

HOW TO PROMOTE YOUR BUSINESS WITH VIDEO

Attract Your Ideal Clients
Without Spending a Fortune



Aidan Montague and Tanya Izzard





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Without Spending a Fortune

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CHAPTER 1

WHY VIDEO?



Why Video?



“Aidan, Tanya and the team at GlobeVista were spectacular for coordinating, developing and uploading videos around my business to the net. The integration of video to our website, and YouTube channel, has seen over 150,000 views on just one video. This is noticeable with many patients now being well educated about what our business can offer when they present for a consultation with us. The money spent with the GlobeVista team was well spent!

Thank You”

Dr Peter Kerrisk – Periodontics &
Implants, Perth Western Australia



If you are a business owner and you have said to yourself:

“if I could just create a professional, high quality but inexpensive video (or videos) to promote my business”

then this document will describe how that is possible.

Have you ever said any of these things?

- I need to do some corporate video(s) that really explain what is unique about my business...but professional video production is outside my budget.
- I am a listed entity and my shareholders need to see an increase in my share price.
- I need more traffic to my website
- I need to rank higher on Google and other search engines
- I need to generate more leads for my business

Imagine you could wave a magic wand...

Imagine you could wave a magic wand and have a professional, video production team at your disposal...a team that will streamline the video production process and deliver broadcast quality video(s) quickly and inexpensively. Not only that, but the team will ensure that you get a strong return on your investment, right out of the gate, by using your video(s) to generate high quality sales leads for your business.



In fact, depending on your product or service, your video production investment will be recouped with just one (or possibly a few) additional clients.

Why Should you Listen to Us?



GlobeVista Italy – Digital Content Capture

For more information on the authors, Aidan Montague and Tanya Izzard, go right to the end of this document.

When we first kicked off GlobeVista, over 15 years ago, the plan was to focus on interactive media and content creation. We knew the importance of quality content (particularly video) and because of our backgrounds, we already had access to a large library of analog content spanning many of the countries of the world.

Our initial plan was to re-visit many of these countries and capture brand new content in digital form. Our first project was “GlobeVista Italy” a documentary project aimed at capturing the very essence of Italy – from it’s architecture to it’s art, to its commerce and much more.



During the 2000 Shroud of Turin Expositions, in Italy, GlobeVista became the first media company to be permitted to film the famed “Shroud of Turin” in digital format. We also captured thousands of still images, covering every aspect of the country.

So, we have a strong background in traditional media and documentary making. However, over the past 10 years we have shifted our focus more towards the Corporate world – and , in particular, using video for digital marketing.

Since 2014, GlobeVista has been particularly active in creating video content for several prominent ASX listed companies. This video content has been instrumental in keeping shareholders updated and also building value in those companies.

So what does all of this mean to you?

In essence, it means that we understand the value of content and we know how to produce it, edit it and broadcast it professionally.

But, perhaps more importantly, we have unparalleled experience in capturing (on video) what is unique about your company, product or service and using that content to convert casual website visitors into investors and/or paying clients.



Why Video?



“73% of all U.S. adults are more likely to purchase after watching an online video that explains the product or service”



Is FEAR holding you back?



According to Jason G Miles in his book, YouTube Marketing Power, FEAR and INTERNAL BUREACRACY are two of the major reasons that businesses “fail to launch” their video marketing strategies.

Here is the more complete list provided by Jason Miles:

- FEAR of being on camera
- FEAR of taking risks – produces bland, uninspiring video that does not work
- Internal BUREACRACY – makes it impossible to get interesting video published (we see this all the time – a killer!)
- Misunderstanding of how (YouTube) video fits into their marketing efforts
- Lack of creative talent
- Failure to clarify their video marketing strategy
- Inability to embrace new online video standards

At GlobeVista we help our clients overcome these obstacles – which is why we came up with our GlobeVista SPEED VIDEO FORMULA - Refer Chapter 4



You are the Media



We now live in world where it is possible to broadcast our message to anyone with a mobile phone or high speed internet connection.

There are a string of massive companies, such as Google (YouTube), Apple, Facebook and Amazon who are prepared to make their multibillion dollar infrastructure(s) available to us in return for just one thing – our content.

Gone are the days when a handful of media moguls controlled broadcasting.

Today this vast media infrastructure is available to any business, individual, not for profit, charity or church group.

And not only is this broadcasting platform available to us at no charge, those same companies are now offering to distribute our content free of charge. How powerful is that?

We have an opportunity to become the most influential player in our marketplace. If we don't take advantage of this opportunity, our competitors will. Whilst we are thinking about a move into video, our competitors are building their own TV channel – on YouTube!



CHAPTER 2

GROW WITH *SPEED*



Speed of Implementation

The #1 Differentiator



Implement Like the Roadrunner: The most successful entrepreneurs are the ones who take action fast.

“Money Loves Speed.”

Dan Kennedy – Legendary Direct Response Marketer

What is the *SPEED* System?



As Featured On:



We previously released the book and CD – How to Grow your Business with SPEED – The New Rules of the Digital Age.

Since this particular report is about video, it is outside the scope of this document to go into great detail on the SPEED System. However, You can receive a FREE copy of this book and CD at the following URL:

www.SpeedGrowthSystems.com

In the meantime, here is an overview:

Most businesses have identifiable marketing or lead generation *inputs* such as advertising or perhaps they rely purely on word of mouth referrals. These are still very distinct *inputs*. The *output* from the system is usually some form of product or service. Of course, the ultimate *output* (or more correctly *throughput*) is likely to be profits i.e. cash in the bank. We can use the analogy of a “rocket ship” to describe the entire SPEED System

The “Rocket Ship” Framework



SPEED Subsystems: Our objective is to build an end-to-end system that represents all the working parts of our business.

We are going to represent your business as a working system made up of multiple subsystems. You see, all of our businesses are working systems whether we acknowledge it or not. They may not be working very effectively but they are working nonetheless.

We must ENGINEER all of these systems for maximum growth/revenue.

LEADGEN SYSTEM – Multiple traffic sources. One target market at a time.

CONVERSION SYSTEM – Convert to leads/sales. Build the database.

PRODUCT QUALITY SYSTEM – Deliver a high quality product/service.

LIFETIME VALUE SYSTEM – Increase spend over time.

REFERRAL SYSTEM – Structured approach. Should not happen by “accident”

POSITIONING SYSTEM – Our goal is to position our business as the market leader in our niche (can be a small geographic niche or a global niche). That is the focus of the next chapter.



What is the *SPEED* System? (continued)

An important feature of the system is that we can measure the effectiveness of the total system and each major subsystem today without changing a thing – i.e. take a snapshot of our business today. We then have a starting point for all future improvement and optimization.

Please also be aware that the *SPEED* System displays the characteristic of an *emergent*. i.e. the complete, end to end system is much more powerful than simply the sum of the individual sub-systems.

In order to gain the maximum benefit, it is necessary to have the complete system in place. If we omit one sub-system we greatly diminish the effectiveness of the complete system.

Video plays an important part in all aspects of the system. In fact, video is the fastest way to implement this system.

- We use video to drive TRAFFIC to your website
- Video helps us CONVERT that traffic to sales leads and eventually to sales.
- Video helps us POSITION our business as a market leader. Refer Chapter 3



CHAPTER 3

POSITIONING WITH VIDEO



How to Position Your Business with Video



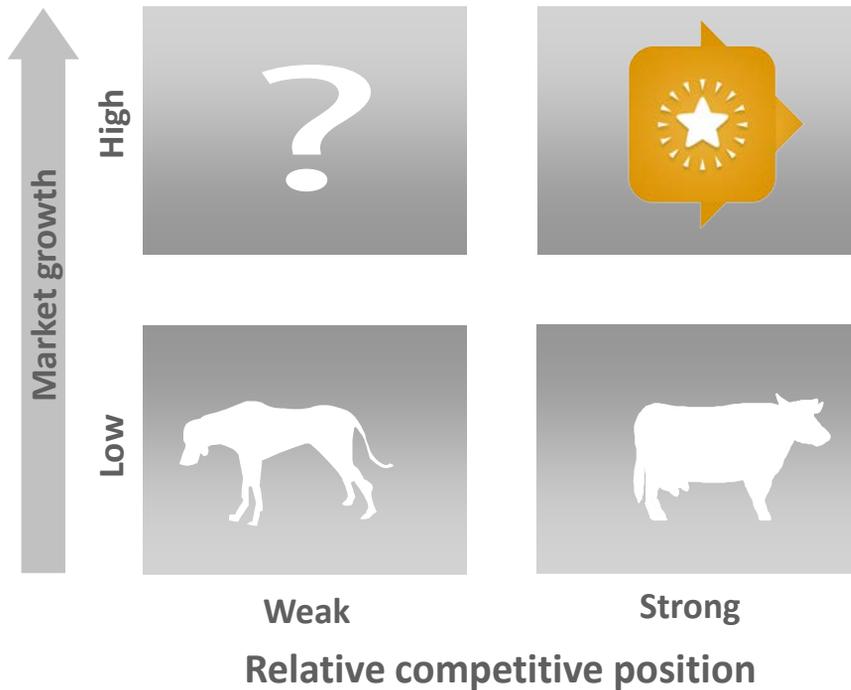
Become a STAR:

- Decide which HIGH GROWTH MARKET you are in (The market must be growing at > 10% pa)
- Differentiate yourself and become the STAR in that market (i.e. the MARKET LEADER)
- STARS are not born. They are designed.

“Positioning is about defining that single thought or idea you want to own and then focusing on owning it. This strongest and most persuasive thought in the customers mind must be true to you, relevant to your audience and must make it difficult for your competition to compete

Ashton Bishop – Predatory
Marketing Guru - Step Change
Marketing – Sydney Australia

Are you a STAR or a DOG?



STARS – Market leaders in high growth markets (> 10% Growth). Can be either a local or a global market. Likely to become Cash Cows. [USE VIDEO TO POSITION YOUR BUSINESS AS A STAR](#)

QUESTION MARKS – Followers in high growth markets. Must increase market share quickly or they risk becoming Dogs. Invest heavily in them (so they become STARS) or sell them.

CASH COWS – Low growth, high market share. Potentially high profit margins

DOGS – Low growth markets, low market share. Best option is usually to get rid of these. Expensive turnaround plans usually fail.

If your business is not delivering the profits that you think it should then the problem *always* gets back to positioning. You must always strive for STAR positioning – Video is the fastest way to achieve this.

The Boston Consulting Group Matrix

Bruce D Henderson from Boston Consulting Group (BCG) came up with the matrix on the previous page in the early 1970s.

When Bill Bain left BCG to form Bain and Co, he invested almost exclusively in STARS (i.e. #1 companies in markets growing greater than 10% p.a.) He also took a very active role in driving the strategy of those companies. The results were phenomenal. Bain doubled the value of its investments on average every year for the first ten years of operation i.e. a 100% internal rate of return. That type of return is unheard of in the world of venture capital. If you were to invest \$100,000 at 100% internal rate of return for 10 years your portfolio would be worth over \$100 million.

This matrix was at the height of its popularity in the late seventies and early eighties. It then fell out of favour and was regarded as being overly simplistic and less relevant by some modern day consultants. However, as recently as June 2014, Reeves, Moose and Venema from Boston Consulting Group reassessed the matrix and explored its relevance to today's business environment.

Their conclusions were:

- (a) The matrix remains extremely relevant but it must be applied with more SPEED.
- (b) Successful companies must explore new products, markets and business models more frequently in order to renew their advantage.
- (c) Companies need to be prepared to cash out stars and retire cows more quickly than before.



Positioning

Client Testimonial – Quantify Technology

“Aidan has been an invaluable sounding board and mentor to myself and the entire Quantify team as we embark upon our journey from small tech start-up to a successful ASX listed entity. His real world sales and marketing experience, as well as his foresight and vision, have been invaluable as we **POSITION** Quantify to be a global market leader in our sector”

Mark Lapins – CEO Quantify
Technology – Perth, Western
Australia





CHAPTER 4

THE GLOBEVISTA **SPEED VIDEO** FORMULA



The GlobeVista *SPEED VIDEO* Formula



Video Q & A: Video is THE most powerful way to get your message out there – Tell Your Story!

We always like to get our clients talking on video – telling their story. Branding is essentially story telling. We never script it. We make it fun and free flowing. We can normally create 20 or more short video clips in a morning session based on a very simple and powerful Q & A format.

Our formula is extremely powerful. We have seen it add significant shareholder value for listed entities – immediately!

Initially, many of our clients are reluctant to appear on camera. That is where we apply our *experience*. Before they know it, they are talking freely, naturally and authentically about their business – and more importantly about the subjects of most interest to their shareholders/customers.



The GlobeVista *SPEED VIDEO* Formula (continued)



GlobeVista – Corporate Q&A

We have found that the optimal length for these sessions is between 2 to 3 hours – no more. We will normally have a 30 min planning session prior to the shoot, just to make sure that we are on message.

That keeps the time commitment on behalf of the CEO/Business Owner to a minimum and maximises the benefit to the business. You would be amazed at how much quality video content we can generate in these short sessions.

All the CEO/Business Owner has to do is show up – we take care of the rest. No fuss - and all at a very reasonable price. This process delivers an excellent Return on Investment (ROI) for the business.



Traditional, Corporate Videos do NOT Work!

Video is transforming how companies market their products and services. But we need to be careful – **traditional corporate videos just do not work.**

Why? Because the traditional corporate video is “all about me”. Plus they are grotesquely expensive to create. At GlobeVista, we have refined our formula for creating short, sharp but relatively inexpensive videos that customers love to watch and are eager to share amongst their peers.

Whilst our video shoots are short, they are extremely powerful – and equally effective for any type of business from a small local business to an ASX listed entity. Our procedure is streamlined and structured so we are able to capture a lot of content (both video and stills) very cost effectively.

The reason our videos work so well, is because we are primarily about using video to educate and solve customer problems. They are not blatant commercials. That is why our clients are so happy with the end result. They see evidence that these videos are being consumed by their potential clients. But, what makes our corporate clients even happier is that they see hard proof of results by way of increased leads, sales and profits. Our videos pay for themselves very quickly.

“Within 5 years, video will account for
over 80% of online traffic”

Inc Magazine – December 2015



The Power of Social Media (as a video distribution channel)

This is important for you to know because social media and video are two of the most important weapons you can have in your competitive arsenal. Yes, we know that you may well believe that Facebook, Twitter, Instagram and so on are for kids.

But ignore these channels at your peril. It is becoming clear that businesses who ignore social media are on a fast track to becoming irrelevant. And yes, social media (done incorrectly) can be a massive time suck – we get that.

However, we want you to change your perception about how social media should be used for business. This is important!

For business owners, social media is NOT about socializing. It is about the DISTRIBUTION OF CONTENT - and video happens to be the most powerful type of content you can possibly create.

As a business owner, you should regard platforms such as Facebook, Youtube, LinkedIn to be powerful DISTRIBUTION PLATFORMS where you can distribute your content (particularly your video content). Quite simply, your target customers are already on these platforms – so you need to be there also.

Now it is important to remember that these social media platforms have strict rules that you must adhere to. You are a guest and you must respect the rules. But don't worry, the type of video content that we produce at GlobeVista is very customer centric. Your customers are getting video content that they want to consume.



The Power of Social Media

- continued

That is the key. We are specifically targeting your ideal customers, with content they want to consume, on platforms that they already spend many hours upon.

We are not hitting them with blanket advertising, or a traditional corporate video that is “all about me” not about “the customer” – and is totally ineffective.

So, now you have the basis of a powerful video strategy that won't cost you the earth. This is a good start.

But what are the [NEXT STEPS?](#)



CHAPTER 5

NEXT STEPS



Next Steps

Schedule a FREE GlobeVista 45 Minute – Video Planning Session.

If you're looking for the fastest, most powerful and cost effective way to create video(s) for your business that will drive traffic to your website and convert those visitors to paying clients then we would love to work with you.

We want to personally help you get the results you desire so we would like to invite you to meet with us for a no cost, no obligation, one on one video planning discussion where we will discuss your requirements and recommend a solution specific to your business.

This would normally take about 45 Minutes. We can do this face to face (over a coffee) or remotely via Phone or Skype.

“GlobeVista 45 min Video Planning Session...For Free”

During our time together you will discover:

- *The unique, **GlobeVista Step by Step Plan** for creating broadcast quality videos that generate leads for your business and are not expensive to create.*
- *How to **Promote your Video(s)** on YouTube, Facebook, LinkedIn and other powerful social media platforms.*
- *How to drive **Web Traffic** from your video(s) to highly converting **Landing Pages** on your website so that you quickly convert web visitors into paying clients. We are focused on getting you a very fast **Return on your Investment (ROI)***



Next Steps

Schedule a FREE GlobeVista 45 Minute – Video Planning Session.

We know your time is valuable. That is why we want to deliver maximum value right there during our initial FREE video planning session.

Remember earlier in this report when we asked you to imagine if you could wave a magic wand and have a professional, video production team at your disposal...a team that will streamline the video production process and deliver broadcast quality video(s) quickly and inexpensively.

We can make that happen for you.

The first step is to call **Aidan on 0410 604615** or **Tanya on 0412 124901** and we will work out a time that suits you to have your **FREE GlobeVista 45min Video Planning Session** where we map out a powerful video strategy right there on the spot – totally without obligation.

We are very much looking forward to working with you.

Sincerely,



Tanya Izzard
Director – GlobeVista
Perth, Western Australia
0410 604615



ABOUT THE AUTHORS

AIDAN MONTAGUE & TANYA IZZARD



About the Authors



Aidan Montague:

Aidan is a Professional Engineer by qualification and a former Chartered Member of the Institution of Engineers Australia. He has more than 25 years experience in sales and marketing operations with a strong technology and Internet background.

He worked in the Minicomputer and Communications field until 1991 when he co-founded Cisco Systems Australia. Five years later he was relocated to Cisco UK as Manager, Internet Business Unit. He worked for Cisco for over ten years and during that time he led sales teams in Melbourne, London, Johannesburg and Singapore.

He has held a number of senior roles with Cisco Systems both locally and overseas. In his role as Director of Strategic Alliances for Cisco, Aidan negotiated alliance agreements with many of the major Telcos throughout China, Korea, Singapore, Australia and elsewhere.

Aidan has also served on the Board of Australian Salary Packaging firm, Paywise Pty Ltd and Director - Online Marketing for Australia's Leading Non-Bank Lender, RESIMAC Ltd.

Aidan is currently Chairman of Internet of Things (IoT) startup, Quantify Technology Ltd - www.quantifytechnology.com who listed on the Australian Securities Exchange (ASX) during the first quarter of 2017.

View full Bio and Connect with Aidan on LinkedIn
[LinkedIn - Aidan Montague](#)

About the Authors



Tanya Izzard:

Tanya has over 30 year's experience in the media industry, specializing in commercials and documentaries. After completing a Bachelor of Arts (Media Studies) in 1988, Tanya immediately started working in a production Company as a producer and assistant to the director on major commercials and corporate documentaries.

She was the main cameraperson for the filming of the construction of the H.M.S. Endeavour Replica. She has produced and directed projects in over 25 countries, developing skills in marketing and communications across a number of languages and cultures. She has worked for several television networks, producing both documentaries and a global magazine series for young people – **Over The Hills And Far Away**

In 2000 Tanya co-founded GlobeVista, with the initial project being the **World in Digital ITALY** documentary. From this followed the GlobeVista **World in Digital** web based platform for the supply of still and moving digital images to the corporate, private and education markets.

Other projects Tanya has developed include:

GlobeVista award winning **My Place in the World** project - in association with the Western Australian Education Department and Celebrate WA.

GlobeVista **Public Art Around the World** project and the creation of a GlobeVista network comprising more than 50 websites showcasing a vast library of content including nature, history, sport, and public art.

In recent years Tanya's focus has been the leadership of the GlobeVista Video Production team, delivering high quality video content to the business sector. This has enabled multiple companies, large and small, to achieve success promoting their products and services – primarily via the Internet.

INVITATION TO SHARE

If you found this document to be useful, we invite you to share the PDF version with other business owners or sales and marketing professionals.

Many business owners are struggling with their video marketing strategy - or their business is not growing as fast as they would like. If you know someone who could benefit then please share using the link below.

However, the document MUST be shared in it's entirety. You can share today via: www.GlobeVistaMedia.com