



Simple Video Management System 2018

Marketing Guide: Getting the Most Out of SVMS

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Before you start using Simple Video Management System...

Just a quick word from our sponsor...

If you were a [MyNAMS Insiders Club](#) member, you would have gotten access to the Single Use License to this tool as part of your active membership.

But that's only one of the MANY benefits of MyNAMS Insiders Club membership. Our motto is:

Team | Tools | Training.

We bring an active community together to learn together, to implement what we learn and to move your business forward.

Our vision for your business is:

Simple | Scalable | Sustainable.

Each week, we share what's working in our business - and with our members' - to help them achieve the same results. And we want to work with you too.

And we focus on a 30-Day Challenge each month on one of 12 essential business topics.

But that's just a drop in the bucket of all the value in the Insiders Club.

And you'll be happily stunned at the tiny investment to become a member. See how you can become a MyNAMS Insiders Club member by getting a 14-day trial for just \$1.

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How to Get the Most out of the SVMS software?

This is an incredibly powerful management system.

DO NOT THINK OF THIS AS A SIMPLE VIDEO PLAYER!

That's the biggest mistake you can make.

Treat it like a marketing and money-making machine.

No part of my business is an expense. If my team and I can't figure out how to turn everything into a profit center in the business, then we don't keep it. That goes for the Support Desk, the content editors and the tools we purchase.

If it can help us *Make Money* or *Save Money*, it's not for us.

SVMS is a money-maker for everyone because it helps you make money and save money in very simple, but sophisticated ways.

Here's a few ways SVMS helps you make money:

- ✓ Forcing viewers to take specific actions
- ✓ Improving prospect engagement
- ✓ Creating members only content
- ✓ Introducing call-to-actions at exactly the right moment in the sale process
- ✓ Adding call-to-actions in the opening or ending splash pages
- ✓ Redirecting prospects to the sales page at the end of a video
- ✓ Improving conversions by adding autoplay solutions back on Chrome
- ✓ Capturing prospects contact information with an Optin Gate
- ✓ Tagging prospects who optin so you can follow up with them
- ✓ Distributing content in gallery format with lightboxes and grids
- ✓ Adding the same videos in 3rd HTML sites with raw code
- ✓ And for affiliates, creating simple bridge pages to preview and endorse offers
- ✓ Watch the video analytics to determine how people best respond to the offer
- ✓ Using other people's content from Youtube and elsewhere to highlight your offer

And what about saving money?

- ✓ Organize all your videos from many sources in one location
- ✓ End the hours of searching for videos

- ✓ Make marketing changes in a single video editor and let that ripple to pages
- ✓ Group videos by topic or marketing effort to get maximum reuse out of them

And much more...

In this guide, we'll look at a few of the most effective marketing techniques using SVMS and show you surprising ways to get big-time results with a simple tool.

Best practices for most effective organization.

Organizing your desk is no fun, but when it is time to find the right document, you know exactly how to find it in seconds. You saved yourself a lot of time and heartache. And you may have saved a sales opportunity too by responding quickly.

That's why using organizational best practices with your video database is so important too.

So, before we talk about SVMS marketing advantages specifically, here are a few organizational best practices:

1. Naming Conventions
2. Add and USE Groups to quickly package material into reusable chunks
3. Use call-to-actions with "Magic Buy Buttons" always
4. Never end a video, but take the viewer to the next steps with redirects
5. Using the WSYWYG editor to complement informative and persuasive videos
6. Size your videos appropriately
7. Leverage call-to-actions on front and end splash pages

Naming Conventions

When you start to organize anything, your naming convention is key. It must be clear and precise. Otherwise, you end up with a tangled mess. While this is NOT essential because of the search capability built into the SVMS tool, it does help quite a bit when you know what you're searching for.

For example, in my own system at MyNAMS.com today, I have 2400 videos. We name those videos based on project.

We do a 30-Day Challenge each month on a different topic. So, we have 360 videos in the system all challenge related.

These would be our 30DC projects. We'll name them like this:

Broad Project > Specific Topic > Project Step

So, the May video marketing challenge is named:

- 30DC-VideoMarketing-Day01
- 30DC-VideoMarketing-Day02
- 30DC-VideoMarketing-Day03
-
- 30DC-VideoMarketing-Day29
- 30DC-VideoMarketing-Day30

Your Naming Convention is not locked in stone. If you want to go back to the system and rename all your videos, you can certainly do that as an organizational effort that doesn't affect your video presentations at all.

In addition, you want to make sure that you add the video to a Group so you can filter on that Group as your database gets much larger.

Add and USE Groups to quickly package material into reusable chunks

Speaking of groups...

Start with a basic filing structure. Think of your SVMS tool as a storage facility. How will you find everything when you have more than 2000 videos in your system?

The simplest way is to start with a basic group structure like this:

- ✓ Blog Posts (VLOGS)
- ✓ Facebook Live
- ✓ How To
- ✓ Membership Content
- ✓ Product Reviews
- ✓ Testimonials
- ✓ Third-Party Content
- ✓ Tutorials
- ✓ Video Sales Letters
- ✓ Webinars

Your list could be much different, but the point is that you have a list. And you use it.

Imagine you've been categorizing your videos for more than a year and you've created 4 or 5 videos each week grouping them in the right category.

When you look back in the groups, you might find that you have more of these:

- ✓ Blog Posts (VLOGS) - 50 videos
- ✓ How To - 50 videos
- ✓ Tutorials - 10 videos
- ✓ Webinars - 20 videos

By grouping your videos, you might find that you have 20 Blog posts that could easily become a course, 20 How To videos that can be sold with Private Label Rights, 10 Tutorials that can be packaged and sold for reuse, and 10 Webinars that can be turned into autowebinar funnels to make recurring money over time.

That's money - found money - in your system that has been organizing itself as you added videos little by little.

Use call-to-actions with “Magic Buy Buttons” always

As an online marketer, one of the most important things you can do with and for your audience is to train them to click.

With ‘Magic Buy Buttons’ you’ll present the call-to-actions at EXACTLY the right time during your video.

It doesn't really matter if you're asking them to purchase or like your Facebook page or get more information. The key is to ALWAYS have something for them to click on.

Build that muscle memory.

When it's time to invest in your membership program or sign up for a coaching program, they know they can trust you because they've been following your lead with call-to-actions for a long time.

So, what is the ‘Magic Buy Button’?

It's not really a button, but a call-to-action. That can be a link, button or sales page. Or all the above.

The key feature is that the content appears at exactly the right time below or above the video so that the user who was asking in their mind “How do I find out more?” is presented with an opportunity to do exactly that.

Conversions on well-placed ‘Magic Buy Buttons’ can soar through the roof. And that’s why we have an entire section of SVMS dedicated to them called ‘HTML Show Settings’.

The screenshot shows the 'HTML Show Settings' interface. It includes a 'Show HTML at:' field set to '30' with a note 'Put Time in Seconds (5,10,15...)'. The 'Position:' is set to 'Bottom' with radio buttons for 'Bottom' and 'Top'. The 'HTML to Show:' section features a WYSIWYG editor with a toolbar and a preview area. The preview area displays a promotional message: 'Try The MyNAMS Inisders Club for 14 Days for Only \$1' followed by a large red 'Buy Now!' button. A callout points to the editor, stating 'Design your CTA message using the WYSIWYG editor.' Another callout points to the 'Show HTML at:' field, stating 'Control when you want to show your CTA'. A third callout points to the 'Position:' radio buttons, stating 'Control where to show your CTA'. At the bottom, a disclaimer reads: 'This HTML may contain Wordpress shortcodes, but they will only work when use on this Wordpress website.'

Never end a video, but take the viewer to the next steps with redirects

This is a simple but important concept: Never leave the customer hanging!

I love watching series like *Comedians in Cars Getting Coffee* on Netflix. When I’m finished watching one, it rolls right to the episode next in line. That’s because they don’t want you to leave. And yes, it’s convenient.

You can do almost the same thing in SVMS using the redirect link at the end of the video.

If you've included a redirect link at the bottom of the 'HTML Show Settings', then you'll send the viewer to the "next step".

Redirect URL:	http://NAMSInsiders.com
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The redirect URL can be any page. For example, if you had a button that dropped down earlier and the viewer didn't click it, you could always redirect them there at the end of the video anyway.

Using the WYSIWYG editor to complement informative and persuasive videos

Remember, with a WordPress post editor, you can add as little or as much text as you want. If you add more text with headlines and images below the video, you can display better information to help persuade the prospects to become customers.

Or at least to take the action you want them to take.

Be creative, persuasive and informative.

Set yourself apart.

Size your videos appropriately

Page load times are important. This best practice is going to help improve your load time and your professionalism.

Player Appearance

Video Skin:	Default ▾
Video Size Type:	16:9 ▾
Video Width:	475
Video Height:	267
Align:	Center ▾

Set the width and the height will following automatically to keep the same ratio

Keep your video width in SVMS as close as possible to your actual pixel width on the page. For example, if you have a two equal column layout on a content area of 950 pixels wide, your video is not going to be larger than 475 pixels (950 divided by 2).

The default video size when a video is loaded in SVMS is 1080 x 607 pixels. That's a big video and will play nearly full page on many monitors.

If our video 475-pixel video is loaded with the default SVMS video size of 1080, the page will look funky at first because it's loading the 1080 size first and then adjusting on the page as it renders. All that takes time and looks horrible.

But if the video were set to 475 pixels in SVMS, the page would load a smaller version of the video. You look good and the page loads faster.

Leverage call-to-actions on front and end splash pages

"Click here to play the video" is a call-to-action.

"Subscribe to my channel" is a call-to-action.

"Buy now" is a call-to-action.

"Get instant access" ... you get the picture.

Front Splash Pages and End Splash Pages are prime real estate most ignore.



The big companies and celebrities understand this completely. Look at the Jimmy Fallon example above. That end splash page (also called endplates) has 5 different explicit and implicit call-to-actions:

1. Subscribe Now
2. Watch Episodes
3. More Clips
4. The Tonight Show Starring Jimmy Fallon Promo 08/13/18
5. Ruby Rose Bought Her Mom a Giant Killer Pig

You can do the same.

With SVMS, you have the option of adding Splash Page overlays to the beginning and end of a video. They do NOT get edited into the video but appear before the video starts and after the video ends.

That means you can change them out as you wish.

This is a great opportunity to get additional clicks and keeping people engaged longer.

Notice that all of our organizational best practices had one thing in common...

Each also creates a marketing advantage.

Don't just use groups. Turn groups into content products.

Don't just add magic buy buttons occasionally, but always keep your prospects clicking until they become paying customers.

Don't just size your videos appropriately, but make sure your page is loading as fast as possible to get as much Google juice as you can while helping prospects see the content more quickly.

That's why best practices are BEST practices. It's all marketing.

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Insiders Facebook Group - active peer community

PLR Articles - articles, report and ecourse each month

Audio & Graphics Gallery

Micro Workshops - nearly 2 dozen training sessions

Tutorial Library - Tech tool & process tutorials

Custom Tutorials - 18 essential tools tutorials

Custom Marketing Suite Software including site builder, video management, tracking, quiz engine

And much more...

