

Easy Video Suite

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There are plenty of marketing tools around that clamor for your attention and your money. The purpose of a marketing tool is simple: help you build your business by gaining traffic and getting conversions.

Without loyal lists that you can repeatedly market to and without a solid conversion rate, your business won't survive in the competitive marketplace. In fact, if you've been in any kind of online business for awhile, then you know the importance of building a relationship with your email subscribers and your site visitors.

But you may be at a point where your progress has become stagnant. You see other online marketers succeeding, you see others thriving and yet you struggle. Why?

The odds are high that it's not you causing the momentum to grind to a halt. After all, you're smart, you're savvy, and you're taking action - but your marketing tools might not be up to par.

You can quickly change all of that. Easy Video Suite is a marketing tool that can help you build those relationships - which in turn will grow your business. We live in a world that's relying more and more on visual tools when it comes to marketing online.

People won't take the time to read long blocks of text, but they will spare a few minutes to watch a video - especially if it's engaging. It's not only potential customers that don't want to take the time to read long blocks of text, but as a business owner, you don't want to spend a lot of time creating text-based content.

You don't want to deal with the hassle it takes to create all of the pages you need on your website. With that in mind, Easy Video Suite uses easy

and powerful video software to give your business the edge it needs without a lot of time spent doing it.

One of the many perks you get with this software? It's great for creating entire marketing campaigns. All of the huge companies understand how the buzz behind a good marketing campaign can translate into product awareness, customer interest and sales.

Now you can tap into the buzz yourself with the help of this software. A lot of marketing tools talk about the benefits of their features, but don't show you how you can use those features to enhance your business. But this one does.

Features That Grow Your Business

Whenever you get a video marketing software tool, the last thing you want to do is have to turn around and go buy some expensive equipment to go with it. The creators of this software understand that.

It's created with such buy-it-and-use-it formatting, that all you have to do to record a video is sit in front of your webcam. From there, in just a few minutes, you can create videos that can be used as your sales page - or even to promote your affiliate products.

When you think of creating videos, you might think of the old school way prior to the creation of Easy Video Suite - where you created the video and then you had to go back and add any HTML or testimonials.

You had to have multiple software apps and had to go through multiple steps to create one video. Once it was created, changing the video or altering the appearance was a major hassle.

But now, with this software, there are so many options you can choose from - and all with just a click of your mouse and with drag and drop ease. As a marketer, you're going to have multiple videos to deal with - and you

don't want to have hundreds of videos scattered all over your computer where disorganization can follow.

Finding the video you need for a specific campaign could be a real pain, but with the Easy Video Suite product, not only is creating the videos you want super easy, but keeping track of them is, too.

When you add a video, you can drag and drop it where you want to move it. You can create separate folders for each video campaign and have these all listed in a handy menu.

Extras That Help Your Videos Boost Sales

When you create a video, you want to maximize its potential. Imagine if you had to call up a professional web tech to make your video and then whenever you wanted to add something to that page, you had to make another call and shell out more money. Forget that.

Instead, think of how it would be if you could do all of that yourself and use one video to announce an event, add comments, get social media involved and more. Well, now you can.

In the past, those who didn't or couldn't afford to use a professional had very plain videos. Frills were almost unheard of. All a speaker could do was talk and then maybe put up a link showing the URL to his or her site.

This software has taken that old video method and turned it on its head. The videos you can create with this tool are actually live and clickable. You can do this all by yourself.

Not once, but repeatedly - and all without paying an extra cent. Say goodbye to time drains and professional fees and put yourself in the driver's seat. Are you ready to take control?

You can create a page in just a few minutes - complete with a video, testimonials, comment, social buttons and more. Working with the

software, you can update, change or rearrange anything with the video with a simple click of your mouse.

The easy links you use to promote your social media sites can be added anywhere, including right inside the video. Talk about easy and accessible! Plus, it looks like you paid a professional to create it for you.

By the way, when you want to add those social media buttons, you don't have to do any fancy coding. You just pull them from the menu list, drag them where you want them on your video and drop. So it's very newbie friendly.

As a marketer, you have a lot to say - a lot of information and helpful tips you can share with your audience. What used to happen when you created videos on YouTube is the site would pull random videos from your account to showcase once the viewer finished watching one video. You had no control over the playlist order!

Not only is a playlist a good idea for showcasing a specific product, but they're good to use for creating a tutorial series. When you create a playlist, you can play the videos in any order that you choose.

You can have them appear with a menu that's clickable to each individual video - or you can set it up so that the videos play in a specific order.

When you're creating the videos, you get to choose the height and width of the video. Forget the plain old videos you were limited to in the past. With the Easy Video Suite you can frame the video with a nice, eye-catching frame, from a modern piece of technology to a chalkboard.

This software can have the video slide onto the page or bounce up. All of these pop-up movements are extras that bring attention to your video whenever someone lands on your site.

The bar with the video - and you can have one or not - lets you customize the buttons you want. Want a Facebook icon in the bar? Just drag it over. What about a Twitter icon? Put that there, too. Want them in the video up in the corner? You can even put them there instead.

There's still a lot more you can do with this software.

Built in Call to Action

The best way to get people to make a decision about your product is to put the option in front of them when they're interested. When people are watching your videos, they're already showing interest.

You can offer them the opportunity to act on that interest by adding what's called an Event. Using the Event option means you can use the Timeline Editor to add the action you'd like for the watchers to take.

For example, if you want the customer to be given the chance to buy the product right then, you can add as your Event a Buy button. The Timeline Editor will then arrange for that button to show up.

When the button shows up is up to you. Is there an art to when you should put the Buy button or other button live? Actually, yes there is and this is where the software really helps you see what's going on behind the scenes with your videos and can help you get the conversions you want.

Whenever people watch a video, you're going to have a point where some people will stop watching it before the video ends. Without this software, you'll never know when those potential customers leave the video. Customers that leave without seeing the call to action miss out on a great product and you miss out on a sale.

This software can show you the drop off time where people stop watching. Let's say you have a video that's 10 minutes long - but a lot of people stop watching it at 7 minutes. Unfortunately, your call to action or

Event doesn't show up until 8 minutes in. You've already lost those who left at 7 minutes.

With the knowledge of when the drop off happens, you can go back in your Timeline Editor and set the call to action or Event to announce to the viewers at 6 minutes. That way, they've been given the chance to respond.

When you have some great messages to share with people and you want to build awareness and pamper your list, you can use the Easy Video Suite to set up who gets in to see the video.

Want people to spread the news on their social media? Set it up so that people have to spread the word in order to see the video. If you think people won't take that extra step in order to watch the video, you're wrong.

When people are interested in a product, they don't mind clicking a share button to get to see what they want to see. Once the video reaches the conclusion, you can set it up so that the end of the video automatically redirects the viewers to your website. So the videos are a great tool to use to direct traffic to your site.

Testing and Tweaking

Setting up videos with the new software is a piece of cake. You can upload it, rearrange it, have Events or not and drive traffic. Are there other features that make this software even more appealing? There is - and it's a marketer's helper.

When you do videos the old school way, you don't really know how well that video worked, how it was able to turn viewers into customers. With this software, you can see the conversions and you can tell which video the customers respond to.

In a world where marketing is king, there are always going to be things people respond to, that “it” thing that resonates with a customer. But on the other hand, there are going to be things that people don’t respond as well to.

There could be a variety of reasons. The way the product is presented, the length of the video or whatever. You might never know the reason behind why some marketing videos are more popular than others.

However, this software not only tests which one the viewers respond the best to, but it will play the one that gets you the most conversions. By using the Split Test feature, you’ll see which video garners the most results leading to the most sales.

The software pays attention to those figures and adjusts the video play accordingly. How cool is that? Then you can look at the ones that aren’t performing and edit or replace them until you maximize your conversions.

A Rundown of More Features Easy Video Suite Has to Offer

To go into all of the features that Easy Video Suite offers would take too long - so we’ll touch on the highlights of all the good stuff you’ll get from this software.

You can make videos to sell your product. You can create tutorials to show people how to use your product and the benefits your product gives them. You can put the videos on social media sites and on video sharing sites.

If you use Amazon S3, you can drag and drop. No hassle.

The software is meant for use with mobile platforms. It will crunch, encode and bring it to the masses with perfect viewing clarity.

You can share it immediately with the instant URL.

It will provide convenience to customers who don't want to sit through a long video. For those looking for a specific piece of information, you can add chapters to the video. These show up on the timeline as little inverted triangles.

Promo videos, demos, live opt-in forms - any way you look at it, Easy Video Suite is going to help you make your business the best it can be. It's done all of the work and it's waiting for you. Now all you have to do is decide you want to get started.

An advertisement for PLR Content Source. The top half shows a close-up of a hand typing on a white laptop keyboard. In the upper right corner of this image, the text "PLR CONTENT SOURCE" is written in a bold, blue, sans-serif font. Below the keyboard image, the text "Your Source For High Quality Private Label Rights Content That You Can Actually Afford and Profit From" is written in a smaller, blue, sans-serif font. At the bottom, the website address "www.PLRContentSource.com" is displayed in the same blue, sans-serif font.

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