

What is SPAMvertising and how does it threaten the effectiveness of online video promotion?

Watch and comment on the video playback of the event here:

<http://www.ustream.tv/recorded/481607>

What we covered in this special video program:

- what is SPAMvertising?
- What exactly is the "Spam-slap"?
- Is this going to put a stop to video advertising?
- How can I prevent getting banned
- Formulas and scripts that you can use NOW to get great results and NEVER get banned

Overview:

We're trying to keep you up to date on this so your strategies continue to work, you stay below the radar, and don't get yourself, or us in trouble or banned.

Spamvertising is a term I borrowed. The best way to put it is Spamvertising is the process of putting undesirable content online solely to drive traffic to your site

Our business is evolving and every industry is paying close attention to what Internet marketers are doing, and folks who exploit the system can make it difficult for those of us who are sticking with the rules.

Remember, however, WE'RE JUST LIKE YOU - we ALL WANT THE SAME THINGS:

- Ranking
- Views
- Traffic
- Leads
- Sales
- Repeat Customers
- Raving Fans!



Background:

Remember the days of easy AdSense content creation? Where folks were "article spinning" junk and putting up hundreds or thousands of AdSense sites using automation, it was just a matter of time before Google spotted these kinds of sites and took some kind of action against them.

Users are getting more cynical too. We're bombarded by thousands of marketing messages every day.

We now tend to ignore marketing. There are tools now that help us to ignore it whether it is the DVR for our TV, or pop-up blockers, and SPAM tools for the Internet.

But yet we're content-hungry, and Video is the #1 content format on the web today and Search engines LOVE video, because people love video. Over the next couple of years, it's going to continue to get even more popular and allow us to go to even more networks.

What You Need to Know:

First the good news, Google, Yahoo, MSN and virtually all the video sites are not recognizing "video spam" or banning anyone, not yet anyway.

According to my inside sources at Google and Yahoo, they haven't come up with a "video slap" for 'SPAMVERTISING' or an automated way to weed it out, nor do I know of anyone who's been banned for putting up bad content to their sites.

However, some sites like Blip.tv, Dave.tv, LiveLeak, Revver, and some smaller Podcast Directories have reported that they are starting to do some spot-checks of video and audio feeds being uploaded by their sites.

We ran into issues with one podcast directory that removed member's content when they saw everything that was coming through was nothing more than promotional and marketing content. However their major objection was that members were submitting the exact same video multiple times.

Respecting their wishes and understanding their point of view and concerns, we

removed that directory from our submission system.

The Search Engines and Podcast Directories:

Podcast directories and Search Engines like Google, Yahoo, and MSN are in the business of providing relevant content to their visitors.

There is also pressure by some sites like podcast directories to remove content that is overtly commercial in nature that they can't insert advertising or marketing messages in.

One site in particular (that cannot be mentioned due to a confidentiality agreement) is creating a business model that is dependent on their ability to insert marketing and advertising content into your content. Their goal is to start putting commercials in content and if it's already a commercial, they don't want it.

Although this network is not in our submission directory, they would immediately remove commercial and marketing content.

I believe this will be a trend in the future of some networks as they evolve and mature from being free and funded by investor \$\$\$ and move towards paid marketing, paid advertising, membership or some other sponsorship model

What Traffic Geyser is Doing to Protect You

Here at Traffic Geyser, we have taken several steps to help protect and educate our members such as you.

1. We have no "footprint" we leave behind when submitting videos. In other words we have stealthy ways to submit content so it appears as though your videos are being submitted manually, by people
2. All of your video files are stored on Amazon s3 servers in such a way that they can't detect a Traffic Geyser specific "footprint" or remove our your content without removing ALL Amazon S3 content from every service that uses them (which is MANY) which do not believe will happen

3. To educate you about potential threats or trends like this one – before they happen
4. Create powerful, automated systems that will prevent all of us from making mistakes that could lead to trouble in the future.

Repeat:

1. With the exception of some podcast directories (which we no longer include in our directories) and several sites that hand review videos, **NOBODY is being banned** or “slapped” that we’re aware of
2. Nobody has come up with an "automated" means of “footprinting”, analyzing or banning content or members in the video world.
3. You should not fear anything will happen to you – as long as you are creating content. And the better your content is, the more effective your marketing and this process and strategy (therefore, results) will be.

We need to take a proactive stance and respect the directories, give them what they want and make sure **we get what we want which is high quality traffic, links and rankings!**

Tips and Suggestions

The SIX things you MUST AVOID when making search engine-grabbing promotional videos

1. Don't submit the same video to a podcast directory multiple times
2. Don't submit the same video with the same titles / keywords in different formats. Vary them.
3. Don't create content YOU wouldn't want to watch or listen to yourself
4. Avoid submitting the same content to the same profiles with the same titles and copy over and over. We offer pre-made profiles for you if you want them
5. Avoid businesses that are spammy in nature. Viagra, Biz-op, MLM and generic keyword phrases have an extremely low probability of getting noticed anyway
6. Pay attention to the terms of service on the sites. We're trying to find an effective way to make this easy for you

The SIX things you SHOULD DO when making search engine-grabbing promotional videos

1. Build a relationship with the viewer – offer to give something away
2. Identify and solve a problem
3. Create training content
4. Entertain Your Viewer
5. Interview your self or have someone interview you
6. Prove what you are saying with demonstration or show a before and after

CRITICAL TIP: Always include an offer!

Question: How do I get people to visit your site after they watch my video?

Answer: Make an Offer!

I can't tell you how often I hear this - and this is the most critical element of every video if you want it to produce for you.

Here is a list of offers you can and should include whenever you make a video

- BUY! (don't be afraid to ask people to just come and buy your stuff!)
- Limited time/trial
- Scarcity – limited quantities
- Free trial
- Discount
- Payment strategy
- Buy one get one free
- Free report
- Free sample
- Buyer's guide
- Insider guide
- Free book
- Free audio cd
- Free telephone recording
- Free video
- Free training
- Free event, seminar, workshop

Here are some suggestions you can start using immediately that will be having you making videos that these sites would be more than happy to have you post and promote

Create Great and interesting content in you video and podcast

1. Go to Amazon, search for the topic your product or service solves and look at book titles and create a video with a variation of that name. Search inside the TOC or index for ideas to talk about. From this information...
2. Create a "How To" video
3. Set up a ustream channel like I have!
4. Write and record an interview that addresses these points:

What we are going to learn, i.e. how to _____
(make pain go away)

Who are you?

Why should I believe you?

What have you done that I should believe you?

Present results

Prove results

Here is a simple script you can follow and build on;

- Hi, My name is _____
- I'm the creator of _____ OR I'm a _____ (list profession)
- Like you, I had _____ problem which caused _____ pain
- I found a solution to make it go away
- And I'm going to show you how I did it
- It's called _____ (product service name)
- I'd like to show you how I SOLVE THIS PROBLEM and GOT THESE RESULTS with _____ in just ___ minutes/hours/days/month
- SHOW THEM!
- Turn it into a living testimonial

Here's an Example: (watch the video for notes)

Business Type: Custom Garage Doors

If you're marketing and generating traffic with Adwords, study reports and determine which ads are most popular and profitable and create videos using those keywords - know what works.

Here are some videos I'd focus on making:

- Generic "Garage Doors" videos "lowest prices on garage doors", "best garage door prices", "buy garage doors online and save"
- Buyer's Guides
- Comparison Guide
- Installation Guides
(Help viewers make good decisions. If they trust you, they'll buy from you)

Category Videos

- Accordion Garage Doors
- Barn Door Garage Doors
(how to select a accordion garage door or barn door garage door)

Product specific videos

- Brand
- Model

Podcast Ideas You Can Borrow

- Model ShopNBC – create a podcast feed with short videos of all your products
- Create a Training podcast (how to use, how to install)
- Shopping Comparison
- Testimonial Video Feed
- Product Demonstration / Proof Podcast - show before and after results

BONUS: A TEN step content formula that instantly builds credibility and a relationship with a viewer or listener

1. Problem

- a. Do you have this problem _____ ?
- b. Are you looking for a _____ ?
- c. Do you experience this pain _____ ?
- d. Are you tired of _____ ?
- e. Do you wish this would stop _____ ?

2. Introduction / Credibility Booster

- a. Hi, My name is _____
- b. I'm the creator of _____ OR I'm a _____ (list profession)

3. Empathy. I'm just like you...

- a. Like you, I had _____ problem which caused _____ pain
- b. I don't know about you, but I've been screwed by _____ that didn't work the way it said it would...
- c. I've bought dozens of other products that promised x results but none worked

4. I have a solution

- a. I found a solution to make it go away
- b. And I'm going to show you how I did it

5. Introduce the "Magic Bullet"

- a. It's called _____ (product service name)

- b. I found something that solves that problem. It's the _____ and it works exactly as advertised.
- 6. Show them how it works**
 - a. I'd like to show you how I SOLVE THIS PROBLEM and GOT THESE RESULTS with _____ in just ___ minutes/hours/days/month
- 7. PROOF! Prove Results**
 - a. Show them BEFORE & AFTER
- 8. Add a Testimonial**
 - a. Either you or someone else repeating this formula (
 - b. Turn it into a living testimonial
- 9. Provide an Offer**
 - a. Link
 - b. Phone number
- 10. Give the viewer a Guarantee**
 - a. Money back
 - b. No questions asked
 - c. Conditional is ok – “if you use the program and don't get the results we promise, you get 5 times your money back”