



VIDEO MARKETING

MARKETING WITH VIDEO

Marketing with video leverages the near-magical engagement powers of video to deliver your message. And what a messenger it is! Video is a content marketing triple-threat, proven to get more attention, better interaction, and greater results than other content types on all the major marketing channels.

The process for marketing with video works like any other kind of content marketing, just using videos as the content. You start by creating videos about your company, products, and services (get a big list of video content ideas here). Then you distribute your videos out through your content marketing channels.

POPULAR TACTICS

- Upload videos to Vimeo or another hosting platform that gives you control over titles, CTAs, and what plays next
- Embed videos on your website home page, blog posts, and key content, conversion, and landing pages
- Add videos to your ecommerce store's product listings and category pages
- Upload your videos to your company's YouTube channel for broader reach and better SEO
- Optimize your hosted & embedded videos for search with schema tags, settings, keywords, and text transcripts
- Put videos on your social media pages and other profiles, such as your Google My Business and Yelp listings
- Share videos as social media posts
- Add videos to your social media Stories
- Send videos to your email subscribers using thumbnail images and links
- Use video ads in your digital and social media advertising campaigns
- Link to videos in your digital sales collateral and support resources

GET STARTED!

Blayzer Digital Marketing Group offers complete video marketing and production services for all types of businesses with all types of customers. Consultations are on the house.

314.446.3393

sales@blayzer.com

<https://www.blayzer.com>



WHY BLAYZER?

- 🔥 We are an established agency with over 20 years of experience helping many types of companies with many types of customers succeed online.
- 🔥 Our sister company and video production partner, Phat Buddha Productions also has over 20 years in the business of recording and producing audio, video, events, and media for a wide range of business and entertainment clients.
- 🔥 Together we will guide you through the entire process of planning, scripting, designing, filming, animating, editing, publishing, leveraging and marketing your video content. That's right, we do it all so you can stay focused on serving your customers and growing your business.
- 🔥 As a full-service agency we are capable of supporting your business with related services like strategic planning, web design and development, search engine optimization, digital marketing and social media programs where needed.



THE VALUE OF VIDEO

Video integrates well with all elements of your business and marketing strategy to drive greater results and revenue:

- WEBSITES
- ECOMMERCE
- SOCIAL MEDIA
- SEARCH ENGINE OPTIMIZATION
- SEARCH ENGINE MARKETING
- EMAIL MARKETING
- CONTENT MARKETING
- EVENT MARKETING
- SALES
- PUBLIC RELATIONS
- SERVICE & SUPPORT
- TRAINING
- HUMAN RESOURCES