10 Tips To TURBO Charge YOUR Video Marketing

Brought to you by:
MyNAMS Insiders Club and Simple Video Management System

Hey there, my name is David Perdew.

I'm the CEO and Founder of NAMS, Inc., the folks behind MyNAMS Insiders Club and the Simple Video Management System, and the creator of this report.

SVMS is a core WordPress plugin that we created to manage thousands of videos on our sites.

Yes, it's a player, but that's just a small part of this powerful tool.

SVMS was born out of my frustration with players "systems" that purported to be marketing machines and management systems with a ton of bells and whistles, yet the most expensive one I could find didn't work in all browsers all the time.

Ours has no bells and whistles. And it works.

Check it out and enjoy the report.
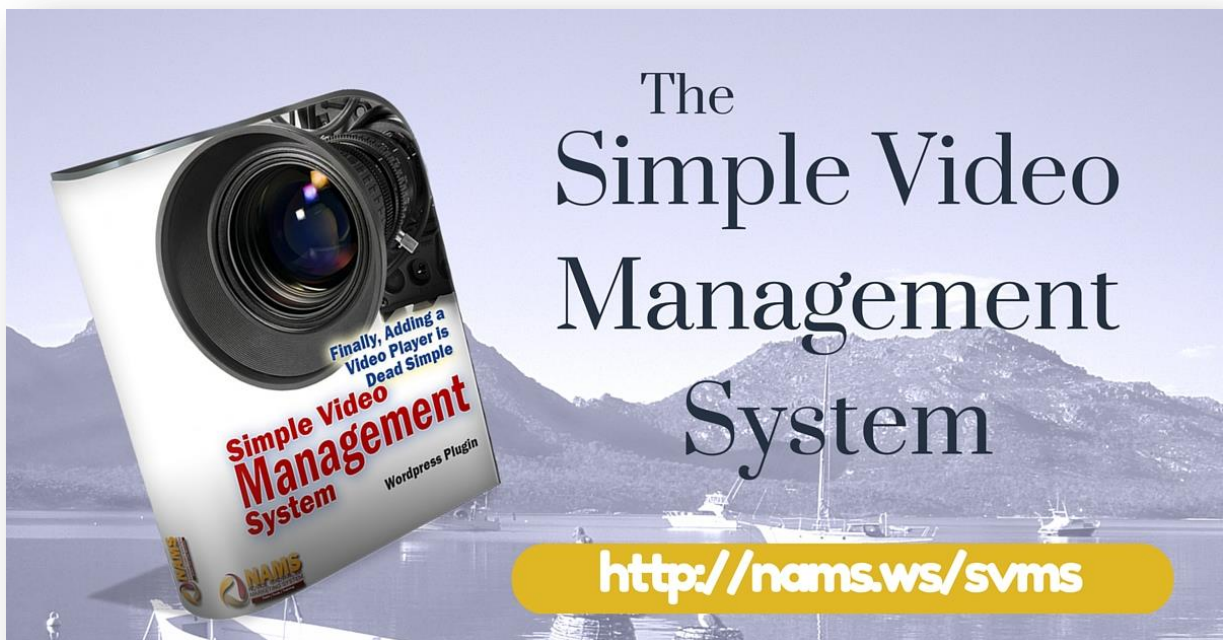
Tip 1:

Creating Video Bridge pages was never easier (using redirects to drive to JVZoo offers)

A video bridge page for affiliates may seem like a strange place to start our video tips but there's a really good reason for this.

We believe that every tool and every training that you invest your time and money into should have an immediate return on investment.

A video bridge page is the fastest way we know to not only improve relationships with your prospects but to get them to take action as fast as possible resulting in more money for you and your business.

So, what is a video bridge page anyway?

Affiliate marketers have been using bridge pages for years to capture opt-ins and pre-qualify folks before sending them on to an affiliate offer.

But it was always a little tough to do technically – kind of a pain really, so most people don't do it.

Now, it's incredibly simple to create a video bridge page with Simple Video Management System.

Click here to watch the short video tip and then let's discuss it.

You'll see how to modify an SVMS entry to add a redirect to a sales page at the end of the video and it happens automatically.

If you'd like to see an example of how a bridge page works, click the image on the right.

A video bridge page "bridges" your viewer from one page to the next on the path that you want them to travel. The benefit of doing that is that you're able to give them a customized message with a little bit of a personality so that you can be a real person talking about a problem with a real solution very quickly and pre-selling the offer.

This example is about 90 seconds. It will automatically redirect at the end of this video going straight to the offer page.

That product is being sold on JVZoo.

And that can be a problem for affiliate marketers. While JVZoo is a great marketplace platform, JVZoo links are banned on Facebook.

So guess what?

This bridge page gets your customer, your viewer, your prospect from where they are now to your offer as a very easy transition.

The Simple Video Management System does that easily. It's one of the many features that we focus on that builds marketing into your video communications.

In the video above, we looked at the Simple Video Management System backend to see how easily this can be done.

With this system you can set up a redirect at the end of a video in less than five seconds.

Type in any URL you want. This is the key to getting the viewer from here (one side of the bridge) to there (where you want them to go on the other side of the bridge).

When this video ends, it will go to that page automatically.

Easy as pie.

Tip 2:

What's so magical about the "*magic*" buy button?

In this, our second tip, we are continuing to focus on the marketing benefits of the Simple Video Management System.

If I haven't said this already I'll say it now, *"every action should have a marketing result!"*

That's a rule that we live by in the NAMS system.

We're in business just as you are so everything we do is to generate a profit so that we can provide more value to our customers.

That's why we're focusing on the marketing benefits of the simple video management system to a first.

The magic buy button that we've included in the Simple Video Management System player is an incredible marketing coup.

Not only are you presenting great information through your video that you've worked so hard on, but you're inviting your prospects and viewers to take action at exactly the right time in the presentation.

For example, if you are describing a desperate problem in your niche in your video and building a relationship with your viewer by empathizing about that problem, then when you provide a button dropping below the video has you present the solution, the viewer doesn't see it as a sales opportunity but a service that you're offering because the solution will solve that problem.

That's brilliant marketing.

How does it work?

It's HTML.

When I said HTML, it probably scared you a little bit. Don't be nervous; you don't have to know any code and you don't have to be a programmer to make this work. But this is an advanced technique that required programming skills until the simple video management system came along.

In about three minutes you will love it because it will become your new best friend.

Watch the video tip here (or click the image at the right) and then let's discuss this after because it's incredibly powerful.

I've got a few test videos in here. I'm going to show you what I'm doing. This is the simple click tracker demo video that I did. Basically, I just grabbed any video that I had, this was a training video that I was doing a one on one coaching with a client.
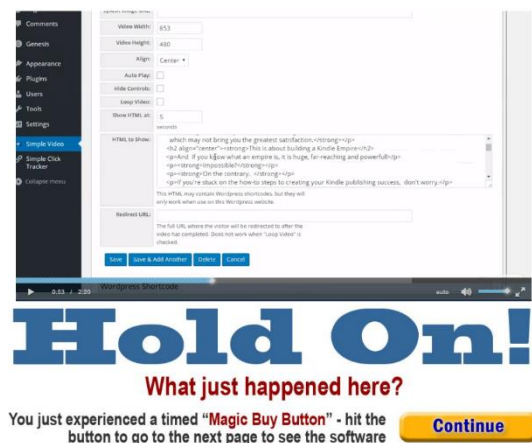
I grabbed the training video, it's in their playlist on YouTube, and I dropped it in here.

I added an entire sales letter here, so you you can see what that sales letter is going to look like.

In five seconds, that sales letter displays below the video. I've got a complete, long sales letter there that drops below the video.

Now, if this were a webinar, let's say, a webinar replay, and I wanted to drop the sales letter, the entire sales letter, below the video, it's simple.

This is incredibly powerful because the buy button drops in at the right place.

You control the timing.

Boom! You just dropped in your marketing call-to-action.

Simple Video Management System puts offers in front of your prospects at exactly the right moment when they're ready to buy.

I told you would love this!

Tip 3:

Who can use video on their site(s) How to use it to add more value to your business.

Let's talk about how to use your simple video management player and how you can use it to add more value to your business.

So, if you've already gotten Simple Video Management System, let's see the ways you can use it. We'll go through a list really quickly here of how we're using it in the MyNAMS system.

Click this link to watch the tips video or the image on the next page.

Obviously you can host any video as long as it's on Amazon S3, YouTube or any link that

ends in an MP4 from any source including your own server.

How about **video sales letters**?

This system was built specifically to handle video sales letters because you have so much control over the HTML that drops down and where you're redirecting viewers.

Membership content. All of our membership content including our 30-day challenges, tutorials, course material, and anything video, is hosted with this player.

So you can use it for membership content in a lot of different platforms including Optimize Press and LearnDash, which is what we're using on our course presentation system.

Upload PLR videos. If you buy a PLR video package, you can use this to upload those PLR videos and host those to get a product up quickly.

Tutorials. All the time we use these for our own custom tutorials as well as tutorials that we're pulling from YouTube.

Demonstrations. If you're going to walk people through a project, you can host with that.

Training webinars. All of our training webinars and sales webinars are hosted using the system if there hosted on our website. In fact, we actually prefer to put webinar replays on our website with the Simple Video Management System because we can control the redirect and the buy process.

Coaching clients. All of our coaching clients have a folder or playlist that allows us to use Simple Video Management System to distribute the content of their coaching calls to us in video.

You can create your own TV Channel with a YouTube style gallery. We have multiple channels on YouTube and on our site as well, because you can pull those in easily and be able to host a channel on your own site with our grid feature.

Training systems for your team. This is the key to outsourcing, being able to train your team, and you can do that with videos hosted in a protected area on your site.

Affiliate marketing. This is big, because with the Simple Video Management System, our redirects and HTML features allow you to do affiliate marketing really easily and effectively.

Video galleries. The grid feature is amazingly important and powerful. It gives you all kinds of new functionality that you're going to love with the grid feature. We've got it really dialed in to be responsive. And as do all our videos hosted in the [Simple Video Management System](#), grids containing videos adapt to a responsive mode on mobile.

Which brings me to mobile. Anytime you want to post something that is available on mobile (and almost everything is today), your videos need to go on this system because they are truly responsive in every mobile platform.

Now, let me make it perfectly clear:

- SVMS does not create videos.
- We don't host videos.
- We're not a video hosting site.

We're a management tool.

This is the key to the whole thing. You can host everywhere and manage your videos from one dashboard.

Tip 4:

Use a Naming Convention to Make Life Easier!

Some people might think this is really, really boring.

I'm so sorry that I have to bring this up but it's kind of organizational, and important. And you're going to love me when we finish talking about it because it's will change the way you do video in your business.

It's called the Naming Convention.

The thing about the Simple Video Management System that's different from everybody else's system out there is that we have a database.

We built this the database in mind first, not so much from the player or the video components.

How do we manage the database of videos?

[Click this link to watch demonstration video](#) or the image on the right.

I knew that I would have three, four, five, six hundred videos.

I ended up with 1651 in one, and 500 in another. On another website we've got 300.

So we've got a ton of videos that we have to manage.

We want to be able to find those videos everywhere. A Naming Convention became important really quickly. Having a good Naming Convention helps sort and find everything quickly. This is how we do it.

Think ahead. When you have more than just a couple of dozen videos how will you find when you need to make changes?

If you name them correctly from the beginning, then they always show up where you want them, especially if you group things together.

Look at the three elements that we use in our naming convention:

- Category
- Topic inside a Category
- Specific detail inside that Topic

It's three levels. There's the broad, the narrower, and the narrowest.

In the video above, watch as I go through the backend of our learning dashboard.

We have these sorted alphabetically.

If I sort this by date, we see the video created last.

I can also search for a specific topic or a specific short code or a specific URL.

Consistency when you're creating a Naming Convention becomes incredibly important.

A simple slip like using a "colon" instead of a "hyphen" will throw off the order of your videos. A misspelling can cause your video to be completely lost in the system so it's really important to be very careful with consistency.

If you create a category first, that is go broad, then you'll be able to sort all of your videos and find that category easily.

Next, narrow that category by topics so that when you sort multiple topics come up next to each other in the list under the category.

And finally, adding specific detail information allows you to go specifically to the video that you're looking for quickly as you scan the list.

Now, that is, to me, one of the things that has made this system so good to use because we have in place something that allows you to do quick searches and find videos quickly.

Make sure you categorize your videos for the long-term using a consistent Naming Convention.

Tip 5:

Get your PLR video course up fast

If you've been around a while you probably have a lot of private label rights material (or PLR) on your hard drive collecting dust.

Some of those are video products.

With the Simple Video Management System, it's time to get those up and making money for you today. And luckily for you, it couldn't be simpler to do that.

In today's video tip, I show you how quickly we created some of our best moneymaking courses beginning with PLR video.

If you've purchased the Simple Video Management System, you have access to some of those.

In today's tip, will look at one particularly: MyNAMS Tutorials on Using Amazon S3. It's one of several tutorials that we have on our site that started as PLR video material licensed from outstanding course creation providers.

Click this link to watch demonstration video or the image below.

Others are AWeber, PayPal Solutions, and Google apps.

Why would you use PLR material?

If it's important information that we could get to our people in the MyNAMS community quickly without creating ourselves, that seems like a no-brainer to me.

We add our own splash page to each of the videos so they become part of our branded system.

By using the simple builder system like Visual Composer, Thrive Themes, or Beaver Builder, you can create consistent and duplicable pages to contain your simple video links and look good too.

As you can see in the video tip above, getting private label rights video products up and making money for you quickly doesn't get much simpler.

Tip 6:

Host your own YouTube-style gallery with Simple Video Management System

Today, we're demonstrating how to set up a grid of videos on your site that appears similar to YouTube video gallery.

Jump over to the video tip, watch it and then let's discuss it. Click on the image at the right to start.

We have tweaked the video grid functionality of the Simple Video Management System so that we can use a combination of static HTML, magic buy button HTML, and light boxes to present videos on a page in a grid style with multiple rows in multiple columns that you control.

The power of this grid system is immense. You can create a gallery that presents tutorials on a single page, or as many videos as you like on the support or FAQ page, or present membership information on a page with multiple columns in multiple rows.

This gives you the power to keep your users on your site as long as possible to watch more videos and improve your search engine bounce rate improving your search engine results organically.

Of course, the grid goal is to create higher engagement and more interactivity with your tribe. Video is a great way to do that. And the grid functionality makes it even simpler to add to your site.

The real reason I had decided to show you this by the way was that yesterday someone called me and said, *"Thank you so much for this tool because I have created a 40-video certification course today."*

He had only purchased the video player that morning. Because he already had the videos, the simple video management system allowed him to create that 40-Video certification course in just one day.

That's pretty cool.

Tip 7:

Why video should be your FIRST option for content creation?

This is a subject that is near and dear to my heart and one of my favorite things to talk about with my own membership community.

And it's actually why we created the video marketing challenge for the MyNAMS Insiders Club.

And it's also one of the reasons why the [Simple Video Management System](#) became one of our core products that we want to share with the world.

Video has become one of the most important content types available to web owners today because it creates immediate relationships and quickly enhances content consumer and content provider trust.

That's why I always say if you're going to create content, START WITH VIDEO!

[Click on the video tip here](#) or the image at the right to watch the video about repurposing video content.

Think of content creation has a funnel workflow.

If you start with a video, reports (like this one) are easy to do. You can also create articles or blog post or tweets.

And on the visual side, you can create slides or images that can be shared on other platforms taken from your videos.

Your content life is just so much more flexible when you start with a video.

Let's start with one of my favorite tools Rev.com. It's easy, inexpensive, and fast. And the quality is pretty good. On a scale of 1 to 10, I'd give it about an 8.

Here how this works.

Create a video. Log into Rev.com. Upload your video. And in 24 hours, you've got a transcript.

The very first time I tested this, I thought, *"Really? This is too easy. I'm probably not going to like this."*

But I was wrong.

Now it's one of my favorite tools.

In the history section of Rev.com, you'll find a small MP4 file with excellent sound quality. Download this small file and create an MP3 from that.

By the way, there's another piece of content that you can distribute as an MP3 audio to podcasting sites and other audio platforms.

In the video tip above, you'll notice that I show you how I started this report with transcripts from those videos. Once you get the transcripts, then building the report is just an editing job. And that is much easier than writing from scratch.
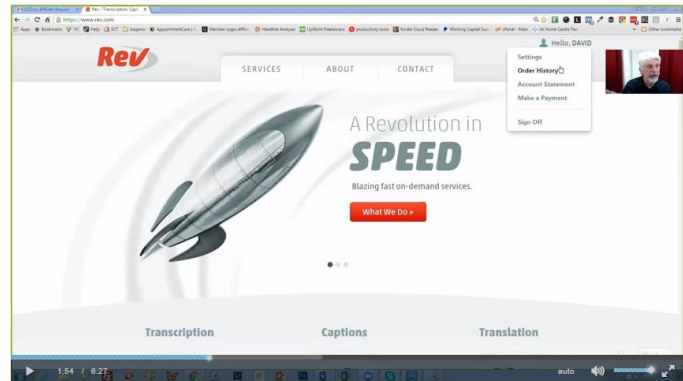
Put Rev.com in your arsenal. It's a cheap and easy way to get more content from your videos.

When I'm done repurposing all of these tips, I'll have:

- videos on my website using the Simple Video Management System
- videos on YouTube
- videos distributed to other platforms
- MP3 audio of each tip that I can distribute as well
- blog posts for each tip video and page on the website
- social media posts for Facebook, LinkedIn, Twitter, Tumblr, InstaGram, Pinterest, and others
- 140-character tweets for twitter
- printable short report which you're reading
- in the basis of a PowerPoint presentation for which I can create an auto webinar

That is a ton of content originating from video.

Can't beat that. That's efficiency and working smart.
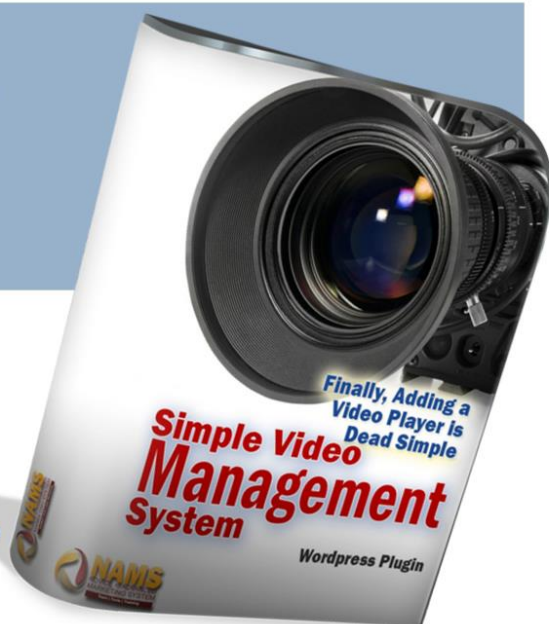
Tip 8:

Autoplay: The most annoying feature in Simple Video Management System that converts *incredibly* well…

This annoys the heck out of some people-maybe even you.

It is called AutoPlay.

In fact, it's so annoying that Facebook will not allow advertising to be sent to the page that has an autoplay video on it. But a lot of video sales letters use it, even when their customers complain about it.

For example, I have a friend who sent me a note complaining that her people would not listen to an AutoPlay video on her website, or on any affiliate offer she presented to them.

She asked me to create a page that was a non-AutoPlay sales letter. I did.

Her conversions dropped like a rock.

One of the things that we learned from that is that AutoPlay is annoying.

But you can't rely on what people tell you, but on what they do.

That's the importance of testing and tracking.

Make sure that you're always split testing to see which converts better for you. Remember, business is about numbers. It's about profit. It's about conversions.

With the Simple Video Management System and player, you have the option of turning AutoPlay on and off easily with the flip of a switch.

In today's tip which you can watch here or click on the image at the right, we'll demonstrate how easy it is to use autoplay.

Let me show you how that works. Just give me one second to get over there.

First, here's an AutoPlay video.

This is the one we use for our sales letter for the Simple Video Management System and it converted really well.

Our conversions were over 24% on the last day of the sale.

Over the 8- day sale, conversions averaged 14%. That's unheard of. That's an amazing conversion number on the front end.

It came down to two things:

- We had a great offer and
- the AutoPlay video worked like a charm

With autoplay, it starts right away. It's a very, very important marketing feature.

It can be used in multiple ways.

Of course an aggressive sales letter is one way but there are others.

It could be a beautiful scene on a content-driven website, or it could highlight a slide show of pictures, or display food or other products in a gallery style.

AutoPlay captures people's attention, and a good video sucks them into long-term engagement when they might not have even click play previously.

Of course to see if it's right for you, all you have to do is put test and monitor your traffic and conversion numbers.

Remember, the numbers will always tell you what to do.

Tip 9:

Get "Responsive" in all platforms or lose the biggest chunk of your traffic

Just a couple years ago, I got about 20 percent of my traffic from mobile devices according to my Google analytics.

Today, like nearly everyone else it's over 60 percent, and it's growing.

As tablets and phones get more sophisticated, as technology gets better, software gets better. Mobile responsiveness is incredibly important for your business especially if you're delivering content to be consumed on the go.
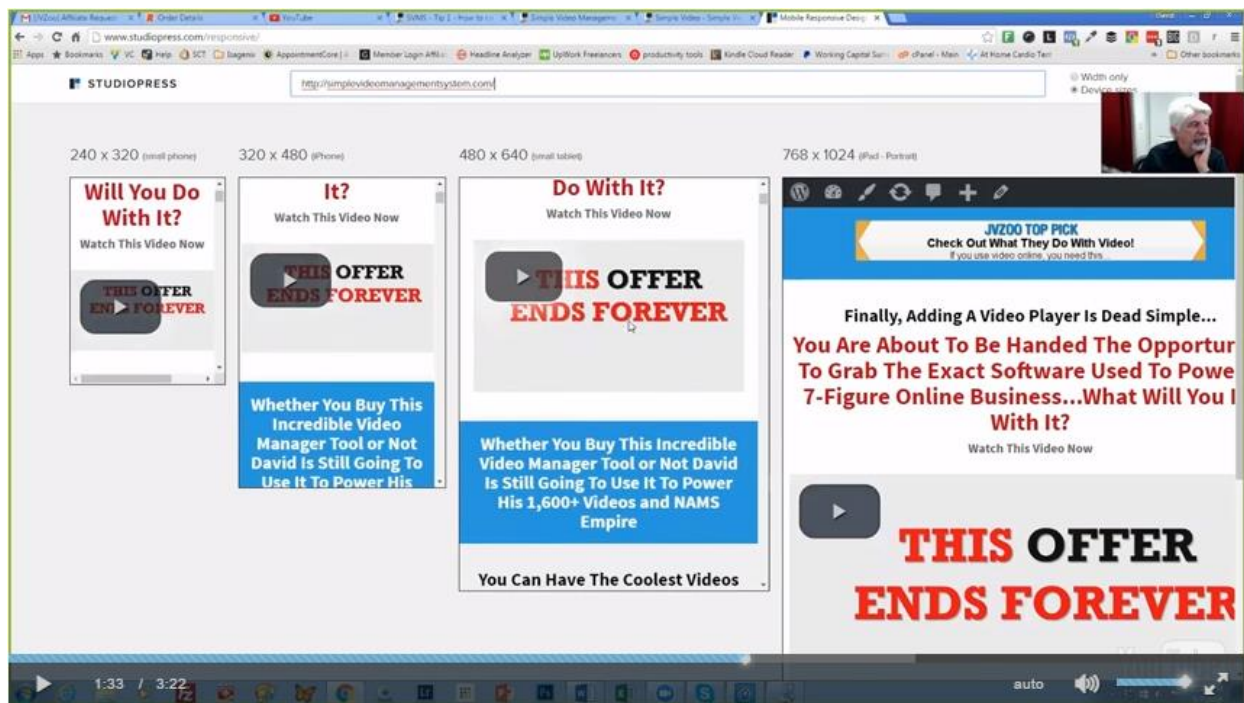
Twitter says that 90 percent of the video on Twitter is being viewed on mobile.

People are designing all of their products, all of their platforms for mobile. Your video has to be responsive. With the Simple Video Management System, we've taken care of that for you and all mobile platforms.

Automatically.

[Click here](#) or the image below to watch the video tip.

As the image above shows you, it's easy to determine if you're video or your website is mobile responsive on all platforms. This is the mobile tester at Studiopress.com/responsive, my favorite.

Watch the tip video to see a full demonstration of this site and how simple video management system ensures that each video shows up in the mobile responsive way.
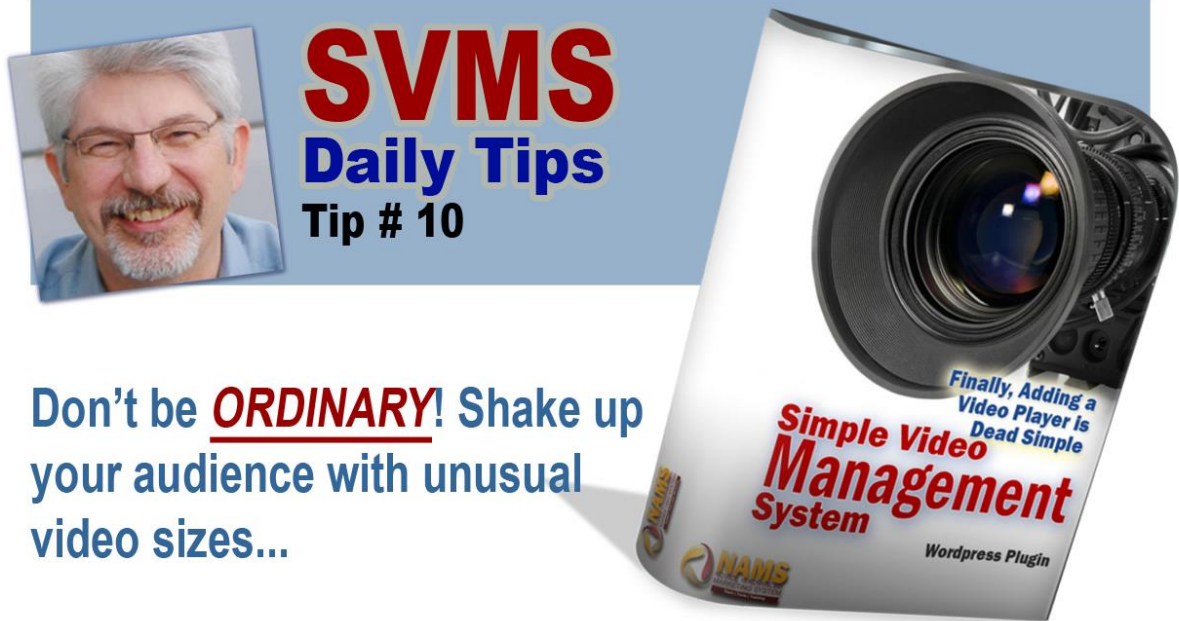
Tip 10:

Shake up your site with different video sizes

Please don't be so ordinary.

And with the Simple Video Management System, your videos never have to be ordinary again. We give you full control over the sizes and shapes of your videos.

Sign Up Now For Our Upcoming Simple Click Tracker Launch - June 9th!

Click here or on the image at the right to watch the video tip.

This is the final day of our JV blog and JV contest for our Simple Video Management System launch.

We kept partners updated with daily leader boards.

On the final day, we wanted to make sure we had people excited about our next launch, and so we created a recap video.

The first thing is we created this long horizontal video because Paul and I are side by side remotely. There's no reason to have all of the wasted space that a normal-sized video would deliver.

We spiced it up even a little more by adding the drop-down HTML which included a banner for our next launch and an opt in box below that. That all showed up about five seconds into the video. So what got their attention as a long horizontal video turned into a tall video block with a lot of extra information and a call to action.

The video size helped grab attention.

Now, I could actually make a long, skinny video, if I had something that worked. Maybe a waterfall running down the side of my website in the sidebar. I can be a pretty cool effect for a meditation site.

You can do it with Simple Video Management System just by setting the size to whatever you want. You can be different and a little more exciting.

Tip 11:

How to turn YouTube into your private and free video delivery platform using SVMS and unlisted YouTube videos

This bonus tip is not so much about Simple Video Management System, but about why video is so important to you and what you can do with video, especially if you trick out YouTube a little bit.

YouTube is incredibly important. In our Q&A webinar that we did after the sales promotion, someone ask which was better for search engine results, YouTube or Amazon S3?

That's 2 different animals completely.

Amazon S3 is strictly a delivery system.

YouTube is all about search and advertising.

You want to use YouTube for almost everything if you plan to get as much organic traffic as possible even if your main delivery system is on Amazon S3.

Search results on YouTube are powerful. It is the 2nd most powerful search engine online today. That's the public side of YouTube.

But did you know that you can use YouTube as your own private coaching platform? Your own private delivery platform? Your own private training platform? You can.

Click on today's video tip or the image at the right to watch the video.

In today's tip I show you exactly how to do that. We do this all the time. I have a ton of videos on YouTube and I would say about half of them are private.

To see why and how, you have to watch the quick video.

When I do VIP coaching, I recorded each of the sessions and put those in a private unlisted playlist for that coaching client only.

That way, the client knows that they can always go to their playlist and see all of the training or coaching that we've done together and no one else will. But it will always be updated with their latest coaching.

And the best part, it's free from YouTube.

Other unlisted playlists that I use are for staff training or private communications and demos for JV partners.

I use Zoom as the video capture platform and upload those to YouTube. Zoom by the way has a free version that is very robust, in fact it may be the only thing you need.

Basically what I've done is created a private coaching platform using unlisted playlist and unlisted videos for my coaching clients. I've created an unlisted training platform for my staff so that we can train them on specific videos that

we've used. We have a lot of those in S3. We'll be moving those to YouTube so that we can give them a playlist in YouTube and go straight to that. Let's talk about the training platforms.

I could add all of those into our simple video management system and create a gallery on my own website, and that may be an option especially if we decide that we would like to sell some of our training material and operations material to some of our clients so that they can use it to train their own people.

Remember my mantra that I told you earlier: *Every action should have a marketing result.*

The training platforms, while it's specific to our systems, sometimes it's generic enough that we're crating training platforms for the entire world. There's a market for those who would be interested in getting access to our training platform.

If they wanted to train their staff on how to do things like:

- create an autoresponder series and AWeber
- create and up load videos to the site
- create blog posts
- create graphics
- loading social media posts
- editing PLR products

In other words, our support desk should be making us money. Our training staff should be making us money. Our VA's in the Philippines and in other parts of the world should be making us money.

For doing training videos for our VA's, a support staff, for a help desk and for all those folks, we are definitely looking at having a package that we can sell to other people and setting up a standard help desk with essential and complete training information.

There's training for us to learn how to market and there's training for us to learn how to create an operational business. Both are incredibly valuable and both will bring us money.

The goal of every business is to profit. That's number 1 because if you don't profit you don't stay in business, and you can't provide the value to customers which is the primary reason that we exist.

That's why every action should have the marketing result.

Tip 12:

How to Customize Splash Pages in Photoshop for YouTube and SVMS

I know I said that we would only do ten tips and then I gave you a bonus tip, number 11. I promise this is the last one: **Bonus Tip 12**.

It's about custom splash pages. Now, with your Simple Video Management System you have the opportunity to use custom splash pages on any video.

With YouTube, you don't have to put in custom splash pages on that Simple Video Management System because it recognizes the thumbnail on YouTube as a splash page.

But it is often fuzzy, so, if you want a crisp, custom splash page on YouTube you can change it.

In today's bonus tip which you can watch here or by clicking the image below we'll demonstrate how to add a custom splash page in YouTube as well as

creating a custom splash page in Photoshop.

Start with a template in mind that you will create.

This file has all of my material in it including a product box, all the text, logos, and had shots.

Next, think about organization for greater efficiency.

So, what I've done is I've created a background which is just a transparent grid.

Create the number of folders for the number of splash pages that you will be needing. In this case I needed 12.

The next step is to determine the common elements. Those elements such as the blue rectangle in the background, the headshot, headline and subhead, and product box will not change. So they will always be visible.

The tip number and the description in the lower left of my image will change with each splash page so the specific content goes in one of the folders. And we turn the folders on and off with a little eye icon next to the folder.

Once I got my template and my content folders created, execution of each splash page goes very fast.

Be sure to watch the video because I go into a lot of detail on how to do this specifically.

I hope this video tip series has been helpful to you.

If you want the Photoshop file that has those splash pages in it so that you can start with that and build your own, you're more than welcome to it.

Also, if there's anything else you would like to get more training on, more help with, I encourage you to come over to the Insider's Club and take a look at what we've got going on there.

I know that you can get in now for a 14-day trial for just $1.

So, come on over to the Insider's club and check us out, we do a bunch of great training in there.

Thank you very much, talk to you soon.

The Simple Video Management System

http://nams.ws/svms