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How to Effectively Incorporate Video Into your Online Marketing Promotion



Promotional videos are very popular on the Internet these days. If you are looking for another **online marketing promotion** method for your Internet business, then this is a really good option.

There are many benefits to using video promotion. You can really bring your products or services to life by using video. Also, there is a really personal touch when your audience sees you talking on a video. They see that you are a real person and this has a big impact.

People these days are more likely to watch a video than they are to read an article or blog post. Therefore, a larger percentage of people will stick around and see what you have to say as well as what you have to offer when you use video.

Now making videos is a lot easier than you might think. When I made my first videos, I used a Sony mini-cam which I already owned and mounted it on a cheap tripod. You can also film yourself using the webcam that most modern computers have built in. Check out these videos here: [Internet marketing training videos](#).

If you want to do a demonstration of something online, you'll need a screen capture software. Now I used Camtasia but it is expensive and not very user friendly. There is a simple and free screen capture program called Camstudio which works quite well. Just type Camstudio into Google and it will be the first result that pops up.

For video editing, just use Windows Movie Maker. It is free and easy to use. You can blend your screen capture and regular videos together, add water marks and do many other special effects.

To submit your videos, just use Tubmogul – again entirely free. Tubemogul will upload your video to YouTube, Metacafe and several other top video sharing sites.

Make sure you incorporate video into your overall **online marketing promotion** plan. Once you get the hang of it, you will find it quite easy to do.

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