



Video
MARKETING

HALLEE
BRIDGEMAN

Why video marketing?

- Video is not going away.
- Allows you to form an emotional connection with your readers, which makes them more likely to buy your book if they're connected with you
- Your audience will feel like they know you and can trust you
- People love watching videos
- Remember: you're connecting with YOUR readers. If you post videos about how to process a fresh deer kill and you write books marketed to vegans, you're not being smart about your audience

Where should you market videos?

- YOUTUBE
- FACEBOOK VIDEOS
- FACEBOOK LIVE
- INSTAGRAM STORIES
- INSTAGRAM IGTV

YOUTUBE

- The largest video sharing site in the world
- 2ND largest search engine in the world
 - Utilize the tags
 - Ask people to subscribe
- 2 billion users

YOUTUBE

Inside the Youtube dashboard

https://studio.youtube.com/video/rAGTn_z2E_E/edit/basic

YOUTUBE

Let's do a sample video.

- Add the intro
- Upload to Youtube
- Add keywords
- Add end screens

FACEBOOK

- 1.69 billion users
- Videos play automatically
- Optimize for people who don't unmute
- Live videos are watched 3 times more than non-live

Facebook Live

- What if no one shows up?
 - If they're not there for the live, that's okay! The video is still there.
- What if you mess up?
 - Perfection is not your goal.
 - Be yourself
- Practice in front of a camera. Get used to the feel of talking to everyone while talking to no one.
- Create a regular live/video schedule

Facebook live

- Make sure you have a good internet connection
- Videos can be 90 minutes long, but keep them under 10.
 - I've discovered a sweet spot at about 7-8
- Announce you'll be live at least a day in advance, and count down up to it
- Your video will be automatically saved at the end of a live and put on your timeline, but you can choose not to
- If you want to keep your video and upload to YouTube, you have to download it from Facebook

Save a Video from Facebook

Hallee Bridgeman
June 15 at 6:57 AM · 🌐

Hello! Welcome to Monday Morning Coffee and Chat! Today I'm talking about this weekend's Kentucky Christian Writers Conference and the planning of it in the midst of the Covid19 pandemic.

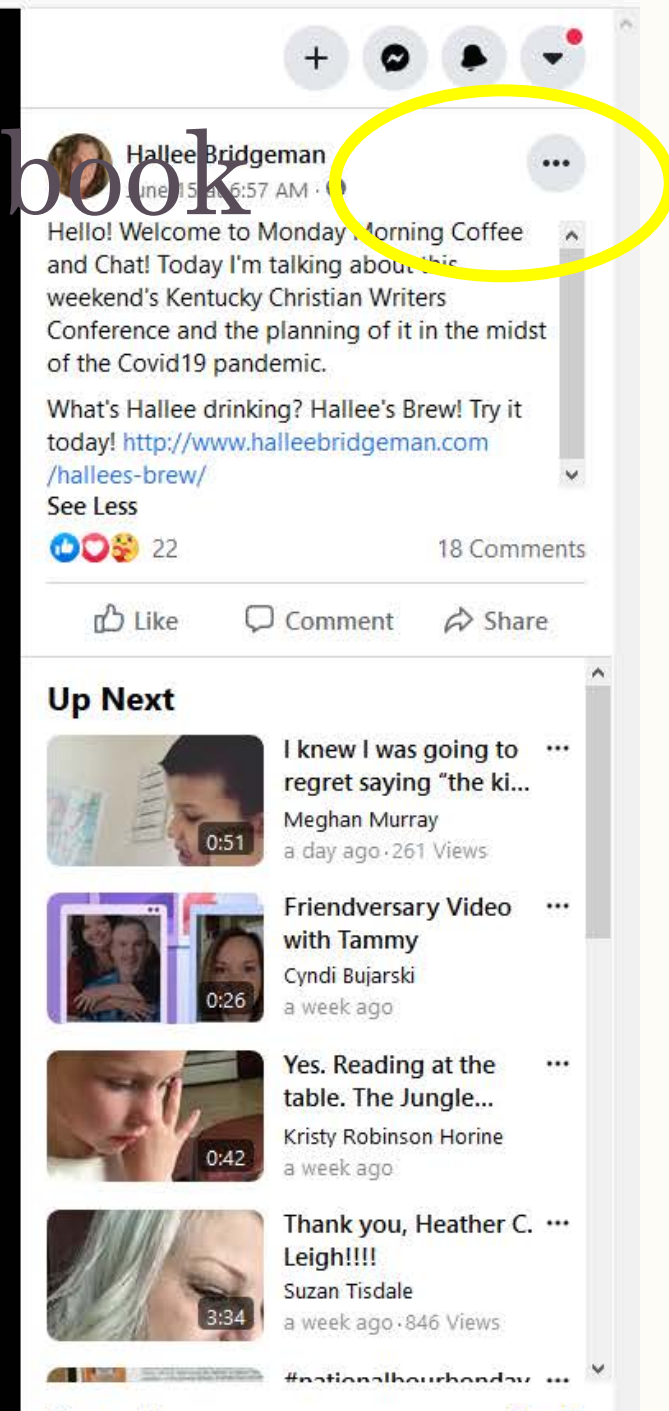
What's Hallee drinking? Hallee's Brew! Try it today!
<http://www.halleebridgeman.com/hallees-brew/>

Monday
Morning
Coffee and
Chat
With Hallee
Bridgeman

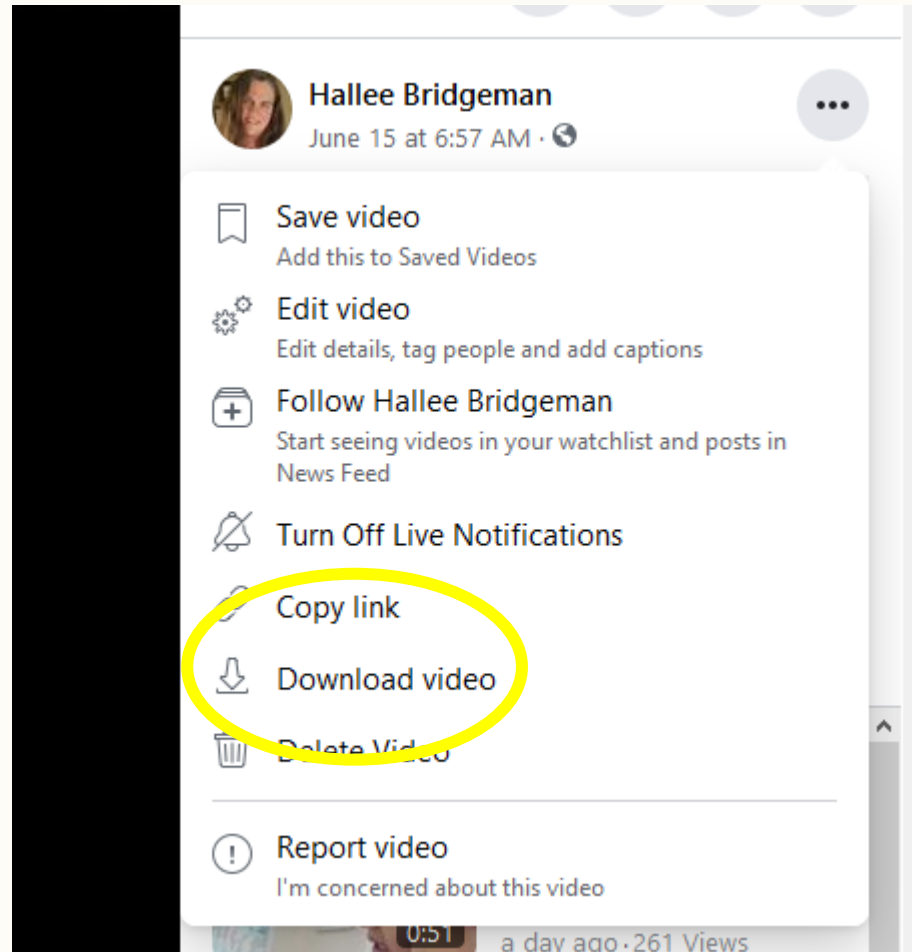
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The image shows a Facebook video player. At the bottom right of the video player, there is a yellow circle highlighting three icons: a download icon (a square with a downward arrow), a share icon (a square with an upward arrow), and a volume icon (a speaker symbol).

Save a Video from Facebook

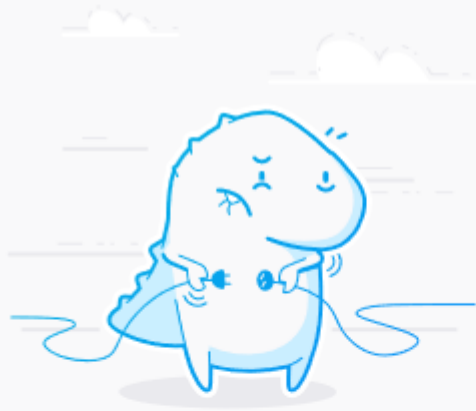


Save a Video from Facebook



The connection has timed out

The server at interncache-ash.fbcdn.net is taking too long to respond.



- The site could be temporarily unavailable or too busy. Try again in a few moments.
- If you are unable to load any pages, check your computer's network connection.
- If your computer or network is protected by a firewall or proxy, make sure that Firefox is permitted to access the Web.

Try Again

Save a Video from Facebook

Here's how I do it.

Programs and Aps to Help

– Be.Live

INSTAGRAM

- Instagram has over 27 million users
- Your Instagram stories can be fed into your Facebook page stories
- When you add a video to Instagram, add it to your stories. That makes them available for 24 hours
- Instagram stories can be less formal and more conversational.
 - Ooh, look at these birds just flying overhead
 - Got my box of books in the mail
 - Here's what my livingroom looks like after 6 teenagers played videogames for 3 hours
 - Whatev

Video Marketing Tips

- Start simple
- Practice
- Make a video plan
- Create a branded intro
- Create branded thumbnails
- Invest in lights
- Invest in microphone

What Do I Talk About?

<https://successfulchristianselfpublishing.com/video-ideas/>

Questions?

