

How Cleaners Can Use Videos to Get Higher Job Tickets and More Clients

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What Makes Video Marketing So Great?

- Video fully engage, tell a sales message, and make a HUGE impact
- Videos can be **created CHEAP** (for FREE or a few hundred dollars)
- Your competition isn't doing this (or if they are, not doing it well)
- YouTube is the second biggest search engine in the world
- Advertising on YouTube is cheap and can be done in specific locations
- Videos keep people on your website
- Some consumers LOVE watching videos more than reading text

How to Use Video Marketing

To get the full benefit of making and distributing a video, it is first necessary to create a well-structured marketing strategy.



There are several phases you will need to consider:

1. Making the Video
2. Releasing the Video
3. Search Engine Optimization



Making the Video

- Make sure that you know what the aim of your video is before you start.
- By advertising that you are a local company and by making the video genuine and engaging, you can create a trustworthy business image.
- Educational videos are good with how to clean a particular spot, why fabric protection is important, before and after videos, or what to do in a cleaning emergency.
- Promotional videos that spotlight a particular service work well to help you sell
- Featuring local references and local customer testimonials is a great way to do this.

Ways to Make the Video

Real Life Video:

- Smartphone video recorder (usually your best bet)
- Camcorder by Kodak, Canon, Samsung, etc.
- If someone is speaking, use a lapel mic connected to the video camera
- You can hire a video professional to create a simple video for \$500+

Slide Show Video:

- Use the service www.Animoto.com to make a simple slide show video
- Screen capture video with Camtasia
- Or FREE screen capture with Jing at <https://www.techsmith.com/jing.html>
- Presentation software such as Powerpoint or Keynote for presenting



Some Other Video Ideas:

- Should you dry clean or steam clean your carpet?
- How much should you pay for carpet cleaning?
- 5 dangerous facts you should know about cleaning chemicals
- Can cleaning actually make your home healthier?
- How often should you get your carpet cleaned?
- How often should you get your upholstery cleaned?
- How can pet stains get removed from carpet padding?
- Does fabric protector really work?
- Thanks for using our services
- Refer us and get free cleaning



Releasing the Video

- Distributing a single video across as many different sites as possible increases the likelihood of it being seen.
- The more people that view your video the more brand awareness you can create.

Here are the basic website categories to consider:

Global - YouTube (the top site to place your video). But don't forget Facebook, Flickr, Vimeo, Viddler, and Daily motion are just a few of the thousands of globally popular sites, which have video sharing capabilities.

Specialized - Look for video sites that are directly related to your target audience. For example, if you have a video about pet stain removal, why not post it on a pet lover page? Even if it's not local, getting more view on a YouTube video with a link to your website can help your ranking. If you have a video about flood restoration, post it on a home improvement site.

Local - By using local online directories and portals you can target the people most likely to become a customer. You should also use your video on your own website or in emails and digital newsletters.



Search Engine Optimization

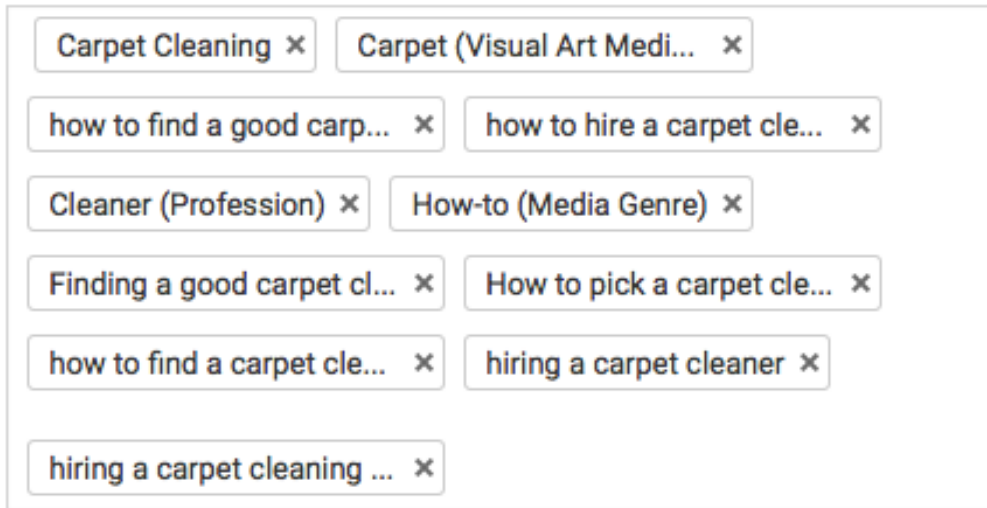
- Videos are very quickly indexed by search engines like Google.
- They are often displayed near the top of the first page of results, which puts them in prime position to be viewed by users.
- However, to promote your videos further it is also important to include search engine optimized keywords in titles, descriptions and links.
- Location details and geo-tagging also helps to maximize local potential even on an international website.



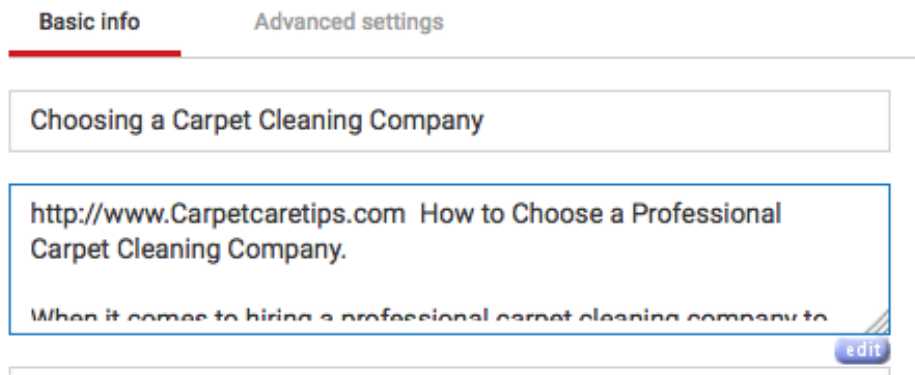
A screenshot of the YouTube Creator Studio interface. The video title is 'Choosing a Carpet Cleaning Company'. The video thumbnail shows a hand writing 'Ask for reference' on a whiteboard. The video information panel on the right shows: Channel: john braun, Uploaded time: November 30, 2013 11:16 AM, Duration: 1:38, Raw file: Choosingcarpetcleaningcompany.flv, Views: 609, Likes: 11, Dislikes: 0, Comments: 10, Video URL: https://youtu.be/p-HFU02zha8. The 'Basic info' section shows the title 'Choosing a Carpet Cleaning Company', the privacy setting 'Public', and a description: 'How to Choose a Professional Carpet Cleaning Company. When it comes to hiring a professional carpet cleaning company to come in your home, don't just trust anyone...'. There are buttons for 'Cancel', 'Save changes', 'Custom thumbnail', 'Add a message to your video', and '+ Add to playlist'.

Add your keywords in the title and the description. But don't over-do it.





Tag your videos with keywords relevant to your video.



Add your website link to the description.



What Can You Get From a Successful Video Marketing Campaign?

- Internet videos are more engaging than TV commercials
- People using the internet are genuinely interested in what they are searching for and want to hear what you have to say.

The advantages of creating an effective video and marketing strategy include:

1. Customer feedback and reviews
2. Increased traffic to your website
3. Increased sales
4. Stronger brand for your cleaning biz

Thanks for reading!

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