



MoreNiche presents guide on

# **How To Use Video For Affiliate Marketing**

# How To Use Video For Affiliate Marketing

Video sites are the new generation of search. As the net evolves, instead of just reading text, visitors can now view video more and more. As the old saying says – a picture is worth a thousand words. It's easy, it's quick and its fun. In many cases it can improve conversion rates by up to 300%.

This video guide will explain how everyone can create and publish videos, be it for traffic generation or improving sales and conversion rates.

## *Video types*

Depending on your skills and equipment, you can create two types of videos:

- presentation - built from simple pictures, with options to add text and sound;
- real video filmed with a camera, then edited.

## *Free video editing software*

**MoreNiche's** editor of choice is **Windows Movie Maker**. Its free, it is easy to use, and it offers all you need to create a video from pictures, audio tracks and mini clips. You can add titles, credits and video effects.

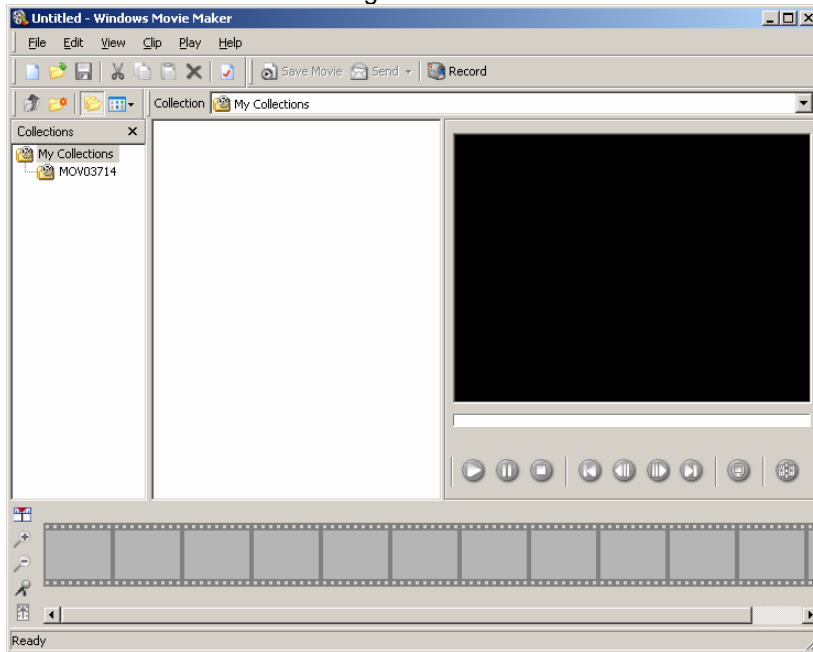
There are 2 versions of Windows Movie Maker. You will need the latest one that comes free with Microsoft Windows updates. Make sure you have latest Windows XP service pack installed.

**Avid Free DV** is another option. It is a little bit more complicated, but offers decent functionality for creating videos and is free too.

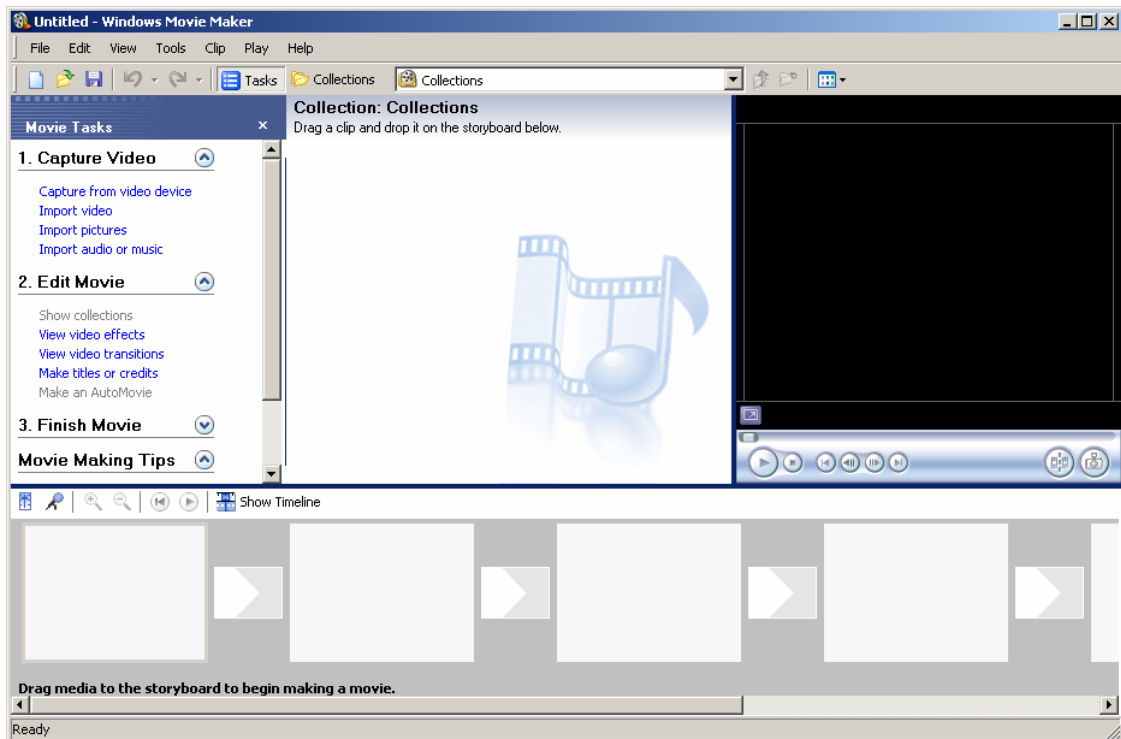
**JahShaka** is open source video editing software that is currently at Alpha stage, but has features found only in expensive video editing software suites. If you like to experiment, this could be an interesting alternative to Windows Movie Maker and Avid Free DV.

## Windows Movie Maker

The old WMM looks as following:



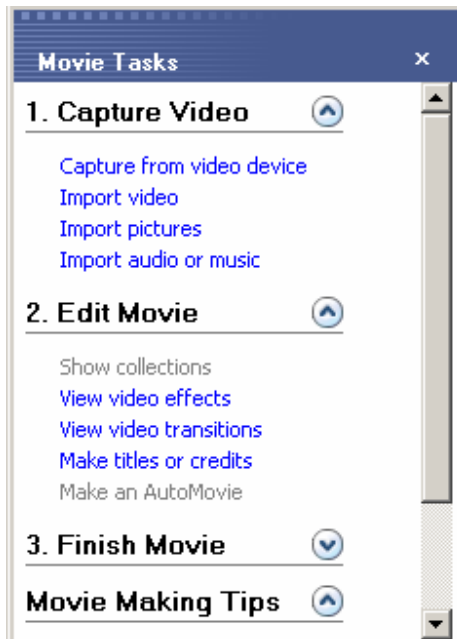
The new one looks like this.



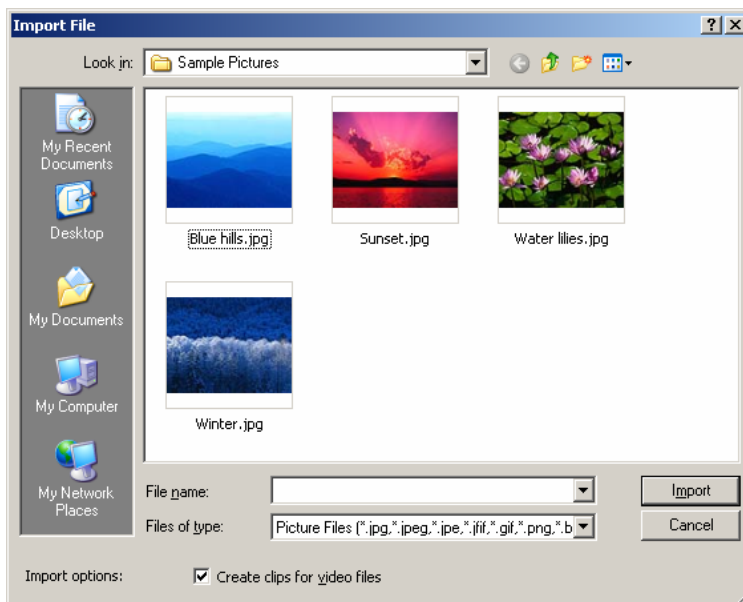
To complete your video editing tasks, you will need the new one. There are many useful tools and options included in this latest version. They are explained below.

## Movie Tasks

This panel provides all the important tasks related to movie creation. Here you can capture video from devices, like your web camera or video camera, import video from files or import pictures to enrich your video as well as import audio files.



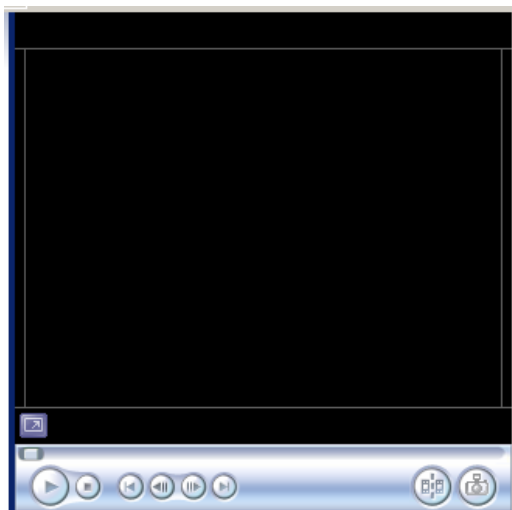
Importing is as simple as opening any regular file. See the image below.



The collection panel is for storing video segments. They will appear there as you import or split bigger files into smaller ones.



This is the preview panel. You can scroll the video back and forward, you can split the video in to two parts or take a snapshot (see the two buttons on the right lower corner).



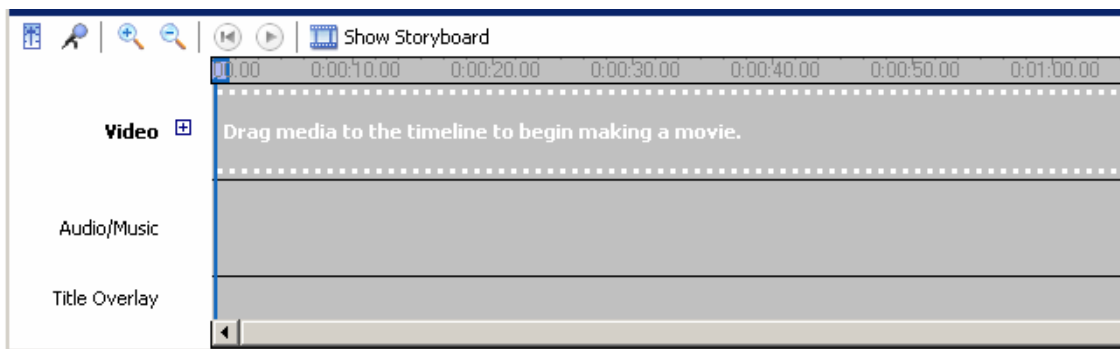
Splitting video is useful if you want to cut out parts you do not want, insert segment in the middle or change the order. It's called a video montage. You can make small independent parts and then arrange them in the required order.

Taking a snapshot is very useful because you might want your video to start with the best possible picture from the video. Perhaps it's a smiling couple in the middle of the video or the most funny or exciting moment. It's good to bring it to the forefront. This will gain your video more attention from surfers.

The timeline of the movie or picture montage is a panel that displays the order of how the segments, effects or pictures will be played. This view is ideal for simple videos, where you want to add only some text in the beginning or end. Just drag and drop the imported pictures and videos on this panel.

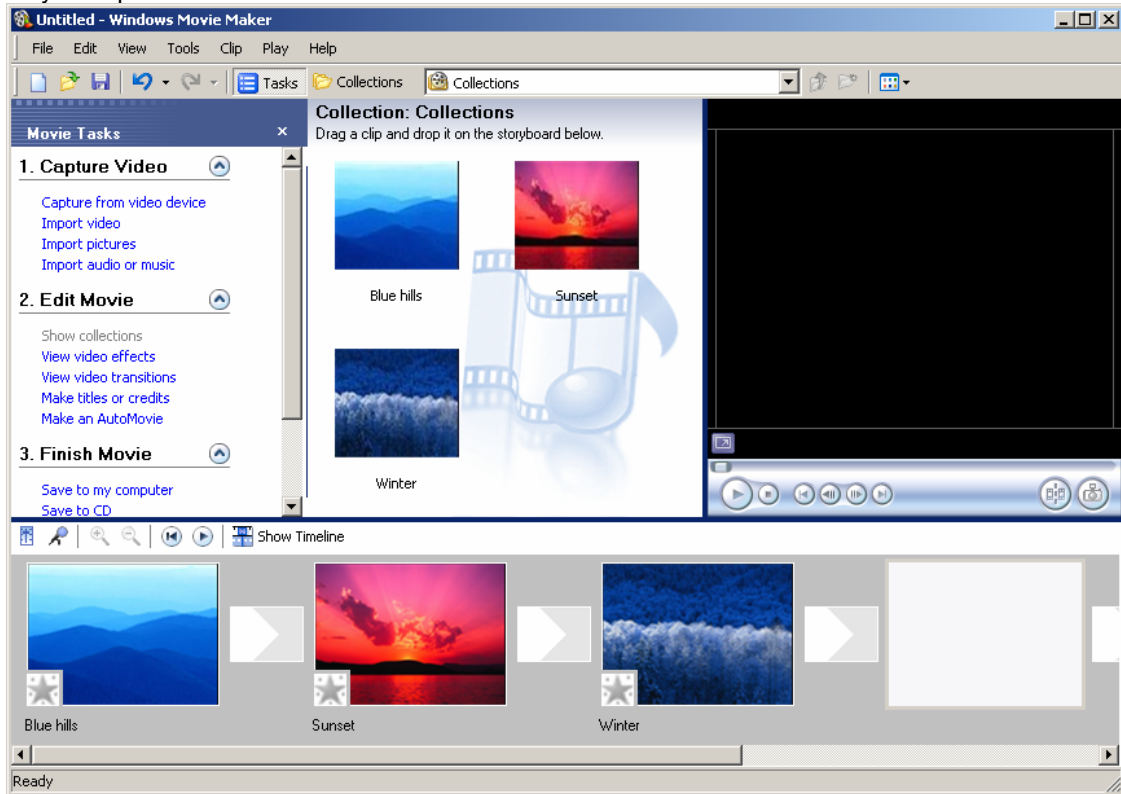


The timeline panel is more advanced than a story board with the several layers - video, audio and title overlay. We recommend starting out with the storyboard view and then switch to timeline view.



## How to create a presentation from pictures

In this sample we imported 3 pictures and put them on the storyboard. Drop them on the timeline as you import each one.

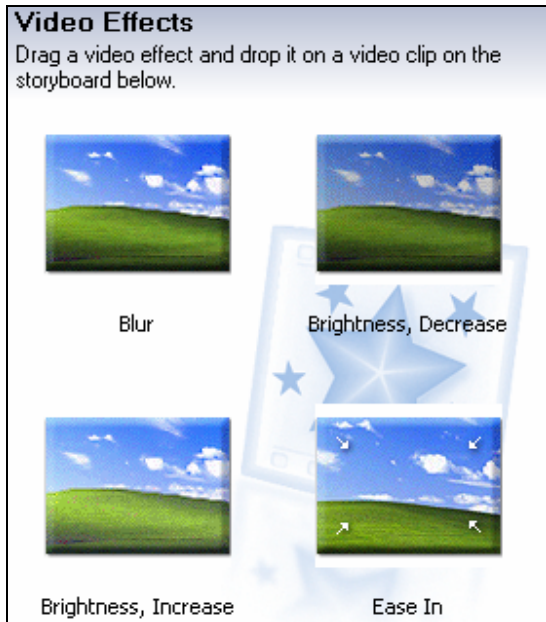


Each picture added will have a 5 second long playing period – a total of 15 second of video. In this example we see only pictures but there could be anything, slides with text, your website's logo, etc.

Each picture has a star on the bottom left corner. This is to signify a special effect. A gray star indicates there is no effect added. A blue star indicates that there is an effect. Two blue stars indicate there are at least two effects added, e.g., zoom and blur can be used at the same time.

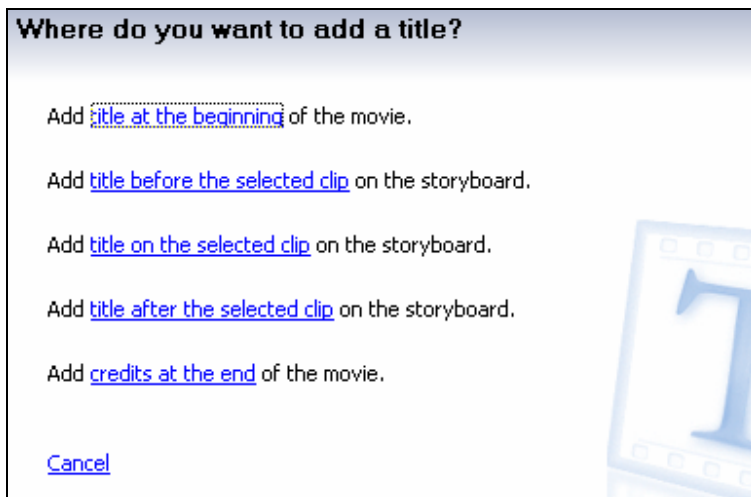
Click on **View video effects** on the **Movie Tasks** panel to open effect view. Effects can also be viewed by selecting **Video Effects** on **Tools** menu.

Now just drag and drop the effect onto the picture.



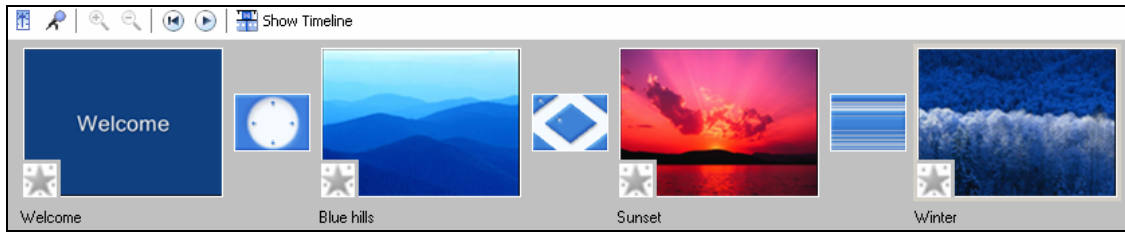
Click on **View video transitions** on the **Movie Tasks** panel for various transition effects. With these effects you can switch between pictures or/and movies with professional effects effortlessly. Drag and drop the desired effect between pictures/movies you like.

To add a title to your video, simply select the picture/video you. Click on the **Make titles and credits**. Follow these simple instructions.



Pick the option you like and follow the instructions. For example, title at the beginning could be a **Welcome** message as shown in the picture below. At the end it is recommended to put a call to action with the address of your website.



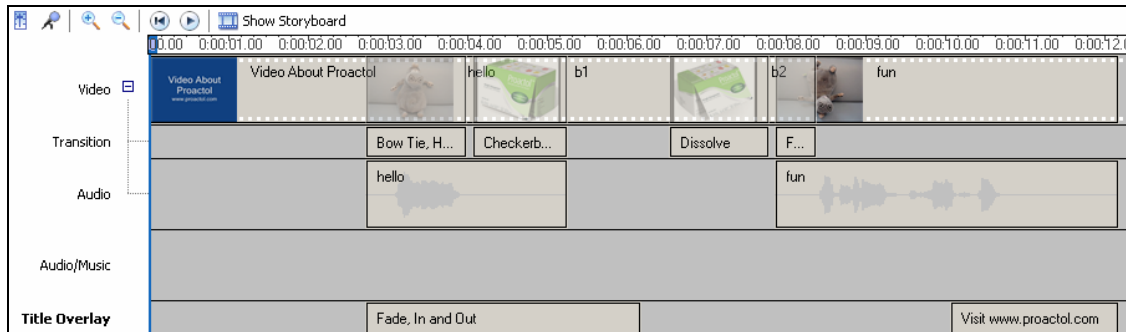


This storyboard shows our little movie built from pictures. As you can see, there is almost no text information, that's why it is advisable to include text on your pictures or use titles.

## Creating videos

Select **New Project** on the **File** menu. Import the first file and drop on the timeline, import the second, third and so on.

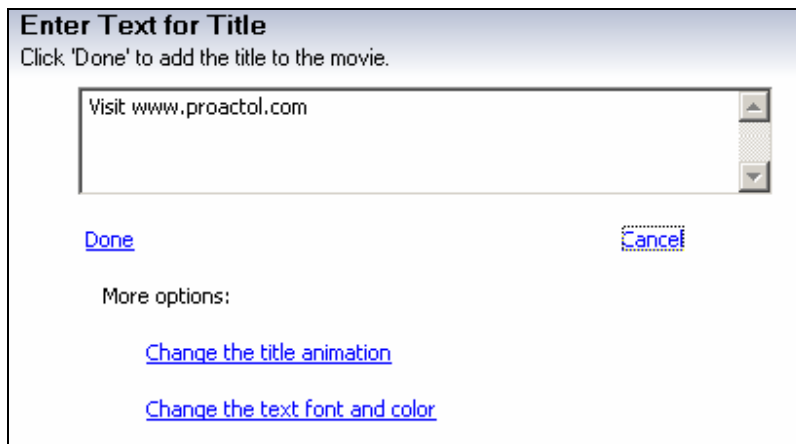
When adding titles on the actual video or picture, the storyboard automatically switches to the timeline view. This is because there are now several layers of information – video/pictures and the titles.



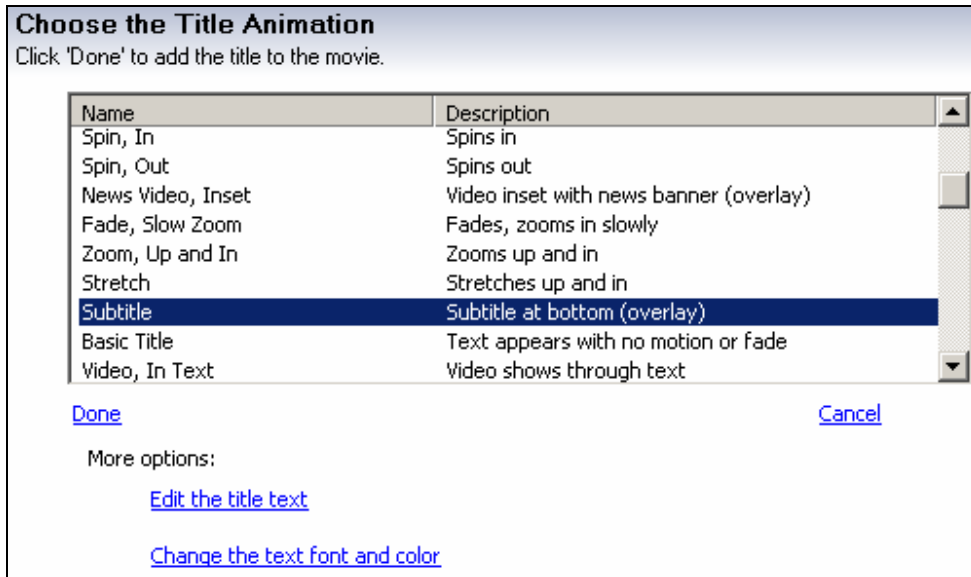
It's possible to move, as well as expand / shorten the video and audio fragments by using the mouse.

When making titles, most of them will show up and fade away. This is not ideal if you want the visitors to see your website address clearly for enough long time. Read on to learn how to deal with this.

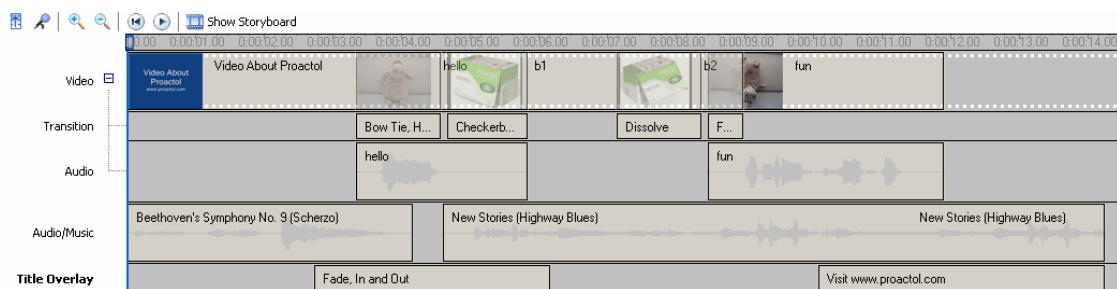
When creating a new title, do the following. Enter the text for your title and click on the link **Change the title of animation**.



Select the **subtitle** from the list as shown below and click done.



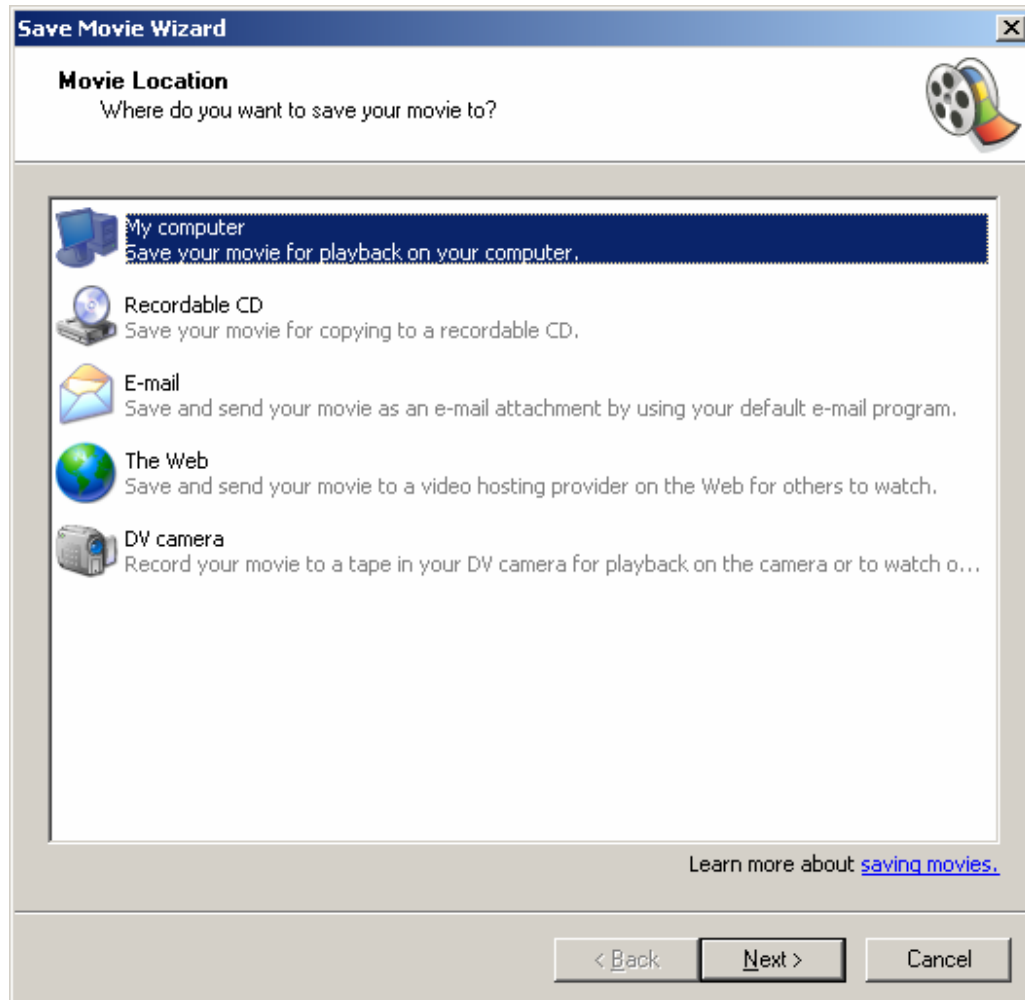
To add audio to the video, just import your audio file, and drag and drop it on the Audio/Music track. Again, you can move, expand, stretch or mix a couple of audios tracks at once. Here is the final result with two audio files imported from free windows audio samples.



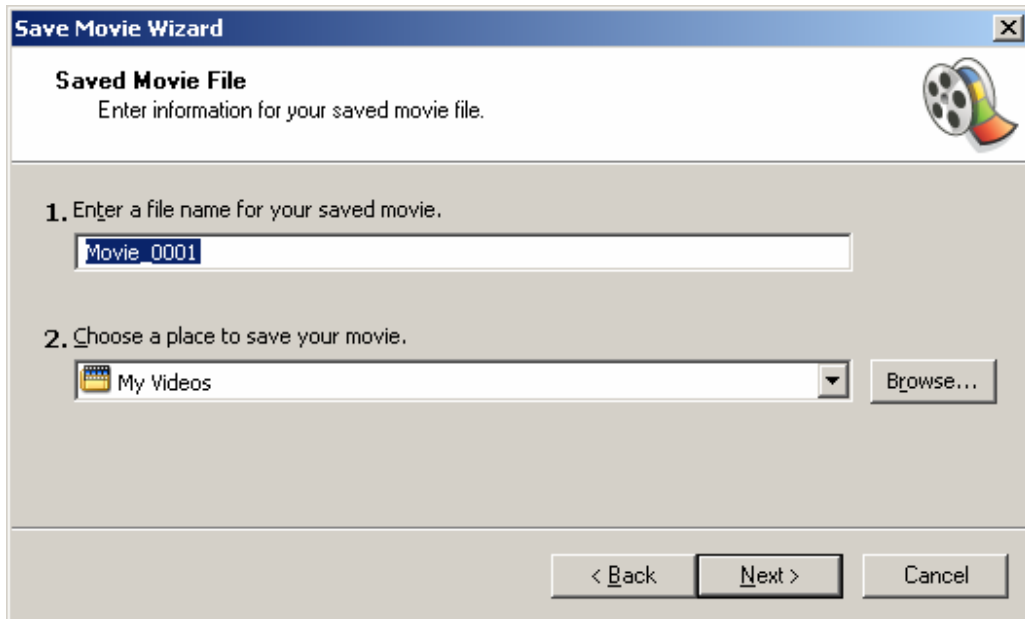
As you can see, at the very end of the timeline we have only audio and title left. This will result in a white on black title with music as the final few seconds of the movie. This is the so called closing. You tell visitor what to do next: "Visit [www.proactol.com](http://www.proactol.com)". Keep it simple and clear and leave up for enough time for your surfer to write down or remember.

## ***Saving the final video***

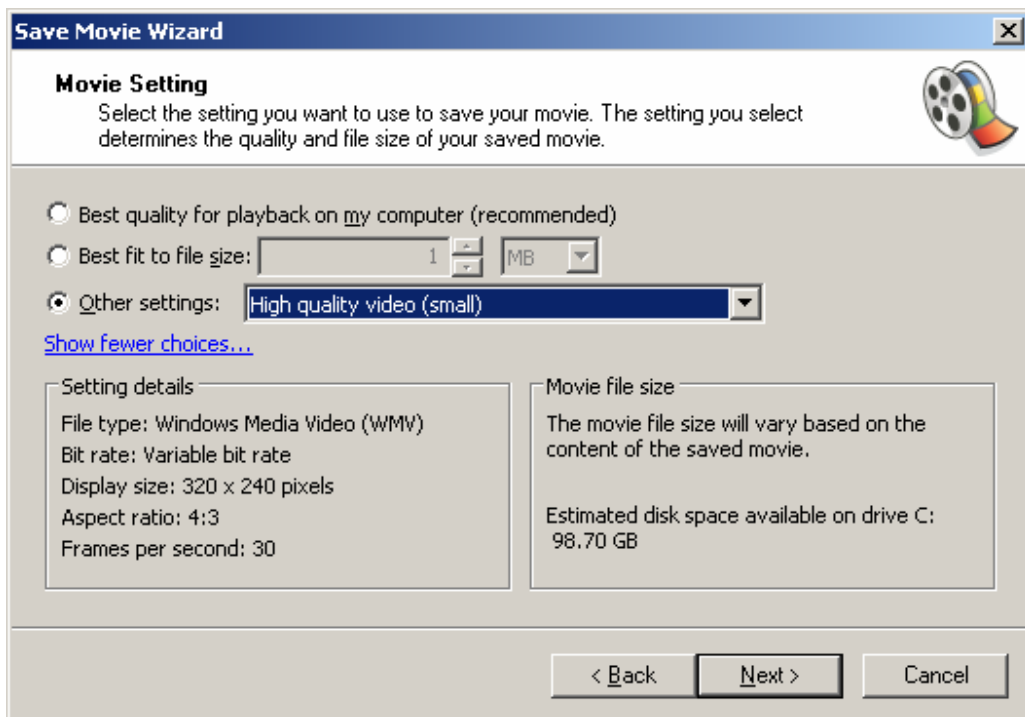
To save your video, click **File** menu and select **Save Movie File**.



Pick the first option and click on the **Next** button.



Give a name and set location. Click **Next**.



In this screen you can select the size of your video. For small videos it's recommended to use display size of 320 x 240. However if you plan to upload video to YouTube or Google Video a like services, the main limitation is the total size of video file. The maximum usually is 50 to 100 Mb per movie. Test various settings until you achieve the desired size and quality of the video.

## ***Where to post the videos***

You can post videos on YouTube, Google Videos and of course – your own website. These are three main places where to post your videos; however, there are many more sites such as MySpace and smaller video sites that can be used for attracting viewers to your videos and clicks to your website.

<http://www.YouTube.com>

<http://video.google.com>

The best way to include video on your website is firstly uploading it to YouTube or Google Video. Then copy the embedding code and paste it on your site. This way you will save yourself trouble with video converting and bandwidth costs.

## ***Detailed keyword research and description***

The keywords you select will determine for what the video will be ranked or tagged for. It is also important to have a keyword rich title and description for each video. The title should be a straight call to action, "**How to Lose Weight with Proactol**", and the description should include as many details as possible, covering not only promo of the product but various related keywords in the text. Don't forget to include the URL to your website.

# Affiliate Marketing Tools and Resources

## *Domain Registration*

[GoDaddy](#) – number one domain registration service to date

[1&1 Internet](#) – another very popular domain hosting site

## *Hosting*

[BlueHost](#) – hosts up to 6 domains under one account; WordPress friendly, with CPanel included, and many scripts and tools

[HostGator](#) – hosting service with CPanel, WordPress friendly, scripts and statistics tools

## *Website Editors*

[Adobe Dreamweaver CS4](#) – professional HTML editor, ideal for work with MoreNiche templates or for building a site from scratch

[XSitePro](#) – great tool for creating little review websites for marketers with no knowledge of design and HTML. However this tool can't be used with free MoreNiche templates as it has limited layouts.

## *Photo/Image Editing Software*

[Adobe Photoshop CS4](#) – professional photo editing software, complete with features for all forms of image editing; must-have software for all computer users, internet marketers or not.

[Adobe Fireworks CS3](#) – professional alternative to Photoshop, created specifically for the web designers, especially useful for creating quick but accurate prototype sites

## ***Keyword Research Tools***

[KeywordElite](#) – a desktop tool with many keyword research features. This tool will collect you keywords from various places into numbers of thousands. It is used by most top SEO and PPC marketers

[WordTracker](#) – most popular online keyword research service, offers advanced keyword research and suggestions; contains the largest and most updated database of keywords around

[Keyword Discovery](#) – a very popular alternative often used to supplement WordTracker keyword results; also contains a massive keyword database

## ***Search Engine Optimization Tools***

[SEO Elite](#) – the number one most popular keyword research tool used by nearly all successful internet marketers, with multiple functions, from competition research down to automatic link exchange approaches and more

[SEO Toolkit](#) – tool that includes everything you need to promote your website, including a rank checker, PPC bid manager, keyword suggestion tool, keyword density tool, reciprocal link checker, link popularity checker, and many more features

## ***Email Marketing Tools***

[Aweber](#) – one of the best email marketing services – allows capturing emails, creating multiple campaigns, double opt-in function, great partnership with major internet providers to ensure your emails gets delivered and read

## ***Article Submission Tools***

[Article Marketer](#) – the most popular service article submission service, and also the most effective; subscription gets your article complete distribution to thousands of sites to improve your search engine positioning, increase your Google page rank, and get immediate links from relevant, high value websites

[Article Submitter](#) – easily and effortlessly submit your written article *automatically* to over 300 article directories. With Article Submitter, submitting one article in minutes can give your site hundreds of incoming links