



Use Online Video To Target Shoppers

Why is this important?

- ✓ Huge consumption of online video
- ✓ Search engines love online video
(Video Gets Ranked Very Fast)
- ✓ You build rapport with the viewer
- ✓ Educate shoppers why to choose your funeral home

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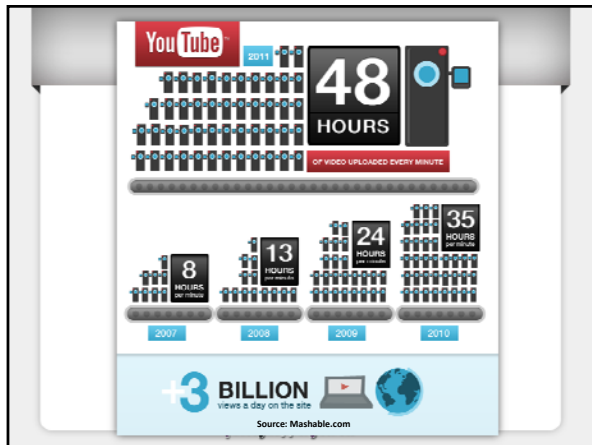
Use Online Video To Target Shoppers

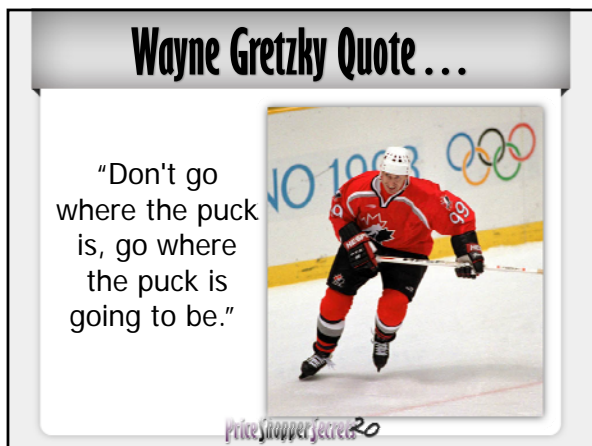
What you need to do...

- ✓ Record or create videos that address funeral and cremation costs
- ✓ Upload videos to various video sharing websites like YouTube, Daily Motion, Revver and others
- ✓ Strategically place videos on your website

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How To Apply Video to Price Shoppers

Online Video Marketing Strategy

Inform + Build Rapport + Ask for Action
= Win More Online Shoppers!

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How Desire & Ego Helped Me Figure Out Online Video For Funeral Service

The Results Were Not Just # 1,
But Most of the Top 10!

YouTube - Funeral Business Management Consulting

1 min 8 sec · 15 Nov 2007 · ★★★★★
http://www.funeralinfomercial.com/funeral-expert-robin-heppell-assists-funeral-homes-and-companies-by-consulting-with-them-on-how-to-be-more-...
www.youtube.com/watch?v=jSE5jWz0B4

Mentor Mike Koenigs

THE Internet Infomercial Toolkit™

Make Captivating Web-Videos That Turn *Browsers Into Buyers*

- Definitive Resource on Selling with Internet Video
- > 1.5 Years In Development
- Based on 20 Years Infomercial Industry Knowledge
- Easy to Learn
- Push-Button Scripts
- Make Your First Video in Hours

Funeral Planning in Victoria BC

March 16, 2008

March 23, 2008

Update: Funeral Planning

Date	Search Engine Results in:	Search Engine Results in:	Search Engine Results in:
March 16, 2008	1, 2	2, 4	1, 2
Videos Uploaded via Traffic Geysier on March 16, 2008 at 12:30 pm			
March 17, 2008	1, 2, 3, 4	2, 4*, 5	1, 2
March 20, 2008	1, 3, 4, 6	2, 4*, 5	1, 2
March 23, 2008	1, 2, 3, 7, 9, 10	2, 4*, 5	1, 2
May 5, 2008	1, 2, 3, 4, 7, 9, 10	2*, 3, 4, 7, 9	1, 2, 3, 4, 5, 7, 8

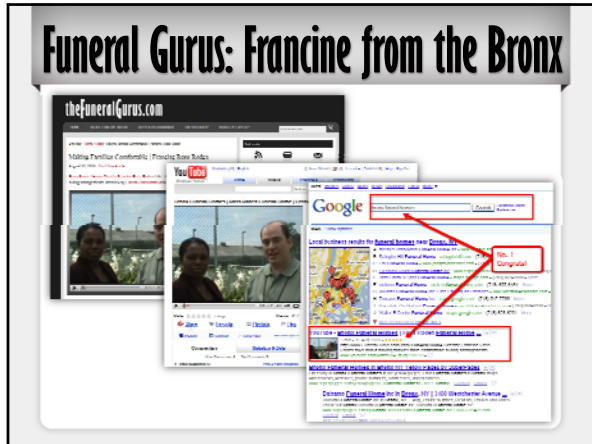
* denotes graphical image of the video

Videos Engage Your Visitors

Time on Page

Before Videos Uploaded
2:48 minutes

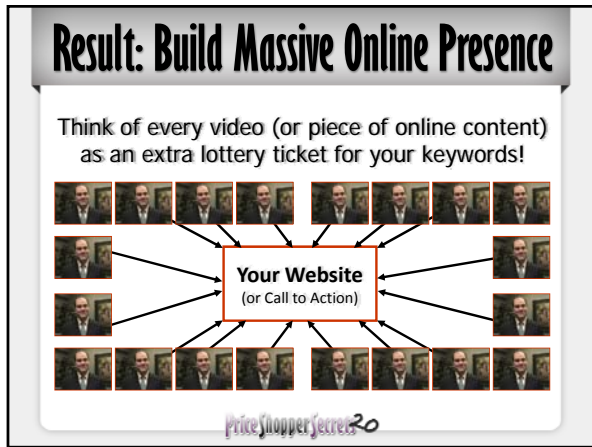
After Videos Uploaded
5:01 minutes













The Next Step ...

Online Video Creation Blueprint

Keyword Research, Script Creation,
Recording, Editing, Uploading, Title
Creation, Description Creation,
Tagging and Promotion

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Buying Words & How They Are Used

Note:

- Not everyone is looking for cheap
- See how questions are asked in Google
- Industry terms are not searched often

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends	Approximate CPC
"cremation costs"	Low	6,930	6,500	Stable	CAD3.37
"cremation cost"	Low	5,400	5,400	Stable	CAD2.53
"cost of cremation"	Low	4,400	4,400	Stable	CAD2.45
"direct cremation"	Low	2,400	2,400	Stable	CAD2.83
"cheap cremation"	Low	1,900	1,900	Stable	CAD3.10
"how much does cremation cost"	Low	900	880	Stable	CAD3.50
"low cost cremation"	Low	720	720	Stable	CAD4.43
"how much does a cremation cost"	Low	200	200	Stable	CAD2.95
"cost of cremation vs burial"	Low	200	200	Stable	CAD2.98
"what is the cost of cremation"	Low	140	140	Stable	CAD3.37
"average cremation costs"	Low	81	81	Stable	CAD3.27
"average cremation cost"	Low	81	81	Stable	CAD2.93
"inexpensive cremation"	Low	28	28	Stable	CAD2.51

Funeral Shopper Video Formula

- Plan / Script 5 Videos
 - [City] Funeral Costs
 - [City] Cremation Costs
 - [City] Funeral Homes
 - [City] Funeral Cremation
 - [City] Cremation Services
- Record Videos
 - Screen Capture
 - Talking Head
- Edit For Web
 - Web Friendly Format
 - Title file with Keywords
- Upload Video
 - Follow Worksheet
 - YouTube first (primary)
- Promote Video
 - Have 5 friends view entire video (rate & comment)
 - Embed in Website
 - Promote with Facebook / Twitter
 - Tag it with Social Bookmarking Sites
 - Link to YouTube URL from other sites if possible

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Scripting Your Online Video

Script Formats:

- Mini Sales Letter Video
- Elevator Pitch Formula
- Problem > Solution > Action
- John Carlton 3 Step Technique
- Infomercial Formula

Use whichever format you feel most comfortable with...
taking fast action is the most important thing to do!

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Mini Sales Letter Video

- Intro and branding
- Tell them what's in it for them
- Provide value
- Recap with a conclusion
- Advise them (what to watch out for)
- Call to action... read, watch, phone...
- Drag at the end

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Elevator Pitch Formula

- Who am I?
- What do I offer?
- What problem do I solve?
- What are the main contributions I can make?
- What should the listener do as a result of hearing this?


Problem > Solution > Action

- What problem does your product or service solve?
- What benefit do you / does it provide?
- What is your offer?
 - e.g. "get a free consultation", "use free calculator", "download free guide"
- What web site or phone number should they visit or call?

Remember to use your keywords!

John Carlton 3 Step Technique

1. Here's What I Got
 - Hi, this is Rob Heppell, of Heppell Cremation Services and we have a free online cremation cost calculator
2. Here's What It Will Do For You
 - The calculator will allow you to pick and choose what items you want for those services with no obligation and from the comfort of your own home
3. Here's What I Want You To Do
 - What I would like you to do now is go to www.YourFuneralChapel.com/costs now so that you can see how much a cremation will cost



The Infomercial Formula

Psychological Selling Technique: A-I-D-A

- A – Grab your prospective customer's Attention
- I – Generate Interest in your message
- D – Create Desire for your product or service
- A – Get him to take your intended Action
- "Squeeze" and sales page infomercials share this structure

Suggested "Calls To Action"


What I would like you to do now is...

- Download our Funeral Arrangement Checklist [link]
- Download our Meaningful Service Idea Generator to help create the most meaningful service for your loved one [link]
- Read what other families like yours have said about our services [link]
- Watch the next video our series about Planning a Cremation Service [link]

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Types of Videos

- Talking Head
- Presentation
- Screen Capture
- Prezi
- Animation



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How to Create Video

- Talking Head:
 - HD Video Camera, 16:9 ratio & H.264 / MP4 format
- Presentation / Screen Capture:
 - PowerPoint (PC / Mac) Keynote (Mac)
 - Camtasia (PC / Mac) or ScreenFlow (Mac)
 - JingProject Pro (PC / Mac) (\$15/year)
- If you create video tributes...
you have the knowledge & the technology

Funeral Director Strategies

- In the PS (Post Script) of an email price inquiry, watch this video on YouTube about Cremation Costs Explained [link]
- On the phone, if you think you are losing the call, in a last ditch effort say, "Do you have Internet access? Then go to Google / YouTube and search for: Victoria BC Cremation Costs
- Create a series of explanatory videos with the "Costs" video being Part 1 of ___
 - Cremation Memorial Service Options (Part 2 of ___)
 - Planning a Meaningful Cremation Service (Part 3 of ___)
 - Save on Cremation Urns & Cremation Jewelry Part 4 of ___

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Free Scripts & Slide Templates

PowerPoint Slides:

- Funeral Costs Made Simple
- Cremation Costs Made Simple

• **Video Scripts in Word:**

- Funeral Cost Calculator Demo
- Carlton 3 Step Cost Calculator
- Funeral Costs Made Simple
- Cremation Costs Made Simple

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Thanks For Watching This Video ...

What was your biggest "take-away" or "a-ha" moment from this video?
Please share them in the comment section.

Special offer: If you create a video and upload it to YouTube or Daily Motion today or tomorrow, put the link in the comments area below and I will promote it on my Blog, Facebook and Twitter (and I am sure that others here in our group will do it too.) This will help drive the video higher in the Search Engine Results.

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