

# Video Marketing

## Properly Capture Projects for Company Branding

- Video is the only way to capture passion and your Unique Value Proposition
- Intangibles are critical when prospects compare you to the competition. Video allows that to happen
- Ensure to be excited
- Hire a professional if possible
- How to get your customers to participate?
  - Ask during the sales cycle
  - Reduce intimidation by telling them to speak freely – about anything
  - Ensure to have movement and the right music vibe
  - Coordinate in advance before the project gets lived in
- Capture the passion of your best projects!
  - This is strategic use of content
  - Refrain from using video until all other assets are organized
  - YouTube and Facebook are preferred, avoid TikTok
  - Reminder to hire a professional, coordinate in advance to capture excitement of the job.
  - Correctly use the Video, most common mistake
    - Webpage Address requires strategy
    - Title Tag for web page supports the SEO (Search Engine Optimization) strategy
    - All images on the new page first need to have files renamed
    - Alt Tags for images on new webpage support the SEO strategy
    - Create the spec (or design) of the new page for the programmers
    - Load Video to YouTube
    - Embed Video onto new webpage

Video Marketing is a massive competitive advantage. But it does not just work on its own. You want to incorporate it as an extension of all website, social media and other strategies. To learn more about Marketing to Attract Ideal Clients, please visit [www.MyOnlineToolbox.com](http://www.MyOnlineToolbox.com). Say that you saw us at the KBIS Voices of the Industry. We can change your perception of branding and lead generation for years to come. Thanks for taking our class!



### Company Videos Referenced During the Presentation

Vintage Window Restoration:

The About Us, Unique Value Proposition

Mast Builders Inc:

The About Our Work Truck, Taking Pride

Elite Kitchen & Bath:

Customer Reviews Page, videos ready for new website launch

Castile Kitchen Bath:

Capture the Passion of Best Projects, strategic implementation

Razzano Homes & Remodelers:

Showroom Marketing

TN Miller Remodel & Custom Homes:

Design Build Marketing