

ONLINE MARKETING USING VIDEOS...

Create a wave of influence using videos.

Multimedia Marketing is engaging the instrument of multimedia to put whatever you do or sell in the face and the ear of people. Once you can get your products through the eyes and ears of your targeted audience, you have accessed their minds which is the seat of decision making.

Someone once said, a bad product and a good advert leads to a good sale. A good product and a bad advert leads to poor sales. A good product and a good advert leads to great sale. Whatever you do, having a good advertising strategy is extremely important for you to succeed.

Primack is an Irish fast fashion retailer with headquarters in Dublin, Ireland, this company makes 650 million pounds a month prior to the novel Corona virus pandemic. The company boasts of being able to service their teeming customers without an online presence. The CEO of Primack Paul Merchant says Primack won't go online just because of Lockdown and now Primack sales has plunged from 650 million pounds a month to zero due to store closure.

Business that won't utilize the instrumentality of social media now and even in post covid 19 era might experience the same fate as Primack.

Marketing is the lifeblood of any business or idea and no matter how good or noble what you have to offer is without people knowing about it, it is good for no one.

It is not so much as what you can offer that is important but how you can get what you can offer to the people that needs it.

Out of the over 7 billion people in the world and over 200 million people in Nigeria, over 100 million people are active on various social media platforms; Facebook, Twitter, WhatsApp, Instagram and LinkedIn.

One of the ways you can reach your audience from this large number of people is via quick and catchy video marketing that is crystal clear and engaging. People love consuming video content, they are 4 times more likely to purchase a product or service after watching a video about it.

Instagram is one of the fastest growing social media sites because of its video picture and short video content with over 1 billion active users.

Having a video marketing strategy for your business is more important than ever, according to research by CISCO, videos will drive more than 80% of internet traffic by the year 2022.

A quick statistic to wet your appetite

- 😊 **90% of consumers rely on video to make a purchasing decision.**
- 😊 **Content with videos can increase conversions by 80%**
- 😊 **64% of online consumers will make a purchase after watching a video.**
- 😊 **According to digital marketing expert Dr James McQuivery, 1 minute of video is equivalent to 1.8 million words!!**
- 😊 **Over 500 hours of videos are watched daily on YouTube**
- 😊 **A staggering 1/3 of online browsing done watching videos**
- 😊 **Videos on social media get 12 times more shares than other forms of content.**

Creating a good and captivating video will cost you a lot of money, getting the gadget and the needed software will definitely break the bank.

This is the best kept secret of video editing.

There are various tools out there and am sure you are familiar with some. I have also worked with a number of them but when I was introduced to this one...I settled for it because it is easier to use and it converts your contents to beautiful story with powerful artificial intelligence still and moving graphic background that turns a novice to a pro in minutes.

Let's begin the journey to transforming you from an amateur to a pro video maker in less than 60 minutes.

You should note however that I can only show you the tools and point your attention to some tricks but, I can't teach you creativity because creativity cannot be taught.

To be creative, we must lose our fear of being wrong.

I am sure after this quick tutorial and you begin to create superb videos either for clients or for your personal business, no matter the amount you paid for this information, you will ask for my account number to pay more...Sincerely, jokes apart!

You are welcome...

With love from

Aha Media

Content Samurai is the first intelligent video creator that truly does all the work for you...

Content Samurai is a web-based software application that will allow you to create high-quality videos with little effort even if you have no prior experience.

Creating videos with Content Samurai is very simple and straight forward. The only thing needed is your creativity in content creation.

Content Samurai was released in 2015 and is probably the best video creation software of its kind.

Note: On May 14, 2020. Content Samurai changed its name to **Vidnami**

Why change the name?

Content Samurai was a very long name that was hard to spell, and didn't really sound like a video creation tool.

On the other hand, Vidnami is a short name that is easy to spell, and we believe it sounds much more like a modern video creation platform.

There were also other important reasons behind our choice of the name Vidnami. Firstly The team was able to secure the Vidnami.com domain name, and secondly they were able to secure a trademark for the name.

Follow the step by step guide and be transformed from amateur to a professional video editor.

Step One

Make sure you have an email address, preferably a Gmail account. And if you don't have one,

Get one via <https://bit.ly/2TbzflF>

Then visit <https://www.contentsamurai.com/> Old site

New site: <https://www.vidnami.com/>

Note: The site is both web and mobile friendly but the beautiful thing is...It is sweetest in mobile as you can create stunning videos on the go.

Step Two

Watch the video tutorial attached to this write up.

Step Three

Watch the video again and again. Play around with the features. Be innovative, Be creative.

Step Four

Yippee! You are now a video editing Pro. and see yourself as one.

Step Five

Monetize, it is not so much about what you know but what you do with what you know.

To really maximize the powerful video editor, content samurai. You will need good pictures to interpret some of your content.

You can get very high-resolution pictures from

1. Google.com : To get high resolution pictures on google, after searching for what you want, do not just save. To get the highest resolution of the picture possible, right click on the picture you want and click the option, (open link in new tab), this open the picture in its highest resolution in a new tab, then you can save it.
2. Pixabay.com <https://pixabay.com/>
3. Flaticon.com: The largest database of free icons available in PNG, SVG, EPS, PSD, and BASE 64 format with over 2 million vector icon. <https://www.flaticon.com/>

The content Samurai site is not free, it cost \$47 a month and \$397 a year, however the site allows you a 7 days trial that gives you access to all the features of the site.

After the expiration of your trial period you are expected to make payment.

Should you not be able to afford it, just be getting new emails and be re-registering and the site will keep giving you the 7 days free trial.

You can however be generating new emails to keep registering.

Download Tempmail from App store for Automatic email generation or visit tempmail.com.

Note: I will strongly advice you pay for the site.

You can reach out to me, if you need help to make payment.

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