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# **Viral Video Marketing Secrets Revealed**

Here are 4 absolutely crucial strategies that online video masters use to get their videos to go viral VERY fast.

1) Including different intros, outros, and various design elements.

I used to set up Youtube videos in a very 'bare bones' kind of way, meaning I'd just take the video from my web cam, flip cam, or using my screen capture software and would do completely no touch-ups to enhance the video design. It required about 100 videos to understand how large of a mistake this can be, as I wasn't getting the sights I wanted and could not figure out why. Content is extremely important, however, you must remember the dependence on 'infotainment' in your videos. Introducing an attractive intro that captures the audience off guard produces a practically hypnotic factor that literally forces them to keep viewing. Same applies to adding music, overlays, and outros.

I now use imovie almost every time I upload a video to the web. Next, I'll either put extra graphic design and promoting details working with Easy Video Player or I'll upload to several video sharing websites. The great advantage of Easy Video Player is that it enables you to embed a call to action straight into your video, in the form of a purchase now switch, opt-in form, or perhaps a button that goes to a new site. Pretty awesome.. and highly useful for online video marketers intent on spreading their message virally.

2) Sharing a truly unique and captivating message.

This likely seems like the most obvious point, but it is honestly the one that all too often gets completely overlooked. As with any other form of marketing (websites, brochures, and so on) it is rare to see an online video that really stands out in terms of the value and depth of the message being offered. Before you create your video, it's essential to ask yourself 3 questions:

\* Who should hear this message? \* How precisely will it make this happen? \* How could it be different from what's been postulated already?

Viral video marketing comes down to targeting in on a specific audience you want to get in front of, then having a compelling and unique message to offer that is loaded with either practical or philosophical value.

3) Performing SEO investigation to seize organic traffic.

An important part of knowing your audience is clarifying what keywords they are typing into Google to find solutions to their problems. Your video should be keyword optimized so it stands a better chance of getting ranked high in the search engines. For instance, if your video is intended to help realtors market their business, you would find a keyword that you base your video around. You can use the Google keyword tool to do this. Once you find your keyword, be sure to add it to the title, tags, and description. The more natural organic search traffic you'll get, the more views you'll get, the better chance your video has of going viral.

4) Profiting the effectiveness of content distribution.

There are many really great services available that will disperse your videos to many of the most popular video spreading sites. Traffic Geyser is probably the most in-demand, but count on paying \$97 every month. This can be a good investment, as long as you are targeting keywords that aren't terribly competitive and obtain a decent amount of search volume. You may also use a no cost service called Tube Mogul, however they have really cracked down on industrial accounts therefore if you're working to make cash from your videos, they'll probably shut you down.

Want to find out more about [viral video marketing](#), then visit Kevin Doherty's site on how to choose the best [viral video marketing](#) for your needs.