



THE SIMPLE 4000%

CONVERSION-BOOSTING

TRICK

VIDEO PROFIT BLUEPRINT



MARK THOMPSON & MATT CALLEN

You're sitting there, looking at this week's stats...

It was going to be a good day, until you saw that your conversion rate is slowing to a crawl, and you feel like banging your head against the keyboard. You're barely getting any new subscribers onto your list, and you're out of new ideas. Then, the question creeps back into your mind... "What am I doing wrong?"

Well, to answer your question, you're doing everything *right*, **except for one thing**: have you taken a look at your videos lately? Or lack of call-to-actions in and around your videos? Or even a complete lack of videos altogether?

According to Hayzlett.com video marketing isn't a future of online marketing –it's **THE future... and THE present!**

In fact, their statistics say that 55% of all internet traffic will be generated by videos, come 2016.

The online marketing gurus aren't taking these stats lightly, because very soon, 76% of all internet marketers will be making video content the centerpiece of their strategies.

This might be the case, because already, 2 billion (with a 'b', as in, 'boss') YouTube video views per week are generating AdSense revenue –and when viewers add Twitter to the mix, that catalyst makes way for 6 more viewing sessions on average.

So, if you plan to have any sort of online business, videos need to be part of it. But not just old school videos... You need to be creating "smart" videos. Let me explain...

Internet marketing is a tricky business, to stay ahead of the game you need to regularly keep up with the latest technology and strategies, otherwise well... You'll simply get **left behind in the dust..** Now this is a lot easier said than done. The number of gurus on the web telling you that "their method" is the magical method, for all of your sales dreams is completely astounding.

To really get the answers what you need is to research what's available and look at the cold hard facts.

What is it that works, and Can I make the necessary changes to make it work for me?

In this report you will discover everything you need to answer these questions, including:

- How you can increase your leads by 400% using ONE stupid trick, plus gain social shares from it
- The #1 most profitable method of capturing engaged leads from a paid advertisement
- Implementing your call to action INSIDE your video at the exact perfect time to close the sale or signup

- Using timed call to action buttons and opt-ins.
- The One Secret that Saved us nearly \$7,000 per month on video hosting, and how we're getting more engagement without spending more money

By the end of this report you should start to see why we're so buzzed about this and how it can help you to **seriously increase** your sales, leads, and conversions!

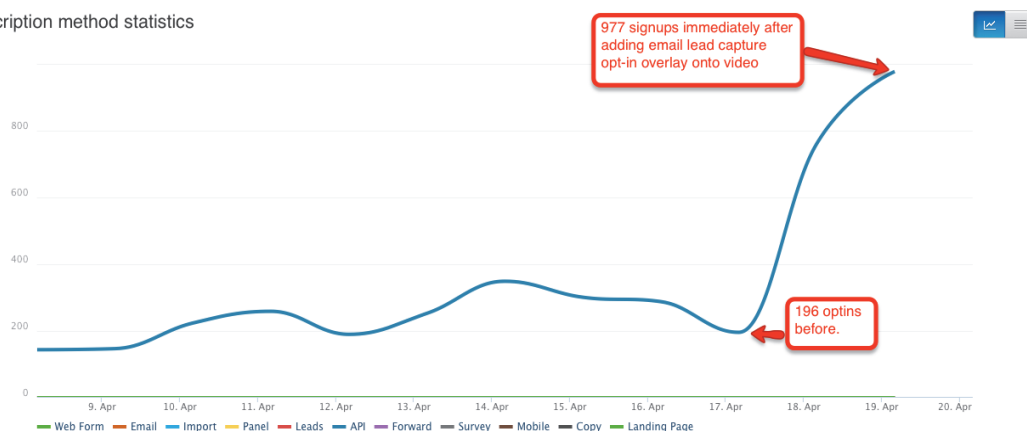
Smart videos and related techniques have the potential to **seriously reduce your marketing costs**.

Why? Because you spend less time acquiring paid leads and more time **converting those leads** into subscribers, hitting them with highly relevant, valuable and effective content they just can't refuse.

Integrate Opt-In Overlay Inside Video (400% Increase in Leads)

Check this out...

Subscription method statistics



This is a screenshot of one of our lists where we added this ONE feature. We went from 196 optins a day all the way to nearly 1,000 per day! That's a **400% increase** simply by changing one simple thing.

So what did we do?

Easy.

We moved our static, sidebar opt-in form to a MUCH more engaging location! We added an opt-in overlay that “slides in” from within the video itself.

5 Health Foods You Should Never Eat IF YOU WANT TO LOSE BELLY FAT

🔊 MAKE SURE YOUR SOUND IS ON

Wait! No notes needed. Before you continue to the rest of the video, we can email you the text version (containing all 5 foods) + free daily weight loss tips.

PLAY

Enter a valid email to get the text version + free content, exclusive tips, and special offers. Then press play to watch the full video OR click skip below to just watch video.

👉 skip

This method is almost so effective, it's stupid... :-)

The reason this works is because when we watch a video, our attention is focused inside the big square location. We're not focusing on anything else on the webpage. It actually takes a small amount of work for the brain to switch gears, which means that having your opt-in form in a static position **outside** the player makes it *psychologically harder* for your audience to opt-in.

The key is to make it a knee-jerk reaction to opt-in. This method will cut out the collateral damage done by static peripheral opt-in forms, because the person will no longer simply forget about it and navigate from the sales page.

Opt-in overlay windows are just plain effective on virtually any kind of visual media or content. While eConsultancy.com does admit that they can be somewhat obtrusive – ladies and gentlemen, they simply work. Their research concluded in dumbfounding results. What did they find?

***“Generally, a site with an overlay garners up to 400% more email opt-ins than a site that relies on an in-line form will.*”**

What's funny about this is we found this to be EXACTLY the case with us. Once we added the opt-in overlay within our video, it instantly went from 196 leads to 977 in a day.

Largely, the reason why these methods work is because they are so blatantly difficult to miss. If your visitor has any interest whatsoever, chances are, they're going to sign up.

You've basically drawn someone into your video, and because it will psychologically lock the visitor into place, the addition of an opt-in overlay makes this an extremely lethal combination. While a general popup overlay on a webpage may also increase lead conversions, those results will be amplified inside a video.

A little later in this report, I'll show you how to take this exact same method and amplify it virally, for free, with a little help from Facebook.

Add Timed Call-To-Action Buttons and Options



Timing is everything, and for online marketing, it's almost the entire game.

In order to hook the viewer, ***you have only seconds to accomplish this.*** That window of opportunity closes even faster when we're talking about actually generating a lead, and especially a sales conversion.

The trickiest part about generating a conversion is that you need to pitch your call-to-action at just the right time. **Too early or too late, and you've dramatically reduced your conversion rate.**

But, if you can hit the viewer with your call-to-action at just the right time, *when their interest has piqued*: then you've just found a goldmine.

That's why adding buttons that will appear at the perfect time of your choosing is a quick way to see immediate results.

Don't just take our word for it. Across the board, if you look at all of the top experts in internet marketing, they are ALL using timed call-to-actions (guys like Ryan Deiss, Mark Ling, Mike Filsaime, Russell Brunson, Frank Kern, Brendon Burchard, and many others).



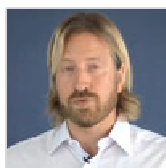
Ryan Deiss



Russell Brunson



Mark Ling



Frank Kern



Mike Filsaime



Brendon Burchard

Like us, all of these marketers **TEST** different conversion strategies and continue using only the ones that bring in the most sales and leads. The one major thing that all of their video sales letters have in common is timed call-to-action buttons!

In fact, if you look at the Top Selling Products on Clickbank (each of which are earning a **minimum of \$1,000 per day**), you will quickly notice that each of them are using this same exact timed call-to-action strategy.



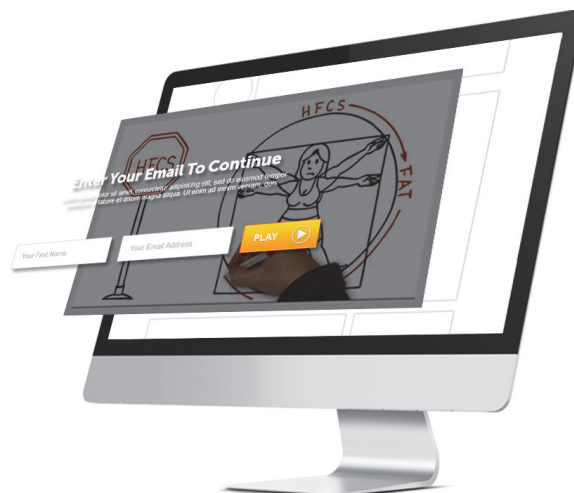
[Click here to check out the Top Selling Products on Clickbank](#)

Why are all of these industry leaders using this method? Because it works, plain and simple.

Call-To-Action Button Overlay INSIDE the Video

Recommended by SocialMediaExaminer.com, providing a call-to-action button overlay within your video is a surefire, easy way to bolster your conversion rates. One reason for this is because you can tell them *exactly what to do* within the video while the video is continuing to play... and then make it brainlessly easy for the viewer to follow through.

This is important, because call-to-actions must be specific and guided... AND at the right exact time (as I mentioned in the previous point). This can be somewhat difficult to do in other forms of media, but in a video, you can just come right out and say "Hey! Click here and get this awesome widget!"



In this, case YOU control the users experience and lead them to your primary conversion goal.

Kissmetrics, a large marketing analytics company, also agrees –because they found that clicks had **increased by a whopping 380%** when they added the button overlay inside the video itself (rather than on the sidebar).

Just like in the opt-in video overlay, the same ‘psychological locking effect’ applies. Kissmetrics says that it’s just a little more effective than a general call-to-action outside of a video player. But of course, this stands to reason, given the difference in commitment level between becoming a lead and becoming a conversion.

This method gorgeously coincides with the tips we mentioned above –but the good part is that it’s an extremely simple, straightforward method to implement.

How we saved nearly \$7,000 PER MONTH by Using YouTube (Instead of Amazon S3, our own hosting, or another paid provider)

One gripe that marketers often have about YouTube is that it imposes a general lack of control, whereas the viewer has *way too much control*. Between ad blocker extensions and the ability to fast-forward –you can lose possible leads in a heartbeat.



The alternative to this is using Amazon S3 or your own hosting package, which will offer a bit more control if you know how to get into customizing a video player.

The downside? *It’s too darn expensive and can be a bit cumbersome!*

However, I’m a firm believer that there’s always a better way to get what you want and none of what you don’t. :-)

We were able to figure out a super easy solution to use the power of YouTube’s servers and video player, but with the custom functionality that we NEEDED.

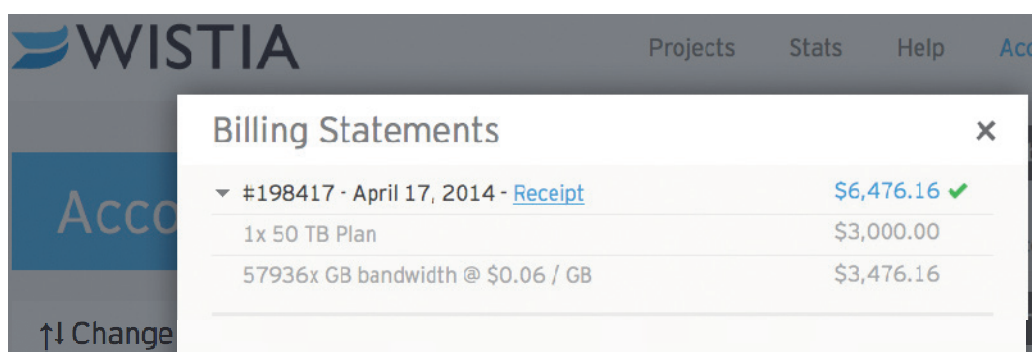
PressPlay will actually allow you to have exclusive control over the viewer functions of your videos:

- Hide video controls

- Retake control back from the viewer
- Add opt-in overlays
- Add timed buttons
- Add call-to-action overlays
- ...etc., etc., etc.

And the best part –**you can do all this through YouTube.**

Before harnessing YouTube on our high-traffic sites, the billing statement was nearly \$7,000 PER MONTH just to host the video and allow visitors to watch it.



Billing Statements		X
▼ #198417 · April 17, 2014 · Receipt		\$6,476.16 ✓
1x 50 TB Plan		\$3,000.00
57936x GB bandwidth @ \$0.06 / GB		\$3,476.16

Now, this was on a website that was getting thousands of visitors per day, but even if it were getting only a couple hundred per day, that's a lot of money that we get to keep in our pockets!

These charges were from a service called Wistia. Wistia provides more control over the video player and user experience, however you have branding and bandwidth limitations; not to mention potentially thousands in video hosting charges, as showcased above

Enhance the Visitors' Experience with “Smart Controls”

We all know how annoying it is to visit a webpage, watch part of a video, leave the page briefly with the intention to come back to finish the video... only to find out that when we visit the page again, we are required to start at the beginning of the video, and the video controls are disabled, so we can't fast forward to where we left off!

There are two important things that you need to follow with a visitor's experience.

1. Control the flow, gently. As the website owner, you set up the sales flow (lead generation flow, etc). You know how exactly how you want your visitor to move through your website, videos, or sequence. You set it up this way so that you can make the sale or conversion. So it's important that you remain "in control" and lead the visitor comfortably through the process. But at the same time, this control needs to be a subtle hand-holding, not a pulling of the arm or dragging them through the mud type of control. This is why you need to keep point #2 in mind.
2. Your visitor needs to feel like they're in control. There's a fine line with giving up too much control in a video sales message and not giving enough.

What we have found is that for repeat visitors, it is best to implement a "smart video" that remembers where the viewer left off. If they left the page, and later returned, the video can start up again at the exact timeframe that they previously left on.

This removes the annoyance of having to start the video at the beginning, but at the same time, allows you to remain in full control while keeping the visitor's experience in mind.

Another strategy that we're starting to implement is adding the player control bar to some of our videos after about 3 visits from the same user. This way, the video will start up from the place they left off, but it will ALSO add the player control bar (play/pause/rewind/fast forward) to give them more flexibility. If a visitor is coming back to your site 3 times to watch the same video, you don't want them to leave a 4th time without reaching the end of your message and converting that viewer into a new lead!

THE #1 Most Profitable Way To Capture Engaged Leads From Paid Advertisements

The biggest reason why paid advertisements work is because you're leveraging the infrastructure of the internet behemoths: Google, Facebook, Bing, etc.

This is a HUGE benefit, because you can tell them the exact target demographics you want to find: The people who are most likely going to convert.

Now, imagine being able to zero in that demographic and then unleashing the power of your video opt-in overlay. You then create the perfect storm for lead generation. *But keep in mind; you'll need to strategize your timing of when you activate the overlay within the player –because curiosity is everything!*

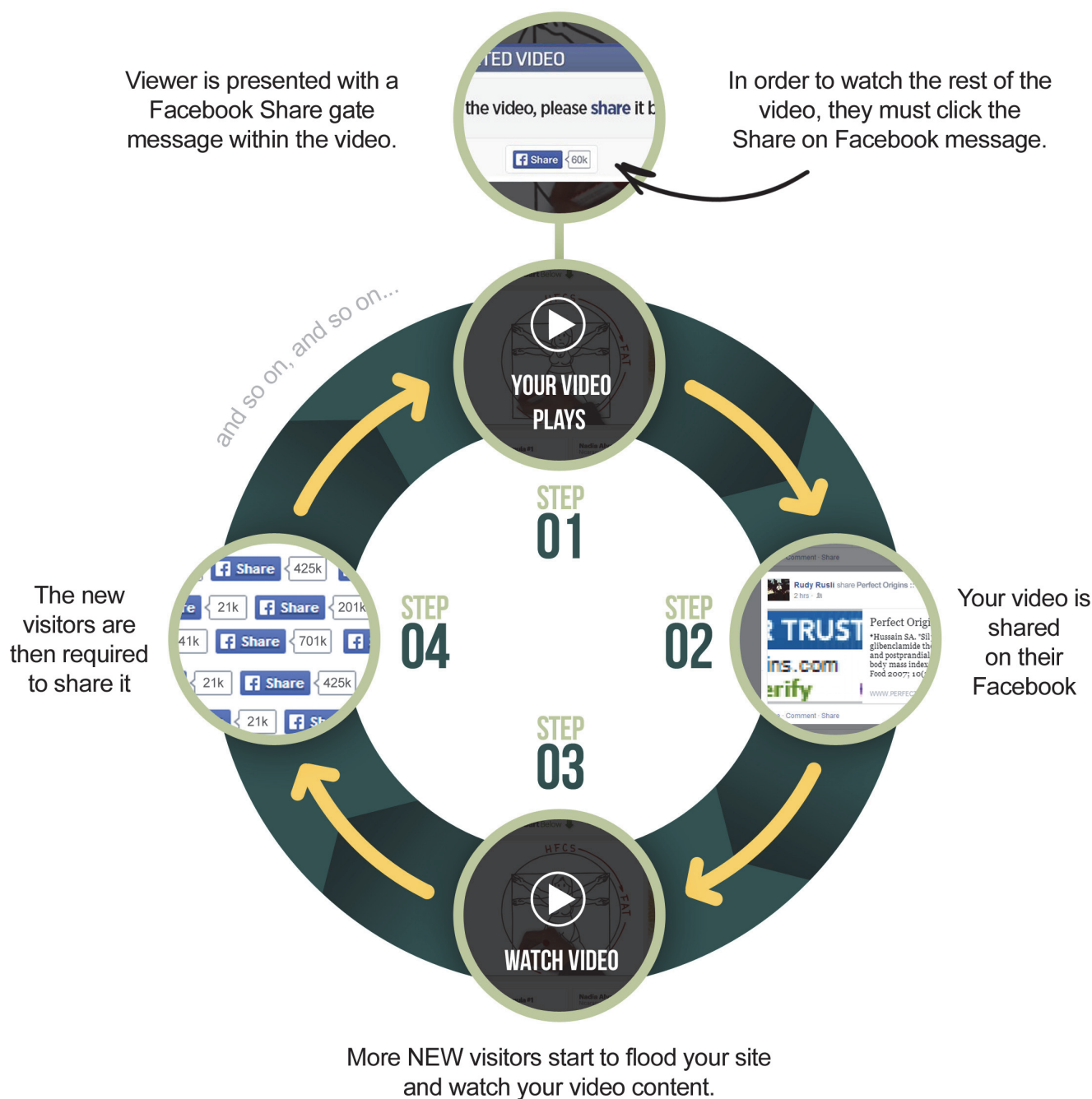
While curiosity might have done to cats... that's the stuff that can be the marketer's best

friend.

One of the biggest problems we often face is being forced to share too much information before we can capture a lead.

REMEMBER: It was curiosity that brought the viewer to us in the first place, and it's *almost always* curiosity that keeps them where you want them.

With the opt-in overlay, and even more so, with a technology that requires the visitor to first SHARE the video on Facebook before they can continue watching, you're able to engage the user while spreading your content to more people, without having to pay anything extra in ad costs. It's FREE advertising.



That's why I absolutely love this formula that will create your insanely effective lead generation machine... :-)

Using Video + Opt-in Overlay/Facebook Sharegate = LEAD EXPLOSION

If timed correctly, here's why this works like a charm...

You've harnessed the power of curiosity. You made the viewer opt-in and share the video *before* providing them with the content they were after. In the back of the viewer's mind, you *could possibly* have the answer that he or she wanted to find. If they navigate away from the page, then they might not find the answer.

Your visitor: "So, what's the harm in sharing or filling out a quick form? It's just a click or two, and then I might find what I wanted, right?"

Exactly!

And then... Lead, captured.

Now, It's Up To You...

These strategies are unbelievably simple, inexpensive, and insanely effective... If the video marketing wave is about to make landfall, then you need to get out in front of it if you want to stay on top.

Not doing so could make your online presence obsolete within a few years, and you don't want THAT to be a last-minute project. At the same time, proven research has already shown that implementing these methods today will yield powerful results.

Next week's stats could look very different from how they are today.

To Your Success,



Matt Callen *Mark Thompson*

Matt Callen & Mark Thompson