



AMPLIFIED *now*

The **ULTIMATE** Guide
to

Video
Content
that
Converts



Emma Bates and Kathleen Celmins
www.amplifiednow.com

Did you know?

80%

Of consumers prefer to watch live videos from a brand than read a blog post.

Source: Livestream



63%

Of people aged 18-34 watch live streaming content regularly.

Source: Neil Patel

Marketers who use video grow revenue 49% faster than non-video users.

Source: WordStream

54%

Of consumers want to see more video content from a brand or business they support.

Source: HubSpot

**BUT...only 25% of
companies publish
videos every week.**



What does this mean for you?

There is a HUGE opportunity for you to create content that people are looking for and are ready to watch.

Video content **MUST** be in your toolbox if you are growing a business based on your expertise. People want to know who you are, what you know and how they can work with you. Video can help you express all three.

So, what's holding you back?

Benefits of Video Content



Build Know-Like-Trust Factor

Watching video is a great way to connect with your audience in a meaningful way. They get to see your face, hear your voice, and feel like they know you.

Expand Authority

When you share your expertise over video you are proving to viewers that you know your topic inside and out. They can see you talking without notes and prompts which shows the depth of your knowledge.

Be Everywhere

Using video as the starting point for your content allows you to be in more places at once. Schedule the video to go "live" on Facebook, show up on Instagram, YouTube and LinkedIn. Then the transcript can be used for blog posts, social media posts, email newsletters and more. Instead of starting from scratch for each platform, you are using your time and energy efficiently to create your content once and then re-using it.

Benefits of Video Content



Expand Your Reach

With content that educates on multiple platforms, you'll find your videos have more shares, more comments and more engagement than just putting one video on one platform and being finished.

Repurpose With Ease

When you get into the flow of talking about the information you are an expert at, you'll see that it is easily broken up to create other parts of your marketing. Pull out quotes for Instagram graphics, use a section as a Facebook post. The possibilities are endless!

Save Time!

Finally, save yourself tons of time by focusing on creating one well done video and then repurposing it instead of trying to build an entire content calendar with no connection, no flow and no destination.

Types of Videos to Create



Expert Videos

Our favorite type of video is when you look into the camera and talk about your expertise. It's not fancy and there is no b-roll or flashy graphics. It's you telling the viewer the how or why behind your topic.

Landing Page Videos

Create a simple video for your product landing pages or thank you pages. Talk to the viewer about the transformation they'll see from your product.

How-to Videos

This type of video is usually done as an "over the shoulder" view of what you are teaching. For example, recording your computer screen as you walk through how to set up something on your website.

Types of Videos to Create



Video Series

If your topic is involved and would take longer than 10 minutes to explain, consider a video series. Use each video to cover one part of the topic and then link them together afterwards on your blog or YouTube channel.

Welcome Videos

This type of video can be sent when someone joins your email list or Facebook group to tell them a bit about who you are and what they will get from you going forward. A great way to build that know, like, and trust factor!

Why AmplifiedNow?

Video creation. Minus the headache.

You already know video is important for your business. But the headache around figuring out the details has kept you from creating them.

That's why our approach works.

You'll talk to a person, off the cuff, about things you care about. Your prospects will see those videos and realize you're the type of person they want to work with. They'll start coming to you.

And all you have to do is show up and hit record. We'll handle everything else.



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