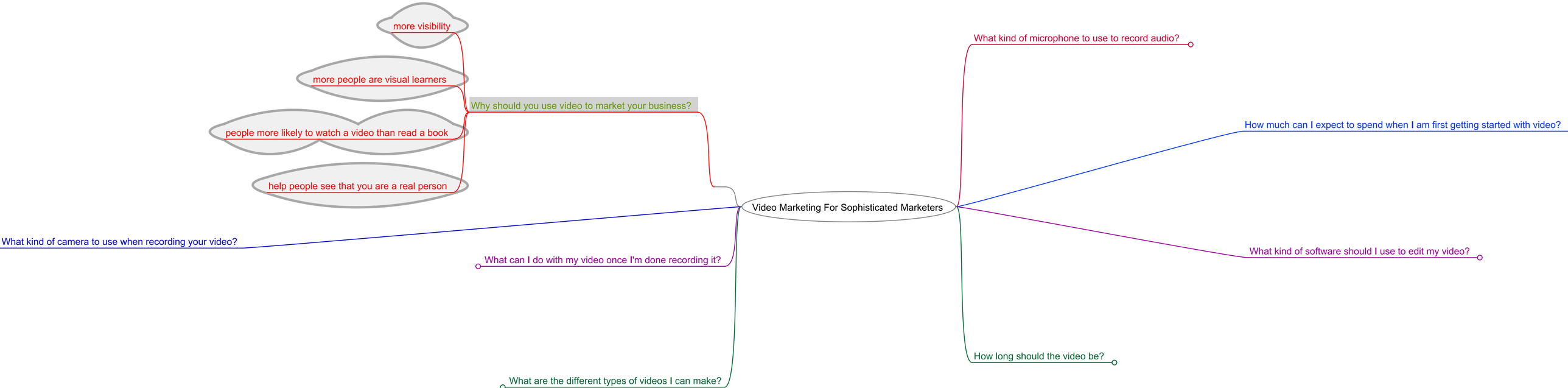
Video Marketing For Sophisticated Marketers
Why should you use video to market your business?
more visibility
more people are visual learners
people more likely to watch a video than read a book
help people see that you are a real person
What kind of camera to use when recording your video?
What can I do with my video once I'm done recording it?
What are the different types of videos I can make?
What kind of microphone to use to record audio?
How much can I expect to spend when I am first getting started with video?
What kind of software should I use to edit my video?
How long should the video be?