



Video Marketing Works. If You Work It!: Leveraging Youtube Videos to Market Your Business and Generate Real Leads!

By Howard N. Hale, Sarah Weeks

Createspace Independent Pub, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book. Is your online marketing ineffective? Are you tired of spending money on online marketing and having no idea if it's working? Howard Hale will guide you through the process of using video and what it can mean for your business. If you are a business owner or marketing professional and are intrigued by video, then you'll want to read this primer and discover the possibilities for generating real leads through video marketing. You'll discover why it's no longer enough to just have a website. Visitors are trained not to read websites. Instead, we scan web pages looking for trust symbols that we recognize, and seek out faster ways to digest content on a website without wasting our most precious resource: time. Not only does video do a better job of explaining who you are, what you do, and how you do it, it does it much faster than any other form of media. Video can also be used as a standalone marketing tool, without a website or any other form of marketing. If done correctly, it can be created quickly, and...



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