

# WORDPRESS VIDEO MARKETING

By Kim Doyal, The WordPress Chick

**EXPOSED**



[www.thewpchick.com](http://www.thewpchick.com)



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# Before we get into WordPress and Video Marketing...

You may be wondering how this all came about?

My name is Kim Doyal, aka, The WordPress Chick!

Before I get into *HOW* I got into WordPress.....I want to share a little bit about me and my journey here. Before getting into internet marketing and the fabulous world of WordPress (I'm so objective, huh?)...I had a career in retail management (not something I ever planned on..sort of 'fell' into it..I mean really...does anyone CHOOSE to work nights, weekends and holidays?.....anywho.....).

While it wasn't the ideal situation, I enjoyed the company I worked for and the people I worked with. Then all of that changed in a moment's notice with one single phone call.

My husband had died in a car accident.... he was only 32 (this was in 2003). I remember thinking this was the type of thing that only happens to 'other people'. Guess again.

Our kids were 6 and 2 at the time.

I continued working full time for a couple of years- but realized that I needed to find something else that provided a better quality of life so I could be around more for my kids. I tried real estate (we know how that turned out)- then insurance (WAY too dry)....then discovered the limitless possibilities that the internet provided.....and that I'm much more of a techie geek than I ever could have imagined!



## About me...continued...

I would LOVE to say that as soon as I got started in this it all started rolling in....but no, it was through MUCH trial and error that I discovered my 'niche' would be WordPress.....(which, let me tell you, is a BIG, BROAD niche....not the easiest when doing 'keyword research').

I tried a couple other content management systems.....but kept coming back to WordPress, even as I was building other sites on other platforms!

As soon as I made the decision to switch ALL of my work to WordPress, I knew it was the right decision. I've been doing WordPress customization and training for clients for a couple years now (specializing in StudioPress themes) and it's through working with people all over the world that I got more and more into video.

Each client that wanted to incorporate some type of media into WordPress (audio and or video) would want something different or require a different functionality that I hadn't come across. One would want to embed videos, one would want video with a playlist in their sidebar, another would want a lightbox...you name it, they asked for it!

Which is where WordPress Video Marketing came from! There are SO many different options for adding video to your WordPress site (try searching the plugins on WordPress.org with the term 'video'...you'll be there for a while!).

There are multiple different players, plugins AND video sharing sites...where do you start?



# You start HERE!

So...what is WordPress Video Marketing about?

It's about YOU! You DO NOT have to be Steven Spielberg, have the latest & greatest camera, or the latest version of Camtasia (you don't actually even have to HAVE Camtasia....although I recommend it).

I've been creating tutorial videos on The WordPress Chick for quite a while now....and I figured it was time I shared what I have learned with the EVERYDAY user! You DON'T need to know code, html or be a video wizard to get videos up on your site, get some traffic and MAKE SOME MONEY! I am TOTALLY self-taught with everything I do....if I can do this, so can you!

Hope you enjoy this....  
.....now....ACTION! 😊 (sorry, couldn't resist).

*Kim*

Kim Doyal  
The WordPress Chick



# Table of Contents

Why Video.....	6
What you REALLY need to know.....	7
Video Hosting and Sharing .....	8
It's all about the sharing .....	9
Videos and Traffic .....	10
Video Sitemaps .....	11
Thumbnails, Branding & Links .....	12
Lights, Camera, Action! .....	13
WordPress ROCKS for video! .....	14
Which Plugins to use? .....	15
That's a Wrap! .....	16



# Why Video?

The better question would be, why NOT video?

Without being totally redundant to the video you may have seen about using video marketing, let's just go over some of the basics about video and what it can do for you and your online business!

Let's just take a look at some of the basic facts:

In 2003 52.3 million people viewed online video...in 2009 that number was 168.5 million!!! And the numbers for 2010 are expected to be 176.0 million and 183.0 million in 2011!

YouTube has surpassed Yahoo! As a search engine.

Kids and young adults are not the only people watching online video. The demographics for ALL age groups are pretty close when it comes to who is spending time watching videos online. Keep in mind though which age group has more disposable income.....

The statistic that REALLY blew me away was that 60% of ALL web traffic comes from online video! YIKES! But don't worry.... There's still plenty of time to get into video. It's not going anywhere.



# What you REALLY need to know

## So here's the deal....

You do **NOT** need to be a video ninja...or video boss....(no, that's not a dig at Andy Jenkins....he truly is a video boss and rocks at everything he does. But if you're NOT using video yet or have just gotten started, spending a few thousand dollars on a video marketing course is like trying to complete a triathlon when you haven't exercised in years!)

## What you DO need to know is this:

- ✓ A good knowledge base on your market/product/service (notice I didn't say expert here....if I waited to be an expert at WordPress before I shared what I know I never would have gotten started! You will always know more than *someone*).
- ✓ An outline of what you're going to teach! Many of my WordPress tutorial videos come from having done something the wrong way or simply having found a better way to do something. Then I outline the process and make sure it's put together in a way that the *everyday* user can follow!
- ✓ The basic fundamentals of recording a video, getting it onto your computer, a little editing (again, you don't need to be Steven Spielberg here...), where you'll host it and how you'll get it out there!
- ✓ The BIGGEST block for ANYONE doing video is that they just need to GET STARTED!!!!
- ✓ Don't want to 'star' in your own videos? NOT A PROBLEM! Use Power Point and screen recording software! There are MULTIPLE options here!



# Video Hosting Sharing

This is something that I had to figure out the HARD way.....

But after much trial and error, have found a smooth and easy way to manage all this.

➔ No doubt you've heard that your videos should show up on your site FIRST, right? But what's the best way to do that? You can easily upload your videos through the WordPress Dashboard under Media, but depending on your hosting account, how much space you have and how long your videos are...you may run into some problems here.

➔ The solution? Amazon S3! By hosting your videos on Amazon S3 you not only keep your site lighter (load times, etc.), but it also ensures your videos load easily & quickly. I do however have to mention that signing up for Amazon S3 is super easy....figuring out how to add your videos isn't. Which is why I use a site called EZS3 for my videos (oh...and you can also host your audio, images, pdfs and camtasia recordings on Amazon S3 too!). I just load my videos through my EZS3 account, create the player and grab the code! You can also add a start screen and watermark through your EZS3 account as well. SUPER easy!



# It's all about the Sharing.....

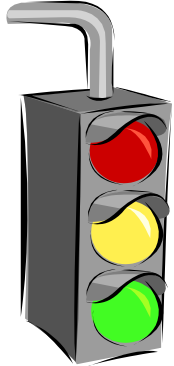
Yes...another piece of the puzzle that isn't a news flash... but how many people do you know that *KNOW* they should be doing something but never get around to it? (I'm hardly exempt here...).

When it comes to sharing your videos....just like any other aspect of your online business you need to be doing this in a way that allows you to leverage your time! YouTube, while EXTREMELY important....isn't the only game in town when it comes to sharing your videos.

There are a couple different options to getting your videos out on the web...to multiple sites at once! And the best part about these sites/services are that you can start with a free service and move up to a monthly paid service once you've gotten comfortable with making, editing and producing videos.

Once your video is done- just upload your video ONCE to these sites and have it submitted to MULTIPLE sites! The most difficult part of using these services is the time it takes to set up the multiple accounts...once that's done the rest is a piece of cake! Get a great title, keywords and descriptions and let these sites push your videos out for you!





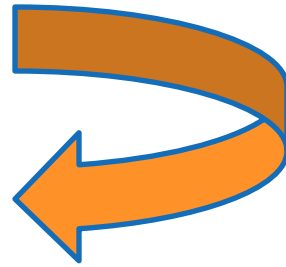
# Videos and **TRAFFIC**

Most people understand that videos can bring a LOT of traffic to their sites....the only thing is that they're not really sure HOW videos bring traffic...or if they're doing it right! By getting your videos out to as many places on the web as you can (while hosting them on YOUR site first)- you are widening your reach of potential visitors and subscribers. The trick though is making sure you've optimized your videos both on your site and when uploading them to various video sharing websites.

But traffic from video isn't just about sharing your videos on YouTube and your own site- you want to make sure that your content is compelling (I know- a little obvious, huh?), you're optimizing your videos using best practices (this goes beyond simply relying on titles, descriptions and tags) and that you're engaging in your community (did you know you can reply to videos on YouTube with a video of your own?).



# Video Sitemaps



This may be something that you're asking.....

“huh?” What is a video sitemap and how do I create one? Do I need to submit it separately?

Well, according to Matt Cutts (principal engineer and head of Google's web spam team)-

“...Video sitemaps are something that we're probably going to look at a little more closely. If you tell us where your videos are, we will try to index them a little bit harder,” Cutts said. “For example, if you think about things like Google TV, coming out in the fall, it's in everybody's interest that all the videos that are on the web be able to be very discoverable and very searchable. If you produce videos and you haven't done a video site map, that is something that I would definitely recommend.”

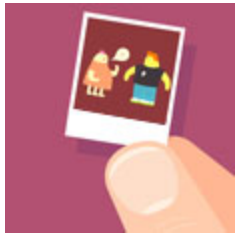
SO...needless to say, yes, you DO need to create video sitemaps! There are a couple of ways to do this manually (and then submit through Google's Webmaster Tools) but there are also plugins you can use to create these easily and have your video sitemaps submitted automatically!

Not only do you want to submit your video sitemaps but you want to ensure you are having the right thumbnail image show up when your videos come up in the search engines.



# Thumbnails, *Branding* & Links

Unfortunately, this is something that I started doing a little late and am now going back to previously recorded videos to add these in!



**Thumbnails:** The thumbnail for your video is one of the things you DO have a little control over when sharing your videos. It doesn't help much if you have great content and a big black screen just sitting there hoping that your description and tags have drawn the viewer in. Also....you want to make sure your thumbnail represents what the video is about (in other words, don't be misleading just to get more views!).



**Branding:** This is a quick snapshot of my iphone skin. This was better than business card at a couple conferences I attended last year (one of the WordPress coders took a photo of it at Wordcamp SF last year!). Make sure your brand is on your videos – either as a watermark, start screen or both! (also something I'm going back and doing to previously recorded videos!).



**Linking:** Add clickable links to your videos is a little more advanced...but suffice it to say you can still make sure your link is IN your video! (another step I overlooked when I started making videos....just being honest! What can I say?)



# Lights, CAMERA, ACTION!



So this is another area that people get a little hesitant about....do I have the right stuff (aka equipment) to start making videos? And I would probably bet that yes, you do! I've been doing videos for a couple years now...and my PRIMARY source has ALWAYS been using Camtasia (screen recording software). But don't worry....if you're not ready to get into using that or investing in it yet, there are other options... FREE options that will help you do this!

There are a few things you WILL need though....here's my basic , fundamental recommendations when you're getting started with creating videos (you don't need ALL of these).

Power Point (that's actually what I used to create this ebook...pretty cool, huh? I just like this layout!) (Keynote for you mac users...and btw....Camtasia is available for the Mac)

Windows Movie Maker

A video camera (even if you just have a camera that records short video clips!)

A camera (remember- slideshows can be converted to video!)

And MOST important....DESIRE!!!! You have to just accept the fact that you simply need to jump in...don't worry about it being perfect. You'll never get started, you'll never please everyone and you'll be SO glad you did it!





# WordPress **ROCKS FOR VIDEO!**

You may have been wondering WHEN I was going to get to the part about WordPress and video, huh? Obviously being 'The WordPress Chick' I'm hardly objective when it comes to doing anything online with WordPress. It is without a doubt the BEST solution for anyone to get a website /blog up and build a business online!

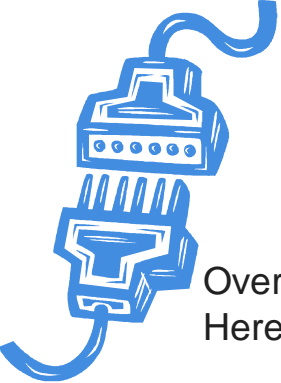
That being said....there are quite a few options when it comes to HOW you incorporate video into your WordPress site!

The first, and probably most obvious is to simply embed videos from video sharing sites. There are TONS of plugins for WordPress when it comes to incorporating video from these sites- but ideally, you should be hosting your OWN videos on YOUR site FIRST! .....Then upload them to video sharing sites and work on the viral side of things.

To add your self-hosted videos to your site you can upload them via your WordPress Dashboard, ftp them to your host, upload them via cpanel (watch the file size when doing this) or...like I mentioned above, my all time favorite, Amazon S3. I do all my uploading via EZS3, choose my skin, add my custom start screen and even ensure my videos ONLY show on my site (if that's what I want with that particular video).

Now...which plugins should you use?





# WHICH **plugins** to use?

Over the last couple of years working with clients I've tested numerous WordPress Video plugins. Here are some of the major plugins:

**Pro Player** (this is one of my favorite...super easy to use- great for self-hosted videos)

**Viper's Video Quicktags** (this is for videos on video sharing sites like YouTube, Vimeo, etc.)

**Video Widget** (kind of obvious- but a good option for videos in your sidebar if you don't want to mess with embed code)

**Lightview Plus-** this is great! This adds a lightbox effect to your videos (from video sharing sites. It currently works with YouTube, Vimeo and Blip.tv). There is a little more to installing this than simply uploading a plugin- but I have a video post about this on my site and you can see how quick it was to install).

**Stream Video Player:** this one is somewhat new to me, but is a pretty robust all-in-one solution.

**TubePress:** this plugin displays video galleries (nice looking ones too!) in your posts, pages, and/or sidebar. You can post from YouTube or Vimeo.

**Post videos and photo galleries:** This one manages EVERYTHING! I'm in the process of testing this one now & will keep you posted (image galleries, slideshows, video, music playlists, podcasts, menu's and more!



# THAT'S A WRAP!



SO....

This may seem like a TON of information....and there's SO much more to learn.  
But....

If I can do it, so can you! The MOST important thing when it comes to video is simply to start doing it! You don't have to worry about being on camera....do screen capture video or power points.

You DON'T need tons of fancy equipment....if you're not sure HOW you can utilize video- start with some of the free services out there (Jing, Animoto, Screencast).

WordPress JUST keeps making it easier and easier to do EVERYTHING you want to do with your site....video is no exception!

In the infamous words of Nike.....JUST DO IT!

