



Video Marketing For Dummies

Kevin Daum, Bettina Hein, Matt Scott, Andreas Goeldi

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Video Marketing For Dummies Kevin Daum, Bettina Hein, Matt Scott, Andreas Goeldi **Savvy advice for adding video to your marketing plan**

Video marketing is rapidly gaining popularity in online marketing and this fun-but-practical guide presents you with all aspects of video marketing from planning to production to distribution. You'll learn how to create a video strategy, produce an effective video, put it online, and get your video to the right consumers so you can help your business succeed. The author team has vast experience in video creation and marketing and explores ten video campaigns so you can learn from their successes and challenges.

- Offers an overview of the video marketing process, how to build it into an existing marketing plan, and create a video outline
- Covers the necessary steps for creating the video, from scripting to shooting to editing
- Walks you through the process of sharing video on a company site, social site, or other hosts and then draw the right audience
- Details the new frontiers of video marketing including mobile video and measuring results

Featuring invaluable advice for creating an effective video marketing campaign, *Video Marketing For Dummies* is essential reading on this marketing trend.

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