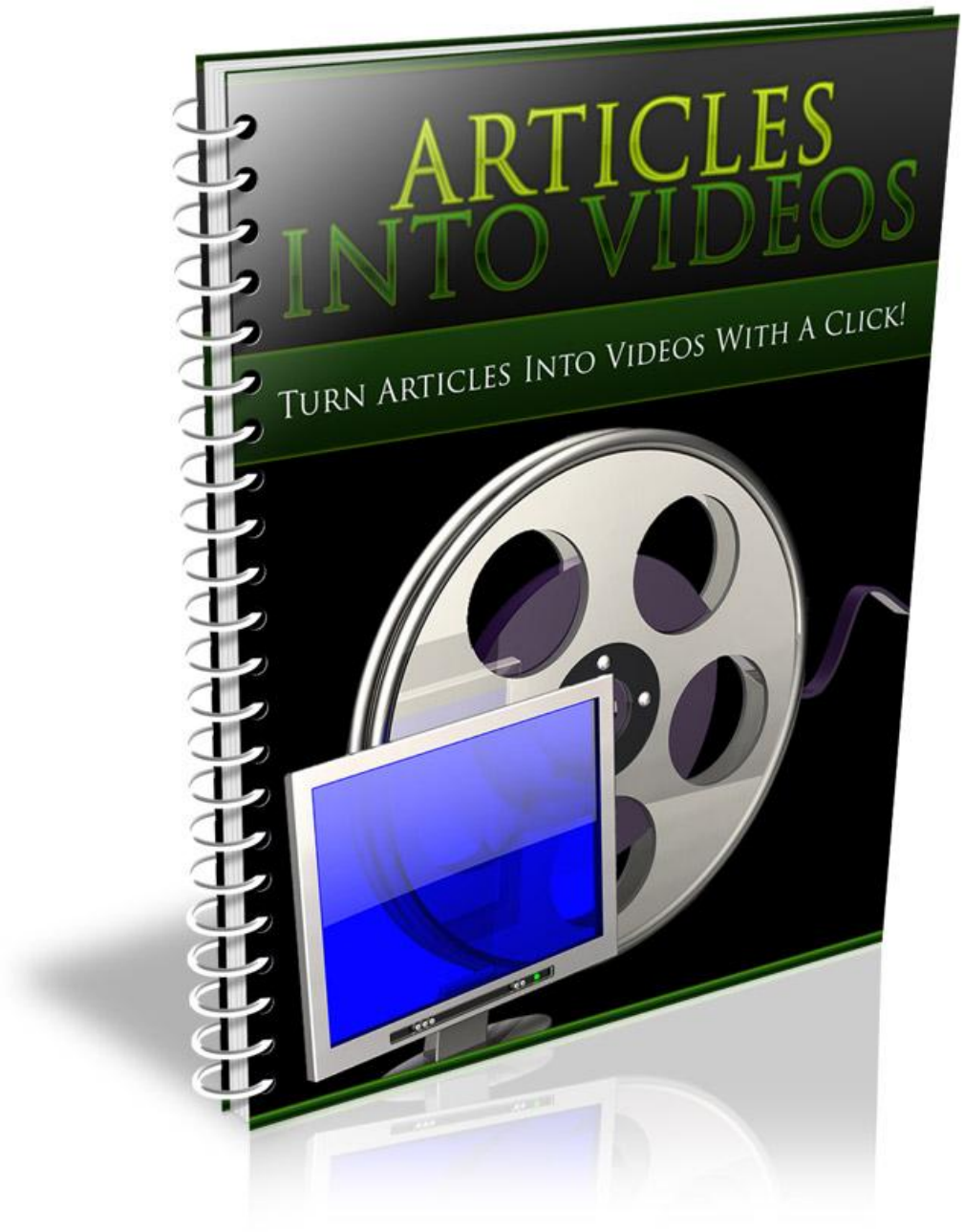
ARTICLES
INTO VIDEOS
TURN ARTICLES INTO VIDEOS WITH A CLICK!

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Introduction

There is no doubt that video is the fastest growing type of online content. People just naturally love videos, and they are gravitating toward them in droves.

If you aren't yet using videos for your online marketing efforts, you are really missing out on a lot of traffic and conversions. Video marketing is incredibly powerful.

In this report, you're going to learn how to integrate your article marketing efforts and video marketing efforts to vastly multiply your efforts.

I will also show you exactly how you can turn your articles into videos with the click of a button, seriously! With just one click, you can turn your articles into videos that you can submit to video sharing websites in order to multiply your exposure instantly!

So let's get started.

Article Marketing

Article marketing is one of the easiest ways to get free traffic. Writing an article only takes 10-30 minutes depending on how quickly you can research and type, and article directories make it very easy to get articles to rank well in the search engines.

There are two major benefits to article marketing:

- You get direct traffic from your resource box
- You get backlinks that improve your search engine rank

Many people only submit articles for the backlinks, and they neglect to focus on optimizing their articles for maximum traffic to their site. The fact is, you can get a tremendous amount of direct traffic through your articles. Sometimes your articles that you submit to article directories will even outrank your own site.

There are four key components to successful article marketing:

1. Keyword research

2. Well-written titles

3. Good content

4. An enticing resource box

In order for your article marketing to be as successful as possible, all four elements should be working in conjunction. You must make sure to choose good keywords, craft interesting titles that encourage people to click through to read the article, write quality content, and create a resource box that makes people want to click.

If you can do that, you will get a lot more traffic for your efforts than you would if you submitted articles just for backlinks. It only takes a small amount of time to research keywords, write interesting titles, and come up with a great resource box. Take the time to do these things and you'll be rewarded with more traffic than you ever thought was possible from article marketing.

Video Marketing

Video marketing is very similar to article marketing in many ways. You need great content to be successful. You need to do proper keyword research in order to attract traffic. In addition, you need to give people an incentive to visit your site.

A recent study by Comscore found that YouTube currently accounts for more than 25% of all searches on Google. Additionally, more searches are performed through YouTube.com than through Yahoo!

Video also has the power to covert very well. Some studies have shown that video sites have the power to convert as high as 30%! That's phenomenal when you consider that standard websites typically convert at only 2-3%.

The major problem most people have with article marketing is the perceived difficulty in creating videos. Many people believe it is incredibly difficult and requires a lot of technical knowledge to create videos, but that isn't always true. There are easier ways to create videos.

You don't need to appear on camera. You don't even need to do the voiceovers yourself. You can actually use computerized voices that sound quite realistic if you don't feel your voice is appropriate for your videos.

There are many ways to create videos. You can outsource them for as low as about $25 per 30-second video. You can use a program like Flash to create them. You can create PowerPoint presentations and export them to video format. However, these things can be difficult for people with very little technical knowledge.

One Click Video Creation

There is a much better way to create videos. Article Video Robot makes is incredibly simple to turn your written articles into beautiful, complex videos with just a few clicks!

If you've been avoiding video marketing because you were afraid it would be too difficult to create videos, you should really take a look at Article Video Robot. It will allow you to create videos with no technical knowledge whatsoever for about $1 per video!

When you create videos, you need to remember your keyword research. Video marketing also depends a lot on the keywords you use, just like article marketing.

Keywords are used internally for people who search for something on the video site, and they are also used externally when people search on search engines like Google.

Let's say you are creating a how-to video that shows people how to knit a baby sweater. You would want to put keywords in the title, as this would be the main thing that would show up in search engines. If your main keyword is "How to Knit a Baby Sweater", that should be the title of your video.

Most video sites also let you put tags that are like keywords that are used internally, so don't forget to add those when you submit your video. Additionally, you should include some keywords in the description when you add it.

Integrating Article and Video Marketing

The best way to integrate article marketing and video marketing is to first write articles and submit them to article directories, and then turn each of your articles into videos that can be submitted to various video sites.

When you first create the articles, be sure you are using keywords for the titles. These keywords will be critical for the traffic of both your articles and videos. Since articles receive the majority of their traffic from search engines, and videos receive a very large portion of their traffic from search engines, it is absolutely vital to ensure that you're using good keywords when you create your content.

Articles should generally be between 300 and 500 words. This length is perfect for getting accepted into article directories without being so long that you bore your readers, and without being so long that they make lengthy videos that won't be effective.

PowerPoint for Videos

One easy way to turn your articles into videos is to use PowerPoint. PowerPoint lets you create various slides, and then you can put those slides together into a slideshow, which can be exported to video. This can be simple if you already know PowerPoint, but there is a bit of a learning curve.

Each slide in your presentation would be a different paragraph of your article, and you could add special animations, effects, and photos to spice things up.