

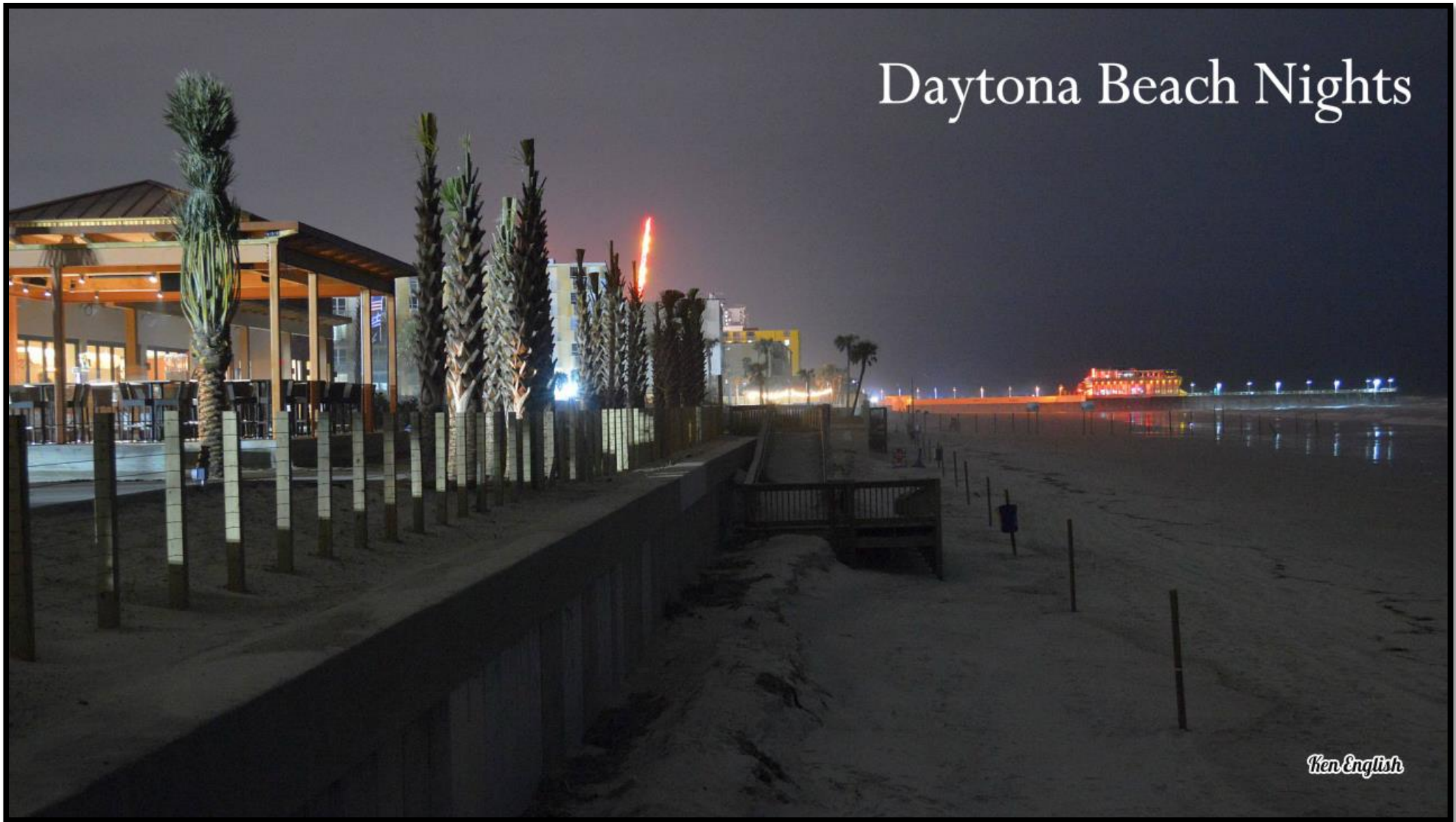
Incorporating Video  
into your  
Online Marketing Plan

Create, Produce & Distribute

It's a matter of commitment

Audio & Video Options

# Daytona Beach Nights



*Ken English*

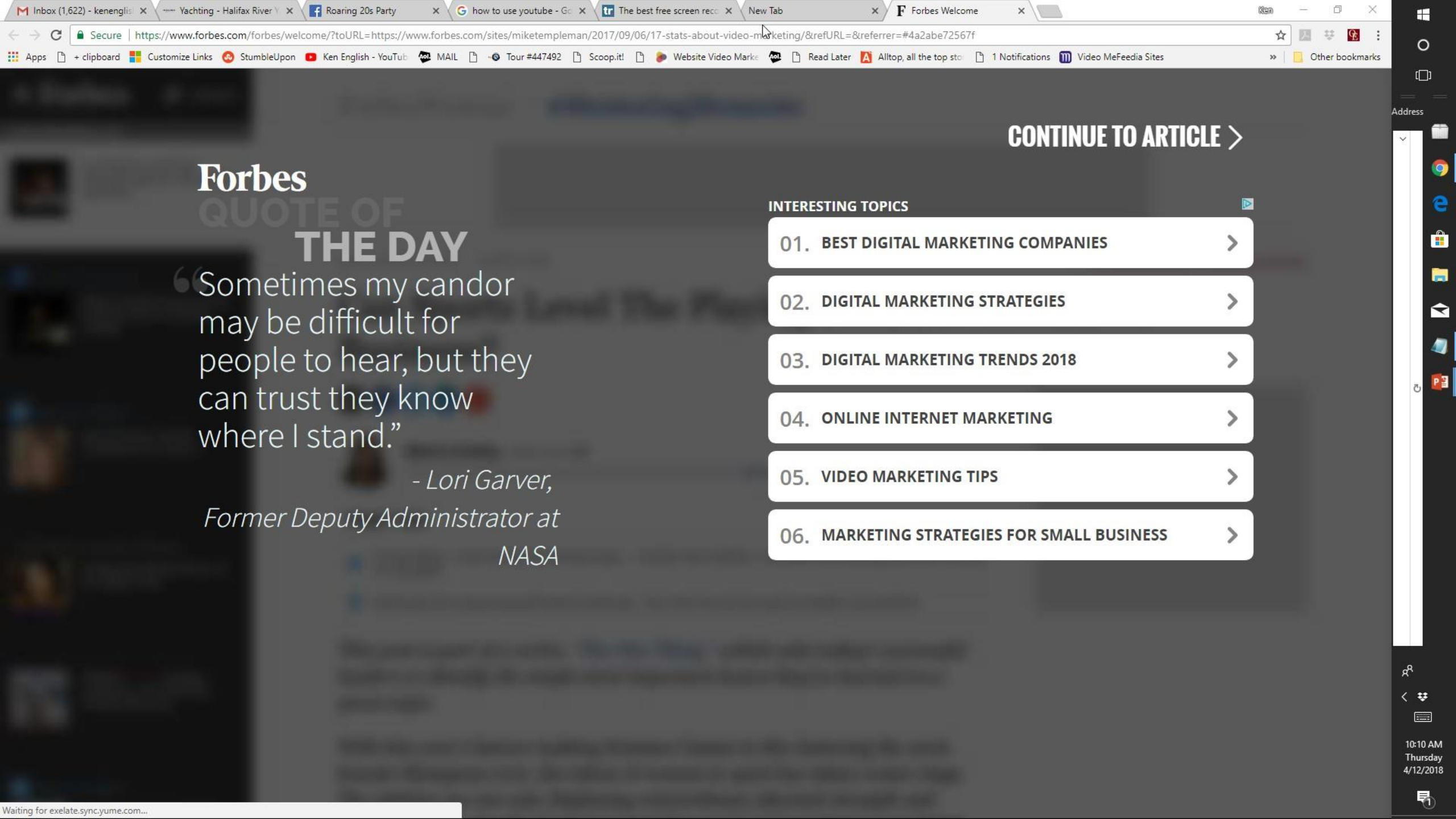
**Where you've been  
is why you're here.**

- Snow Ski Areas
- Hotels
- Cruise Lines
- Travel Agencies
- Magazines
- Associations

Marketing  
& Public  
Relations  
Background

## Why? Statistics and Insight

- State of Video Marketing 2018 – [Hubspot](#)
- State of Video Marketing 2018 - [Optinmonster](#)
- Social Media Examiner – [Facebook Advertising Research](#)
- [Social Media Today](#)
- [Forbes](#)
- [Wordstream](#)
- [Animoto](#) – 2016
- [Animoto](#) – 2017 (infographic)



Forbes

## QUOTE OF THE DAY

“Sometimes my candor may be difficult for people to hear, but they can trust they know where I stand.”

- Lori Garver,

Former Deputy Administrator at  
NASA

CONTINUE TO ARTICLE >

### INTERESTING TOPICS

01. BEST DIGITAL MARKETING COMPANIES >

02. DIGITAL MARKETING STRATEGIES >

03. DIGITAL MARKETING TRENDS 2018 >

04. ONLINE INTERNET MARKETING >

05. VIDEO MARKETING TIPS >

06. MARKETING STRATEGIES FOR SMALL BUSINESS >



The Little Black Book of Billionaire Secrets



*I cover marketing, technology, cryptocurrency, and startups.* **FULL BIO** ✓

Opinions expressed by Forbes Contributors are their own.

Videos have a compelling way of fostering engagement, yielding results like click-throughs, shares, lead generation, and sales. It is indeed one of the best tactics to bring more exposure to your brand while helping you achieve your bottom-line.

But don't take my word for it! I've compiled 17 intriguing statistics that illustrates the power behind video marketing. When you're done, you'll be motivated to bolster your video strategy to create success in your overall digital marketing.

BE PREPARED FOR  
**WHAT'S  
NEXT,**  
AND NEXT,  
AND NEXT AFTER THAT.

MAY 1 APPLICATION DEADLINE

MASTER'S IN  
EMERGING MEDIA

APPLY  
TODAY



**LOYOLA**  
UNIVERSITY MARYLAND

Social Media Examiner – [Facebook Advertising Research](#)





HOME FREE UPDATES SHOWS SOCIETY CONFERENCE EVENTS STARTING ABOUT

## New Facebook Advertising Research for Marketers

By Johnathan Dane  
March 29, 2018

f 453 | t 935 | in | 36 | 198 | 2K SHARES

Is Facebook part of your marketing plan?

Wondering if Facebook ads are still worthwhile?

In this article, you'll **discover stats from recent Facebook advertising research**. You'll also find insights to help you make more informed choices for your advertising campaigns.



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## Social Media Today



Wordstream





[Animoto](#) – 2016

[Animoto](#) – 2017 (infographic)



The State of Social Video

Secure | https://animoto.com/blog/business/state-of-social-video-marketing-infographic/

Apps | + clipboard | Customize Links | StumbleUpon | Ken English - YouTube | MAIL | Tour #447492 | Scoop.it! | Website Video Marke | AOL | Read Later | Alltop, all the top sto | 1 Notifications | Video MeFeedia Sites | Other bookmarks

Jun 6, 2017 / By Megan O'Neill

In an earnings call last year, Facebook CEO Mark Zuckerberg said, "Ten years ago, most of what we shared and consumed online was text. Now it's photos, and soon most of it will be video. **We see a world that is video first with video at the heart of all our apps and services.**" Today, "video-first" has become a reality for consumers and marketers alike.

THE STATE OF SOCIAL VIDEO

MARKETING

IN A

VIDEO-FIRST WORLD

We surveyed 1,000 consumers and 500 marketers to find out how video is making an impact in today's golden age of video. How are consumers watching? And what are marketers doing to reach viewers? Here are some highlights:

• **64% of consumers** say watching a marketing video on Facebook has influenced a purchase decision in the last month.

• **92% of marketers** make videos with assets they already have.

• **81% of marketers** are optimizing their social videos for mobile viewership, including **39%** that are creating square and/or vertical videos.

• **Marketers** feel the most confident about reaching customers with video on Facebook and YouTube. **Consumers** are still viewing on these platforms, but are also starting to expand the platforms where they're watching branded video content. The top three channels they're watching videos from brands are Facebook, Instagram Stories, and Snapchat.

Fuel your sales funnel with Animoto

LEARN HOW

RECENT POSTS

Social Video Bootcamp: Give the New Quote Block a Try

Quotable Quotes to Use in Your Marketing

13 Motivational Quotes That'll Make You Feel Unstoppable

10 Inspirational Quotes for your Real Estate Business

11 Powerful Quotes for Entrepreneurs

Official Partner

Animoto Is Now a Twitter Official Partner!

Staying Top of Mind: Using Video to Build Awareness & Referrals

Sue Bryce on the Importance of Good Energy and How to Achieve It

Understanding Video Resolution

Ready to start marketing with video? Our "Complete Guide to Video Marketing for Beginners" will help you get started.

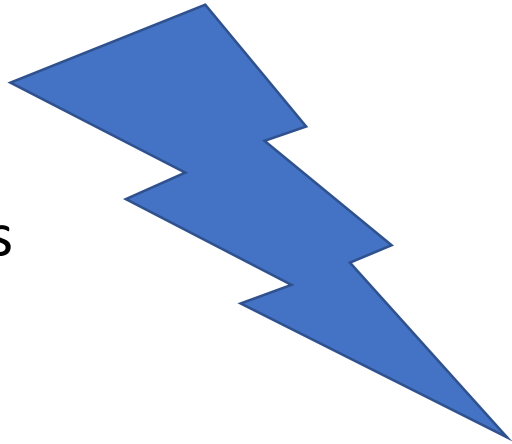
GET THE FREE GUIDE

Waiting for cache...

10:26 AM Thursday 4/12/2018

This is the **starting** point...

- Text
- Graphics
- Pictures
- Video
- Audio



## Content Creation

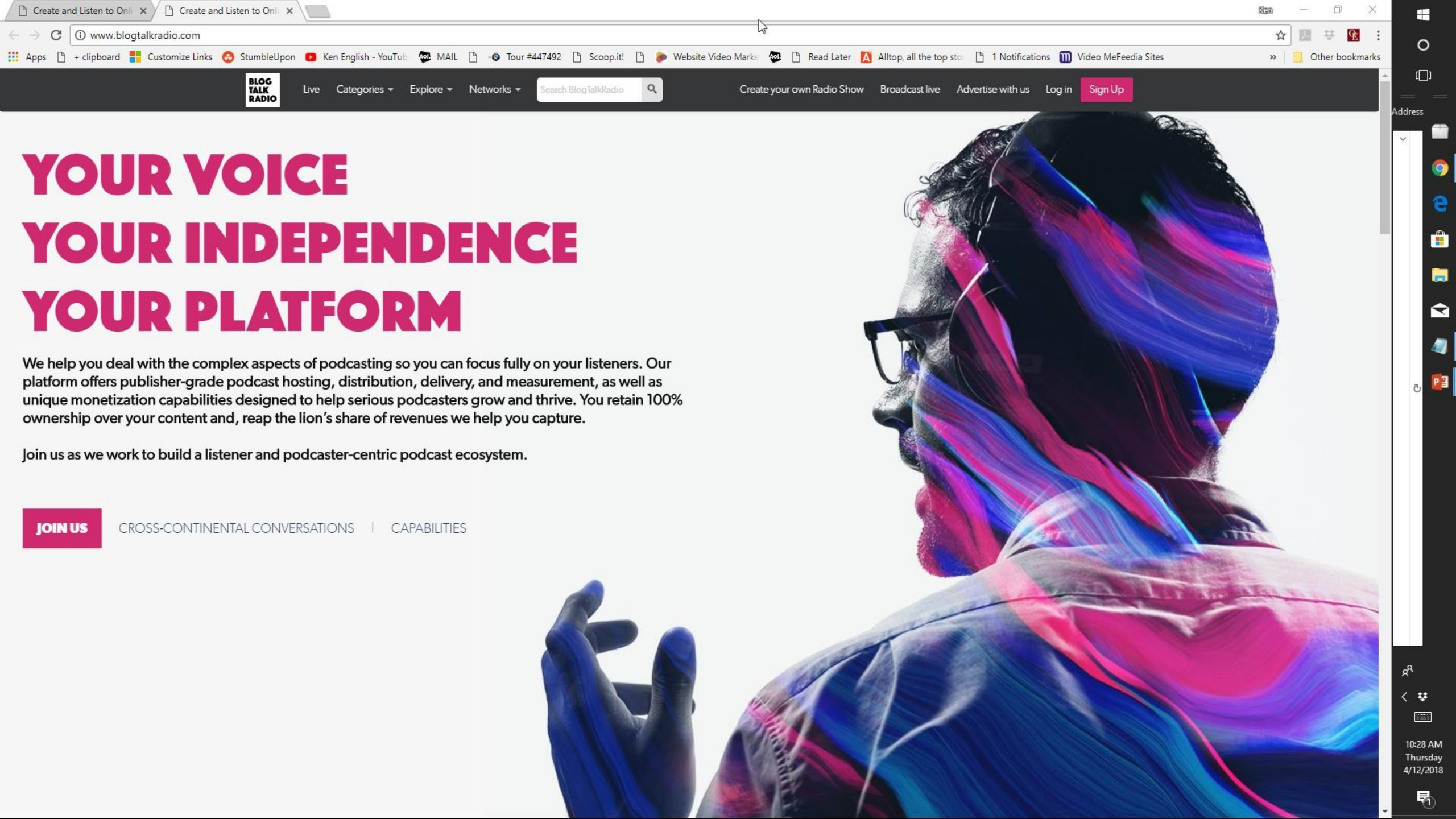
- You need pictures or motion video
- You should have audio
- You should edit the video
- You must distribute the video

# Podcast & Video Distribution Options

- [Youtube](#)
- [Vimeo](#)
- [Facebook](#)
- [Instagram](#)
- [Twitter](#)
- [BlogTalkRadio](#)



I'm Blue, Man



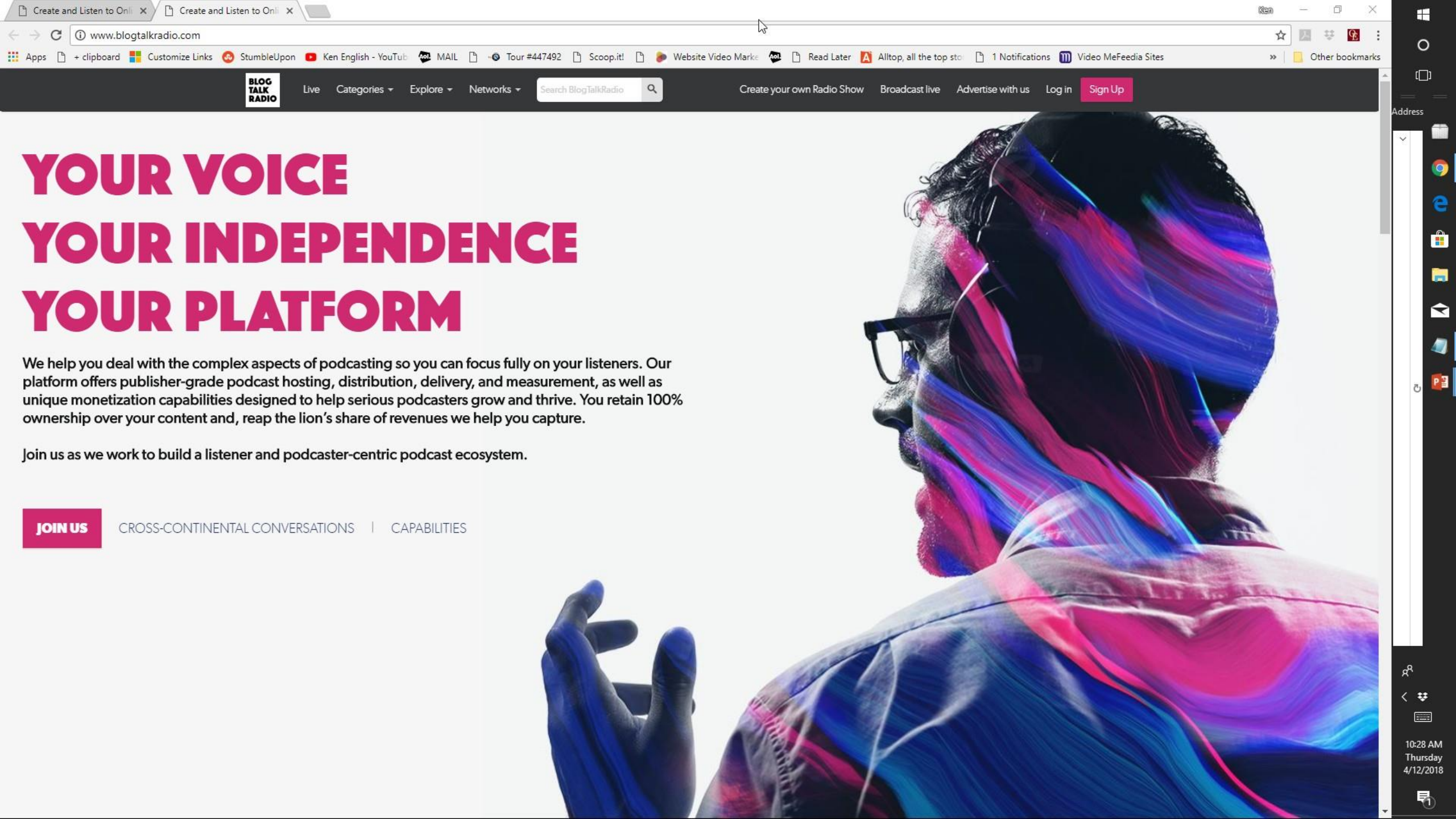
# YOUR VOICE YOUR INDEPENDENCE YOUR PLATFORM

We help you deal with the complex aspects of podcasting so you can focus fully on your listeners. Our platform offers publisher-grade podcast hosting, distribution, delivery, and measurement, as well as unique monetization capabilities designed to help serious podcasters grow and thrive. You retain 100% ownership over your content and, reap the lion's share of revenues we help you capture.

Join us as we work to build a listener and podcaster-centric podcast ecosystem.

JOIN US

CROSS-CONTINENTAL CONVERSATIONS | CAPABILITIES





Create and Listen to Onli x

www.blogtalkradio.com


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**FILM**  
The 90th Oscars Prediction Special  
by Jason OBrien




**GOLF**  
Inside Out Education for Increasing Accuracy and  
by Ken English



**BUSINESS**  
Growing Your Business Massively Leveraging The  
by Willie Crawford




**BUSINESS**  
Love-Based Goals – Secret to Living Your Passion and Purpose  
by KeystoClarity Radio




**MARKETING**  
Expert Advice to Get You on The Road to Recognition with  
by Warren Whitlock

see all


FEATURED EPISODES




**POLITICS**  
Seeing Government as Parents  
by 3 Martini Lunch




**BASKETBALL**  
NBA Year-End Awards  
by Hardwood Knocks



**POP CULTURE**  
Lets Radically Change Policing Now  
by Naming It





**ENTERTAINMENT**  
The Number to Call is 9-1-1  
by The Broadcast





**FILM**  
Han, Lando and QiRa - Oh My!  
by Star-Wars


WRESTLEMANIA











Windows Taskbar

10:31 AM Thursday 4/12/2018

Host Your Own Online R... x


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blogtalkradio

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3 Easy Steps

  
1. Select Account Type

  
2. Set up your show

  
3. Go live!

Cancel, upgrade or downgrade at any time

 JOIN THE 250,000 SATISFIED  
ONLINE RADIO TALK SHOW HOSTS

Select

Small

Most popular plan

\$39

per month

Upload and/or Broadcast Plan with the following features:

- 2 Hour show per Day using the Studio
- Up to 50 Guests + Listener Call Ins to Studio Sessions
- 8 uploaded episodes per day
- Unlimited Media Hosting & Serving
- Advanced Podcast Analytics for Multi-Channel Listening Activity
- Prime Time Scheduling for Live Broadcasts
- Standard Features:
  - RSS Feed Generation and Management
  - Share and Embed your episodes across the web and in social media
  - Revenue Engine to find sponsors for your show (Conditions Apply)

Select

Medium

\$99

per month

Upload and/or Broadcast Plan with the following features:

- 3 hour Show per Day using the Studio
- Up to 100 Guests + Listener Call Ins to Studio Sessions
- 8 uploaded episodes per Day
- Unlimited Media Hosting & Serving
- Advanced Podcast Analytics for Multi-Channel Listening Activity
- Prime Time Scheduling for Live Broadcasts
- Standard Features:
  - RSS Feed Generation and Management
  - Share and Embed your episodes across the web and in social media
  - Revenue Engine to find sponsors for your show (Conditions Apply)

Select

Large

\$249

per month

Upload and/or Broadcast Plan with the following features:

- 3 hour Show per Day using the Studio
- Up to 250 Guests + Listener Call Ins to Studio Sessions
- Unlimited Podcast Episode Uploads
- Unlimited Media Hosting & Serving
- Prime Time Scheduling for Live Broadcasts
- Ad-free pages on BTR.com
- Advanced Podcast Analytics for Multi-Channel Listening Activity
- Standard Features:
  - RSS Feed Generation and Management
  - Share and Embed your episodes across the web and in social media
  - Revenue Engine to find sponsors for your show (Conditions Apply)

Upload-Only Plan with the following features:

This podcast hosting plan does not include use of the recording studio

Address

10:35 AM  
Thursday  
4/12/2018



# Resources

- [How to Use Instagram](#)
- [How to Use Twitter](#)
- [How to Use Youtube](#)
- Social Media Dashboard: [Falcon.io](#)

Search Google and Youtube for “how to” instructional videos and websites.



Buffer Social

Search Social

Get started with Buffer

Tips / How To

# Getting Started with Instagram for Your Business: 8 Simple Steps

Share with Buffer



More...

557

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COMMENTS



Written by Alfred Lua

Nov 1, 2017 • Last updated: Apr 4, 2018 • 8 minutes to read

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Cat Lovers

Being sassy right meow

miss\_palmieri

miss\_palmieri I don't wanna get up

Write a message...

Instagram

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Not mediamojoguy? [Switch accounts](#)

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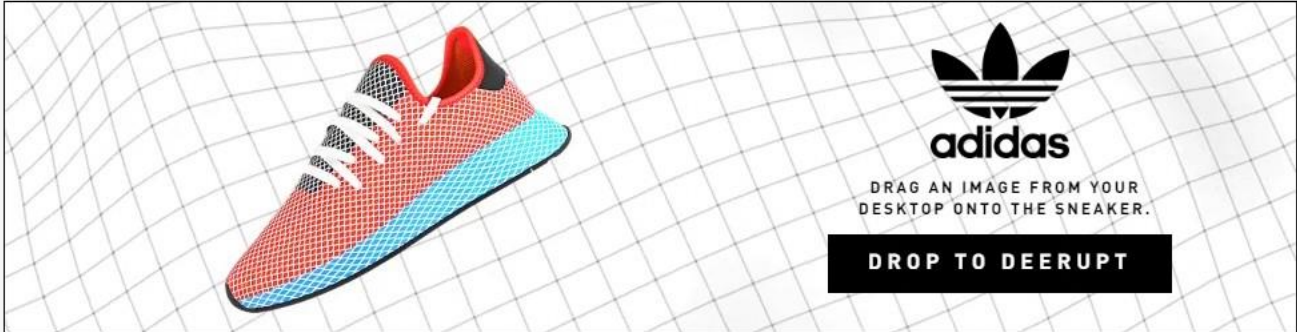
Inbox (1,621) - kenenglis X Yachting - Halifax River X Roaring 20s Party X How to Use Twitter: Critic X The best free screen reco X

Secure | <https://www.wired.com/2016/05/twitter-onboarding-tips-for-new-users/>

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**WIRED** How to Use Twitter: Critical Tips for New Users SIGN IN | SUBSCRIBE

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**DROP TO DEERUPT**

**SHARE**

**f** SHARE 764

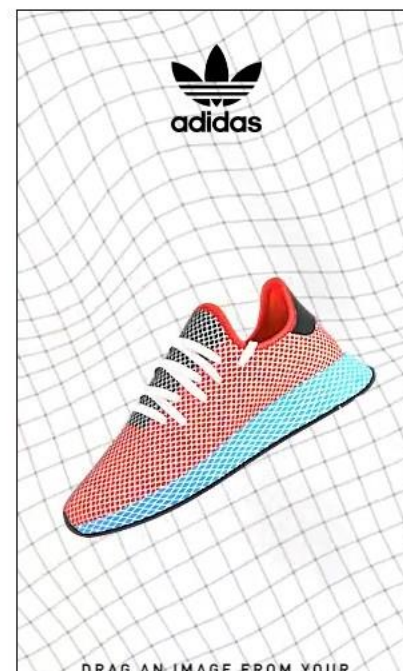
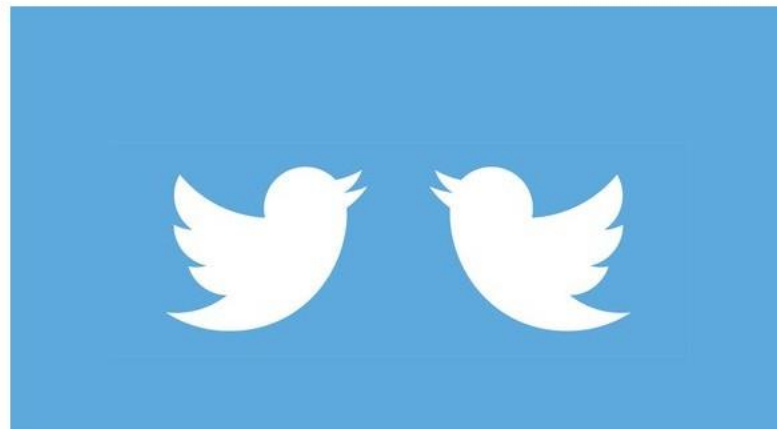
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**o** COMMENT

**e** EMAIL

APRIL GLASER GEAR 05.06.16 05:55 AM

# HOW TO USE TWITTER: CRITICAL TIPS FOR NEW USERS





how to use youtube



All Videos Shopping News Images More Settings Tools

About 95,300,000 results (0.58 seconds)



Suggested clip · 117 seconds

How to use YouTube: App Tutorial (HD) - YouTube

<https://www.youtube.com/watch?v=mTerLFDGjnM>

About this result Feedback

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<https://www.youtube.com/watch?v=mTerLFDGjnM>

Aug 13, 2015 - Uploaded by CalTalksTech

your data plan is kind of tight in which case, you can turn that on then of course you have all your history stuff ...

How to Use YouTube - Lifewire

<https://www.lifewire.com> > Do More > Social Media > Social Networks

Sep 7, 2017 - **Use YouTube** Anonymously to Watch Video. Get an Account to Broadcast Yourself. **Use YouTube** for Basic Activities. Browse and Watch Videos on **YouTube**. **YouTube's** Massive Scale. Upload Videos and Share With Friends & Strangers. Manage Each Video with Individual Settings. Your Own



**KenEnglishDaytonaBeach@gmail.com**

**DaytonaBeachVideoMarketing.com**