

# THE **small** BUSINESS BIG **MARKETING**

*show*

INSANELY EFFECTIVE  
MARKETING

## Episode #473

How to get your business  
videos seen with Sonic  
Sight's Geoff Anderson



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## **Geoff Anderson Interview Transcription**

**Tim**

Geoff Anderson welcome to the small business big marketing show.

**Geoff**

Thank you for having me Timbo. I've been listening to your show for years. I'm very excited to be on it.

**Tim**

You're the one out there listening hey Geoff let's start off. I want to just talk about why video. What do you love about video as a marketing medium?

**Geoff**

Or what I love about it is the way that everybody else has woken up to it because I've been making videos for nearly 30 years and when I think back in what was I doing 30 years ago it was VHS tapes and 15 minute productions that you'd make somebody sit in a boardroom to watch but it's great to see the way it's been adopted these days and it's everywhere. All the platforms are using them. Everybody's looking for video and there stats to back it up 96 percent of consumers say that videos help them with their buying decisions. 87n percent of businesses use video as a marketing tools. 70 percent of consumers believe the companies that create videos are more engaged with them so consumers are looking for video content as a way to learn about companies and their products and services.

**Tim**

Video marketing feels expensive is it?

**Geoff**

Well it can be. We try to find a solution for companies where it's not that expensive but of course it's never been easier to make video content. When I first started you needed 100000 dollars to buy the cheap computer based editing system and then you were looking at about 30 grand up for a camera. Of course these days you've got a high definition camera that you carry around in your pocket these days. On your phone which is actually extraordinary what it can do and I think people sometimes underestimate just how good a phone is. And then you've got imovie built into your software already preloaded on your Mac when you buy it or you can get cheap software for a P.C. so it's never been easy. The barrier to entry have dropped away completely so anybody can do it. And even the clients I work with where we're on annual contracts with making videos for them every day. I talk to them about making their own content as well because I don't think everything has to be done professionally. I think there's opportunity there to make a range of quality types of videos and people are happy to watch those regardless of how they're produced.

**Tim**

Well I think that's really interesting. Previous guests on this show who have been video marketing specialists have gone over those videos that every small business should have. I want to get your take on what you think the top 5 videos are. And then just a little quick discussion around strategic videos where you do spend some dough versus tactical videos which you do on the hop. So first of all Geoff top 5 videos every small business should have?

**Geoff**

Number 1 for me is a case study video and I think these are great because it's actually your customers talking about your product or services from their point of view so they're not obviously selling your product or service but what it does it really captures the imagination of the viewers because they can relate very much to that situation and they can say yeah I've got that problem I need that service I want that solution I want that outcome. And so I take customers on a fourth step process with case studies I say what was a problem that you were having. What was the product or service that was provided. How has that helped transform your business or your life depending on what it is and then how you've now feeling as a result. So that's case study that's number 1. I think it's a no brainer.

**Tim**

Number 2?

**Geoff**

Number 2 find mistakes. So talk about the sort of things that people make a mistake when they're using your product or service or in your industry. And the beauty of that is it just shows the layers of complexity of what you provide that people don't know they don't know. So they get to see it. It also builds credibility and trust with you because you're giving away this free helpful information. And another beauty of this is that actually selects out the people that are not going to be suitable for you. So you might get some people think oh I can do it myself great I'm off and running. They're the ones who don't want to necessarily be working with anyway. So that's a great way to build trust and rapport.

**Tim**

Number 3?

**Geoff**

A pitch video. So that's about addressing what the problem is that you solve for your customer. So just remember it's not about you. People get really tempted to talk about their own this is what we do blah blah blah and you really need to keep asking yourself why does this matter to the customer. So start out with talking about what the problem is and then how your product or service solves that problem and how you're going to be the ideal solution for them.

**Tim**

Like that one. Number 4 every video a small business owner should have?

**Geoff**

I believe a really powerful one is what I call a rapport building video. So this is where you tell people why you do what you do and why you love doing it. Why it gets you out of bed. I had a customer who told me he got a phone call from a new client saying yep I'm ready to work with you I want you to build these patios out in our backyard. And he said okay. How did you hear about me. He said well look I've watched your video and I can trust you. So it builds that rapport that trust because people understand who you are what drives you what motivates you. And they can like you without even meeting you. So it's a great way to get people on board.

**Tim**

Yeah I love that. Basically why do you do what you do. And number 5 Geoff?

**Geoff**

Well a product video. Something that explains the features of your product or service. And the value that it brings. So it's a little bit different from a pitch video which is more about the overarching solution service you provide. This is in narrowing down to some of the different products or solutions that you have and just unpacking those and letting people know the value and benefits of getting those.

**Tim**

So I guess those 5 ones that you've highlighted Geoff what I would call strategic videos. Ones that you do once. They're evergreen. You put them on your website and you're going to show is actually going to give us a lot of places where you can put them and get exposure for them. But there's also the opportunities in there to do tactical videos where you might let's say you're a real estate agent and you go and provide a valuation of someone's home. The idea of actually getting out in the driveway at the end of that meeting and doing a quick video saying thank you. Tactical video is something you do on your phone. You see a role for those as well?

**Geoff**

Oh absolutely. There's so many ways. I talk to people these days about getting over the fact that the videos are a promotional tool because videos are now a business communication tool. That can be used in any form of communication that you're having. So just relax about. Yes have these high end promotional type content the evergreen content but also look for other opportunities for just just engaging with the community in different ways. Of course if you're doing a particular campaign if you're raising funds for something I had some friends of mine that were raising funds for a men's table where they want to go not for profit so they need to raise ten thousand dollars so I help them out with a few videos on that. And one of them was you know the ask explaining what they were doing and why they needed the money. And then at the end of it when they raised they were looking for 10000 ended up getting 19000. They did a thank you video. Because once you've raised the money you need to then thank people 7 times. And so I said look we need to do a thank you video for them. And the important point about that video was it was only a thank you. It wasn't like what else you can do to help or how you can stay in touch or who you can refer or if

you can spare some more money it was very much about just keeping it clean as a quick thank you and that's all it needed to be in that space.

**Tim**

What are the key mistakes to avoid when producing videos I'm sure there are many but just some of the top ones?

**Geoff**

Well I break it down into 2 areas so technical mistakes and also strategic mistakes. So technically get your frame in right. What I talk about if you're shooting somebody's head make sure the head's at the top of the frame material. You see a lot of people put the head in the middle of the frame there's all this dead space above them. You see old photos where you've got the room. Think about having the photo at the head at the top of the frame. I'm a big fan of widescreen videos. I know a lot of people are shooting portrait videos these days which are great when you're looking on the phone but not much good for anywhere else so you're limiting your opportunities here. If you're only shooting in portrait. Obviously audio is really important. Having said that captions are really vital as well. Maybe we can talk about that a bit later but ideally get good audio. Make sure you're listening to the background noise. Are there children screaming planes flying overhead wind whatever. Just be aware of that and if need be listened back to it after you record it to make sure that you've got it clean. If you haven't do it again. Lighting avoid bright backgrounds and silhouette the person you don't want them to look like they're on some kind of witness protection scheme. And keep the camera steady you don't want people to be distracted by the technology that's trying to deliver that message. So just be aware of that. And also once you've finished filming make sure you backup the footage. You don't want to end up losing it because you've wiped over it because you thought you had it but you didn't. And strategically some of the mistakes that people make I think is they're not perhaps really clear on what their purpose is. What they're trying to achieve. I had someone the other day ring me up and saying we want to film this conference that we're involved with and we want to record all these sessions and I said sure we can do that for you. And then why are you actually doing that. And there was a real lack of clarity about what they actually wanted and what they actually really needed was just a short sort of two minute highlights of the whole conference because that's what they'd end up using. They realized no one is going to watch those sessions again. So be clear on what your purposes.

**Tim**

And Geoff you talk about starting strong and smart with your video. What do you mean by that?

**Geoff**

Well look people's attention online these days is very limited. If you've got their attention you really need to respect that and go with it quickly. So the days of having a 3D animated logo that goes on for 10 seconds have well and truly passed this. I've clicked on videos that I really want to watch and after 10 seconds or after 5 seconds of just watching this logo unwind and yeah I'm good, I'm out of here.

**Tim**

I think what happened was there was some services may be five years ago that were offering 10 dollar intro trailers or recorded intros for your videos and it looked amazing because up until then that was really the domain of the big business and now a small business guys can have these funky trailers but sometimes we get carried away with the bright shiny object and forget they're actually producing this in order for someone to watch enjoy entertained be educated.

**Geoff**

Absolutely and so you want to understand why people have tuned in and get to that point quickly so if there's a problem that you're solving for them if there's something they want to learn how to do state that's straight upfront and get into it. As far as putting your logo in it sure put your logo on it but maybe put it as a watermark on the screen or when the supers come up or at the end of the video. But don't indulge yourself at the start with a big rambling logo just get to the point as quickly as possible and give them a hook something that's going to get them engaged with wanting to watch more.

**Tim**

You actually say forget about your branding.

**Geoff**

Well what I mean there is manage it. So yes have your branding but put in the right place at the right time. Don't put it at the front because I'm sure you'll agree Tim that the person who most worries about their logo is a person whose logo it is everybody else wants to get on with what the value is that you've got to give and that's the stuff you want to be showing off.

**Tim**

There's a great video I haven't seen it for a long time but when I worked in advertising many years ago one of the requests from every client and I looked after clients Uncle Toby's Mercedes Benz and one of their requests whenever you presented a concept was could you make the logo would be bigger please. And there was actually a parody video of that with a band singing a song called make the logo bigger or something. I'll try and find it and put in the show note it was a lot of fun. What about a call to action should every video have a call to action Geoff?

**Geoff**

No not all the time. It really comes down to your strategy and what you're trying to achieve and what the purpose of the video is. For example that one I was talking about before that thank you video for that fundraising just needed to be a thank you. You didn't want it tainted by saying and do this or do that. So obviously work out what you're trying to achieve from it. What the whole purpose is. Sometimes it's just building a relationship with somebody and you just want it to be that on its own. Obviously other times what talk about my new book is knowing what the next step is you want people to take after watching your

video and been really clear on that because it can be really tempting. People just put a video think great I've done my job but it's like no no what do you actually want them to achieve because watching the video is just part of the process. The step you want them to do is what's going to happen after they've watched the video. So having clarity around that is really important.

**Tim**

And that's really important Geoff because the obvious place to land is that every video you produce you wanted to end in a sale or an inquiry but maybe that's unreasonable maybe the call to action is to watch the next video as you say or do another step that's leading them down a path of inquiry and hopefully purchase at the end of it. But sometimes we don't want to rush these things and take the marketing process a bit slower if you like the sales process a bit slower.

**Geoff**

Yeah and sometimes it's about building community. It's about just nurturing that community keeping them engaged and then eventually leveraging that for sales down that track.

**Tim**

You mentioned captions earlier. How important are captions?

**Geoff**

More and more important pretty much essential. I mean at least 85 percent of videos are watched these days mute online and so with our videos we provide our clients adding captions to them is just a no brainer it's part of the service and it's really easy to do these days.

**Tim**

What's the easiest way to add captions to a video?

**Geoff**

You got a rev.com 1 dollar a minute they charge a US dollar and they turn it around in a couple of hours depending on the duration of the video and it's pretty accurate. You need to go through it and just check it. But for my money it's the best way to spend money on the return on investment it's they do it themselves and it's bang you've got your captions file which you can upload onto your linked in video or your Facebook video for some of the platforms you need to actually burn it onto the video so you need to go back into the edit suite to actually put it on the video. So it's there the whole time which is actually what I prefer to do because you've got control of it then and everybody sees that every time it goes out.

**Tim**

So you got your captions on your video Geoff which are essentially subtitles. What about the transcription is that best practice to post that into the description that YouTube or Vimeo or any of these these hosts allow you to do?

**Geoff**

Yeah absolutely. So that's going to help you with your seo it's going to make it easier for people to find your video if they're searching for terms and commentary that you're using the video. It also helps Google understand what the videos about so when people are searching and it knows. Okay that's a video it's going to promote video above other platforms other media if it can. So if you make it easy for Google to understand the content by having the transcription there you've got more chance of getting it seen.

**Tim**

Just on seo we've talked about captions we've talked about transcriptions there is that geeky term called metadata which is basically those fields that again YouTube or Vimeo or wherever you're hosting your video allows you to fill out again to tell Google and the other search engines that there's a video here and what it's about. And any tips on optimizing your metadata?

**Geoff**

Well look obviously we think about the keywords that are going to most resonate with the audience that you're promoting it to. Another thing to think about all this so is also when you're posting your videos online you're not just putting a video on it's by itself. You generally got some text around it explaining what it is. And that's really important content and data as well. In terms of getting people engaged with your video. And that's why you don't need the titles the big rambling starts because you can explain this video is about this click here to watch. So I call that the packaging that goes around part of your video and it's a big part of it because wherever you post new video these days whether it's on a Website YouTube Facebook Instagram it's going to have some kind of information around it so that we can actually get people in. Explain what the video is. You want to keep it 60 words or something or less. And that's going to help them get engaged straight away.

**Tim**

Geoff you've shot a bunch of videos. Where do you host them YouTube you've mentioned Vimeo there's wistia. I'm sure there are other places where do you upload these videos to?

**Geoff**

I like YouTube and Vimeo and in fact I use both of them myself from time to time. These days I'm actually using vimeo as an archiving way of managing all our videos because it's a great way for us to do it. It's got some great features in terms of you can actually sell your videos on Vimeo as well you can package them up in collections. YouTube is really good and there's no reason why you can't have them on both YouTube is great because it's such a powerful search engine. People go there to specifically look up products or services or have problems solved. So if you've got your videos on YouTube it's got great search power.



So either of those are great. I don't tend to use wistia. I know it's got some great analytic data Vimeo these days has great analytic information in it as well.

**Tim**

What do you think about the idea of embedding a YouTube video on a website. Because with that comes all the YouTube visual branding do you think it looks cheap or is it completely acceptable?

**Geoff**

It used to be a bit better because you can control more than the related videos it shows afterwards. But I believe it's now gone and taken control of that back so that you have to see these related videos so it keeps going. Look I think Vimeo provides a much cleaner interface for that. You can actually nominate which parts of the menu you want to show with Vimeo so you can turn a whole range of things on or off. So it does give you a lot more control you can change the colour scheme of Vimeo as well so you can have it in your own branding. So that gives us a nice look as well so yeah Vimeo is certainly a much cleaner nicer looking thing. People understand what YouTube is they know what you've done. Vimeo is cleaner. But people know what YouTube is and they get it.

**Tim**

We're chatting with business Video Marketing Specialist Geoff Anderson whose new book Watch me now focuses on leveraging your videos to maximize your return on investment. It's a great thing that you've recognized Geoff in writing this book because I am sure the majority of business owners listening to this chat have gone and created at least one video they've put it on their website or they've put it on their blog or maybe they've just uploaded to YouTube and done nothing else with it. And it's a classic thing where you go I'll get that video produced and then my work is done. But clearly that is not the case you need to share those videos far and wide in order to give them an extended life and an impactful life and I love the fact that you have created 30 ways to share your videos which you and I are going to power our way through because if people implement these ideas that little video they've created is going to get a whole lot more traction. So Geoff Anderson over to you 30 ways to share your marketing videos.

**Geoff**

Okay. Number 1 hosted on YouTube. No brainer. Number 2 hosted on Vimeo as well including email signature. This is a really great way to get it out to every time you send an email out to somebody there's a video attached to it if they're using it. If it's a youtube link and they're using Gmail or Google apps they'll be able to watch it within the email itself.

**Tim**

Just on that. So you literally put the link to your video in your email signature or do you embed the video into your email signature?

**Geoff**

You could embed it or generally what you can do is create a little graphic with a play button on it with the link to that. So it'll open up and play. If it's a Google Apps or Gmail or YouTube it'll play within it. Otherwise it will open it up in YouTube and they can watch it there. Embed it on your website. So do these other things first. I have people who say I need a video but you know my website's not going to be ready for 3 months. The website is just one of 30 ways to share videos. You don't have to wait for your Web site to get your video out there. And I think that mentality and this is why I wrote the book. You know the first book shoot me now is about how to make videos this book is about what to do with it once you've got your video. Because I have seen my clients just that they get 20 views after three months. I mean what are you doing. It's not working. Don't hide it on your Web site. I've seen ones that have just been buried you need to be Indiana Jones to find it. And that's not the whole purpose of it. You want to make it front and centre.

### **Tim**

Can I just pause you on that one so don't hide on your website. Agree but it does depend on I should therefore assume that you put all videos on the home page. Clearly not. And one of the things with a Website is you really want people not to just land on your homepage but some of these longer tail searches are going to take people deep inside your website maybe to a secondary or tertiary page. It's still okay to have videos there.

### **Geoff**

Absolutely. I mean I'd encourage people to have a video on every page that they've got on their Web site but just make it prominent and just be aware that people are going to be looking for this and make it easy for them to find it. If you can post it to the top of the page above the fold you're going to get more engagement with it as well. So yes definitely have them all over the page but I think the days of having a menu option for button for videos I don't think that's relevant anymore videos should just be part of the whole makeup of the content. So it should just be there regardless. Use clear thumbnails as links to your Website. So have an engaging image that's relevant from the video to get people to click on it. Tell people about it in newsletter if you're sending out newsletters let them know share it around. Don't hide it under a bushel. Let people know it's out there.

### **Tim**

I just want to comment on a couple of those clear video thumbnails as links on your Web site. I think that's a really important one. One that many don't do so when you upload a video to YouTube or Vimeo. Those platforms automatically drop in a thumbnail. That will be the positional image that sits in the little frame of your video and sometimes it's a shocker but you actually have complete control over it. And in fact there is a whole science to what how to create a thumbnail that encourages people to click. So I encourage people to kind of look into that because it really is a key factor in whether someone's going to click on your video and put it in your newsletter. Love that one and then back to you Geoff create stories about your video.

### **Geoff**

Yes. So if there's something that happened when you were producing a video use that as a reason to say to people hey had a great time hanging out shooting this the other day this happened. You can check out the results here. So just create a bit of narrative around it to give people a reason to look on it. Obviously posted on Facebook. No brainer as I said before have some text have some information around it so that there's a reason for people to click and find out more. Post it on Facebook groups and this is really a powerful way to get more engagement with it because I don't know if you've noticed but you tend to find more engagement within groups. So if you've got groups that are relevant to that content posted in there once again gives some story around it. Posted on LinkedIn. Same thing again. And you can write an article on LinkedIn if you want. You can share it with the groups on LinkedIn. Again you get better targeted engagement when you put it within the groups. Post it on Twitter. Post it on Instagram.

### **Tim**

Just before you go on Geoff saying posting it across all those social media platforms which is a great idea just a functional question. Which linked do you grabbed? Do you grabbed the permalink? For example if you're on YouTube do you grab the link at the top of the page or do you go to the share button within your YouTube video. And it's generally a different U.R.L.. Which one do you post on your social media?

### **Geoff**

Sorry I should've clarified. Neither. What you do with social media is you upload the raw video file so the MP4r file you don't want to put a link to YouTube or Vimeo on the social media platform because they don't want you sending people away to another platform. They want to keep your audience on their platform. So they're going to promote your video and share it more widely if it's a raw video file that's part of their infrastructure. So what you want to do is just upload the MP4 file let it load and then that's going to get more views because they're going to promote it more actively than if you've gone and uploaded a link. So always best practice on social media is to upload the raw video file.

### **Tim**

Awesome.

### **Geoff**

Buffer it. You've got hootsuite and buffer apps like that obviously it's an option. They're not great in terms of getting engagement because the platforms now are aware that you're automating the process rather than doing it manually and personally but it's another way to get some engagement and get it out there. The other thing to think about your video is there an opportunity to show it live. We do a lot of work with private schools and they're often having assemblies or school tours where they get to show our videos to a captive audience and that's a great way to get engagement. And people are more likely to watch the whole thing through then get distracted and click away because they can't. So live events is a great opportunity to showcase your videos. The other thing of course is you can organize events if you've got an opportunity to if you've got a particularly strong video and you've got an audience that's gonna resonate with you can use that as part of your campaign. One

of the things I really love is pre meeting introductions so if you've got a meeting tomorrow with somebody you booked the meeting a couple of weeks ago you hope you never remember that it looks like they're going to expect to see you. Send them the video. You pitch video or you're five mistakes video or whatever it is beforehand. The day before and say hey listen looking forward to catching up with you tomorrow. Here's a little video it just gives you a bit of an overview of what we're about and what we do. And I really look forward to hearing how we can help you.

**Tim**

I think that's a great one and I think the idea of again it's personal. It has a high perceived value doing something like that and if you could add to that say hey listen watch this video before we meet tomorrow. But even just doing a little tactical video saying hey you know it's Tim here and really looking forward to you wouldn't say Tim if it's not your name if you know what I mean but it's Tim here and I'm really looking forward to catching up tomorrow to discuss blah blah blah. Again it just puts you back on the radar and shows a little bit of care.

**Geoff**

Well it's professional and the real beauty of this is it then go to the meeting and you don't have to talk about you and your services because hopefully the videos unpack that for them. They've liked it. They understand what you do and they want to engage with you. So you can spend the whole meeting listening to them understanding what their needs are and addressing those and you're going to get much more a better outcome from that.

**Tim**

Love it. Next one number 19 we're up to by the way be mobile ready?

**Geoff**

Yeah. So make sure you've got your video on your phone. I mean these days with easy access to the data it's not as relevant as it used to be but if you've got an important video on your phone or your iPod or your computer when you're out and about and something comes up you can quickly bring it up show to somebody say oh yeah look this is what we do blah blah blah. Or you know or at least have access to your youtube channel or your videos online so that you can bring those up quickly why you're there when a situation arises.

**Tim**

Love it.

**Geoff**

And of course targeted marketing with your advertising. With Facebook you can really go and be quite specific who you want to see your videos. They've shown to have great engagement with the ads. And it really does convert. So it's a more expensive way with advertising but the conversions are much higher. So it's certainly worth looking at from that perspective. You can do the same with YouTube advertising promote it. Let people know it's out there when they're on YouTube. And same with linkedin advertising. The

other thing the other way to get your videos out to people is to have a way for them to download it so we can do that easily with Vimeo because you can have a download link on Vimeo. So as you send it out people can just download it or you can send it on hightail or wetransfer or one of those or Google Drive. One of those Dropbox one of those apps that are out there that enable you to send large files which are not going to be able to be attached in email but that means they've got it on the desktop for whatever they need it.

### **Tim**

And Geoff I really love the idea of sending content 1 to 1 so often we create content. I do this with my podcast I create an episode and it goes out to tens of thousands of people which is great but I also love the idea of when I'm speaking to a business owner say if I'm speaking giving a keynote at a conference and someone puts their hand up and says can you just tell us a little bit more about LinkedIn for example I can then say hey listen I've actually done a whole interview with one of the original founders of LinkedIn can I send you that link. And it's exactly what you're talking about with video files where you just send one video to one person that can have a great impact.

### **Geoff**

Well I think in this day of so much automation when somebody receives something which they they realize is personalized it's like getting a letter in the mail these days it does cut through the noise a lot more so it's certainly worth looking at. The number 24. Ask your community to share the love. So if you've got people in your community get them to get engaged with the video and share it around. One of the great ways you can get some traction on LinkedIn is if you put a post up there and if you've got a select group of a couple dozen people you say hey listen I've just shared this. Can you jump on board now quickly have a comment a like and a share. If they all do that pretty quickly it really boosts the engagement with that post and more and more people will see it. So if you can get your friends and family to jump on board with content you're putting out there you're going to get a better outcome. USB easy way. If you want to give somebody something tangible DVD just in case you don't know. We've had some class. Can you do DVD and I said no we're not going to do that. We don't do them anymore because nobody's got a DVD player nobody wants to handle a DVD disk. So definitely USB sticks are much more viable way of doing that if you want to give somebody a tangible thing and you can get the promotional products which will have basically anything you can think of that might suit your brand. So you can hand a USB with a video on it and some other information you can have embedded on there as well. Developed partnered channels. Partnership channel. So who has the same audience as you. So for me I work a lot with private schools. We have organizations that might do other advertising or they might do jewellery or whatever. They have the same market. Same clients but not necessarily same product. So we're able to partner with them and they can support us they can share our stories we can share their stories. So look at that and create a campaign. If you're delivering the message consider ways to deliver it. So it incorporates a video as part of that strategy. So if it's an infographic a stunning visual you can send those out send the video out as part of that over time. Something that's really important is the idea of sharing it multiple times. A lot of people think I've posted that great my job is done. But think about television commercials you don't see a TVC once you see it

multiple times and it needs to be repeated to sink in. And also you'll see content coming up in your Facebook feed where it keeps coming up you may not watch it the first time you see the second time you see it the third time you're thinking what is this. See the fourth you think I've got to watch this because people are sharing it. What's the story. So don't think that just sharing at once is enough. Keep sharing it giving it multiple times multiple platforms. Keep repeating it finding a different angle to share it is a good idea but yeah definitely don't think that it is shared once the job's done.

### **Tim**

I think that is a really really important point because so often that I find many business owners particularly smaller business owners are almost apologetic and I've heard this when it comes to email marketing. Oh I can't send another email out to my database they'll think I'm annoying the more I can't share that video more than once it seems over the top but it's completely incorrect thinking because as you say the bigger brands are running these TV ads 30 60 90 times a week and it is frequency that finally lands the message so unless you're lucky enough to get a viral video that sort of takes off by itself you've got to actively share it yourself. Number 29 Geoff encourage participants to share the video?

### **Geoff**

Yes. So this is another great way and I guess it sort of taps into the influencer concept but if you've got somebody that's in your video you might have interviewed them for whatever reason and they've got an audience ask them to share the video as well. So that may do that every time. But there may be some people you could look at that strategically and think well let's get this person on air because Timbo Reid's got tens of thousands of listeners every week let's go and get it. Talk to him because then he'll share our content for us. So think of it strategically around that. But just whoever you've got on there makes sure they share it because you never know who they know who's going to watch it because they've shared it.

### **Tim**

Love it. And drum roll well not really drum roll. Number 30?

### **Geoff**

So another great way to get your content in front of people that perhaps wouldn't see it otherwise are these LCD brochures. So these are physical brochures that have a screen in them and you can have your artwork printed on them. You can have your message in there. And then when they open up this tangible brochure it plays a video. And this is ideal if there's somebody that you really know is going to be an ideal client and they're going to love your product or service but you just can't get through the gatekeepers. Put one of these in a handwritten envelope with a handwritten note. It's going to get in the hands of that person and they're going to look at it and they're not going to throw it away because it feels too valuable it's got a little LCD screen in it.

### **Tim**

Can you just clarify that for me? You're telling me there's a paper brochure that has embedded in it an LCD screen?

**Geoff**

Well it's more cardboard. Half a centimetre thick. And yeah it's a physical brochure with the screen in it. So when you open it up it knows that the video needs to play it starts playing the video and it feels valuable depending on the quantities. They go from probably somewhere between 50 and 100 dollars depending on how many you make. But yeah that's a great way to get in front of someone that you wouldn't otherwise get to.

**Tim**

Well there you go. That is 30 ways to share your valuable marketing videos. Thanks to Geoff Anderson of sonic sight. Geoff as an aside you have your second book. Now I love this. You're an audio visual guy. You've been doing it for four decades. And I love the fact that you've gone off and you're building a personal brand and profile through self publishing your first book Just Shoot Me was well named.

**Geoff**

No no no. Shoot me now

**Tim**

I love it. That was all about video production. Your second one watch me now which is imminently about to be released and people can buy it over at [SonicSight.com.au](http://SonicSight.com.au). What self publishing done for your business Geoff?

**Geoff**

It arrived at the right time. I first did the key person influence course. About 6 years ago and my business had been going very well but it was just lagging a bit. So that really reinvigorated it. I had a great story of a client who rang me up from a government agency says look I've got a copy of your book and we've got a 25000 dollar video to make are you interested. I mean yeah I'm interested. So I went in and he said I got to tell you I've got to be honest I haven't read your book yet and I thought well that's that's fine. So when I met with him and he told me about the project I asked what I thought was a great question I said so what are you looking for in a winning tender. He said because we've got to get three quotes because of the value. I said No problem. What do you know what's going to get us across the line. And he said well I know you can do it because you're published. And I thought well that's great. You haven't even read my book. So I think just having the book immediately positions you as somebody of credibility as somebody who's can complete things I guess has got a bit of a get up and go and a bit of an authority. Well literally an authority in a particular area on a particular topic. It's certainly enhanced my my brand and my profile.

**Tim**

And I've had a previous interview which I'll put in the show notes is with Australia's leading small business author Andrew Griffiths who we talked at length about the power of writing a book and how to self publish so worth a listen. Hey Geoff. Love your work mate.

Thank you for sharing those 30 ways of sharing videos and also at the top of this interview ways to improve the actual videos you're going to produce and I think that's wonderful so mate all the best with the new book launch and we will follow with interest your third book which I'm sure is on the drawing table some point.