



Ideas for Incorporating Video into Your Marketing

Video is everywhere these days. Many company websites have video, YouTube is one of the most popular website's on the net and just about anyone can be an amateur videographer. So, how can you tap into the use of video for your affiliate marketing? Here are some ideas for you.

Make Your Own Videos:

1. Make a brief video message welcoming new people to your website.
2. Create a video of yourself demonstrating and reviewing a product.
3. Create a screen-capture video demonstrating a website or a piece of software.
4. Make video how-to tutorials...so instead of just written articles, you show them how to do it.
5. Load your videos to your websites, add them to YouTube or other video-sharing sites and encourage your visitors to publish them too.

Use Other People's Videos:

Most video sharing sites (try YouTube.com and Revver.com) allow you to copy-and-paste the video, giving you fresh content for your website. Here are some ideas on how to use these videos:

- Post them to your blog. Add your own title, commentary and a product promotion in the text before or after the video.
- Share them with your newsletter subscribers. Again, put them on a page with a brief commentary and a product promotion.
- You can actually edit videos a little to add links and commentary, using these tools:
 - BubblePly.com: Add commentary bubbles to videos.
 - LinkedTube.com: Add a link to videos.

And remember; use our [Dine Without Whine Videos](#) for your affiliate marketing anytime!