

Video Marketing Simplified

Video Marketing Simplified

Video Marketing Simplified

Legal Notice:- This digital eBook is for informational purposes only. While every attempt has been made to verify the information provided in this report, neither the author, publisher nor the marketer assume any responsibility for errors or omissions. Any slights of people or organizations are unintentional and the development of this eBook is bona fide. The producer and marketer have no intention whatsoever to convey any idea affecting the reputation of any person or business enterprise. The trademarks, screen-shots, website links, products and services mentioned in this eBook are copyrighted by their respective owners. This eBook has been distributed with the understanding that we are not engaged in rendering technical, legal, medical, accounting or other professional advice. We do not give any kind of guarantee about the accuracy of information provided. In no event will the author and/or marketer be liable for any direct, indirect, incidental, consequential or other loss or damage arising out of the use of the information in this document by any person, regardless of whether or not informed of the possibility of damages in advance. Thank you for your attention to this message.

Video Marketing Simplified

Table of Contents

[Introduction](#)

<u>Chapter 1 – People Are Visual</u>	4
<u>Chapter 2 – Who Uses Videos To Promote Business?</u>	8
<u>Chapter 3 – Is Video Advertising Expensive?</u>	10
<u>Chapter 4 – What About Video Promotion?</u>	14
<u>Chapter 5 – How Do I Begin?</u>	17
<u>Chapter 6 – What About Video Content?</u>	20
<u>Chapter 7 – How Effective Is Video Advertising - Ask Henry</u>	23
<u>Chapter 8 – What Other Visual Methods Can I Use?</u>	26
<u>Chapter 9 – Some Video Marketing Tips</u>	28
<u>Chapter 10 – Move Into The Future</u>	31

Video Marketing Simplified

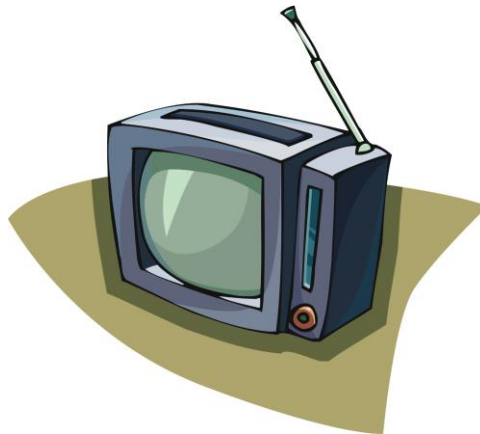
Introduction

Prior to television, commercials used to be aired on the radio. Before radio, businesses used to advertise their wares in a variety of different ways, mostly through print media. Even before print media, metal signs depicting the nature of the product were produced. For as long as there have been people in business, they have sought different ways to advertise their business. The purpose was to get more sales leads and generate more revenue for the business. Things have not changed. Although advertising has come a long way, the nature of the reason for advertising has not changed since the days of the metal signs.

Radio commercials used to often feature jingles. The purpose of these jingles were to make the listener remember the product. Remember that people could not visualize the product back then, so they identified with the jingle. Commercial jingles were so popular, they were also later used in television advertising, although they seem to have lost their appeal.

Early radio advertisers were the sponsors of the radio program. They were short and sweet and people were forced to listen because they didn't want to miss the next installment of their favorite radio show. Plus, back in those days, there was no remote control.

When television came out in the late 1940s, advertisers quickly saw this as a good media to sell their product. They began sponsoring certain television shows. They often found ways to not only sponsor by their frequent commercials, but also within the program itself. One example of this is the old "I Love Lucy" television program, probably one of the most popular sitcoms of all times. It was sponsored by Phillip Morris. Lucille Ball and Desi Arnaz had stipulations in their contract that they had to often be seen smoking during the program. This is why Ricky was often seen coming out of his child's bedroom with a cigarette hanging out of his mouth.



In return for their sponsorship, the program aired. People were treated to all sorts of commercials in black and white that would seem very amateurish to people today.

Video Marketing Simplified

You have just read the first pages of this ebook.

The full product includes the complete PDF, the editable source file, cover graphics and a private label rights licence. Edit it, put your name on it and sell it as your own.

Get it for £2.23

[https://plrshop.shop/internet-marketing-general/
131-video-marketing-simplified.html](https://plrshop.shop/internet-marketing-general/131-video-marketing-simplified.html)