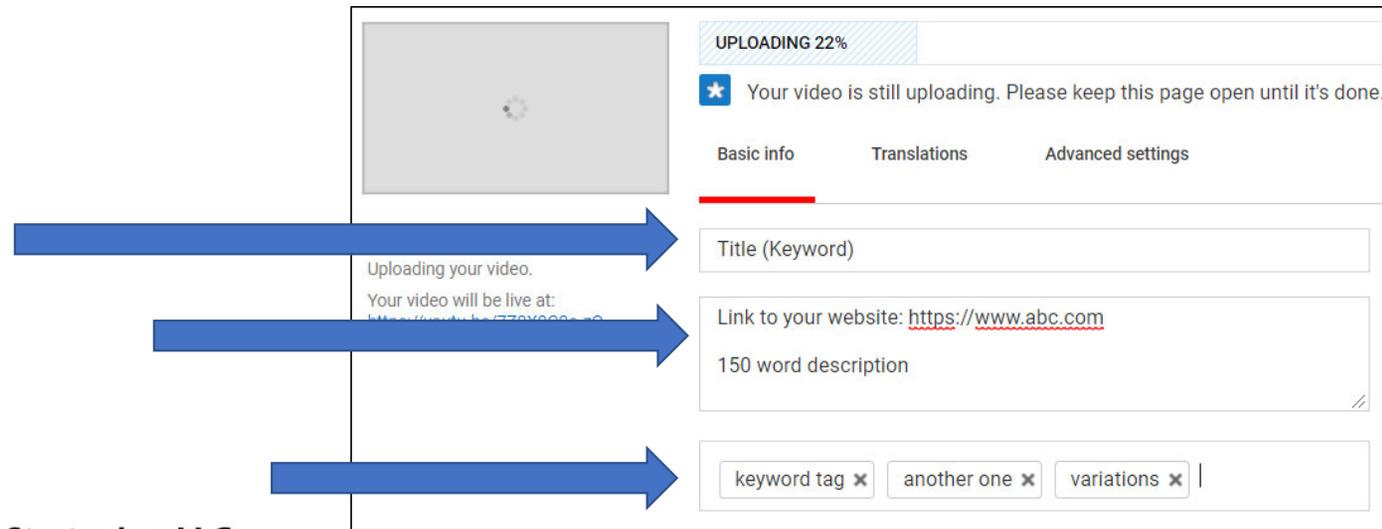
Uploading a Video

YouTube > Click Upload



Click the select file button and choose setting:

Public – Private – Unlisted - Scheduled

A screenshot of the YouTube video upload progress page. The page shows a progress bar at 22% and a message: 'Your video is still uploading. Please keep this page open until it's done.' Below this are three tabs: 'Basic info', 'Translations', and 'Advanced settings'. The 'Basic info' tab is active and contains a 'Title (Keyword)' field, a 'Link to your website: https://www.abc.com' field, a '150 word description' field, and a 'Tags' section with three tags: 'keyword tag', 'another one', and 'variations'. Three blue arrows point from the left towards the video thumbnail area, the 'Basic info' tab, and the 'Tags' section.

YouTube Studio

 Dashboard

 Content

 Playlists

 Analytics

 Comments

 Subtitles

 Copyright

 Monetization

 Customization

 Audio library

Dashboard: Overview of All Sections

Content: Displays all videos with additional options to work

Playlists: Shows Existing Playlists and Allows You to Create New Ones

Analytics: View How Your Videos Perform and Audience Retention.

Comments: View Comments and Mentions Across Your Channel.

Subtitles: Where You Go to Submit Subtitles.

Copyright: Any Challenges to Your Content (Images and Music Mostly).



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Optimizing a YouTube Video

Just like optimizing a webpage, there are several specific things you can do to optimize a video.

SEO Text & Tag Optimization

- Keyword Optimized Title
- Detailed Description Tag
- Video Tags (like the old keyword tags)
- Category Selection
- Completing the Details in Profile

Technical Optimization

- Rename Video File with Keyword Phrase
- Add Subtitles with an “SRT” File
- Viewer Retention – Good Video = Longer Retention
- Engagement = View/Saved/Likes/Subscriptions
- Posted Comments Improve Ranking
- Create Play Lists
- Get Shares from: Facebook Likes, Reddit Upvotes & Twitter Mentions



Optimizing For YouTube

The screenshot shows the YouTube video upload interface. On the left is a navigation menu with icons for Details, Analytics, Editor, Comments, Subtitles, and Copyright. The main area is titled 'Video details' and contains several sections:

- Title (required):** A text input field containing 'Next Generation Filtration System - H2 Installation (TEST)'. A red arrow points to this field.
- Description:** A text input field containing 'Test Video'. A red arrow points to this field.
- Add Chapters:** A section with an 'ADD CHAPTERS' button and a sub-header 'Add Chapters to your videos to make it easier for your audience to navigate to and rewatch specific parts.'
- Thumbnail:** A section with the instruction 'Select or upload a picture that shows what's in your video. A good thumbnail stands out and draws viewers' attention.' Below this are four thumbnail options. The third option, which shows a person in a blue shirt holding a blue hose, is selected. A red arrow points to this thumbnail.
- Visibility:** A dropdown menu set to 'Public'. A red arrow points to this dropdown.
- Restrictions:** A dropdown menu set to 'None'.
- Subtitles:** A button labeled 'Subtitles' with a pencil icon. A red arrow points to this button.

At the top right of the main area, there are buttons for 'UNDO CHANGES', 'SAVE', and a three-dot menu. A video player preview is visible on the right side of the main area, showing a video of a person in a blue shirt holding a blue hose.

Complete All Details

Title: Keyword Specific

Description: Long detailed description of the video include target keywords and link to web page using <https://www.abc.com>

Select or Create Thumbnail: Choose a thumbnail to represent the video. Best to create a unique one.

Visibility: Set to public for optimization. Only set unlisted or private if you don't want anyone to see the video.

Subtitles: Upload a subtitle file and all the audio can be indexed by YouTube and Google.



Optimization For YouTube

Complete All Details

Add to Playlist: Create & Name Playlist

Made for Kids: Designate if video is made for kids.

Paid Endorsement: Disclose if you received compensation or money to promote a product or brand.

End Screens: Captions to link to other videos or to subscribe.

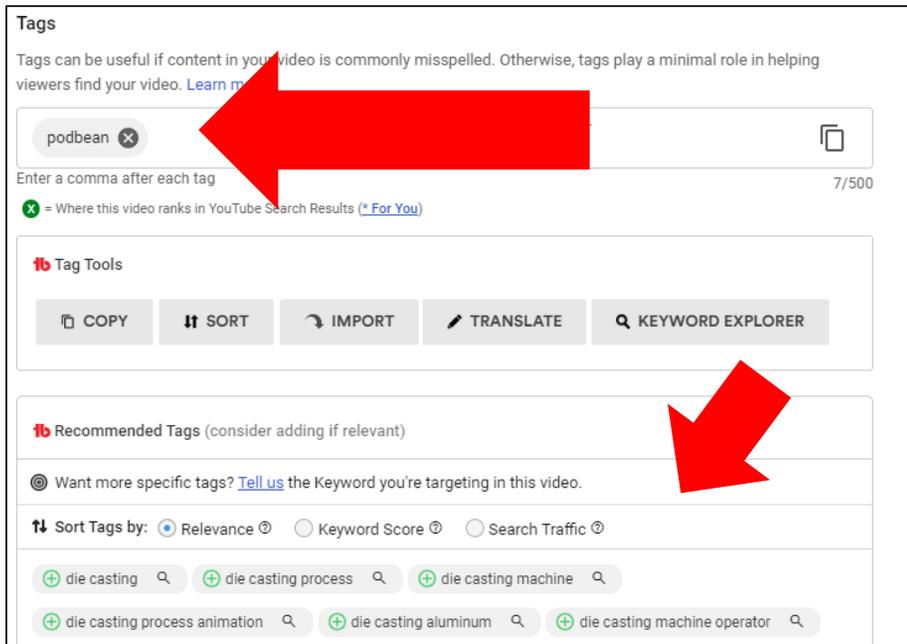
Info Cards: allows you to link to a YouTube channel for your viewers to engage with..

The screenshot shows the YouTube video optimization interface. On the left, a sidebar contains navigation options: Details (selected), Analytics, Editor, Comments, Subtitles, and Copyright. The main content area is divided into several sections:

- Playlists:** A dropdown menu labeled "Select" with a red arrow pointing to it.
- Audience:** A section titled "This video is set to not made for kids" with a "Set by you" button. Below it, there are two radio buttons: "Yes, it's made for kids" and "No, it's not made for kids" (selected), with a red arrow pointing to the second option. There is also an "Age restriction (advanced)" dropdown.
- Paid promotion:** A section with a checkbox labeled "My video contains paid promotion like a product placement, sponsorship, or endorsement" and a red arrow pointing to it.
- End screen and Cards:** On the right side, there are two buttons: "End screen" and "Cards", both with red arrows pointing to them.
- Best Practices:** A section at the bottom right showing "2 of 9 Best Practices Complete" with a "show completed" link.



Optimization For YouTube



Tags

Tags can be useful if content in your video is commonly misspelled. Otherwise, tags play a minimal role in helping viewers find your video. [Learn more](#)

podbean 7/500

Enter a comma after each tag

📌 - Where this video ranks in YouTube Search Results ([* For You](#))

Tag Tools

Recommended Tags (consider adding if relevant)

🔍 Want more specific tags? [Tell us](#) the Keyword you're targeting in this video.

Sort Tags by: Relevance Keyword Score Search Traffic

Language and captions certification

Select your video's language and, if needed, a caption certification

Video language Select	Caption certification ? None
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Recording date and location

Add when and where your video was recorded. Viewers can search for videos by location.

Recording date None	Video location None
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Complete All Details

Tags: Limited to 500 Characters, you need to select keywords and keyword phrases that support the keyword of the video.

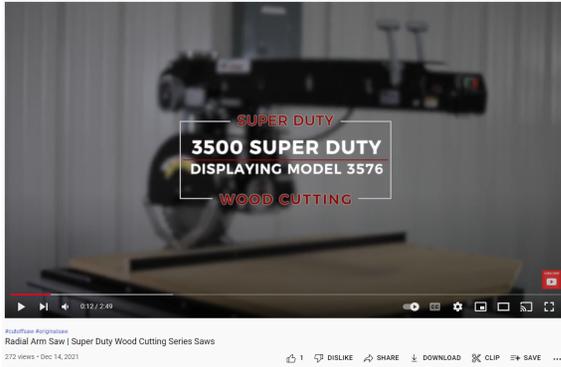
Language Cert: Designate the language of the video.

Caption Cert: Disclose if the video was on broadcast TV and has closed captioning.

Recording Date: Date the video was made.

Video Location: Helps with local search results.

Tube Buddy Optimizer



Videolytics Compare Tools

SUMMARY

272 Total Views | 0 Comments | 1 Likes

SEO

7/20 Creator Suggested | 4 Ranked Tags | 15 SEO Score

SOCIAL

0 Likes | 0 Upvotes | Mentions

CHANNEL

39.8K Views | 191 Subscribers | 31 Videos

BEST PRACTICES

- ✓ High Res. Thumbnail
- ✗ Comment Pinned
- ✗ Comment Hearted
- ✓ Info Cards Added
- ✗ Liked on Facebook
- ✗ Chapters Added
- ✗ End Screen Added
- ✗ Captions Added

TAGS

radial arm saw | wood cutting radial arm saw (26)

wood cutting saws (18) | super duty radial arm saw (2)

super duty wood cutting saws (1) | original saw

Copy To...

Search Rankings

Selected Search Term: super duty wood cutting saws

Type	Video Tag	Search results
Video Tag	super duty wood cutting saws	1st in search results, with no history
Video Tag	super duty radial arm saw	2nd in search results, with no history
Video Tag	wood cutting saws	18th in search results, with no history
Video Tag	wood cutting radial arm saw	26th in search results, with no history
Video Tag	radial arm saw	Does not show up in search results

Historical chart showing position over time (Oct 04, 2022 to Today).

Keyword Explorer

Keyword: seo video

Overall Score: Poor (6/100)

Score Analysis:

- Search Volume: Good
- Competition (Weighted): Poor
- Optimization Strength: Excellent
- # of Videos in Search Results: 12.5M
- # of Monthly Searches (estimate): 46.7K

Interest over time chart (30 Days, 12 Months).

Related Searches:

- seo video show
- seo video tutorial in bangla
- seo video tutorial for beginners
- seo video tutorial
- seo video course
- seo video content
- seo video transcript
- seo video writing



Analytics For YouTube



Your channel
Neal Rabogliatti

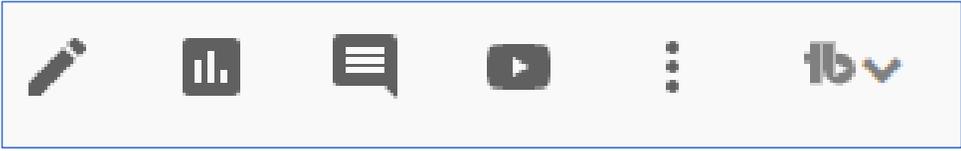
- Dashboard
- Content**
- Playlists
- Analytics
- Comments

Channel content

Videos Live Bulk & Misc Tools ▾

Filter

<input type="checkbox"/>	Video	Visibility	Restrictions	Date ↓	Views	Comments	Likes (vs. dislikes)
<input type="checkbox"/>	 20:33	Public ▾	None	Sep 5, 2022 Published	1	1	-
<input type="checkbox"/>	 23:17	Public	None	Aug 1, 2022 Published	0	0	-
<input type="checkbox"/>	 24:59	Public	None	Jun 26, 2022 Published	6	1	100.0% 1 like

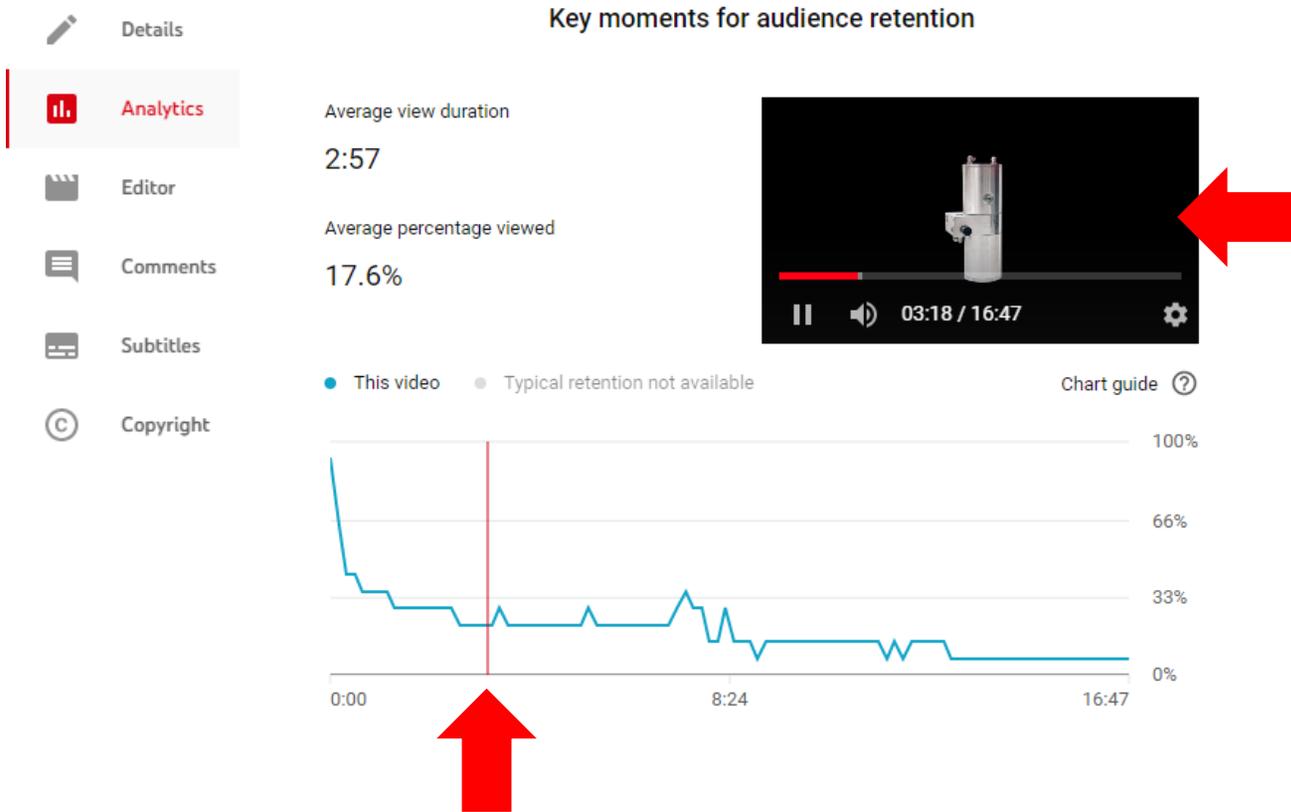


Details Analytics Comments Watch



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Analytics For YouTube



Monitoring User Engagement

This report shows you in real time how many people are watching your video and at what point viewers drop off.

Spikes in descending lines reflect a user backing up the video to watch again.

The timeline should go evenly across and drop off towards the end of the video.

This video shows 70% of viewers dropped off within 15 sec of starting the video.



Optimization Your Channel

The screenshot shows the YouTube channel page for Neal Rabogliatti, who has 4 subscribers. The channel name is prominently displayed at the top, along with two buttons: 'CUSTOMIZE CHANNEL' and 'MANAGE VIDEOS'. Below the name, there are navigation tabs for HOME, VIDEOS, PLAYLISTS, CHANNELS, and ABOUT. The 'VIDEOS' tab is selected, showing a grid of four video uploads. Each video has a thumbnail with the 'SMALL & BUSINESS TALKS' logo and a duration. The first video is 'Monetizing Tax Incremental Financing for Municipalities...' (20:33), the second is 'Converting Castings to Machined Parts: A...' (23:17), the third is 'What Advantages Does Zinc Die Casting Offer Businesse...' (24:59), and the fourth is 'What do Contract Metal Fabricators Do?' (32:16). The channel page also features a search bar at the top and a profile picture of Neal Rabogliatti.

Customize Channel: Name and Description Options

Manage Videos: Shows You All Your Videos With Optional Details.



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Customize Channel

Channel customization

Layout Branding Basic info VIEW CHANNEL CANCEL

Video spotlight

Add a video to the top of your channel homepage

- Channel trailer for people who haven't subscribed**
Share a preview of your channel shown with people who haven't subscribed yet. [Learn more](#) ADD
- Featured video for returning subscribers**
Highlight a video for your subscribers to watch. This video won't be shown again at the top of your page for subscribers who have watched it. [Learn more](#) ADD

Featured sections

Customize the layout of your channel homepage with up to 12 sections. [Learn more](#) + ADD SECTION

- Short videos (0)**
This section will appear after a short video has been uploaded

Channel customization

Layout Branding Basic info

Picture

Your profile picture will appear where your channel is presented on YouTube, like next to your videos and comments

It's recommended to use a picture that's at least 98 x 98 pixels and 4MB or less. Use a PNG or GIF (no animations) file. Make sure your picture follows the YouTube Community Guidelines. [Learn more](#)

CHANGE REMOVE

Banner image

This image will appear across the top of your channel

For the best results on all devices, use an image that's at least 2048 x 1152 pixels and 6MB or less. [Learn more](#)

UPLOAD

Video watermark

The watermark will appear on your videos in the right-hand corner of the video player

An image that's 150 x 150 pixels is recommended. Use a PNG, GIF (no animations), BMP, or JPEG file that's less than 4MB. [Learn more](#)

UPLOAD

Channel customization

Layout Branding Basic info VIEW CHANNEL CANCEL PUBLISH

Channel name and description

Neal Rabogliatti ✎

Description
Tell viewers about your channel. Your description will appear in the About section of your channel and search results, among other places.

+ ADD LANGUAGE

Channel URL

This is the standard web address for your channel. It includes your unique channel ID, which is the numbers and letters at the end of the URL. [Learn more](#)

Links

Add links to sites you want to share with your viewers

+ ADD LINK

Contact info

Let people know how to contact you with business inquiries. The email address you enter may appear in the About section of your channel and be visible to viewers.



Customize Channel

The screenshot displays the YouTube channel settings interface. On the left, a sidebar lists various settings categories: General, Channel (highlighted), Upload defaults, Permissions, Community, Creator demographics, and Agreements. The main content area is titled 'Settings' and has three tabs: 'Basic info' (selected), 'Advanced settings', and 'Feature eligibility'. Under the 'Basic info' tab, there is a 'Country of residence' dropdown menu with 'Select' as the current option. Below this is a text input field for 'Keywords' with the placeholder 'Add keywords' and a note to 'Enter comma-separated values'. At the bottom right of the settings window, there are 'CLOSE' and 'SAVE' buttons.

Click on The Setting Tab On Left Side

Setting Window Opens:

Choose Country of Residence

Add Keywords to Channel



Thank you!



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